

DJ Brazil Mobile Phone Subscriptions Rise 16.66% In 2010

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SAO PAULO (Dow Jones)--Brazil mobile phone subscriptions rose to 202.94 million in 2010, up 16.66% from the previous year, according to figures released Wednesday by telecommunications regulator Anatel.

New subscriptions totaled 28.98 million in 2010, compared with 23.3 million additions in 2009, Anatel said.

Vivo Participacoes SA (VIVO4.BR) ended the year as market leader with a 29.71% share of subscriptions. Spain's Telefonica SA (TEF.MC) recently agreed to buy Portugal Telecom SGPS SA's (PTC.LB) controlling share in Vivo.

Claro, the local unit of Mexico's America Movil SA (AMX.MX), was in the No. 2 position last year with a 25.44% market share.

TIM Participacoes SA (TCSL4.BR) was in third place with 25.14% of market share. TIM is the local unit of Telecom Italia SpA (TIT.MI).

In fourth-place, mobile-phone operator Oi (TNLP4.BR) registered a share of 19.35% in 2010.

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