

Number of Subscribers	Subscribers at End of Q4 2023	2024									
		Q1		Q2		Q3		Q4		YEAR	
		Net Additions	Subscribers to Date	Net Additions	Subscribers to Date	Net Additions	Subscribers to Date	Net Additions	Subscribers to Date	Net Additions	Subscribers to Date
Bell Mobility ^{[1][2][3]}	10,287,046	Jan-Mar		Apr-Jun		Jul-Sept		Oct-Dec			
		25,208	10,206,452	131,043	10,337,495	102,196	10,361,720	51,070	10,288,574	309,517	10,288,574
Prepaid	864,216	-20,039	844,177	52,543	896,720	69,085	887,834	-5,480	758,138	96,109	758,138
Postpaid	9,422,830	45,247	9,362,275	78,500	9,440,775	33,111	9,473,886	56,550	9,530,436	213,408	9,530,436
IoT	2,732,548	66,406	2,798,954	87,917	2,886,871	56,216	2,943,087	100,343	3,043,430	310,882	3,043,430
Rogers Wireless ^{[4][5][6]}	12,571,000	Jan-Mar		Apr-Jun		Jul-Sept		Oct-Dec			
		61,000	11,504,000	162,000	11,666,000	194,000	11,860,000	95,000	11,874,000	512,000	11,874,000
Prepaid	1,111,000	-37,000	1,018,000	50,000	1,068,000	93,000	1,161,000	26,000	1,106,000	132,000	1,106,000
Postpaid	10,498,000	98,000	10,486,000	112,000	10,598,000	101,000	10,699,000	69,000	10,768,000	380,000	10,768,000
SaskTel Mobility ^{[7][8][9]}	667,653	Jan-Mar Q4		Apr-Jun Q1		Jul-Sept Q2		Oct-Dec Q3			
		-1,607	666,046	3,560	669,606	4,237	673,843	4,687	678,530	10,877	678,530
TELUS Mobility ^{[8][10]}	9,801,000	Jan-Mar		Apr-Jun		Jul-Sept		Oct-Dec			
		45,000	9,846,000	101,000	9,947,000	130,000	10,077,000	70,000	10,147,000	346,000	10,147,000
IoT	3,114,000	101,000	3,215,000	161,000	3,376,000	159,000	3,535,000	194,000	3,729,000	615,000	3,729,000
Vidéotron ^[8]	3,764,900	Jan-Mar		Apr-Jun		Jul-Sept		Oct-Dec			
		60,200	3,825,100	93,500	3,918,600	132,100	4,050,700	87,500	4,138,200	373,300	4,138,200
Total prepaid	1,975,216	-57,039	1,862,177	102,543	1,964,720	162,085	2,048,834	20,520	1,864,138	228,109	1,864,138
Total postpaid	19,920,830	143,247	19,848,275	190,500	20,038,775	134,111	20,172,886	125,550	20,298,436	593,408	20,298,436
Total IoT (reported)	5,846,548	167,406	6,013,954	248,917	6,262,871	215,216	6,478,087	294,343	6,772,430	925,882	6,772,430
Total unclassified ^[8]	14,233,553	103,593	14,337,146	198,060	14,535,206	266,337	14,801,543	162,187	14,963,730	730,177	14,963,730
Total Subscribers^[11]	36,129,599	189,801	36,047,598	491,103	36,538,701	562,533	37,023,263	308,257	37,126,304	1,551,694	37,126,304
Total mobile + IoT (reported)	41,976,147	357,207	42,061,552	740,020	42,801,572	777,749	43,501,350	602,600	43,898,734	2,477,576	43,898,734

*Footnotes on the following page.

¹ In Q1 2024, Bell adjusted its mobile phone postpaid subscriber base to remove 105,802 very low to non-revenue generating business market subscribers.

² In Q3 2024, Bell adjusted its mobile phone prepaid subscriber base to remove 77,971 Virgin Plus prepaid subscribers as it stopped selling new plans for this service as of September 30, 2024.

³ In Q4 2024, Bell removed 124,216 prepaid mobile phone subscribers from its prepaid mobile phone subscriber base, as it stopped selling new plans for this service as of December 31, 2024.

⁴ In January 2024, Rogers adjusted its prepaid mobile phone subscribers to remove 56,000 Fido prepaid subscribers as it stopped selling new plans for this service as of that date.

⁵ In January 2024, Rogers adjusted its postpaid mobile phone subscriber base to remove 110,000 Cityfone subscribers, as it stopped selling new plans for this service as of that date.

⁶ In October 2024, Rogers removed 81,000 prepaid subscribers from its prepaid mobile phone subscriber base, as it stopped selling new plans for this service.

⁷ SaskTel reports on a fiscal calendar beginning April 1, 2024, ending March 31, 2025.

⁸ SaskTel, TELUS and Vidéotron do not breakdown prepaid and postpaid subscribers.

⁹ SaskTel does not report net additions in their quarterly financial reports. Net additions have been calculated by the Association.

¹⁰ In Q1 2024, Telus reduced its mobile phone subscriber base by 283,000 to remove a subset of public services customers to provide a more meaningful reflection of the underlying performance of its mobile phone business. elus also applied this adjustment to its final subscriber counts at the end of Q4 2023.

¹¹ Total subscribers is not inclusive of 3,376,000 subscriptions reported by TELUS as M2M or connected devices in relation to the Internet of Things (IoT), and 2,886,871 subscriptions reported by Bell as mobile connected device subscribers, which include IoT units.

Source: Company Reports

This list only includes Canadian providers who publish subscriber data and does not contain additional numbers for providers who do not publish such data, e.g. Eastlink or Tbaytel. Totals for Bell, Rogers, TELUS and Vidéotron include their respective flanker brands.