

# Lecture 1

Q.1

ARPU: average revenue per user

$$\text{revenue} = \text{ARPU} \times \text{population}$$

estimate:

$$\begin{aligned} & \$ 160 / \text{month} \\ & \times 30 \times 10^6 \text{ people in Canada} \\ & \hline & \$ 3 \times 10^9 / \text{month} \\ & = \$ 36 \text{ B} / \text{year}. \end{aligned}$$

