

Lecture 1

Exercise 1: Make a (very) approximate estimate of the revenue generated by telecommunication service providers in Canada based on an estimate of the population and your estimate of the average revenue per person. Compare your answer with other student's estimates. Make a similar estimate for another service industry or utility and compare them.

ARPU
(Average Revenue
Per User)

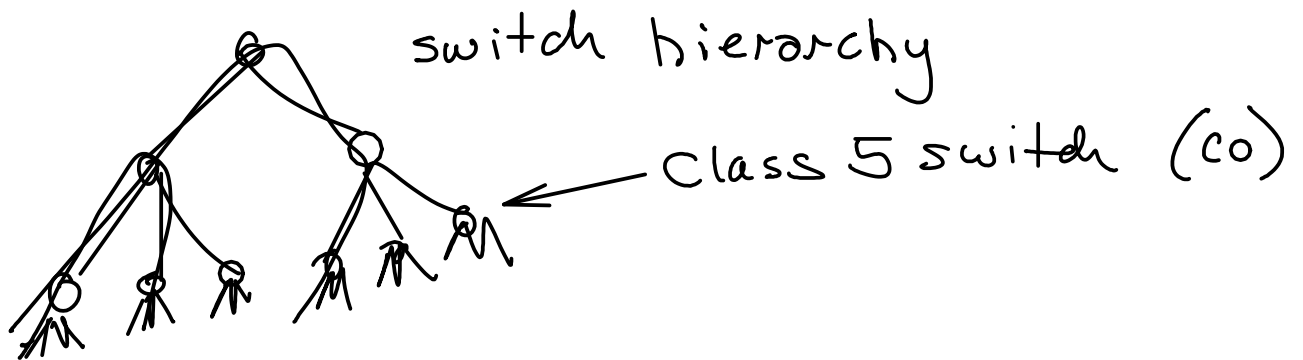
Canada
↓ population
 35×10^6 people

\$ 75

35×10^8

telecom: \$ 3.5 Billion.

Electricity: \approx same?



Exercise 2: Highlight or underline the acronym definitions and any unfamiliar terms introduced in this lecture.