

	Year ended December 31,		
	2008	2009	2010
	NT\$	NT\$	NT\$
	(in billions)		
Broadband access revenues:			
Broadband access (ADSL and FTTx)	20.0	19.9	20.3

We provide FTTx internet services, with downlink speeds of 10, 20, 50 and 100 Mbps, in 2010. The number of our FTTx customers increased significantly in 2008, 2009 and 2010 as prices became more affordable, coverage areas expanded and customer demand for higher bandwidth heightened. Many of new FTTx customers have migrated from using our HiNet dial-up and ADSL internet services. Of the approximately 2.04 million FTTx customers as of December 31, 2010, approximately 84.8% were those that migrated from our ADSL services. We also provide FTTx access services to other internet service providers that do not have their own network infrastructure, and as a result, our FTTx customers also include some customers that only use us for the FTTx data access line and choose another ISP to provide internet services. Of the approximately 2.04 million FTTx customers as of December 31, 2010, approximately 1.8 million were also our HiNet subscribers. We currently offer various promotional packages to encourage more migration of our HiNet dial-up and ADSL subscribers to our FTTx service. As of December 31, 2010, 44.4% of HiNet subscribers accessed the internet through our FTTx service, and we expect this ratio to increase in the future as a result of these promotional measures.

Our market share of Taiwan's broadband market was approximately 83.8%, 83.0% and 80.5% in 2008, 2009 and 2010, respectively.

The following table sets forth our broadband service customers as of each of the dates indicated.

	As of December 31,		
	2008	2009	2010
ADSL service customers (in thousands)	3,241	2,666	2,329
FTTx service customers (in thousands)	1,070	1,638	2,045
Average downlink speed (Mbps)	4.33	5.1	6.1

Our ADSL service offers downlink speeds that range from 256 kilobits per second to 8 Mbps and uplink speeds that range from 64 kilobits per second to 640 Kbps. In December 2001, we began providing symmetrical digital service with uplink and downlink speeds of 512 kilobits per second. After our promotions in 2004 to increase customer access speeds, including our promotions for customers to upgrade to higher-speed access, the average uplink and downlink speeds of our customers have increased substantially. In 2010, we offered ADSL low speed customers a free upgrade to high speed ADSL service. As of December 31, 2010, approximately 84% of our customers had subscribed for downlink speeds of over 2 Mbps, and our average downlink speed was 6.1 Mbps. Our FTTx service offers downlink speeds of 10, 20, 50 and 100 Mbps matched with uplink speeds of 2, 2, 3 and 5 Mbps, respectively.

We have experienced competition in the ADSL and FTTx service market from other fixed line operators and cable operators. Our strategy is to continue the migration of ADSL subscribers to FTTx so as to increase the average revenue per user. In addition, in order to strengthen customer loyalty, we have provided free speed upgrades for ADSL customers who were using lower speed services since August 2010. Due to the aforementioned initiatives, we were able to maintain the number of our broadband subscribers.

Our revenues from providing internet access are generated from installation fees, monthly subscription fees and usage fees from fixed line telephone calls made by dial-up customers to access HiNet, which are recorded as domestic data services revenues rather than as local revenues. Usage fees from fixed line telephone calls made to access internet service providers other than HiNet are recorded as local revenues.