

TABLE OF CONTENTS

0.0 EXECUTIVE SUMMARY	1
<i>Customers with contracts are more likely to take out insurance than those on pre-pay schemes.....</i>	<i>1</i>
<i>Mobile telephone insurance is sometimes acquired through other financial products.....</i>	<i>1</i>
<i>German policyholders display a relatively high propensity to make claims.....</i>	<i>1</i>
1.0 INTRODUCTION.....	2
Research rationale	2
European consumer research	2
Mobile telephone insurance	2
Other topics	2
Other international research reports.....	4
2.0 SURVEY ANALYSIS.....	5
Introduction	5
Underlying market for mobile telephones	6
Mobile network operators used	7
Proportion of mobile owners in possession of mobile telephone insurance	8
Proportion of mobile owners who have insurance, segmented by subscription method.....	9
Proportion of mobile owners who have insurance, segmented by network operator	10
Attitudes towards mobile telephone insurance of mobile owners without cover	11
Attitudes of mobile owners without cover, segmented by subscription method.....	13
Risks covered by mobile telephone insurance	15
Distribution of mobile telephone insurance	16
Distribution channels used for stand-alone mobile telephone insurance	17
Distribution interfaces used for stand-alone mobile telephone insurance	19
Mobile telephone insurance - point in time obtained	21
Mobile telephone insurance claims experience.....	22
Mobile telephone insurance - main reasons for claims	23
3.0 APPENDIX	24
Research sample	24
Research structure.....	25

LIST OF GRAPHICS / TABLES

0.0 EXECUTIVE SUMMARY	1
1.0 INTRODUCTION.....	2
2.0 SURVEY ANALYSIS.....	5
% of respondents in Germany owning a mobile telephone segmented by subscription method, 2010	6
Mobile phone network operators used in Germany, segmented by subscription method, 2010	7
% of mobile owners in Germany who have insurance, 2006 and 2010	8
% of mobile owners in Germany who have insurance, segmented by subscription method, 2010.....	9
% of mobile telephone owners in Germany who have insurance, segmented by mobile network operator, 2010	10
Main reasons why uninsured mobile telephone owners do not hold insurance in Germany, 2006 and 2010	11
Main reasons why uninsured mobile telephone owners do not hold insurance in Germany, 2006 and 2010 (data).....	12
Main reasons why uninsured mobile telephone owners do not hold insurance in Germany, segmented by subscription method, 2010.....	13
Main reasons why uninsured mobile telephone owners do not hold insurance in Germany, segmented by subscription method, 2010 (data).....	14
Risks covered by mobile telephone insurance in Germany, 2006 and 2010	15
Types of insurance policy held by insured mobile owners in Germany, 2010.....	16
Distribution channels used for stand-alone mobile telephone insurance in Germany, 2006 and 2010.....	18
Distribution interfaces used for stand-alone mobile telephone insurance in Germany, 2006 and 2010.....	19
Cross-referencing of distribution channels and interfaces used for stand-alone mobile telephone insurance in Germany, 2010	20
Time of acquiring stand-alone insurance relative to time of acquiring mobile telephone in Germany, 2006 and 2010.....	21
Frequency of mobile telephone insurance claims in Germany, segmented by outcome of claims, 2010..	22
Main reasons for mobile telephone insurance claims in Germany, 2010	23
3.0 APPENDIX	24
Sample breakdown in Germany by age group and household income band, 2010.....	24