

SMS Statistics ¹ for Special Dates (unit in thousands) (as at Christmas Day 2016)								
Year	New Year Day (1 Jan)		Chinese New Year Day ³		Valentine's Day (14 Feb)		Christmas Day (25 Dec)	
	Sent	Received	Sent	Received	Sent	Received	Sent	Received
2005	-	-	-	-	-	-	8,716	11,238
2006	9,936	12,163	10,778	12,904	8,041	10,979	13,190 (+51.3%) ²	13,752 (+22.4%) ²
2007	15,400 (+55.0%)	15,664 (+28.8%)	16,444 (+52.6%)	16,003 (+24.0%)	13,448 (+67.2%)	13,705 (+24.8%)	15,800 (+19.8%)	20,157 (+46.6%)
2008	18,965 (+23.15%)	23,113 (+47.55%)	19,351 (+17.68%)	23,721 (+48.23%)	14,869 (+10.57%)	21,397 (+56.13%)	20,369 (+28.9%)	25,896 (+28.5%)
2009	23,134 (+21.98%)	27,730 (+19.98%)	24,275 (+25.45%)	28,696 (+20.97%)	18,372 (+23.56%)	25,939 (+21.23%)	23,403 (+14.90%)	32,206 (+24.37%)
2010	27,437 (+18.60%)	35,643 (+28.54%)	28,327 (+16.69%)	36,853 (+28.43%)	28,327 (+54.19%)	36,853 (+42.08%)	25,099 (+7.25%)	33,759 (+4.82%)
2011	28,503 (+3.89%)	36,480 (+2.35%)	29,283 (+3.37%)	37,538 (+1.86%)	26,306 (-7.13%)	36,106 (-2.03%)	21,623 (-13.85%)	29,926 (-11.35%)
2012	26,572 (-6.77%)	35,645 (-2.29%)	24,513 (-16.29%)	33,153 (-11.68%)	20,942 (-20.39%)	30,817 (-14.65%)	10,348 (-52.14%)	18,598 (-37.85%)
2013	10,930 (-58.87%)	19,823 (-44.39%)	11,529 (-52.97%)	20,021 (-39.61%)	9,631 (-54.01%)	17,302 (-43.86%)	5,864 (-43.33%)	12,671 (-31.87%)
2014	6,340 (-41.99%)	13,351 (-32.65%)	6,572 (-43.00%)	13,435 (-32.90%)	6,445 (-33.08%)	14,637 (-15.40%)	4,872 (-16.92%)	11,577 (-8.63%)
2015	4,778 (-24.64%)	11,279 (-15.52%)	4,977 (-24.27%)	12,574 (-6.41%)	5,310 (-17.61%)	12,826 (-12.37%)	3,724 (-23.57%)	9,908 (-14.42%)
2016	4,172 (-12.68%)	10,208 (-9.49%)	3,564 (-28.39%)	9,886 (-21.38%)	3,292 (-38.00%)	9,724 (-24.19%)	2,932 (-21.26%)	9,138 (-7.78%)

Note:

1. The definition and collection time for SMS statistics are as follows:
 - a. Short message service refers to the origination or termination of messages containing alphanumeric characters, sound, images etc. by the mobile service customers with their handsets, PDA, computer and any other terminals.
 - b. The start time for collecting the statistics is ONE HOUR prior to 00:00 hour of the "Special Date" and the end time is on 00:00 hour on next day of the "Special Date", i.e. the statistics are for the number of messages sent or received over a period of 25 hours.
2. The figure in bracket shows the percentage increase or decrease as compared with the corresponding statistics in the previous year.

3. *Dates for Chinese New Year Day:*

Year 2007 : 18 February

Year 2008 : 7 February

Year 2009 : 26 January

Year 2010 : 14 February

Year 2011 : 3 February

Year 2012 : 23 January

Year 2013 : 10 February

Year 2014 : 31 January

Year 2015 : 19 February

Year 2016 : 8 February