



Alberta Korea Office

Korea Market Intelligence

July 2, 2009

BlackBerry Service to individual customers

SK Telecom, a Korean mobile carrier with the biggest market share in Korea, will start BlackBerry service in Korea June 30, 2009.

BlackBerry has been in a limited distribution only to some corporate customers in Korea. SK Telecom and RIM will introduce one BlackBerry model the BlackBerry Bold. It can be purchased from designated SK Telecom shops and also from SK Telecom online stores.

Voice communication will be carried by SK Telecom at a local rate but in order to use an email and data service from RIM, the customers will have to pay additional 24,000won (about C\$20) per month at a fixed rate. The model price in Korea will be about 600,000won (C\$540).

Source : The Alberta Korea Office

For more on the latest developments in the Korean marketplace, please [contact the Alberta Korea Office](#).