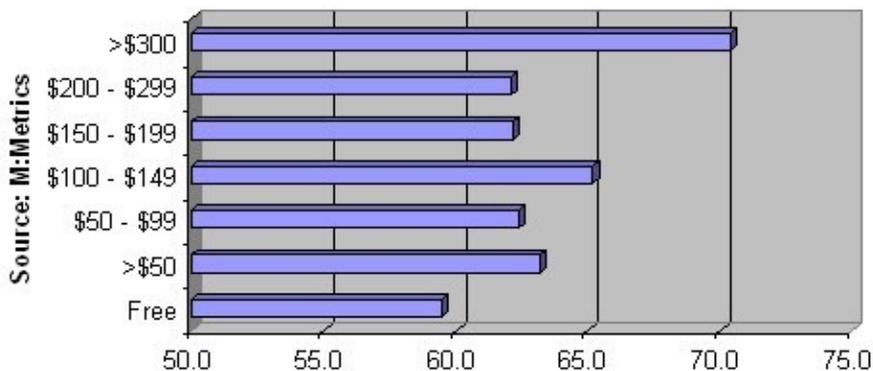


Satisfaction relative to handset price



>\$300

Customers in the US paying more than USD 300 for their handset are the most likely to be satisfied with their purchase according to data from M:Metrics. PMN asked M:Metrics to rank handset satisfaction on a 10 point scale according to the price paid by the customer. The graph below shows the percentage of customers awarding the 3 highest satisfaction ratings across various price categories. Interestingly, those given free handsets were the least satisfied of all - there's no pleasing some people! Source: *M:Metrics*

About Stat Spot

Stat Spots are published by PMN as a regular feature in the MEX newsletter at www.mobileuserexperience.com and in our free email bulletin. Along with our consultancy services and annual MEX strategy forum (a two day conference held in London – www.pmn.co.uk/mex/), this forms a key part of our market intelligence services for the mobile telecoms industry. PMN believe passionately in enhancing the user experience by promoting awareness, researching the market and actively assisting companies and individuals in making better mobile products. If you'd like to find out more about how we can help with your user experience strategy, please contact Marek Pawlowski at marekpawlowski@pmn.co.uk or on +44 (0)20 8680 2543.

2 billion

...T9 predictive text input licenses sold by Tegic. T9 revolutionised text messaging in 1995 by significantly reducing the number of key presses required to enter words, using software and a built-in dictionary to suggest words using a standard 12 button keypad. Tegic is now owned by AOL and used in some 800 phone models. Source: *Tegic/AOL*

9%

...decline in the average selling price (ASP) of Nokia's handset in Q3 2006. Nokia's ASP was just EUR 93, compared to EUR 102 at Motorola and EUR 147 at Sony Ericsson. Source: *Company financial statements*

251m

...handsets shipped in Q3 2006, up 21.5% on the same period last year. Nokia gained 2.6 percentage points to record market share of 35.1%, while Sony Ericsson and Motorola also improved on their 2005 results. Samsung, LG and BenQ all lost ground. Source: *Gartner*

75.5%

...growth in the worldwide smartphone market from H1 2005 to H1 2006. Unit shipments grew to 34.7m, with Japan over-taking EMEA to become the the world's largest market, representing 33 percent of all smartphones sold. Source: *Gartner*.

5 - 10%

...is the amount by which Nokia is rumoured to have cut prices across its N-Series range of devices in the last two weeks, prompting analysts to speculate about the possibility of further price competition at the high-end of the mobile market. Source: *Reuters*



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\$74b

...in annual worldwide revenues from wireless machine to machine (M2M) communications by 2011. This represents significant growth from the USD 20 billion estimated by Juniper Research in 2006 and is indicative of the coming explosion in intelligent objects connected to wireless networks. Source: *Juniper Research*

25%

...of users would change their operator because of problems encountered with their handset, according to a survey of 1859 UK mobile users aged 16 - 34. Source: *Sicap*

50/50

...split between Panasonic and NEC in the new joint venture to produce a common platform for mobile handsets. The company is called Esteemo - apparently combining the 'esteem' in which the companies hold each other's expertise and their focus on 'MOBILE'. The venture will employ about 130 people. Source: *Esteemo*

17m

...Sony Ericsson Walkman phones sold in 2006, compared to 39 million iPods. However, if you include all music-enabled Sony Ericsson handsets, the total jumps to 60 million. Source: *Sony Ericsson*

12,000

...questions per day answered by AQA, the text messaging service run by IssueBits. The company has now answered more than 5m questions since launching two years ago and promises to answer any question (hence the name A-Q-A) submitted to its 63336 shortcode in the UK for GBP 1.00 a go. IssueBits was founded by the former CEO of Symbian, Colly Myers. Source: *AQA*



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\$15.4b

...in revenues generate by MVNOs worldwide during 2006. This figure will rise to USD 67.4 billion in 2012, while subscriber numbers will grow from 93m last year to 352m in 2012.

Source: *Juniper Research*

100m

...monthly page impressions for GoFresh's mobile social networking service, itsmy.com. The portal has been promoted entirely through viral marketing. 80 percent of contributions come through MMSs, 16 percent via direct upload and 4 percent via mobile mail. Source: *GoFresh*

4

...Japanese mobile payment systems will share the same point-of-sale terminal as local players combine to expedite the rollout of technology in the retail environment. JR East, NTT DoCoMo, JCB and bitWallet will collaborate to develop a single terminal for Suica, iD, QUICPay and Edy. Source: *NTT DoCoMo*.



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3.5hrs

...of video recording per Gb of storage using SanDisk's new V-Mate set-top box, which allows customers to capture content from virtually any video source and store it on memory cards for viewing on mobile devices. Source: *SanDisk*

13m+

...Osaifu-Keitai mobile wallet handsets among DoCoMo's customer base of 55m Japanese subscribers. DoCoMo uses Felica contactless technology for payments, ticketing, ID and other services. Source: *NTT DoCoMo*

229m

...mobile phones were shipped in Q2 of 2006 according to Gartner. While this was slightly down on Q1, Gartner is still maintaining its forecast of 960m units for calendar 2006, 238m of which will be sold in Q3. Motorola was the biggest mover of the main manufacturers, with its market share rising 4.2 percent year-on-year to 21.9 percent.

Source: *Gartner*

55.4%

...of Japanese bloggers surveyed by Technorati and Edelman have never been contacted by the companies they're blogging about, suggesting their PR representatives need to do more to keep the press up-to-date with developments. This will become more important as blogging goes mobile and instantaneous.

Source: *Technorati/Edelman*

2 Mb/s

...is the uplink transmission speed achieved by Qualcomm's MSM 7200 chipset in trials. HSUPA (High Speed Uplink Packet Access) is coming under operators' spotlight as they seek to improve the return path to the network for subscribers. Source: *Qualcomm*

2.5m

...3.5G mobile broadband subscribers in 2006. Apparently this will grow to 300m in 2011. Source: *Informa*

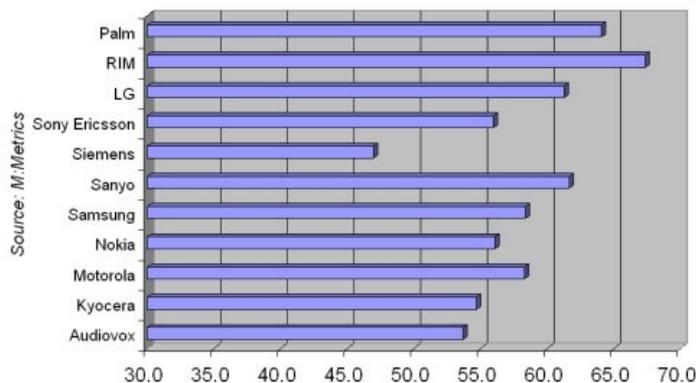
\$334.9m

...invested in wireless companies in June 2006, down slightly from the USD 372.2m invested in the same period last year. USD 2.84 billion has been invested so far in 2006. Source: *Rutberg & Co.*

- 7.5%

...UK spending on fixed line telecoms fell by 7.5% in 2005 to GBP 10.1 billion, while mobile spending rose 9.7% to GBP 13.1 billion. Source: *Ofcom*

User satisfaction by handset brand



67.4%

...of RIM users surveyed by M:Metrics in the US awarded their handsets the 3 highest satisfaction ratings on a 10 point scale, making it the most popular of the major brands on the market. Siemens was lowest with 47%, while Motorola (58.3%) beat Nokia (56.1%) by just over 2 percentage points. See the graph (left) for full results. The bars represent the total percentage of users awarding their handset brands the 3 highest satisfaction ratings on M:Metric's 10 point scale. The longer the bar, the more satisfied the customers. Source: *M:Metrics*



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2.3 trillion

...SMS messages will be sent worldwide in 2010, up from 936 billion in 2005. Asia will account for the lion's share of this number, generating 1.8 trillion messages in 2010. Source: *Gartner*

8.7m

...is the average number of new subscribers Vodafone has acquired worldwide each year since launching its first network in the UK on 1st January 1985. Vodafone now has over 200m customers around the world according to its calculations of 'proportionate interest' in subsidiary networks. Source: *Vodafone*

65.7m

...handsets shipped by Motorola in Q4 2006, up 47 percent on the same period a year ago. However, revenues from mobile device sales only increased 19 percent due to an increased number of low-cost handset shipments. Profits from this division almost halved year-on-year and operating margins declined by 7 percentage points to under 5%. It seems the company has finally lost its razor edge. Source: *Motorola*

400,000

...dotMobi domains registered since October 2006. Apparently just 100,000 dotcom names were registered in the first 10 years of the domain's existence. However, dotMobi didn't provide figures for how many of these are being actively used rather than registered as a precaution to guarantee a particular name. Source: *dotMobi*



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47.8%

...of US users equipped with camera phones sporting a resolution in excess of 1.3 megapixels have uploaded photos to an album in the 3 months to May 2006. This compares with 17.7 percent of those with VGA cameras and 25.1% in the 1 - 1.3 megapixel category. The stats, provided for the MEX newsletter by M:Metrics, demonstrate a clear relationship between the quality of photos and desire to share them from the handset. There is also a strong indication that 1.3 megapixel quality represents a 'watershed' threshold for encouraging photo transmission. Source: *M:Metrics*

4 Mb

...of data can be stored on HP's prototype Memory Spot, a wireless chip smaller than a shirt button and capable of transmitting data at 10 Mb/s. The technology could be used to imbed intelligence in physical objects. Source: *ZDNet*

25%

...of the 15.7m Sony Ericsson handsets sold during Q2 2006 were Walkman-branded music phones. Sony Ericsson has sold a cumulative total of 10m Walkman handsets up to end of June 2006. Source: *Sony Ericsson*

35%

...of handsets shipped in 2006 will be outsourced to contract manufacturers. All of the major handset vendors now use contract manufacturers for some of their portfolio. Source: *Visiongain*

90%

...growth in Windows Mobile licenses shipped during Microsoft's fiscal 2006 period. While still a relatively small part of the software giant's USD 44 billion revenue stream, it is one of the company's fastest growing businesses and this year achieved profitability for the first time. Source: *Microsoft*

3.3m

...US consumers downloaded mobile applications in Q1 2006. The highest revenue generator was MapQuest Mobile, published by Zingy, which captured 21.9 percent of the total revenue in this market. Source:

Telephia

10m

...Symbian OS handsets sold in Japan. The first was introduced in 2004 and 35 models from 6 manufacturers have now been shipped. Source: *Symbian*

50m

Motorola has shipped more than 50m RAZR handsets since the model was introduced two years ago. RAZR has been at the heart of the renaissance in Motorola's mobile business, helping grow its market share to 22 percent in Q2 2006 and driving record revenues. Source: *Motorola*

500,000

...music tracks to be offered by Jamster when it launches Germany's first off-portal mobile music service next month. Source: *Mobile Entertainment*

00:30:26

...is the average weekly viewing time (30 minutes and 26 seconds) of users of the Japanese One-Seg mobile digital TV service. 1.5% of the population is equipped with One-Seg compatible terminals and 61.9% of are aware of the service. Source: *Yano Research*

71%

...of mobile game purchases are made from the operator's portal. 53 percent of all gaming sessions on mobile devices are with downloaded games, with 39 percent already installed on the handset and 8 percent played on-line. Source: *Telephia*

-4%

...decline in Samsung's Q2 2006 handset sales compared to last year and an 8% sequential fall from the previous quarter. The Korean company believes new ultra-thin models will boost sales in Q3. Source: *Samsung*

50%

...increase in end-user spend by UK consumers using Bango's off-portal billing system between Q2 2006 and the same period in 2005.

Source: *Bango*

30%

...is the cap on profit margins European operators are allowed to make from consumers on roaming calls under regulatory proposals tabled by the European Commission. Source: *EU*

>10 secs

...is the average download time for a music file over a 3.6 Mbs HSDPA network, according to MobileOne and Nokia, who are launching Singapore's first HSDPA network. Source: *MobileOne*

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1m

...Nokia 3250 handsets sold since March 2006. The 3250 is one of Nokia's first attempts to drive advanced smartphone functionality into mid-range handsets. Source: *Nokia*

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