



Outside The Box

A look at Trends shaping our industry, and the world we live in

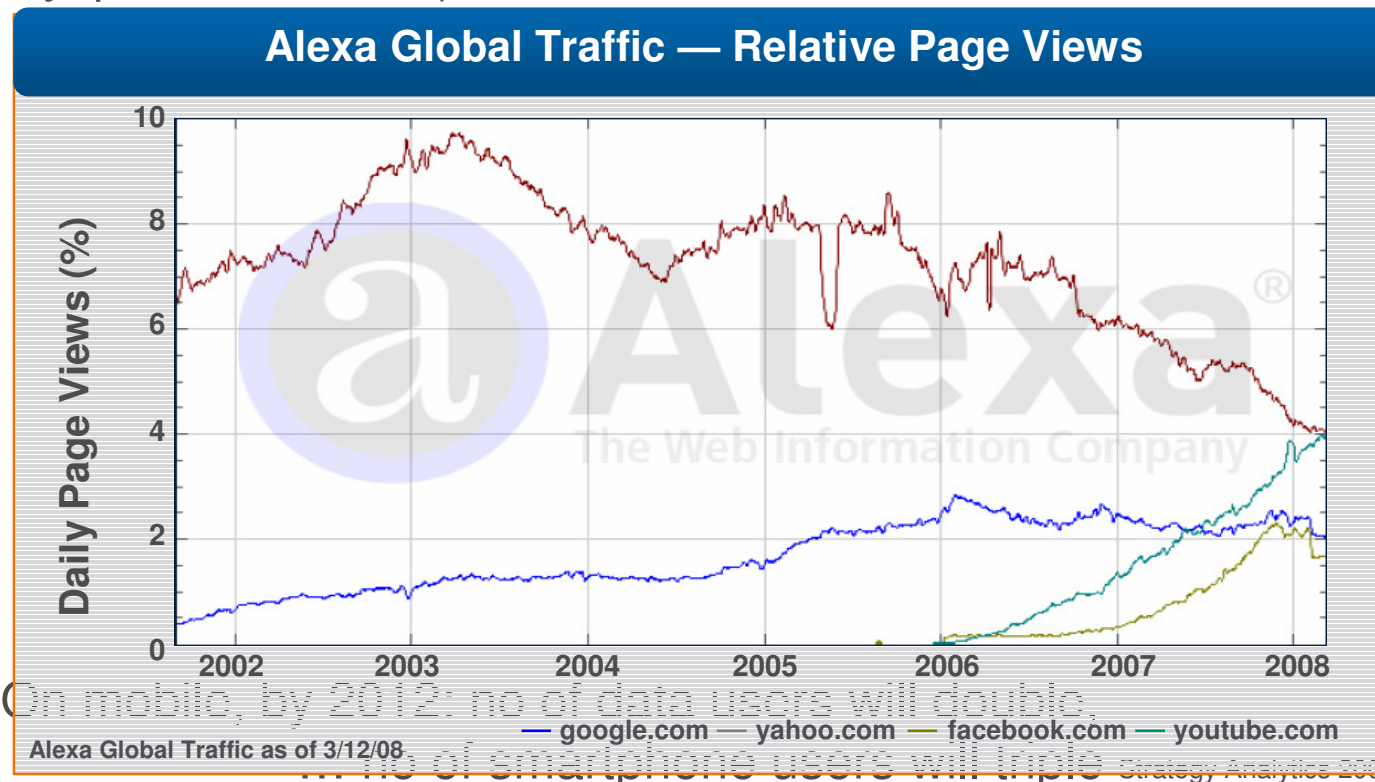
Trend I

*The Internet is reaching into the
handset*



Internet usage continues to morph in shape and flow WAVE®

The internet itself has changed dramatically (again) from **All-in-One** portals (eg Yahoo) to **Vertical Portals** (eg iTunes) to **Personalised Portals** (eg iGoogle) to **user-centric portals** (eg Myspace, Facebook)



Reaching into the Handset – in 3 ways

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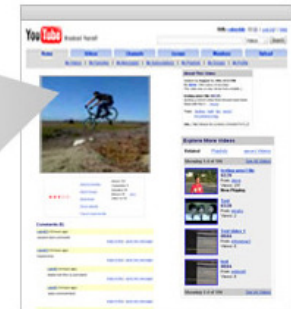
Applications available on handsets

- Better management of J2ME dev and testing
- The rise of AJAX/scripting platforms, Adobe, Silverlight ...
- Popularity of Open O/S handsets inc LiMo, Symbian, MS

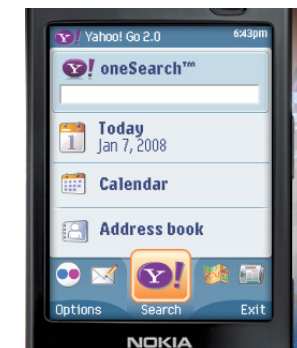
Effective rendering of more and more sites

- Optimised content delivery – lower latency, lower traffic
- Speed proxies
- Transcoding proxies

We have witnessed data traffic increases in excess of 100-200%



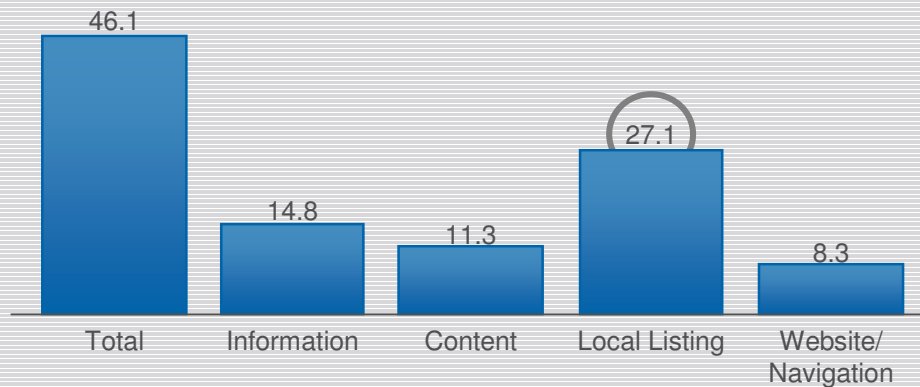
3. Mobile Search ...



What are mobile searchers looking for?

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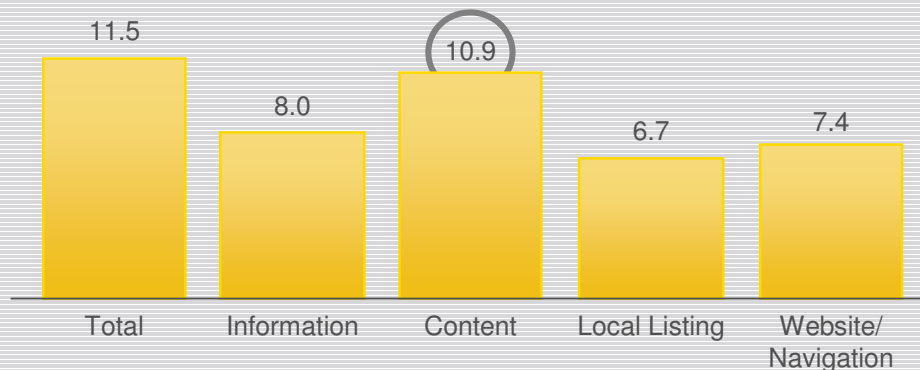
US Mobile Search Users by Search Objective (in millions)



- Greatest number of mobile users searched for Local info
- Content searchers searched most frequently

Neilson Mobile 2008

Monthly Frequency of US Mobile Users' Searches by Objective



Global stats

- Over **6%** of mobile users access search (M Metrics)
- Revenues from mobile search services will rise to **\$4.8bn** worldwide by 2013 (Juniper Research)

Source: Nielsen Mobile Media Survey

US Data for Q32007 only

“Find my nearest pizza”

Killer app or White Elephant?

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Traditional Search Engines are going mobile:

- Google dominate mobile web searches: accounted for 61% of mobile searches during Q1 '08
- Yahoo was second with 18%, followed by MSN with 5%
- Yahoo signed over 60 operator oneSearch partnerships in 18 months, with 23 deals across APAC alone

Questions:

Neilson Mobile 2008

- White label or branded search?
- How different is mobile search to fixed?



A potentially new and exciting area for Openwave

Trend II

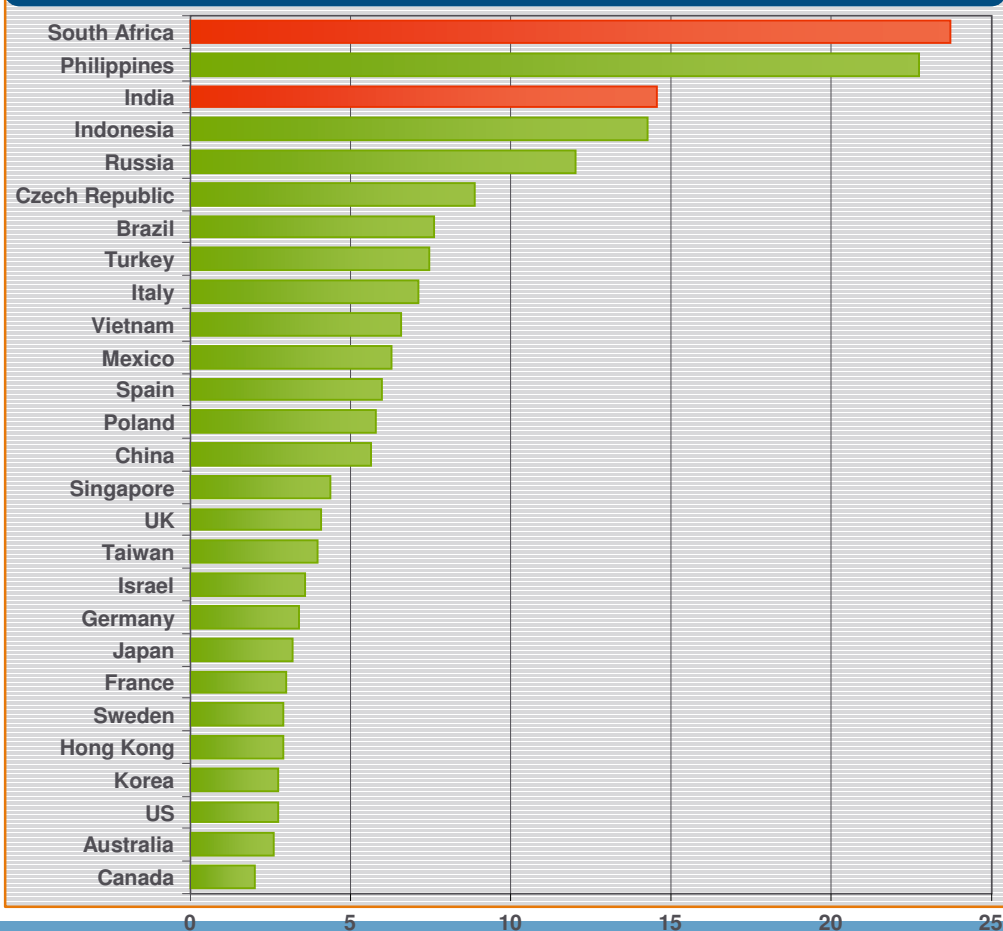
*The developing world
is the new frontier*



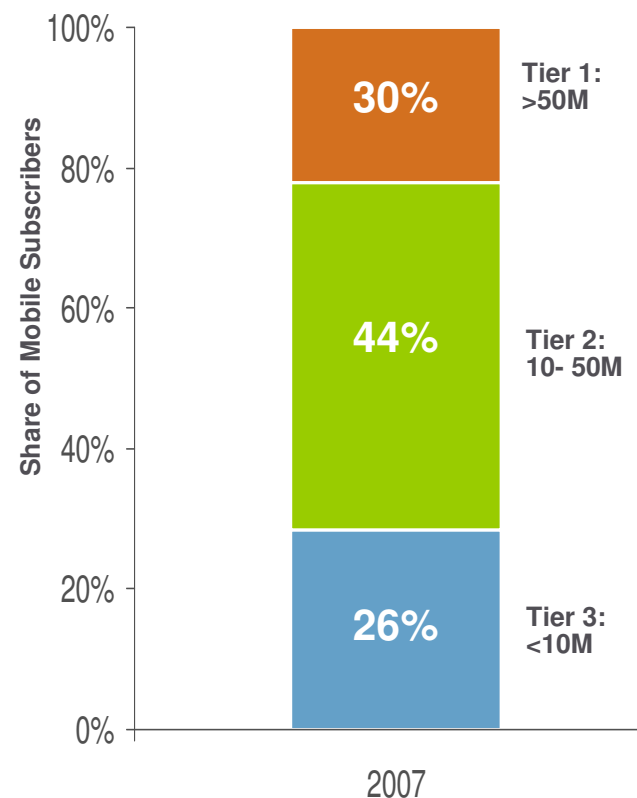
Statistics that speak volumes

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Ratio between mobile connections and fixed Internet connections

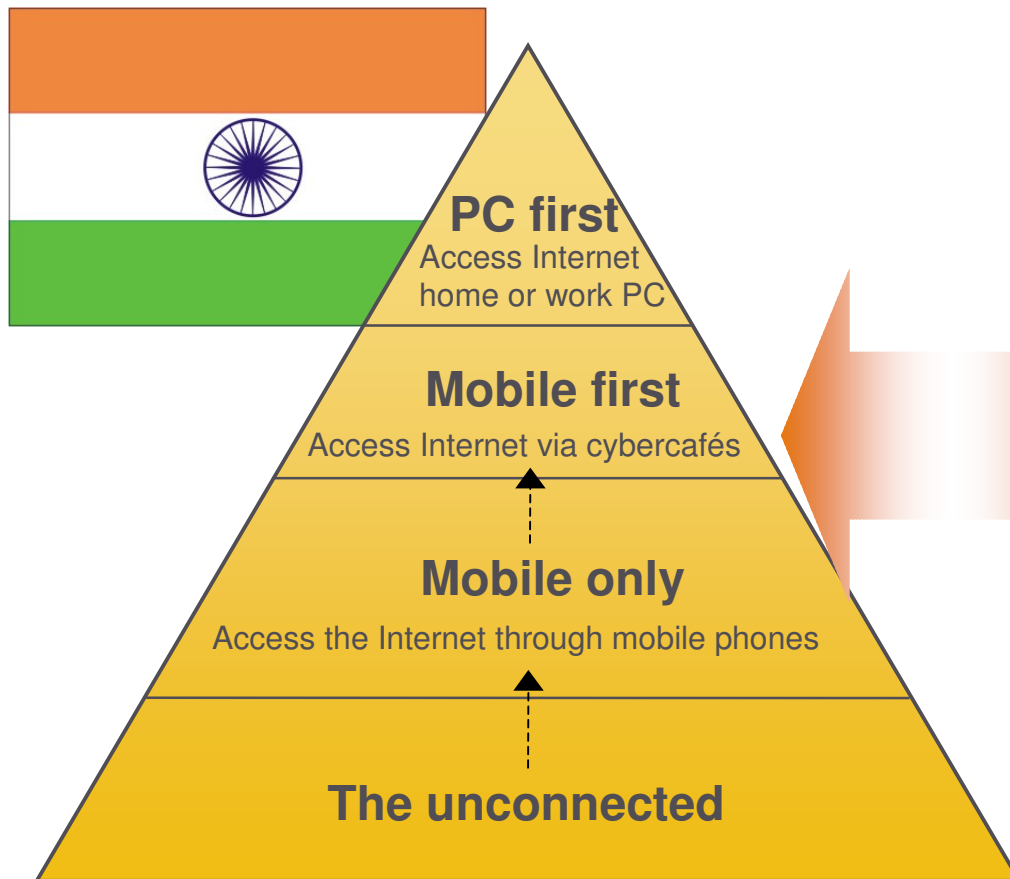


Share of mobile Subscribers



Take India as an example

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1.1 billion population

March 2008:

- 60m Internet users
- 5.3% penetration

(internetworldstats.com)

End 2007:

- 217.72 million mobile connections
- 20% penetration

By 2012, expect mobile to be the predominant way to access Internet, infotainment and communications

B.R.I.C. all in the top spots

- China Mobile - 400m subs – growing at >5m per month
- India added 10.16M in March 08 (first time monthly net-adds have exceeded 10M)

Comparison, US added 4.5M in Q1 '08

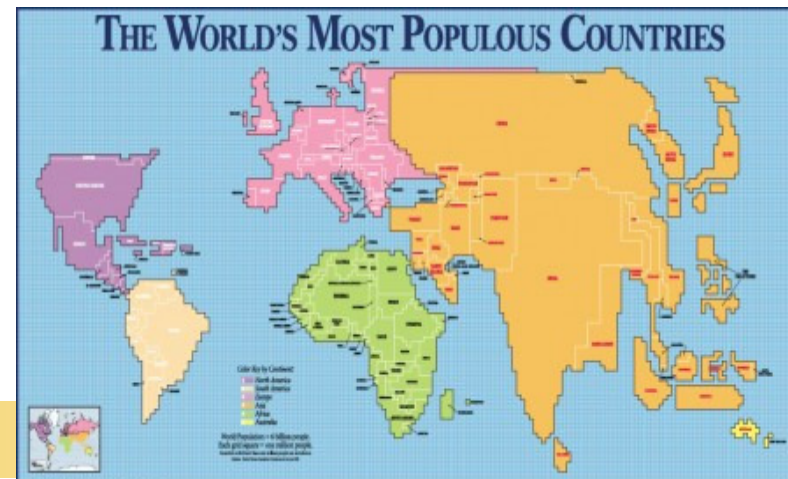
In 2007 only 150m handsets in Sub Saharan Africa (20% pen.), but its the fastest growing mobile market

Customer: Vodacom adding 800K users per month in developing markets

Industry must deliver connectivity in locally relevant, useable and cost-effective ways

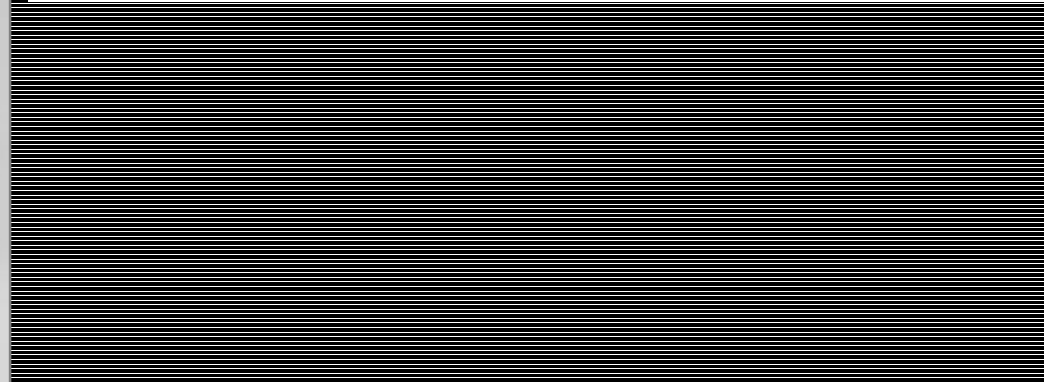
Usage very different to that of developed countries
e.g. mobile broadband

...what do we you to win here ?



Trend III

***Social Networking has made the leap
from fixed to mobile***



SNS – an all-inclusive definition

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facebook



twitter

orkut

YAHOO!
Games

YAHOO!
GROUPS



The Sopranos

LinkedIn



Consider the broadest possible definition- one that emphasizes the *network* as well as *social*

Carriers who view SNS as only Facebook/ MySpace are doomed to miss out

Targeted Advertising:

- Low hanging fruit?

Issues

- SNS may only show a portion of your interests
- Privacy issues
- Not as effective as other ad channels

Premium Subscriptions (niche services...)

- LinkedIn - only draws 25% of their revenue from ads
- SmugMug - a photo sharing site with a twist

Issues

- Competing free sites means you have to target your audience extremely well

Through purchased applications:

- Currently the main SNS attract very few paid apps



SNS — The outlook

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Traditional SNS

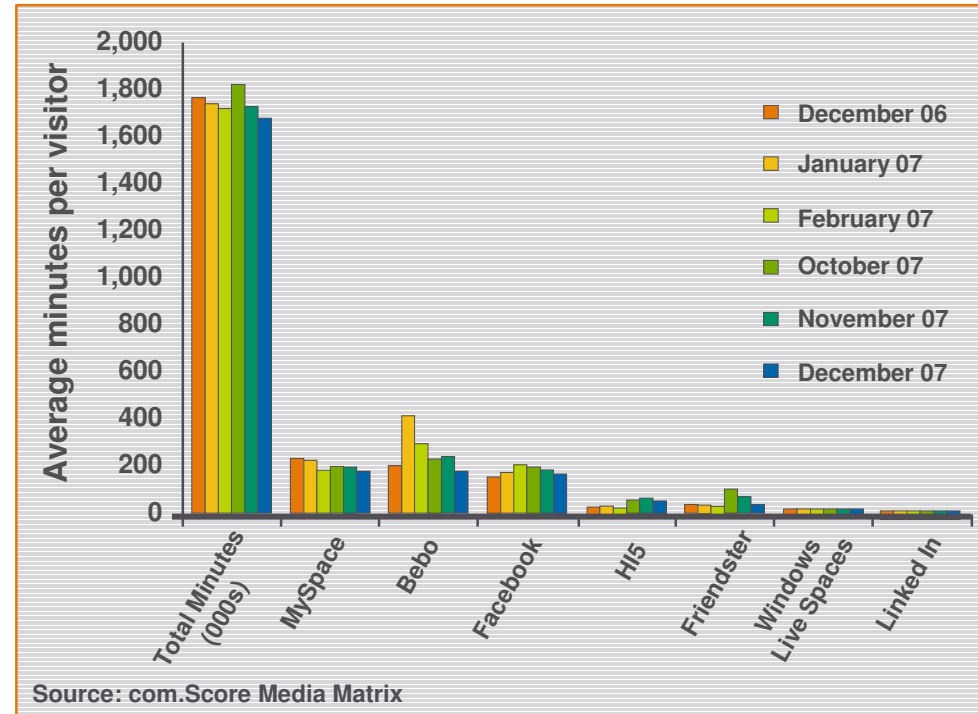
- 5% drop in time spent on SNS in the US in '07
- Globally strong eg Facebook saw 3000% jump in Asian visitors in '07

Mobile SNS — is on the Up

- Operators offering paid for mobile access to SNS
- Some eg Orange allowing free access to Facebook / MySpace
- VF acquisition of ZYB
- AT&T Juice Caster — \$2.99 pm

OW Open Internet is a key enabler here

- Combination of OW Messaging with SNS products





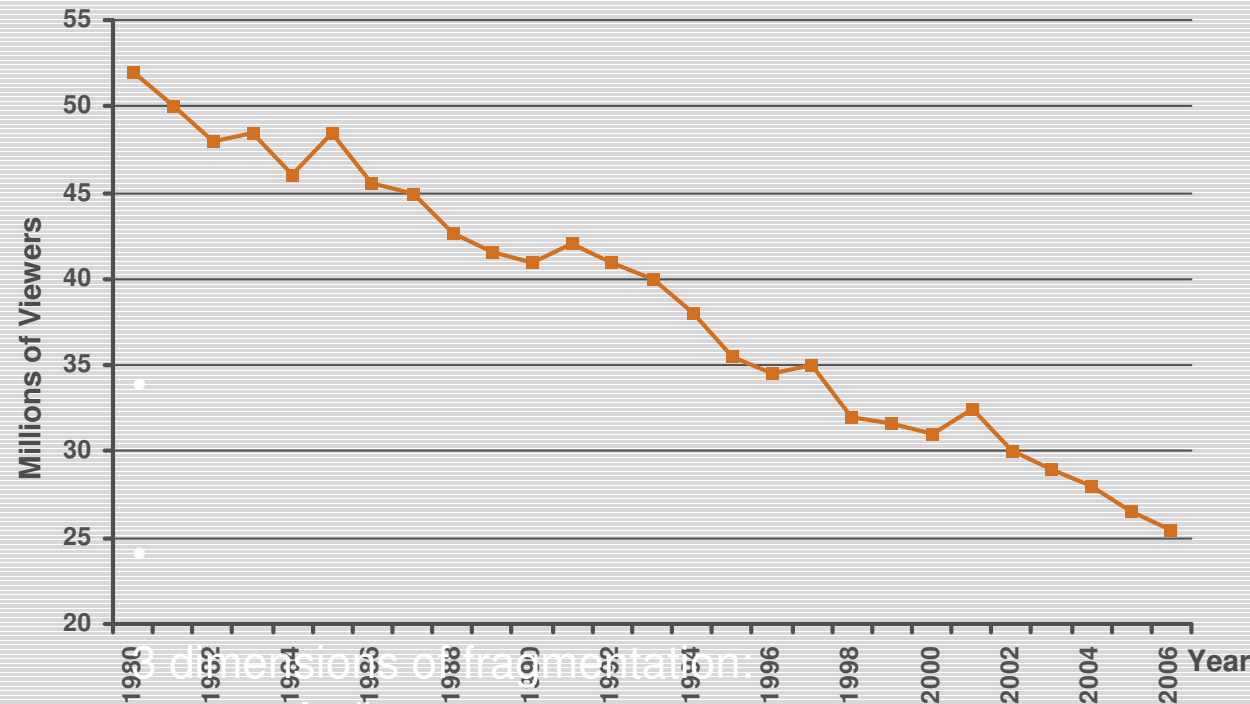
Trend IV

Users as Individuals
...complex, contradictory, and diverse

Mass audiences are dispersing

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Media Fragmentation Continues to Rise — Especially Among Young Adults



Total Evening News Viewership
November 1980
to November 2006

Source: Nielson Media Research

3 dimensions of fragmentation:

• Audience ...

• Personal ...

• Media ...

.....creates challenges for both customisation and discoverability

What does “good” look like? - ask Amazon OPENWAVE®

Amazon.com Recommendation Engine:
Leveraging Data

Customers Who Bought This Item Also Bought Page 1 of 9

What other customers are buying

- Pure California: 35 Inspiring Houses in the New California Style by Bassenian (8) \$13.57
- Red-Tile Style by Arrol Gellner (6) \$32.95
- Tuscan & Andalusian Reflections by Bassenian Lagoni Architects
- Large Washington House: Architect of the Year by Patricia Hard
- California Romantic Spanish Colonial Architecture by D.J. Waldie (13) \$40.95

Customer Reviews

12 Reviews

5 star: (7)
4 star: (0)
3 star: (2)
2 star: (2)
1 star: (1)

Average Customer Rating: (12 customers)

What other customers are thinking

Share your thoughts
Create your own review

What other customers are doing

Most Helpful Customer Reviews | **Most Recent Customer Reviews**

What Do Customers Ultimately Buy After Viewing This Item?

- 47% buy the item featured on this page:
Santa Barbara Style (12) \$31.50
- 18% buy
Pure California: 35 Inspiring Houses in the New California Style (8) \$13.57

What other customers are saying

25% YoY Growth

Customer Discussions Beta (What's this?)

NEW! See recommended discussions for you

This product's forum (0 discussions) | The Interior Design community

What does Personalisation mean for Openwave?

Recognising customers as Individuals

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- Is behavioural targeting / data mining good or bad?
...Depends how you ask the question

The only problem with Facebook's opt-in advertising system is that users ... didn't really opt-in.

What they did do was fill out a profile in which they said they "liked Guitar Hero," not that they "would like to get Guitar Hero" advertising

<http://www.calacanis.com/2007/11/25/the-wonderful-horrible-life-of-facebook-users-and-their-data-or/>



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Consumers Like Relevant Advertising, Dislike Data Mining

TNS Global finds most people aren't comfortable having their online behavior tracked for ad delivery. ...Most consumers surveyed did express a desire for highly targeted, relevant ads; 55 percent would fill out an anonymous survey to get them

<http://www.marketingvox.com/consumers-like-relevant-advertising-dislike-data-mining-037717/?camp=newsletter&src=mv&type=textlink>