

Smile, it's Monday!



Bringing the Mobile
Industry Together



The Mobile Internet

1 September 2008
Ormeau Baths Gallery, Belfast
www.mobilemondaybelfast.org

Nubiq

DotMobi

Openwave

The Mobile Internet

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17:15 Reception + Networking

18:15 Introduction, Norbert Sagnard, MoMo Belfast Co-founder

18:30 Helping to get your mobile web business moving

Helen Haughney, CEO, Nubiq

18:45 Home truths about the Mobile Internet

James Pearce, CTO, dotMobi & Founder, MoMo Dublin

19:00 Mobile Data Market Trends

Matt Halligan, Director Service Development, Openwave

19:15 Conclusions, Colm Hayden, MoMo Belfast Co-founder

19:30-20:00 More networking

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New **research from ABI** shows that mobile subscribers rate Internet access as one of the least desirable features to have on their handsets. It underscores the difficulties that operators all over the world are having in convincing users to buy paid content.

Another **report from Nielsen Mobile** says that “the Mobile Internet is now so increasingly popular that it has reached the mythical “critical mass” of users and is now set to take the world by storm.

Some 40 million US subscribers (16% of the total) now routinely access and browse the web from their cell phones. Second and third in the global rankings are the UK and Italy.

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The Nielsen Mobile report says:

“Several **factors** are combining to make the mobile Web a realistic proposition at last:

1. *Better handsets that allow simple and rapid access to the mobile Internet*
2. *Better, more robust and faster data networks,*
3. *Bundled services that include "unlimited data packages" and*
4. *Reduced prices*

82% of iPhone users access the mobile Internet regularly and are “5 times as likely to do so as the average mobile consumer”.



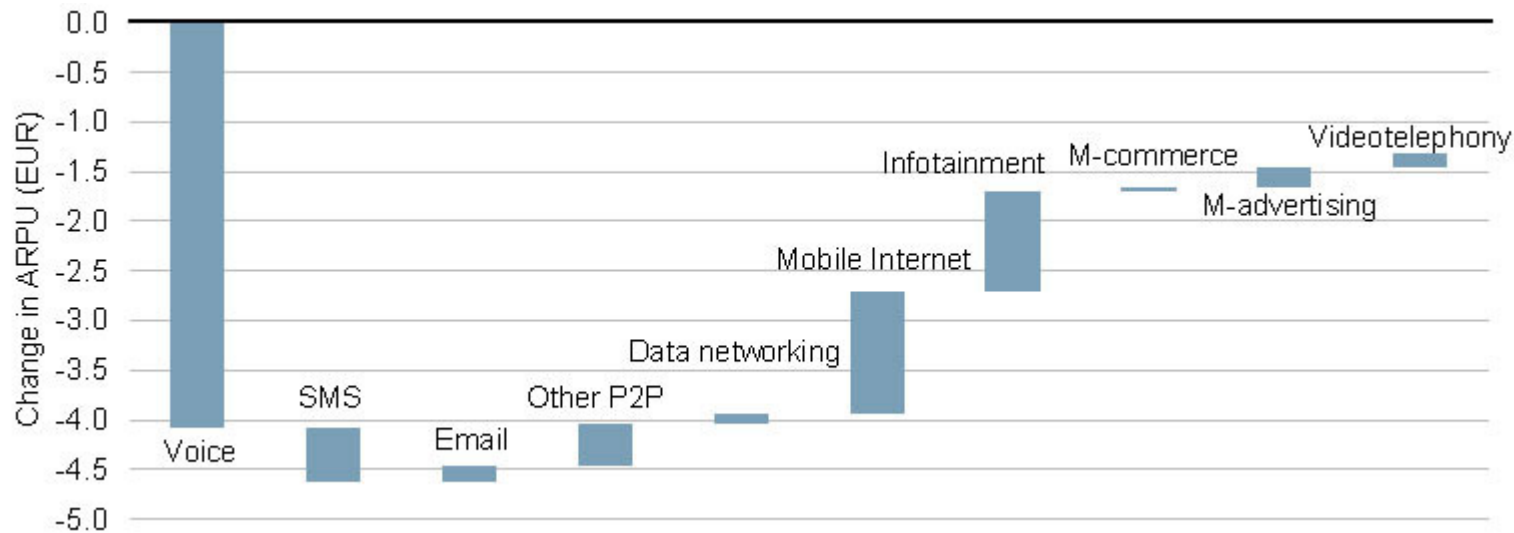
Web sites most visited by mobile Internet users: Google and Yahoo
Subscribers use the services to check emails, visit social networking sites, read the news and access their band account records.

The Nielsen Mobile report also points out the immense difference between Internet access via a **laptop** computer and a mobile **phone**

=> huge hill for the mobile operators to climb to make a reasonable return on their 3G investments.

On average, **laptop users** visit more than 100 different web sites a month, whilst by contrast, the average **mobile internet user** in the US visits 6.4 individual websites per month, **UK** users visit 5.5 per [sites] a month, whilst **Italian** users visit 8.2 per month on average.

Figure 1: Change in ARPU in Western Europe during 2007–2013 by service type [Source: Analysys Mason, 2008]



Customers are beginning to use mobile Internet services, ranging from those that are emulations of fixed broadband (Internet browsing), to services that have previously been delivered on other devices, such as music and navigation.



Between January and March 2008: 11.3m individuals in **France** aged 11+ connected to mobile internet services, 600k more than compared to the same period in 2007.

Mediamétrie's study Téléphonie et Services Mobiles found that among these mobinauts, more than 2m consulted their **email** and 6.9m **surf**ed on the web without checking mail.

Average connection time was 7.6 days between March and April.

Served by unlimited mobile fees, the use of mobile internet also doesn't concern early adopters anymore but a larger public.

Most-visited websites were online weather services, before news and sport websites.

[Source: Pascale Paoli Lebailly, RapidTV News (20-07-2008)]



CHINA (Source: MoMo Shanghai)

Over 450 Mil mobile subscribers in China, but how many really access internet content on their tiny phone screen?

Research shows than less than 10% do it regularly.

Low bandwidth is the convenient culprit as 3G has yet to be deployed here, but what about user-friendliness, tailor-made content and simply readability for smaller screens?

Microsoft Deepfish, Yahoo! Go 2.0, Nokia Widsets, Openwave Mobile Widgets, Opera Mini, ZenZui are a host of new solutions addressing the very needs, and for some provide an integrated user experience, encompassing mobile community, mobile RSS, search and other contents.

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