

Understanding Consumer Attitudes to Mobile Data Services: Europe 2006

A comprehensive survey across 10 European countries to assess attitudes to mobile data services available now and scheduled for deployment in the future, including mobile TV, video calling, mobile advertising and much more.

Key features of this new market report:

- ◆ Explore consumer attitudes towards a range of new mobile services including video calling, mobile music, MMS, mobile TV, mobile advertising, mobile email and more
- ◆ Understand penetration and adoption levels of current non-voice mobile services
- ◆ Learn what European mobile subscribers think about mobile TV and how much they are prepared to pay
- ◆ Detailed survey results from the UK, France, Germany, Spain, Italy, Sweden, Denmark, the Netherlands, Poland and Russia
- ◆ Analyse demographic and geographic variations and opportunities in 2006, 2007 and beyond
- ◆ Discover current trends in non-voice markets and understand future potential

All this and much more is explained in this new market study...

Major European Survey

Understanding Consumer Attitudes to Mobile Data Services: Europe 2006



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Understanding Consumer Attitudes to Mobile Data Services: Europe 2006

This report looks at the European market for non-voice mobile services, tracking current penetration and adoption of various mobile services and looking at consumer attitudes towards future adoption. The report also highlights key individual European markets, and investigates use and attitudes among different demographic groups, helping you to identify and target the right target market for your mobile data services.

The study focuses on the following key aspects of non-voice mobile services:

- current uptake
- likelihood of uptake by current non-users in the near future
- profile of those potential users
- the price potential users are willing to pay to use some of these services
- most preferred point of purchase for consumers

The State of Non-Voice Mobile Services in 2006.

Worldwide, after numerous setbacks and delays, 3G finally seems to be 'coming of age' and the resultant fast new networks offer ample scope for new services and lower operating costs. The number of 3G subscribers is gradually growing, though the new technology still has a long way to go before it achieves mass market penetration (probably another two or three years) in most European markets.

Despite the industry talk about advanced new data services and the full realization of the 'wireless Internet', only one non-voice service can be truly described as a mass market success so far and that service is SMS. However, in recent years, other mobile services have started generating increasingly significant levels of revenue and we see 2006 as the tipping point where other non-voice services, other than SMS, start to gain real significance in operator's service revenues. A handful of operators around the world have already started reporting revenues from mobile Internet access charges rivaling SMS revenues, and with new 3G services starting to penetrate the market, 2006 looks likely to be the year non-voice services really 'arrive'.

Voice and SMS are still the only globally accepted 'killer' applications, generating multi-billion Dollar revenues for mobile operators around the globe. But other non-voice services, such as ringtones, games and access revenues are now making a substantial impact on operator revenues, as increasing numbers of mobile consumers begin to see the mobile handset as more than just a communications utility.

As more people accept the mobile phone as a camera and a games console, a restaurant finder and a pocket TV, an e-mail interface and a personal organizer, so non-voice revenues will continue to grow, and we believe that the mobile community faces a very exciting future over the next 5 or 6 years.



The following 13 mobile applications and services were analyzed during this study:

- SMS
- MMS
- Ringtones, logos and wallpapers
- Portals
- Mobile TV
- Video Calling
- Mobile E-mail
- Mobile Instant Messaging (Mobile IM)
- Mobile Music
- Mobile Games
- Adult Content on Mobile
- Location based Services
- Mobile Advertisements

You can read all about this and much more in this in-depth new 92-page market study...

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