



**5.7**

...to 12.0 percent is the range of response rate mobile marketers got in the US and Western Europe in July 2007. Research firm M:Metrics data shows that mobile marketers are extremely effective, with a response rate enviable in any medium.



**24**

...million will use 3G LTE (Long Term Evolution) by 2012, just two years after the early versions of the technology are expected to be deployed, predicts Juniper Research. High Speed Packet Access (HSPA) will dominate mobile broadband network deployments, consistently accounting for about 70 percent of the total mobile broadband subscriber base until 2012. By then, Mobile WiMAX is expected to achieve single-digit proportion of the subscriber base.

**2,300,000,000,000**

...messages (2.3 trillion) will be sent across major markets worldwide in 2008, a 19.6 percent increase from the 2007 total of 1.9 trillion messages, according to forecasts by Gartner

Group. Mobile messaging (SMS) revenue across major markets is expected to grow 15.7 percent in 2008 to USD 60.2 billion, up from USD 52 billion in 2007. The compound annual growth

rate (CAGR) for SMS revenue in major markets worldwide from 2002 to 2006 was 29.8 percent. From 2007 to 2011, the CAGR for SMS revenue is forecast to be 9.9 percent.

**0.7**

percent of the UK's electricity consumption is accounted for by BT. The operator plans to reduce its CO<sub>2</sub> emissions to 80 percent below its 1996 levels by 2016.



numbers