



GIRLS DOMINATE SOCIAL CREATION

The use of social media gains a greater foothold in teen life as youth embrace the conversational nature of interactive online media, according to studies by PEW Internet & American Life. Sixty-four percent of online teenagers ages 12 to 17 engage in at least one type

of content creation, up from 57 percent in 2004. Girls continue to dominate most elements of content creation. Some 35 percent of all teen girls blog, compared with 20 percent of online boys, and 54 percent of wired girls post photos online, compared with 40 percent for boys.

Yahoo's mobile widgets let outsiders in

Yahoo intends to open its mobile platform so outside programmers can develop new applications for Yahoo pages accessed on various phone platforms, potentially including Google's phone software and Apple's iPhone. Yahoo hopes the mini-applications, known as "widgets," will attract more on-the-go users, which will bring the company more money from advertising. The widgets will allow users to keep tabs on their favorite websites.

More small TV's than large ones

Worldwide shipments of multimedia mobile phones will exceed 300 million units in 2008, outnumbering shipments of TV sets, according to a report issued by Multimedia Intelligence. The report's findings do not disparage the growth of TV sales fueled by lower prices and more content for high-definition sets, but rather highlight the fact that the number of handsets capable of providing an entertainment experience will surpass the number of TV sets.

US: OK to use fund money for broadband costs

US policymakers overseeing the Universal Services Fund have recommended, for the first time, that it be used specifically to help offset costs of deploying broadband internet services in rural and poor parts of the country, reports Dow Jones. Creation of a separate fund for broadband would be a crucial

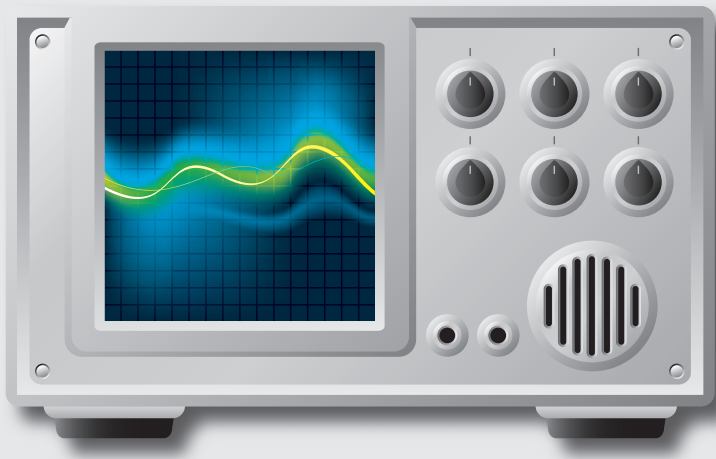
development for the Universal Service Fund. Until now, companies haven't been able to use money from it to pay for broadband deployment, although it has been suspected that many have, in fact, used the fund to support those costs.

Polaroid introduces mobile printing

Polaroid has developed a portable printer for images on mobile phones and digital cameras. Like old Polaroid instant-film cameras, the printers require no ink, because they employ a thermal printing technology. A bit larger than a deck of cards, the printers will sell for about USD 150. Once connected to a phone or camera by Bluetooth wireless or the USB port, the printers need less than a minute to churn out 5.1 cm by 7.6 cm pictures, which can be peeled off a backing and used as stickers.

How well do mobile internet services perform?

A new mobile market research project now measures and ranks mobile websites, reports Network World. The mobile web performance index, from Keynote Competitive Research, uses a trio of metrics to evaluate 10 popular online destinations. The nine sites surveyed were a mix of types and content likely to be popular with mobile users: CNN, ESPN, Facebook, Fandango, Google, MapQuest, MSN, Schwab, The Weather Channel, and Yahoo. Response times varied from just under 7 seconds, for Google and Facebook, to just over 15 seconds for ESPN.



ENTERTAINMENT WILL BE CIRCULAR

Up to a quarter of the entertainment consumed by people in the next five years will be created, edited, and shared within their peer circle rather than coming out of traditional media groups. This phenomenon, dubbed "Circular Entertainment," has been identified by Nokia as a result of a global study into the future of entertainment conducted by the Future Laboratory. People will not only want to create and share their own content, but also to remix it, mash it up, and pass it on within their peer groups—a form of collaborative social media.

FEMTOCELLS ARE VERY RISKY

Femtocells carry considerable commercial risk, according to the report "Femtocells in the Consumer Market" by Analysys. Femtocells are a minefield of potentially explosive problems. The initial versions will be restricted to each operator's individual network, stifling a potential retail model. An even bigger problem is that femtocells will use existing broadband services for upstream traffic. Convenience is the main benefit of femtocells, Analysys concludes: using your existing mobile phone and getting good coverage indoors without needing dual-mode handsets.

CORD CUTTERS VIRTUALLY UNTAPPED

Mobile internet services should already be worth more than USD 66.0 billion per year, comprising a 600 percent increase in revenues if the untapped "cord cutter" market (people without any wireline subscriptions) were more effectively monetized. Instead, it has only reached USD 9.5 billion, concludes a report from Yankee Group Consumer Research, commenting that the "true scale of the social and economic impact that can be achieved by extending mobile internet access to millions of new customers would go far beyond the financial metrics that we have modeled."