

The mobile data tsunami

Infoma forecasts a compound annual growth rate in global mobile-data traffic of 76 percent between 2008 – when traffic totaled 238 petabytes – and 2013, when it is predicted to reach 4,105 petabytes. This represents an increase of more than 1,500 percent over the five-year period.

Android tops Apple in mobile OS ad race

A report by mobile advertising firm Millennial Media says that Android devices accounted for 46 percent of mobile-ad requests in the fourth quarter of 2010. This means that for the first time devices running Google's Android operating system (OS) made more requests than Apple's iOS devices. Devices running iOS – including the iPad – accounted for 32 percent of ad requests, while RIM (maker of the BlackBerry) made 16 percent.

The iPhone, however, is still the number-one ad platform, with 12.45 percent of all of Millennial Media's mobile-device ad placements. Apple's iPod touch is number three, with 6.47 percent, close to RIM's BlackBerry Curve, which is number two, with 6.55 percent. Then come the HTC Passion (Nexus One) at number four and the Motorola Droid at number five.

Nokia isn't playing that tune

Nokia is taking down its free, bundled music service, Comes With Music, in 27 of its 33 markets due to low subscriber uptake in several of those markets. Launched in 2008, Comes With Music was Nokia's attempt to compete with Apple's iTunes music service. The company had rebranded the service as Ovi Music Unlimited in August 2010. Nokia is keeping its more conventional music store – in which users pay for downloads – open in 38 countries.

“Google probably hosts the world’s largest index of pirated content. What makes them non-rogue?”

STATEMENT FROM MEGAUPLOAD, AN ONLINE STORAGE AND FILE-SHARING SERVICE, IN RESPONSE TO CHARGES THAT IT IS A “ROGUE SITE.”

YouTube to monetize its mobile content

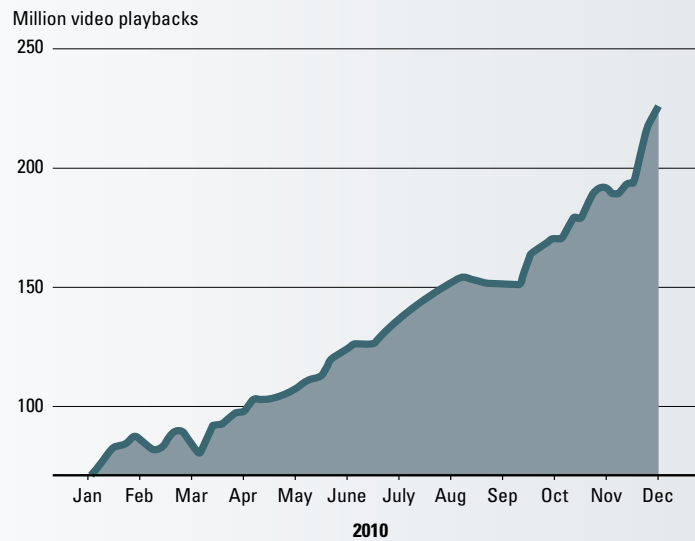
Mobile viewing of YouTube videos is now up to 200 million hits a day following a threefold increase in 2010. Now YouTube aims to monetize its mobile platform.

▶ **YOUTUBE HOPES** a new version of its Android app will add a significant amount of new content and drive more usage, as well as advertising revenues. First to be launched are tracks from its music video partner Vevo: high-quality videos from the likes of Lady Gaga, Rihanna, Kanye West and U2. While some Vevo content online has been restricted to certain regions in the past, the tracks for the mobile app will be available worldwide.

YouTube is also adding new features: for instance, marking the music videos with a musical-note badge, making them more easily discoverable; providing background information on each artist; and more, enabling users to get more content from a chosen artist or to find out about new ones.

As YouTube is owned by Google, it has the potential to attract a lot of new advertising. This has been called

YouTube playbacks over mobile networks are skyrocketing



Source: YouTube

YouTube's largest step to date to monetize its mobile platform. Andrey Doronichev, Product Manager at YouTube, notes in a blog post that tens of thousands of YouTube partner videos will now have pre-roll ads appear on the new Android app. "This not only expands distribution

opportunities for partners like Vevo," he writes, "but also opens up more revenue to partners distributing their content to mobile." Doronichev adds that YouTube will be expanding mobile-advertising opportunities to more of its partners, and across more than just Android apps. ●

DO YOU REMEMBER?

1963 The United States and the Soviet Union set up a “red phone” hotline – actually a teletype system based on a full-time duplex wire telegraph circuit – between Washington, D.C. and Moscow to reduce the risk of accidental nuclear war.



▶ **BRINK OF WAR** The two superpowers agreed to set up the Washington-Moscow Direct Communications Link after negotiations during the Cuban Missile Crisis in 1962 were hindered by confused and slow communications.

It was not instant communication, as the US President had to relay his message to the Pentagon, where it was typed into a teletype machine, encrypted and fed into a transmitter. It reached the Kremlin in minutes and then had to be translated into Russian. The American messages were sent and received on the 66-word-a-minute Model 28 manufactured by Teletype Corporation of Chicago, while the Soviets used comparable East German machines.

The hotline was first used in 1967 during the Six-Day War between Israel and its Arab neighbors, as the US and USSR tried to coordinate naval movements. The teletype writers were replaced by a real phone in 1971, when satellite-based systems were installed.

The idea of the “red telephone” has taken a firm hold in popular culture, showing up in movies and, as recently as 2008, in high-profile US political ads. It is no longer the sole hotline either, having been joined by several direct links: China-India, China-Russia, China-US and India-Pakistan. ●