

3

Annual revenue from mobile social networks exceeded USD 3 billion in 2007, according to Informa Telecoms & Media. **Their forecast is for that number to grow between 30 and 50 percent until 2012.** To leverage on this trend, some operators partner with established brands. In 2007, Vodafone launched versions of YouTube and MySpace charging GBP 1.50 (USD 3) per month, while Orange is offering Bebo for GBP 3 (USD 6) per month. Others build their own mobile communities. UK operators 3 and O2 teamed up to create EyeVibe, a mobile social network centered around video sharing. As of February 2008, that service was generating 28 million mobile page impressions per month.

3,000,000,000

According to GSMA, the global trade group for the mobile industry, total connections to GSM mobile communications networks have now passed the 3 billion mark globally. This landmark was reached just four years after the GSM industry passed its first billion, and just two years after the second.

7.6 by 2013

Mobile streamed and broadcast TV services are expected to become the most lucrative delivery channels for mobile advertising by 2010, according to Juniper Research. The firm estimates that total annual ad spending on the mobile will exceed USD 1 billion in 2008, and rise to nearly USD 7.6 billion by 2013. SMS campaigns currently account for the largest portion of the mobile advertising budget, with nearly 1.5 billion mobile users to receive SMS advertising in 2008. China and the Far East will remain the largest regional market for mobile ad spending through 2013.

Pick your movie with your mobile. Through the site mobile.cinemanow.com, internet-enabled handset owners can preview any of 10,000 trailers and purchase them.

10,000

Movies can be downloaded to a CinemaNow Media Manager-enabled device, which could be a PC, a TV, a set-top box, a portable media player, or a network-attached storage device.

numbers