

Instant messaging will overtake SMS



Mobile Instant Messaging (MIM) will overtake text messaging and possibly PC-based e-mail, claims market research firm TNS Technology. The firm interviewed 17,000 respondents across 30 countries, and found that once mobile users adopt MIM it becomes their primary non-voice method of interacting. Among MIM users, it is the most used feature on their phones: 61 percent use it daily, compared to only 55 percent who use SMS daily and only 12 percent who use e-mail on their mobiles.



DoubleClick automates mobile ads

DoubleClick, owned by Google, has announced that it plans to integrate its mobile ad platform with other mobile ad networks including AdMob, Google's AdSense for mobile content, and Millennial Media's premium MBrand network, as well as its Decktrade performance network. The company said to WirelessWeek that this upgrade will help mobile publishers fill more of their available space and ultimately earn more revenue. The integration allows publishers using DoubleClick Mobile to sell mobile-display inventory indirectly, through automated access to one or more networks of mobile advertisers.

PROMONTE LAUNCHES FREE MOBILE MAIL

Momail, a service offering free e-mail in mobiles, has signed its first contract with a mobile operator. Telenor's subsidiary Promonte is now set to launch Momail's solution in Montenegro.



Vodafone drops web charge

UK mobile operator Vodafone will integrate web access with all of its standard postpay tariffs. This means that monthly customers don't have to pay extra for internet access, because every price plan will automatically include it. Vodafone told telecoms.com that the move was motivated by the presence of sites such as Facebook, Bebo, YouTube, and eBay at the top of the popularity charts on Vodafone's mobile internet service.



MOBILE BANKING GROWS FAST

Mobile payment is expected to reach 32.9 million users worldwide in 2008 and grow to 103.9 million users in 2011, according to a study released by Gartner. While WAP sites are currently the most popular for accessing banking information, SMS

will remain the dominant mobile payment technology through 2011. The Asia-Pacific region had the most mobile payment users in Gartner's global study, with a projected 28 million users in 2008 — 85 percent of the worldwide total.

OPERATORS TO DEVELOP NEW MOBILE WEB TECHNOLOGY

Vodafone, China Mobile, and Softbank will establish a Joint Innovation Lab (JIL) to use as a platform for developing mobile services, with a particular focus on emerging technolo-

gies like "widgets" that allow applications to run on different handset platforms and across different mobile operators while safeguarding security, privacy, and billing systems.

Vodafone holds a 3.3 percent stake in China Mobile. Softbank of Japan, which acquired Vodafone's ailing Japanese unit in 2006, is also pushing into China on several fronts.