



Mobile Market Insights

March 2007
Issue 3

Ericsson Turkey

Social Networking & User Generated Content

Special Topic

- Social Networking & User Generated Content

Nowadays, everyone is talking about “Social Networking” and user-generated content which have become the hottest phenomenon on the internet. Actually, we have already started to see them on the mobile channel with the recent announcements of Vodafone and Hutchison.

Vodafone announced its partnership with MySpace and YouTube while Hutch UK signed a partnership enabling 3 subscribers to access social networking sites including LiveJournal, Xanga, Vox and BlackPlanet. You will find more on these deals inside.

So, what lies beneath this huge interest in community services provided through social networking channels? How do consumers become prosumers (combination of producer and consumer)?

The answer lies very much in the current user trends:

- Personal experiences — ‘my life is content’

- Communities and “global tribalism”
- Much more “self-expression”
- Convenience, all things connected

Fast growing communities

The community service potential is huge. Nielsen/NetRatings listed April 2006’s top 10 social networking sites as collectively growing by 47 percent year-on-year, increasing from an

networking sites in the online space, and given the way in which the teen and 20-something demographic has embraced these types of services, it is apparent that mobilising such services holds a great deal of potential.

Mobile communities are not a particularly new phenomenon. Various operators and service providers have had such services implemented since back in 2001. What is new, however, is the convergence of the online and mobile

Mobile Communities Revenues (US\$ m)

	2007	2008	2009	2010
Chat and dating (SMS and IM)	2702	3633	4499	4969
Browsing associated with 101,06 community applications	93	77	52	37
Photo community revenues	1516	2217	3346	4305
Video community revenues		1074	1548,1	2056
Total	5058	7016	9469	11380

Source: Informa Telecoms&Media

unduplicated unique audience of 46.8 million in 2005 to 68.8 million in April 2006, and reaching 45 percent of active web users in the us.

Given the rapid growth and penetration of social

industries, the increases in data speeds on mobile networks and the massive improvements in functionality and sheer computing power of highend devices.

Source: Ericsson

Cyworld: A personalized community service

Cyworld is a personalised community service in Korea providing Mini Homepages (called ‘Homepy’) for individuals. It has achieved phenomenal success in Korea, resulting in a new phrase (‘doing Cy’) entering the language. What does Cyworld offer?

- provides a free standard Mini Homepy platform, which enables individuals to make a homepage easily
- allows users to upload their own UGC to Mini Homepy freely, providing efficient content supply
- provides paid value-added items for users’ Mini Homepy such as avatars, wallpapers and background music, which generates revenues

Cyworld enables users to upload content in their own Mini Homepy. What is more, the Cyworld Mini Homepy introduced the concept of ‘il-chon’, meaning ‘closest relationship’ in Korean. In Mini Homepy, a user can ask to set up an ‘il-chon’ relationship with another user. Once the other user accepts it, the Mini Homepys of the two users are linked. Therefore, users that established ‘il-chon’ relationships can share the content of each of their Mini Homepy.

Source: Ovum

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Vodafone offering google maps on handsets

Just a few days after Nokia announced that it would offer a free local maps service, Vodafone has inked a deal with Google to port its Google Maps platform to Vodafone handsets.

Google Maps for mobile, a downloadable java application, is expected to offer customers in selected markets easy-to-use maps and local listings, as well as local search and navigation capabilities. Customers will be able to enjoy unlimited use of Google Maps for mobile, subject to Vodafone data tariffs.

Google and Vodafone are working together to ensure the service provides customers on selected handsets with an automatic user-location capability.

"Vodafone sees Google Maps as a new milestone in the relationship that both companies are developing. It is a prime example of how Vodafone, through its location service and distribution scale, can complement Google's products and unlock mass-market access to exciting services," said Frank Rovekamp, Global Chief Marketing Officer of Vodafone.

The announcement comes as Vodafone introduces functionality in various markets to enable its customers to search for and find information they are looking for while on the move, with the integration of Google search technology into its mobile service.

The search service launched in Hungary in December 2006 and is aimed to be rolled out in other key European markets throughout the rest of the year.

Forming part of Vodafone's multimedia portal Vodafone live!, search technology from Google will enable customers to access both on-portal and off-portal sites in the wider mobile internet.

Source: Cellular news



"Vodafone sees Google Maps as a new milestone in the relationship that both companies are developing."

*Frank Rovekamp
Global Chief Marketing
Officer, Vodafone*

Hutch UK offers social networking on mobiles

Hutchison 3G UK says that it has signed a partnership with social networking gateway provider Interacting which will allow users simple access to a raft of well-known online communities from their mobile handset. The partnership will enable 3 subscribers to access social networking sites including LiveJournal, Xanga, Vox and BlackPlanet (but not

MySpace it seems - which Vodafone secured last week).

Interacting allows mobile networks to aggregate the complex process of providing social networking functionalities through its Anthem Social Networking Service Gateway (SNS-G). A media rich interface provides users with a functional, fast and straightforward experience, whilst the back-

end handles technical integration, content management and transaction processing.

The Mobile World subscriber database estimates that Hutchison 3G UK (trades as "3") ended Q3 '06 with around 3.8 million customers - representing a market share of just under 6%.

Source: Cellular news



MySpace to be pre-loaded into Vodafone handsets

MySpace says that it has secured an exclusive partnership with Vodafone Group to pre-load Myspace services into Vodafone branded handsets.

Launching first in the UK, the partnership will enable millions of Vodafone customers to access MySpace Mobile, allowing them to edit their own MySpace profiles, find and add friends, post photos and blogs and send and receive MySpace messages while on the move.

MySpace Mobile will be pre-loaded on future, selected Vodafone handsets to offer customers an 'out of the box' experience, and available for download from Vodafone live.

"This partnership brings together the world's number one lifestyle portal and the world's leading mobile operator," said Colin Digiaro, Senior Vice President, Corporate Development, International, MySpace."

MySpace Mobile on Vodafone provides the most used

MySpace features and functionality, translated for use on a mobile handset. It also enables people to keep in touch via mobile with their MySpace friends on the web.

Launch dates or plans for roll-outs to the rest of Europe were not provided.

Source: Cellular news



Successful cooperation turns your mobile into a TV camera

Me on TV, a service provided by Ericsson and its partners Endemol and Triple IT, allows users to broadcast live on TV, the internet, or to other mobiles using the mobile as a TV camera. The service illustrates the growing importance of user-generated content turning end users into "prosumers".

Endemol, a leading player in TV entertainment, Ericsson, and Dutch technology company Triple IT have developed Me on TV in a joint project. Endemol's main contribution is input to the development of the editorial application and usability. Ericsson serves as the prime integrator and Triple IT provides media-telecom integration services, and developed the core cross-media video processing platform on behalf of the partnership.

Stan Vermeulen, head of business development at Endemol, explains the benefits of the cooperation: "Through this broad cross-sector cooperation between three companies that complement each other – covering media and telecom from both the content and technology sides – we truly believe we can provide a better service than our competitors."

So far, Me on TV has been used in three successful pilots, two in the Netherlands – one being last year's final of Big Brother with Talpa TV – and the third with CNN in the US. The business agreements among the three parties are currently being finalized and the service will be launched on April 1 this year.

Me on TV will be sold as a service that business-to-business (B2B) customers can

use in a way that suits them, Vermeulen explains. "There are already several potential customers showing a great deal of interest in the service. Among them are a wide range of less well-known companies such as local broadcasters, publishers, operators and internet service providers."

Endemol is a big player in the TV and internet entertainment business, with 20 years of experience. It is based in the Netherlands and represented in 24 countries on five continents. The company is perhaps best known for its successful TV formats, such as Big Brother, Fear Factor, Deal or No Deal, Extreme Makeover, Who Wants to be a Millionaire, The Farm, and Star Academy.

Source: Ericsson



"We truly believe we can provide a better service than our competitors."

*Stan Vermeulen
Head of Business development,
Endemol*

Toons to make wisecrack ringtones

You might ignore your mobile phone if your ringtone is Beethoven's "Für Elise," but what if it's a gruff voice that yells "Pick up the damn phone?"

Now that musical ringtones have become commonplace, Time Warner Inc.'s Cartoon Network is planning to use the voices and personalities of its cartoon characters to alert mobile phone users to incoming calls.

One choice for adults could be the cynical next-door neighbor Carl from "Aqua Teen Hunger Force." Carl first growls "Hey," but if the call is not answered, he gets more irate and ends with "Pick up your friggin' phone."

If the same ignored caller phones again, Carl eventually yells, "You're lazy. That's nice. That's fine. Like you get paid by the government or something?"

The same concept will be applied to other characters,

with milder messages for fans of children's cartoons.

In addition to ringtones, Cartoon Networks says the CallToons service will have cartoon characters signal everything from new voice



mails to low-battery alerts.

It has filed a patent for the technology, which it says is the first to respond in real time to the state of the phone and the behavior of the user. The company aims to eventually license the technology to other media outlets.

Cartoon Network – chastised earlier this month for sparking a terror scare in Boston with a "guerrilla" advertising

campaign for Aqua Teen Hunger Force – stressed that CallToons could also be used to help educate children on safety.

For example, the imaginary friend Bloo from the children's show "Foster's Home for Imaginary Friends" could suggest that children hand the phone over to their parents if the incoming number is unknown.

The network, which is working with Ericsson on the technology, aims to have CallToons available for consumers through U.S. wireless service providers in the fourth quarter. The company has not disclosed pricing plans.

Almost 40 million U.S. consumers spent \$870 million on ringtones in 2006, according to Jupiter Research analyst David Card, who believes new variations could help maintain growth.

Source: Reuters

New phone opens mobile world to technophobe

It could be the answer to grandma's prayers: a mobile phone designed specifically for the over-65s that aims to take the fear out of technology and get the elderly connected. A small Austrian company shrugged off the buzz of innovation and youth-oriented marketing at the 3GSM mobile phone trade show and showcased a simple handset for the growing 'grey market.' "Our market research showed that the elderly have problems using complicated phones," said Reinhard Handgruber, export manager for Emporia Telecom, which is based in Linz. "What they want is a big screen, a big key pad and an easy to use menu." Emporia carried out market research in rest homes and discovered latent demand for mobile or cell phones from the over-65s. Their handsets include a button to call relatives or friends in an emergency, is compatible with hearing aids and can run on regular AAA batteries. None of the mainstream handset manufacturers

has launched an oldies phone, but some appear to have recognised that enthusiasm for new products and flash handsets is not shared by everyone. Vodafone recently teamed up with French manufacturer Sagem to offer its 'Vodafone Simply' service of easy-to-use phones and simple billing. US manufacturer Motorola is launching its 'Motofone' model worldwide, an ultra low-cost handset aimed at users in the developing world and those looking for a basic handset in rich countries. Kim Heikkinen of Idem, a Finnish-based mobile phone design consultancy, says that no major manufacturer has successfully developed a phone for seniors who are bamboozled by mobile technology. "The problem for the bigger brands is that, if it looks like a product for old people then buyers won't want to relate to it. It's a difficult marketing proposition," he said. "But it's an interesting challenge and no-one has done it right yet." Emporia has sold 50,000 handsets

since August, export manager Handgruber claimed, and the group is currently expanding out of its core Austrian and German market. Analyst Gavin Byrne of telecommunications research group Informa believes the company has found a niche and the emergence of such a product illustrates changes underway in the handset market.

Source: Yahoo news

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*Kim Heikkinen,
Design consultant, Idem*

Mobile Innovation awards at 3GSM

ShoZu and Polymer Vision took home the Mobile Innovation Awards at the 3GSM World Congress in Barcelona. The Ericsson-sponsored awards, part of the GSM Association's Global Mobile Awards, have attracted so much attention that two categories were established to recognize mobile innovation within applications & content, and technology.

The Most Innovative Mobile Application & Content award went to ShoZu for its mobile multimedia delivery platform. ShoZu, with offices in the US, UK and India, provides a service that lets content owners and major brands interact with their consumers through the mobile channel.

Mark Bole, CEO of ShoZu, says simplicity is key. "We have a service called Share It, which enables one click posting of photos or video clips to sites such as YouTube, Flickr and now Microsoft's Life Spaces community," Bole says.

"On the media-casting side we have ZuCasts, where users very simply subscribe to one-off free subscriptions for whatever content or channel they are interested in and we feed it down to their mobile phone."

The service is so popular that Bole

says ShoZu adds support for a new handset once every three days. The ShoZu supports a broad range of handset platforms including Symbian, Microsoft Mobile and Java.

The award for Most Innovative Technology Development went to Polymer Vision, which has developed the world's first rollable electronic display. The display can be rolled out to a greater size than the actual mobile device and is easy to see, even in bright sunlight.

Karl McGoldrick, CEO Polymer Vision, says: "The technology itself is quite fundamental – it gets a larger display into a smaller device. But rollable displays will help differentiate mobile-device makers. I'm hoping that this technology will actually generate excitement and people will realize that the industry is not maturing, in

fact we're just moving into a whole new era."

The awards are designed to encourage innovation and give small, new companies an opportunity to show their ideas to industry leaders. Kurt Sillén, head of Ericsson Mobility World, participated as one of seven judges.

"Supporting innovation in mobile and converging communications is important to Ericsson," Sillén says. "We are driven by continuous innovation and consumer-service mobility is becoming increasingly important as technologies converge. Supporting innovation is a way for Ericsson to maintain its leading position. This year's winners are great examples of services and technologies that fill a specific need in the market."

The companies shortlisted for the awards were AdMob, Medio Systems, Microimage, Promptu, ScreenTonic, ShoZu, G-Xchange, International EFT Systems, Hani Samuel & Co, In View, Open-Plug, Polymer Vision, and Ubiquisys Ltd.

Source: Ericsson



Higher speed mobile networks drive content consumption

M:Metrics has reported that there is good cause for the industry to celebrate at 3GSM as the growing adoption of 3G handsets has spurred the adoption of mobile data services. The measurement firm's latest monthly Benchmark Survey shows that 3G subscribers are twice more likely to consume mobile content such as games, news and information, photo messaging and search.

"3G has been a significant driver of mobile data consumption," said Paul Goode, vice president and senior analyst, M:Metrics. "The 52 million 3G subscribers in France, Germany, Italy, Spain, the United Kingdom and the

United States are making a substantial contribution to mobile operators' top lines, as by driving monthly data services ARPU."

With more than 26.4 percent of subscribers using a 3G handset, Italy is the leading market for 3G services among the geographies M:Metrics measures. The UK placed second with 15.2 percent of British mobile subscribers owning a 3G handset, followed by Spain with 13.8 percent penetration, Germany at 10.4 percent, France at 9.8 percent and the United States at 9.6 percent. Across all geographies, males aged 18-24 have the highest incidence of 3G network usage.

"A key finding from this data is that 3G is transforming the mobile experience by providing a lift for all types of mobile services beyond those that demand high bandwidth," observed Goode. "It's important to note, however, that even with steady growth, which was at 150 percent in the UK over the past year, the numbers are relatively small. 3G is delivering on its promise – by increasing consumption of mobile multimedia by a factor of ten – but prudence is warranted."

Source: Reuters



Vodafone to offer YouTube videos on mobile phones

Following on from its recent deals with MySpace and eBay, Vodafone has now inked a deal to offer YouTube videos on their handsets. Launching in the UK initially, the agreement is expected to offer Vodafone customers in key markets across Europe the chance to access a version of the YouTube service directly from the Vodafone live mobile internet portal.

As part of the service, YouTube will provide a daily selection of new videos. Customers can forward links for their favourite videos to friends and family,

upload their own content from their mobile phones and search across multiple categories.

"People want to view and share their favourite YouTube videos seamlessly wherever and whenever they want," said Steve Chen, Co-Founder and Chief Technology Officer for YouTube. "Partnering with Vodafone will accelerate those efforts to serve our loyal YouTube users as well as allow new mobile audiences to enjoy YouTube."

"Today's announcement with YouTube further expands the

range of Internet services we're bringing to the mobile, introducing a seamless experience that allows customers to engage with user generated content on the move," said Frank H. Rövekamp, Global Chief Marketing Officer, Vodafone. "Through attracting the most popular internet brands onto Vodafone mobile devices we will continue to ensure our customers can access and share the best entertainment anytime and anywhere."

Source: Cellular news



Do you want Mayo with that?

Digital Cyclone and the USA based medical website, Mayo Clinic have launched a software application that delivers an array of health information and tools directly to cellular phones.

"The Mayo Clinic InTouch program lets cell phone users tap into the expertise of Mayo Clinic at nearly all times - at home, in the office, at a park or in the car," said Craig Burfeind, president of Garmin's subsidiary Digital Cyclone. "This service provides tremendous peace-of-mind and possibly life saving assistance when health concerns arise."

In addition, subscribers may enter their city or zip code to search for nearby emergency and urgent care facilities from a list of over 3,800 accredited providers. If the cell phone has global positioning system (GPS) capability, it automatically finds the nearest accredited facility without typing the city or zip code. The care center's information is displayed in list format and shows the facility's name, address and estimated distance.

"When you're away from home and need medical attention, having a list of accredited

nearby emergency rooms and urgent care facilities will help in those not-quite-911 situations," said Burfeind. "The Emergency Room Finder even lets you call the hospital with a single keystroke."

Source: Cellular news

"This service provides tremendous peace-of-mind and possibly life saving assistance when health concerns arise."

*Craig Burfeind,
President of Digital Cyclone*

Doing your own thing on the net!

While people have been using their cell phones to send text messages to friends and relatives for years, technology companies and carriers are expanding this ability to unite people with friends and strangers. The experience of typing in messages to friends, or hooking up with potential new ones is being replicated in the mobile world. Over the last 18 months, mobile services have been popping up everywhere. Instead of sending text or e-mail messages to friends via cell phone, mobile chat rooms let users interact with people of similar interests. It's different from sending a text message to someone you know, as messages in chat rooms appear on the cell phones of all users in that particular room. What is more, interactivity and user-generated content are clear trends, already creating "prosumers" in large numbers. The sharing of

content is an important reason why digital media and communication services are now teaming up. Sharing digital content has become a key social activity for consumers, especially young people.

Popular online-based social networking sites that let users blog and upload photos, videos and music now offer the functionality to let users keep in touch with their online communities while on the go. MySpace is a prime example, along with Flickr, a photo-sharing Web site. Flickr lets users snap photos with a camera phone and immediately send the photo to a blog.

Some services, incorporate GPS technology to alert users to where their friends are through a mapping program that is easily accessed from a cell phone. AT&T, Verizon and T-Mobile said they are looking into providing location-based

mobile phone services. Currently, Dodgeball is a service that has a similar offering, but relies on users to send a text message to alert others to their location. AT&T, formerly Cingular, recently introduced a partnership with social networking giant MySpace.com to allow users to easily view and upload information to pages seamlessly from their phones.

For the cell phone service providers, mobile social networking is a way to capitalize on new data capabilities, as revenues from voice calls shrink, said Joe Laszlo, senior analyst for JupiterResearch. He said that it's key for carriers to partner with other companies like MySpace that provide a built-in base of users.

Source: Ericsson, Mercury news

"For the cell phone service providers, mobile social networking is a way to capitalize on new data capabilities, as revenues from voice calls shrink."

*Joe Laszlo
Senior analyst, Jupiter*



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