



# **Airwide Solutions**

## **November 2008**

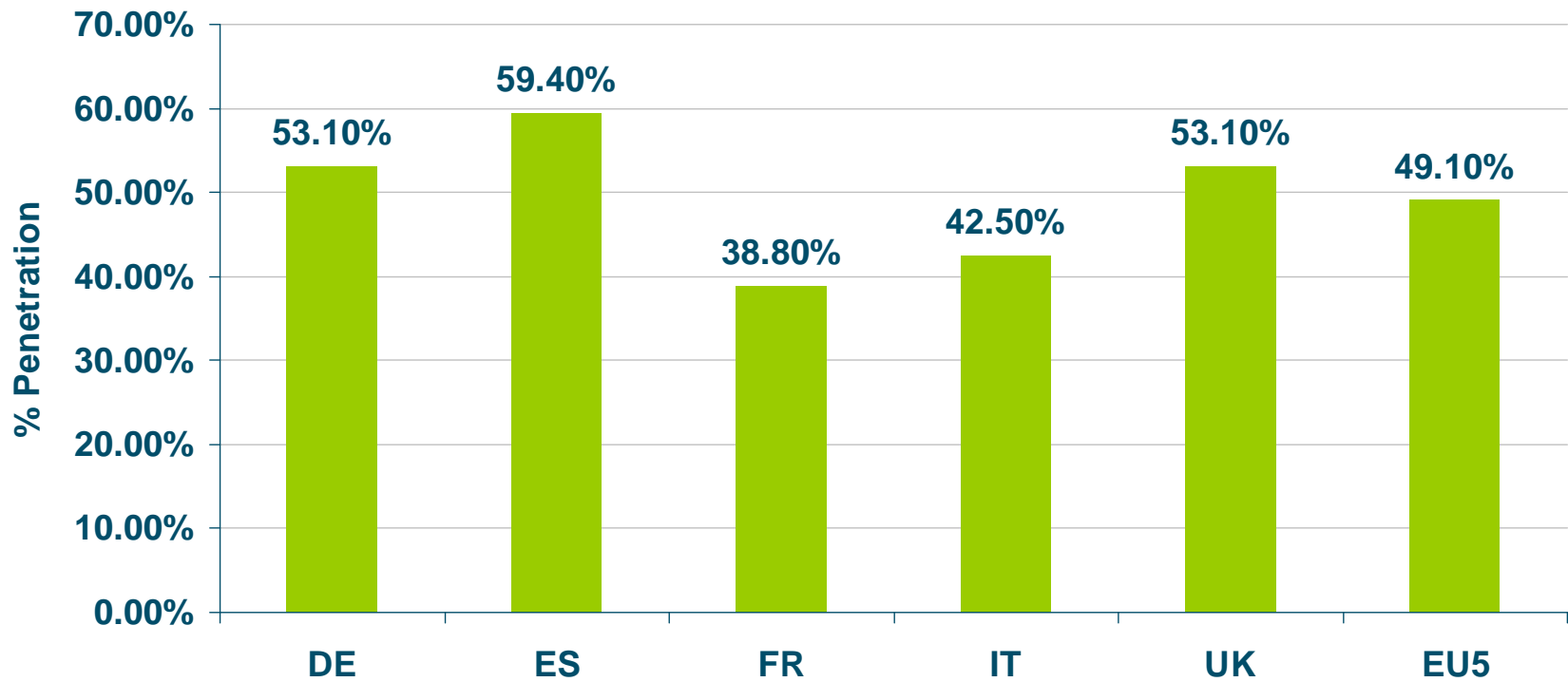
Alistair Hill – Analyst – comScore M:Metrics

## Summary of findings

- Only 49.1% of people in EU5 store or back up the photo's and videos taken on their mobile phone. Males are much better at this with 55.3% storing verses 43.0% of women.
- 4% of Spanish and 2.4% of all EU5 13-17 year olds admit to accessing adult or gambling services via their mobile phone.
- The amount of people receiving SMS messaging from companies without permission (SMS Spam) is increasing by 61.3% in France and 21.3% in EU5 year on year.
- The number of people accessing their financial accounts via mobile phones has grown 23.6% year on year in EU5.
- A quarter of mobile users use mobile media in EU5.
- The average mobile user spends €401 per year on their mobile bill in EU5.
- The average mobile user spends €69 acquiring their mobile handset in EU5.
- The average mobile users spends €6.07 per year on mobile content in EU5 .

# 50.90% of people using the camera on their mobile phone run the risk of losing their photos as they don't back them up.

Percentage of mobile photo / video takers who store their photos.  
- Photos and videos stored either on PC or uploaded to the web

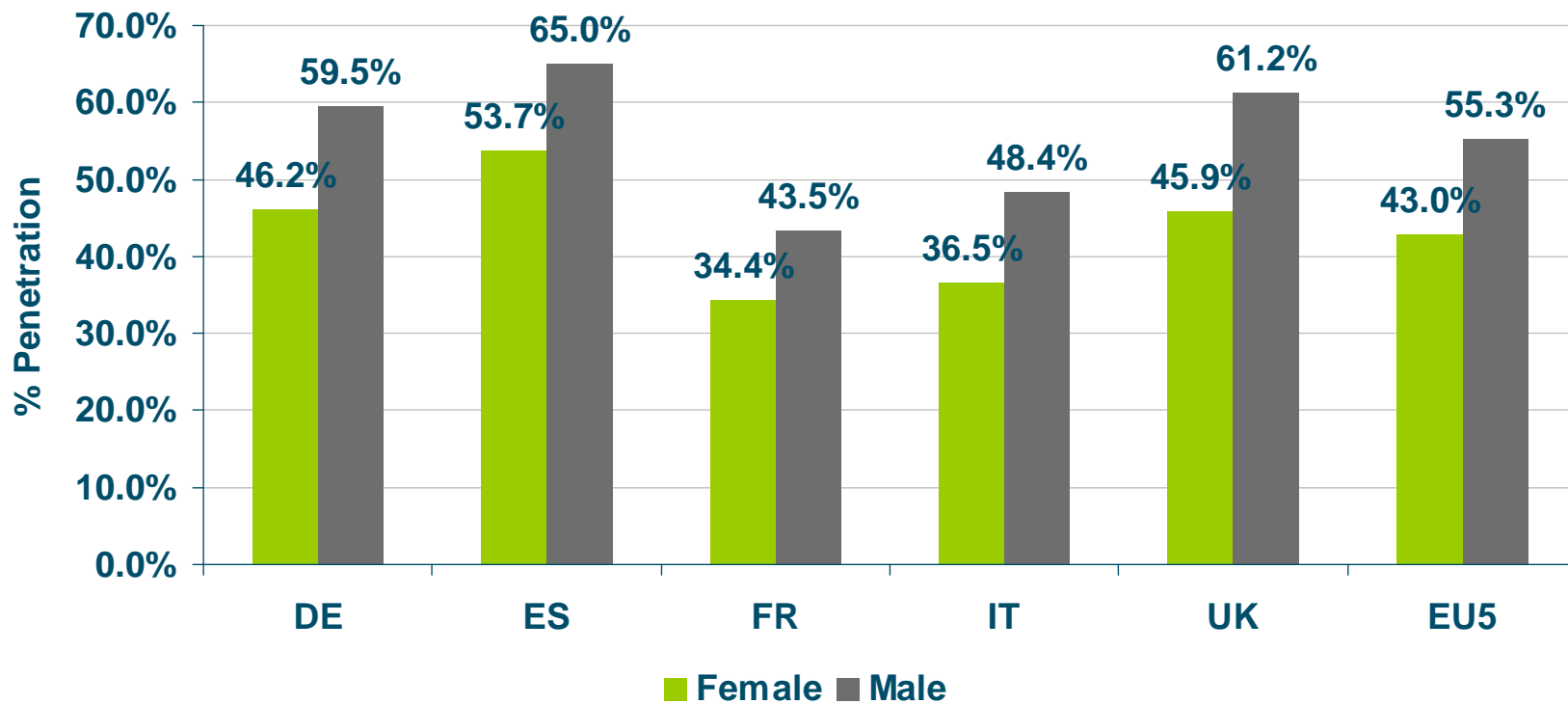


Three month average data ending June 08

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**Females are slightly more likely to use the camera on their mobile phone (1% more likely) however are much less likely to store or back them up.**

Percentage of mobile photo / video takers split by gender



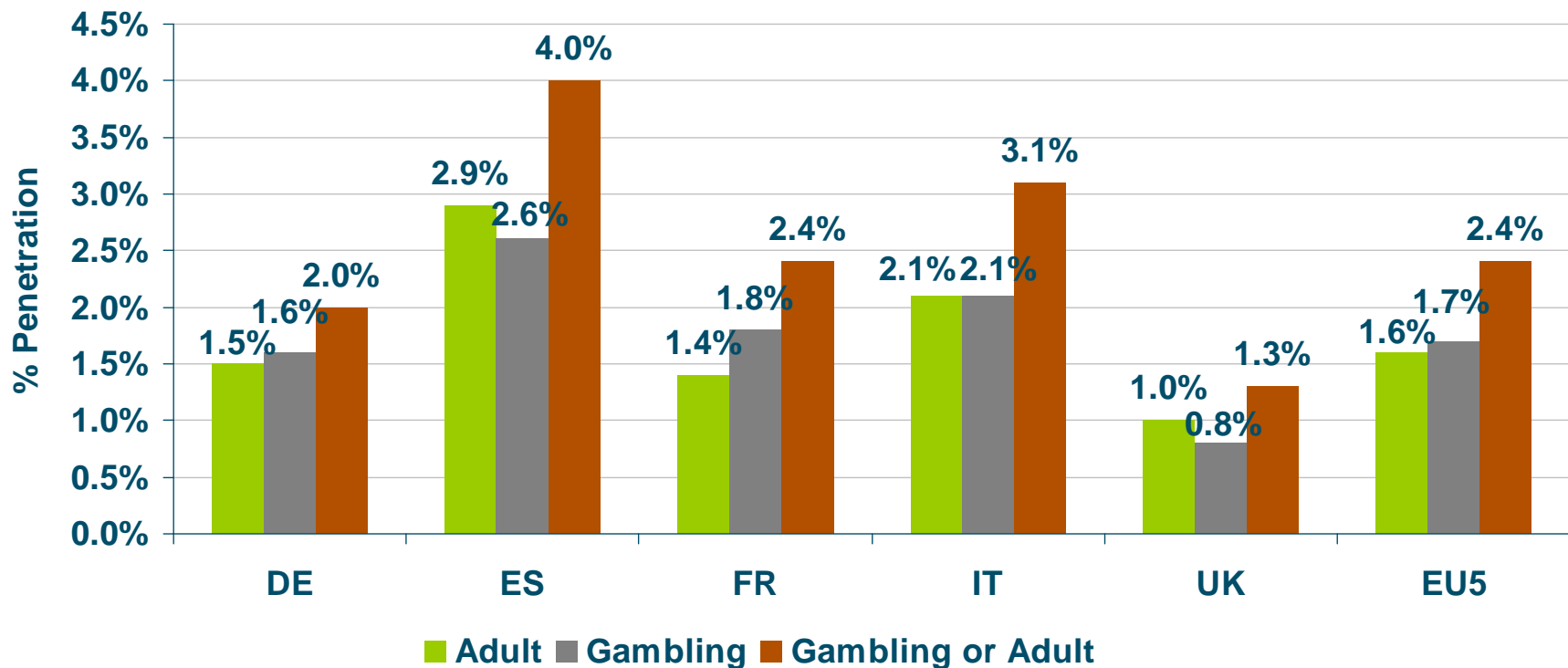
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Unlike the home PC parents can't easily control the content kids are viewing via their mobile phone.

4% of Spanish and 2.4% of all EU5 13-17 year olds admit to using adult or gambling services via their mobile phone.

Percentage of 13-17 year olds admitting to access adult or gambling services via their mobile phone.



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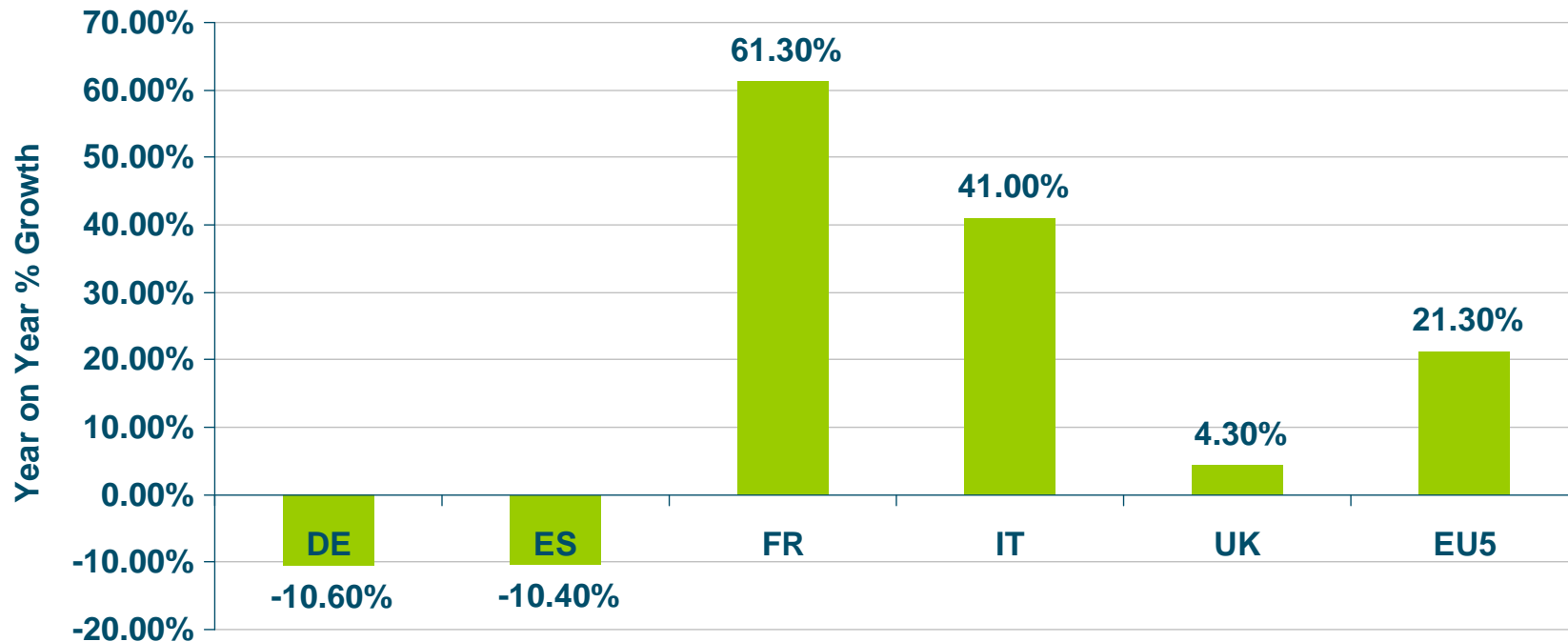
Three month average data ending June 08

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**12% of people in EU5 are receiving SMS messages from companies without permission (SMS spam) and this has grown 21.3% from June 08 to June 07.**

**France has the largest problem with 23.9% receiving SMS spam and growing 61.3% year on year.**

Year on year growth of people receiving SMS Spam, June 07 to June 08



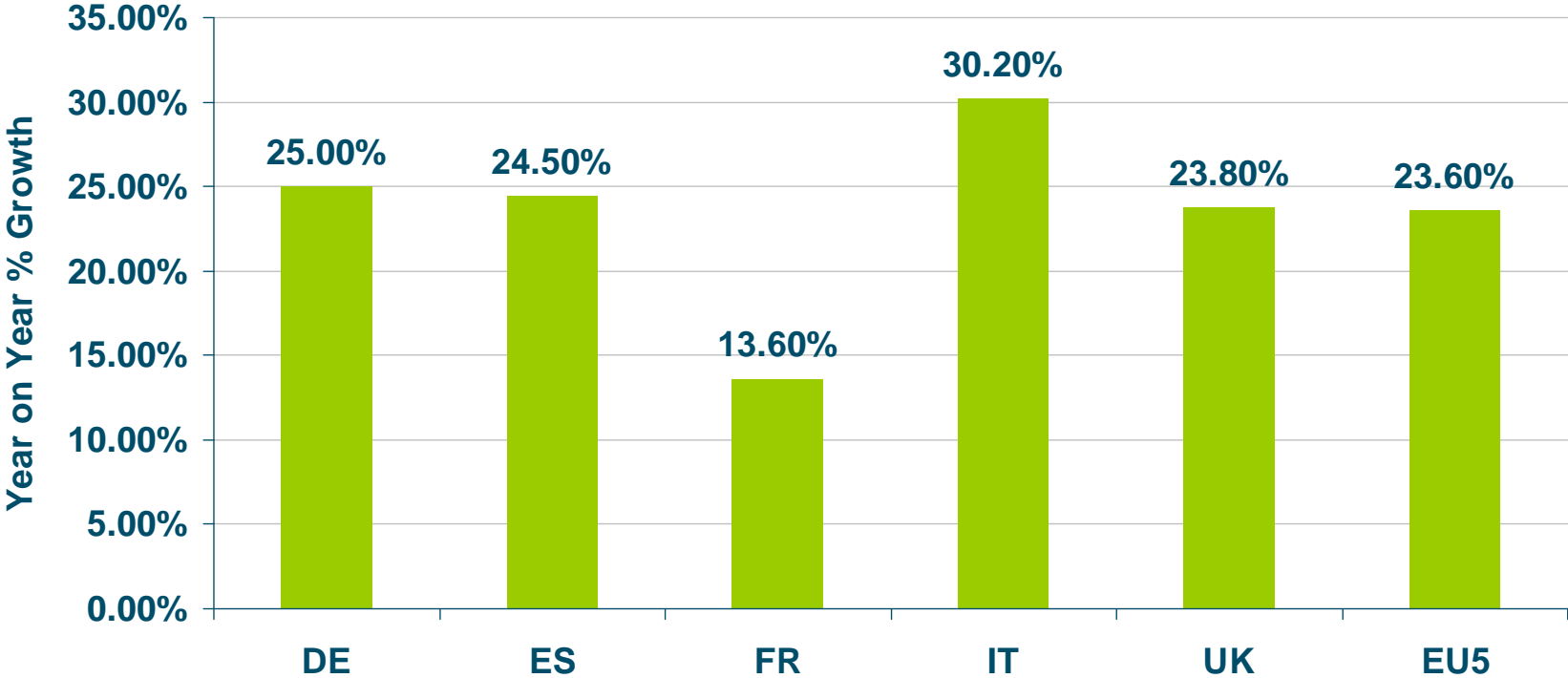
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Three month average data ending June 08

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**5.6 million people in EU5 are accessing their financial account via their mobile phone and this is growing 23.6% year on year.**

Growth of people accessing their financial account from their mobile, June 07 to June 08



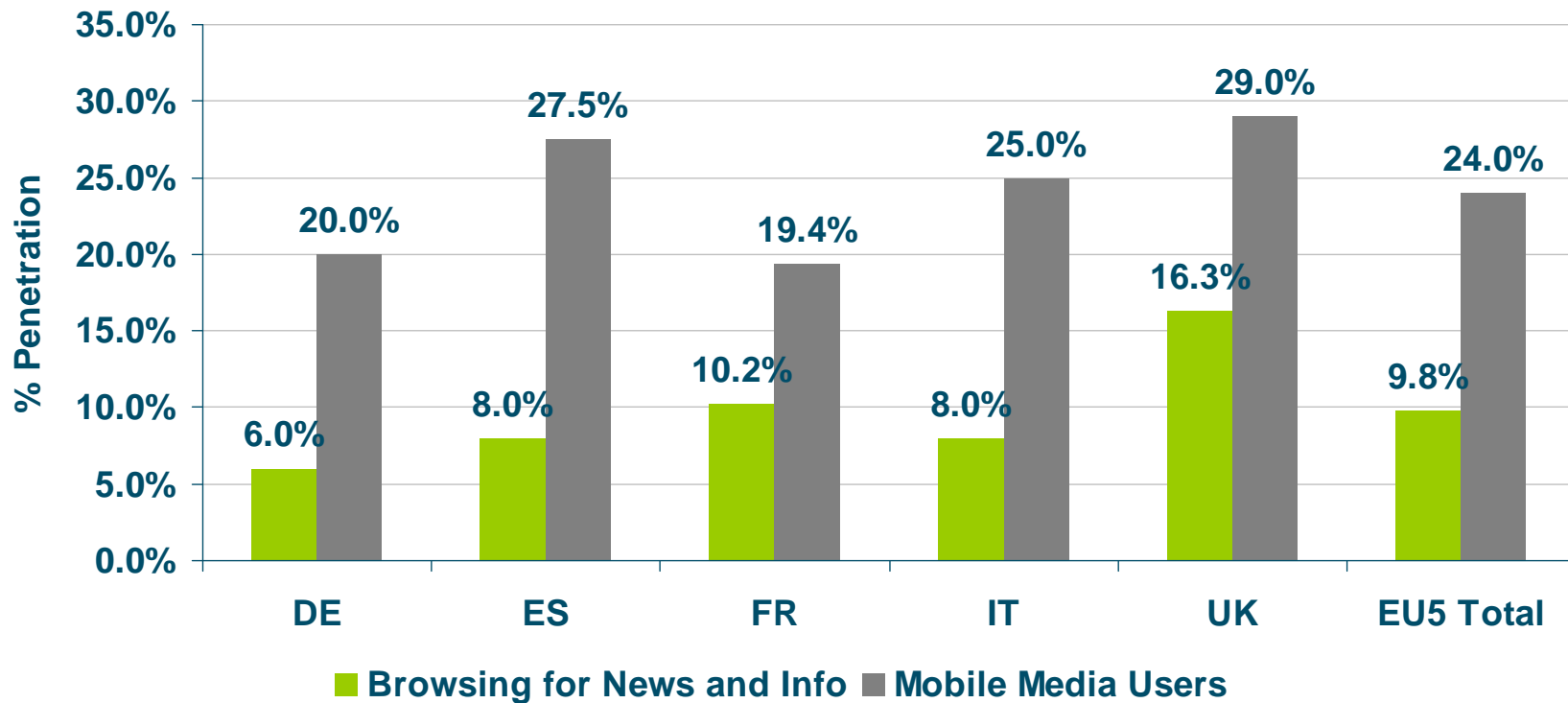
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## A quarter of mobile users use mobile media

- Mobile Media is defined as anyone who browses, downloads or uses an application.

% of mobile market who browse for news and information or uses mobile media.



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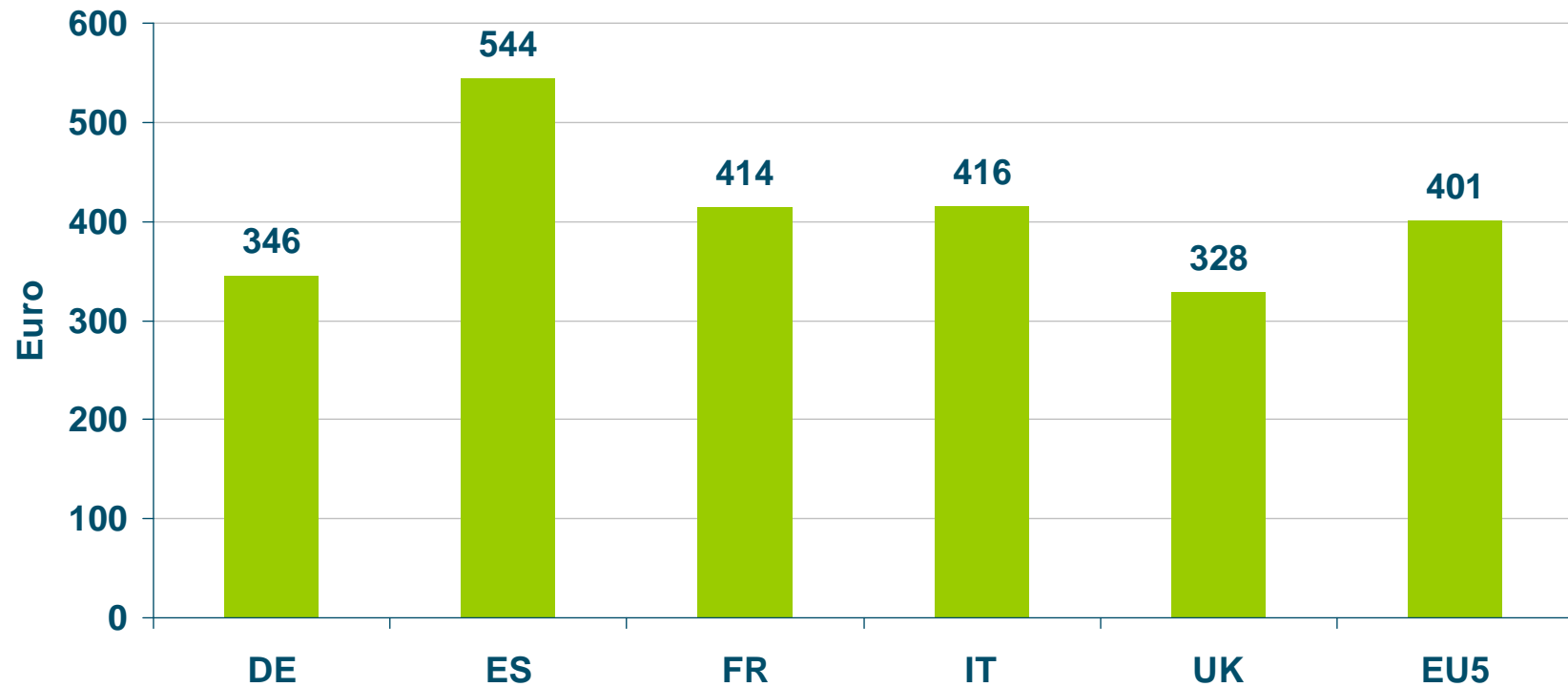
Three month average data ending June 08

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# Spanish mobile users spend the most on their mobile bills, over €200 per year more than the lowest spenders.

EU5 average - €401 per year.

Average mobile bill size per year (€).



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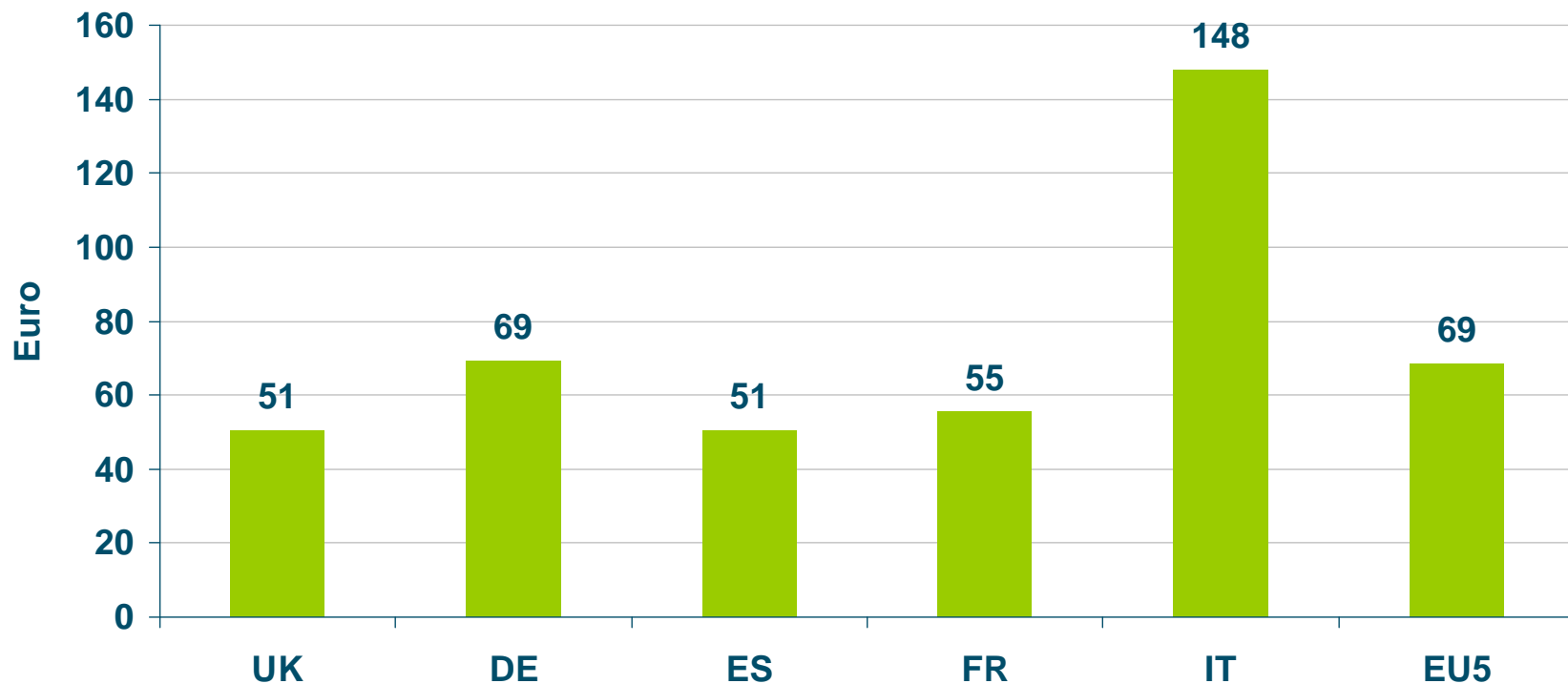
Three month average data ending June 08

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**Italians spend the most on acquiring their mobile devices. This is mainly due to the high percentage of pre-pay users.**

51.3% of British and 40.1% of Spanish mobile users gain their handset for free. To compare, 87.5%, 85.8% and 70.1% in France, Italy and German respectively pay a fee.

Average cost of a handset (€)



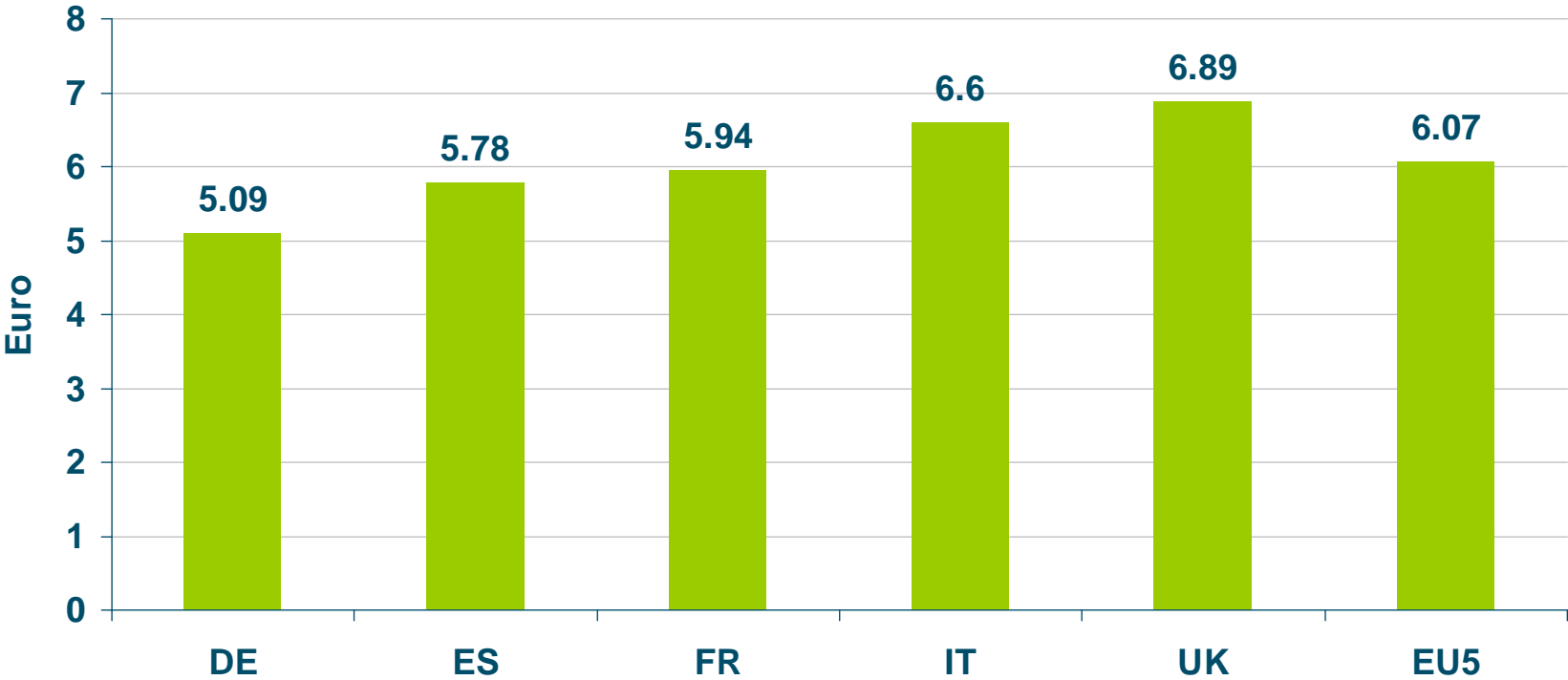
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Three month average data ending June 08

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# The average mobile user spends €6.07 on mobile content per year in EU5

Average amount spent per year on mobile content (games, ringtones, ringback tones, full track music, graphics, on-demand video and broadcast mobile TV).



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