

screendigest

global media intelligence

Mobile Intelligence



*The keys to the global
media industry*

SCREEN DIGEST: MOBILE INTELLIGENCE

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YOUR PERSONAL MOBILE MARKET RESEARCH DEPARTMENT

Mobile intelligence is the latest addition to Screen Digest's ground breaking online business intelligence services. It has been developed to provide busy senior executives in the media industry with time-critical business information from a reliable and trusted source.



Mobile intelligence is a continuously updated service comprising historical and forecast market data and key market metrics for European, North American and key Asia Pacific markets. For every country, the data includes mobile operator subscriber numbers, ARPU, end user content spend on a quarterly basis, as well as comprehensive five year market forecasts for content revenues by genre, 3G subscribers and much more besides.

As with our other Intelligence services, a dedicated team of mobile industry analysts are constantly updating the service with the latest data so clients always have access to the most recent figures and forecasts. Analysts are able to draw on Screen Digest's existing expertise - stretching back to 1971 - in TV, music and video games to create a genuinely content focused mobile media intelligence. Mobile Intelligence is your personalised media research department, from the world's premier source of media business intelligence.

Data is provided on the following subjects:

- Basic Metrics: Subscribers, 3G subscribers, ARPU split by voice, messaging and content
- Market Share: Provided by mobile operator for subscribers, 3G subscribers and content market
- Revenues: Blended, prepay and contract ARPU; voice, messaging and content ARPU
- Mobile TV: Service overviews, historical and forecast revenues
- Mobile Music: Services overviews, historical and forecast downloads, historical and forecast revenues
- Mobile Games: Service overviews, historical and forecast revenues

Real-time

Like all our Intelligence services, Mobile



Intelligence is "published" twice a day, which means that every time you access the service you have the most up-to-date set of worldwide Mobile data available. Subscribers are updated on the state of the industry in "real-time" as market intelligence and market statistics are added as soon as they become available.

YOUR PERSONAL MOBILE MARKET RESEARCH DEPARTMENT

In addition there are several search functions which enable subscribers to run a detailed examination across a vast archive of historical research and news stories. Data and commentary can be accessed at the touch of a button and amalgamated into reports and presentations.

We believe that access to time-critical data is a fundamental issue in today's business environment. It is no longer acceptable to rely on 18-month old data from a dusty old data book. Executives need real information in real time, delivered as soon as it becomes available. Mobile Intelligence fills that need.

Analytical

Mobile Intelligence is not only a source of historical and forecast data, but a medium through which this data is interpreted and analysed. Each new change and or addition to the services is dissected for relevance and context and the results are presented in analytical text updates written by Screen Digest's Mobile team.

	A	B	C	D	E	F	G
1	Italy: content ARPU in Euros						
2							
3	operator	Q4 2002	Q1 2003	Q2 2003	Q3 2003	Q4 2003	
4	TIH	€	0.14	0.16	0.23	0.29	0.37
5	Vodafone	€	0.12	0.17	0.24	0.31	0.30
6	Wind	€	0.10	0.11	0.13	0.15	0.16
7	S	€		0.06	0.06	0.12	0.24
8	source: Screen Digest						
9							
10							

Constantly updated forecasts as they are affected by movements in the market.

User-Friendly

Mobile Intelligence has been designed, from the early stages, to be as user-friendly and flexible as possible. The data is delivered in spreadsheet format within the user's Internet browser. Because of the way this data is presented, it can be easily and quickly imported into the user's own database, documents and company presentations.

	A	B
1	South Korea: mobile broadcast TV forecast (summary)	
2		
3		
4	pay per view revenue	wonm
5	subscription revenue	wonm
6	total mobile broadcast TV revenue	wonm
7		
8	pay per view revenue	€m
9	subscription revenue	€m
10	total mobile broadcast TV revenue	€m
11		
12	share of revenues by business model	
13	pay per view	%
14	subscription	%
15	total mobile broadcast TV	%
16		
17	revenue growth by business model	
18	pay per view	%
19	subscription	%
20	total mobile broadcast TV	%
21		
22	source: Screen Digest	

Keep up to date and informed on where the market is going.

A compelling service from a tried and trusted source

Since its inception, Screen Digest has been collecting and published data on the global audio-visual markets. This expertise - stretching back to 1971 - has allowed us to create the first content focused mobile media intelligence. Within this time it has earned a reputation for comprehensive, rigorous and reliable media intelligence and analysis that is simply unrivalled in the industry.

Screen Digest is the source of choice for the world's largest entertainment companies, and many of its most successful senior executives. It is also the compiler of industry-level data for many trade associations in Europe. Screen Digest is proud to count a wide variety of sectors and experts amongst our clients.

COUNTRIES COVERED IN MOBILE INTELLIGENCE

Western Europe

1. Austria
2. Belgium
3. Denmark
4. Finland
5. France
6. Germany
7. Greece
8. Iceland
9. Ireland
10. Italy
11. Netherlands
12. Norway
13. Portugal
14. Spain
15. Sweden
16. Switzerland
17. UK

Central and Eastern Europe

18. Czech Republic
19. Hungary
20. Poland
21. Slovakia
22. Slovenia

North America

23. Canada
24. USA

Asia Pacific

25. Japan
26. South Korea

Additional Coverage before end 2007

27. Australia
28. China
29. India
30. Russia
31. South Africa

SUBJECT AREAS COVERED BY MOBILE INTELLIGENCE

This is a list of subject areas covered for each country in Mobile intelligence. Additional subjects for research may be available on request.

Mobile Intelligence Coverage Chart

	<i>actual</i>	<i>forecast through 2011</i>	<i>quarterly figures</i>
Country Totals			
Subscriptions (prepay, contract)	✓	✓	✓
3G Subscriptions	✓	✓	✓
ARPU	✓	✓	✓
Revenue	✓	✓	✓
Subscriptions			
Total subs by operator	✓	✓	
Operator total subs market shares	✓	✓	✓
Net total subs additions by operator	✓	✓	
Growth in total subs by operator	✓		✓
Total pre-pay subs by operator	✓		✓
Prepay share of total subs by operator	✓		✓
Total contract subs by operator	✓		✓
Contract share of total subs by operator	✓		✓
Revenues			
Total revenues (in local currency; Euros)	✓	✓	✓
Blended ARPU (in local currency; Euros)	✓	✓	✓
Prepay ARPU (in local currency; Euros)	✓		✓
Contract ARPU (in local currency; Euros)	✓		✓
3G			
3G Subs by operator	✓	✓	✓
3G Subs as share of total subs by operator	✓	✓	
Operator 3G sub market shares	✓	✓	
Net 3G sub additions by operator	✓	✓	✓
Growth in 3G subs by operator	✓	✓	✓
Content			
Active data users by operator	✓		✓
Active data users as share of total subs by operator	✓		✓
Content revenues (in local currency; Euros)	✓	✓	
Content ARPU (in local currency; Euros)	✓	✓	

Mobile Intelligence Coverage Chart continued..

	<i>actual</i>	<i>forecast through 2011</i>	<i>quarterly figures</i>
Broadcast Mobile TV			
Service overviews	✓		
Addressable market size	✓	✓	
Total subscriptions	✓	✓	
Subscription pricing	✓	✓	
Subscription revenues	✓	✓	
Pay per view usage	✓	✓	
Pay per view pricing	✓	✓	
Pay per view revenues	✓	✓	
Total revenues	✓	✓	
Unicast (3G) Mobile TV			
Service overviews	✓		
Addressable market size	✓	✓	
Total subscriptions	✓	✓	
Subscription pricing	✓	✓	
Subscription revenues	✓	✓	
Pay per view usage	✓	✓	
Pay per view pricing	✓	✓	
Pay per view revenues	✓	✓	
Total revenues	✓	✓	
Mobile Music			
Service overviews	✓		
Addressable market size	✓	✓	
Total track downloads	✓	✓	
Track pricing	✓	✓	
Download revenues	✓	✓	
Total music video downloads	✓	✓	
Music Video pricing	✓	✓	
Music video revenues	✓	✓	
Total subscriptions	✓	✓	
Subscription pricing	✓	✓	
Subscription revenues	✓	✓	
Total revenues	✓	✓	

Mobile Intelligence Coverage Chart continued..

	<i>actual</i>	<i>forecast through 2011</i>	<i>quarterly figures</i>
Mobile Games			
Service Overviews	✓		
Addressable market size	✓	✓	
Total games downloads	✓	✓	
Games pricing	✓	✓	
Download revenues	✓	✓	
Total subscription pricing	✓	✓	
Subscription revenues	✓	✓	
Pay per play usage	✓	✓	
Pay per play revenues	✓	✓	
Total revenues	✓	✓	
Voice			
Voice revenue (in local currency; Euros)	✓		✓
Voice ARPU (in local currency; Euros)	✓		✓
Messaging			
Messaging revenues (in local currency; Euros)	✓		✓
Messaging revenues (in local currency; Euros)	✓		✓

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