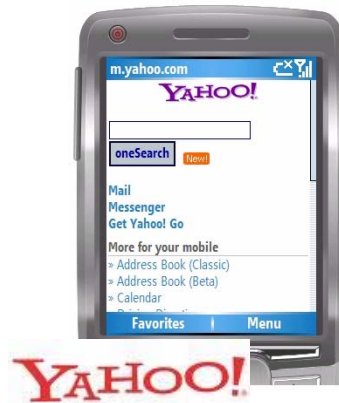
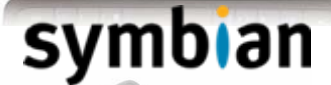




Internet goes mobile, where are the consumers?

Uroš Cvetko, Valicon d.o.o.







Word of clarification – what we understand by mobile internet

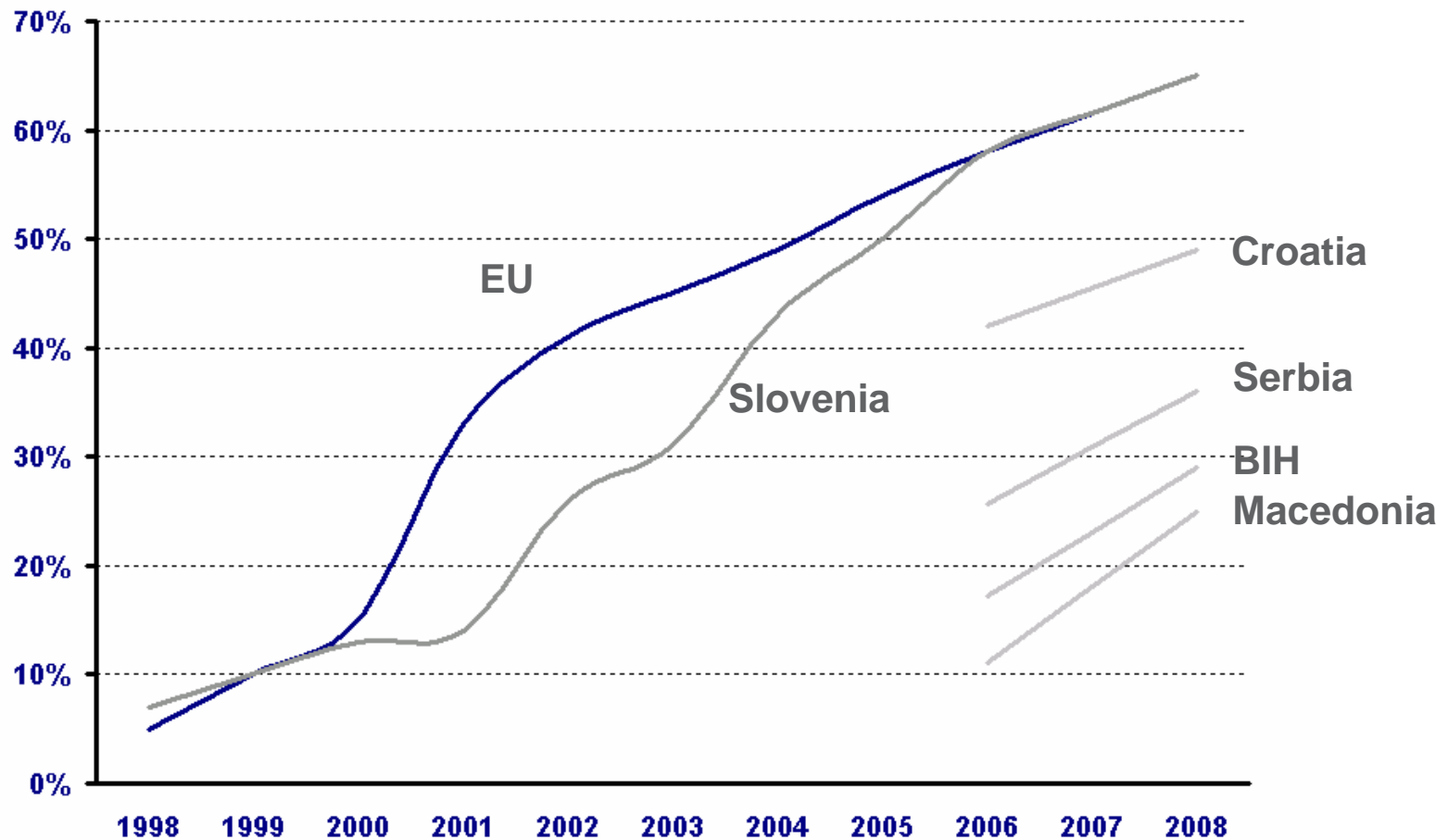


- **Phone survey, October 2008**
 - Slovenia
 - N=600
 - National representative sample 15-65

- **Internet survey, October 2008**
 - Slovenia
 - N=347
 - Web representative for internet users

- **Desk research, October 2008**

Internet penetration EU vs. Slovenia vs. region Percentage of monthly users



USAGE = # OF USERS X FREQUENCY

Hypothesis 1:

Low mobile internet usage due to small number of users having experience

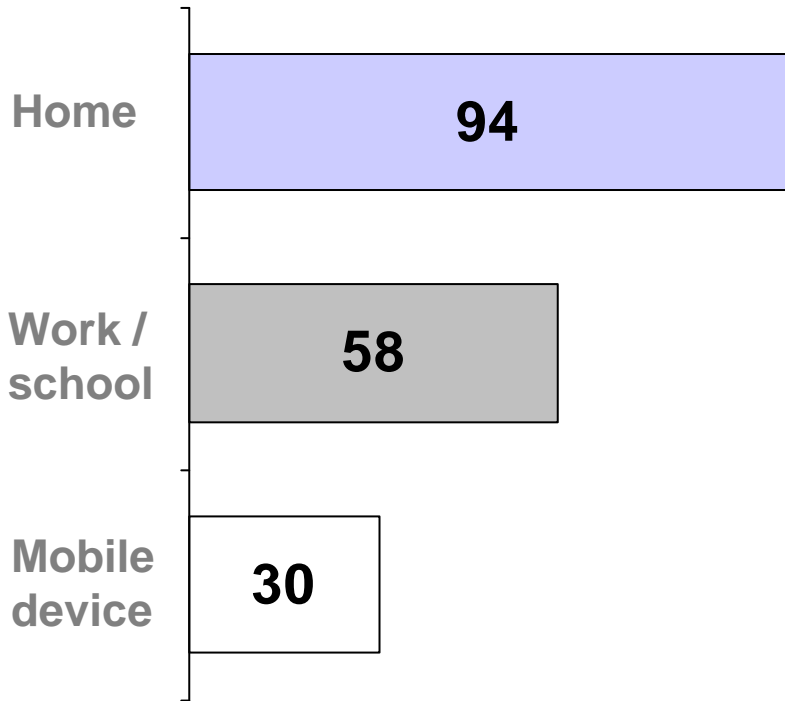
Hypothesis 2:

Low mobile internet usage due to infrequent usage of mobile services

30% of internet users use mobile device as one of the access points

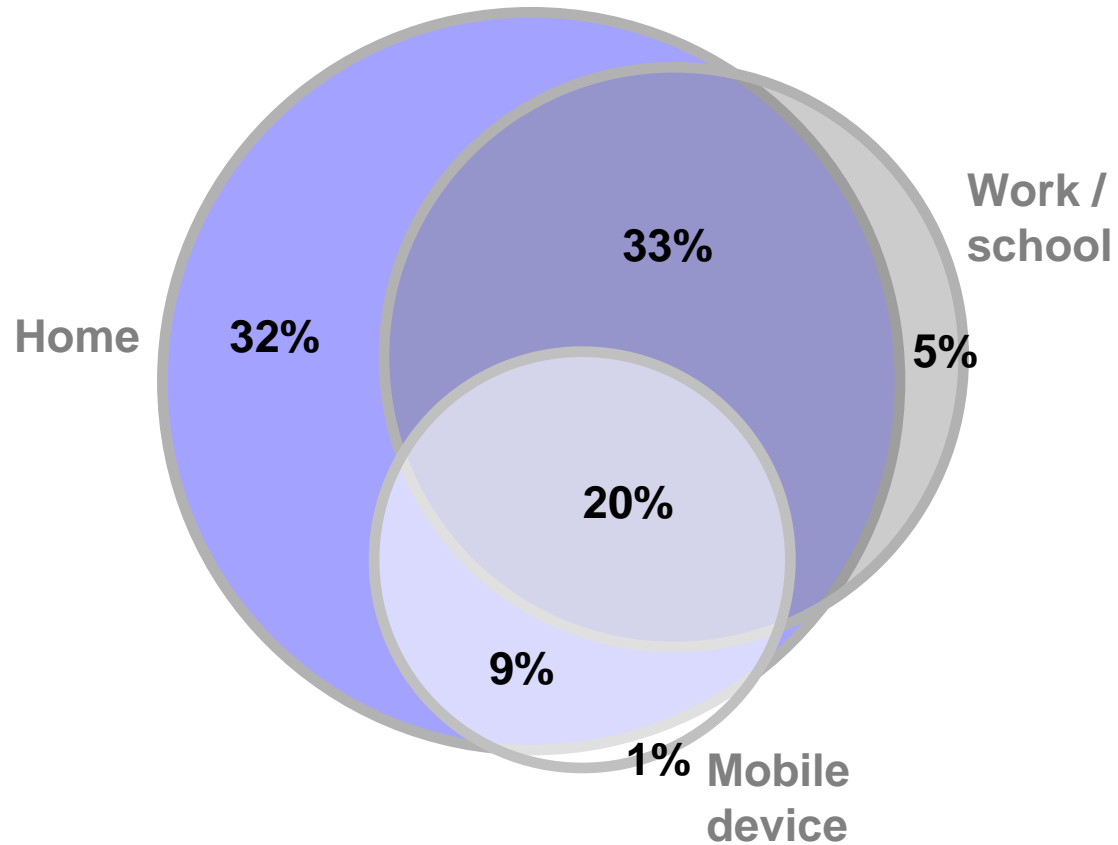
Internet users segments

From where do you access internet
Percent, 100 = all internet users



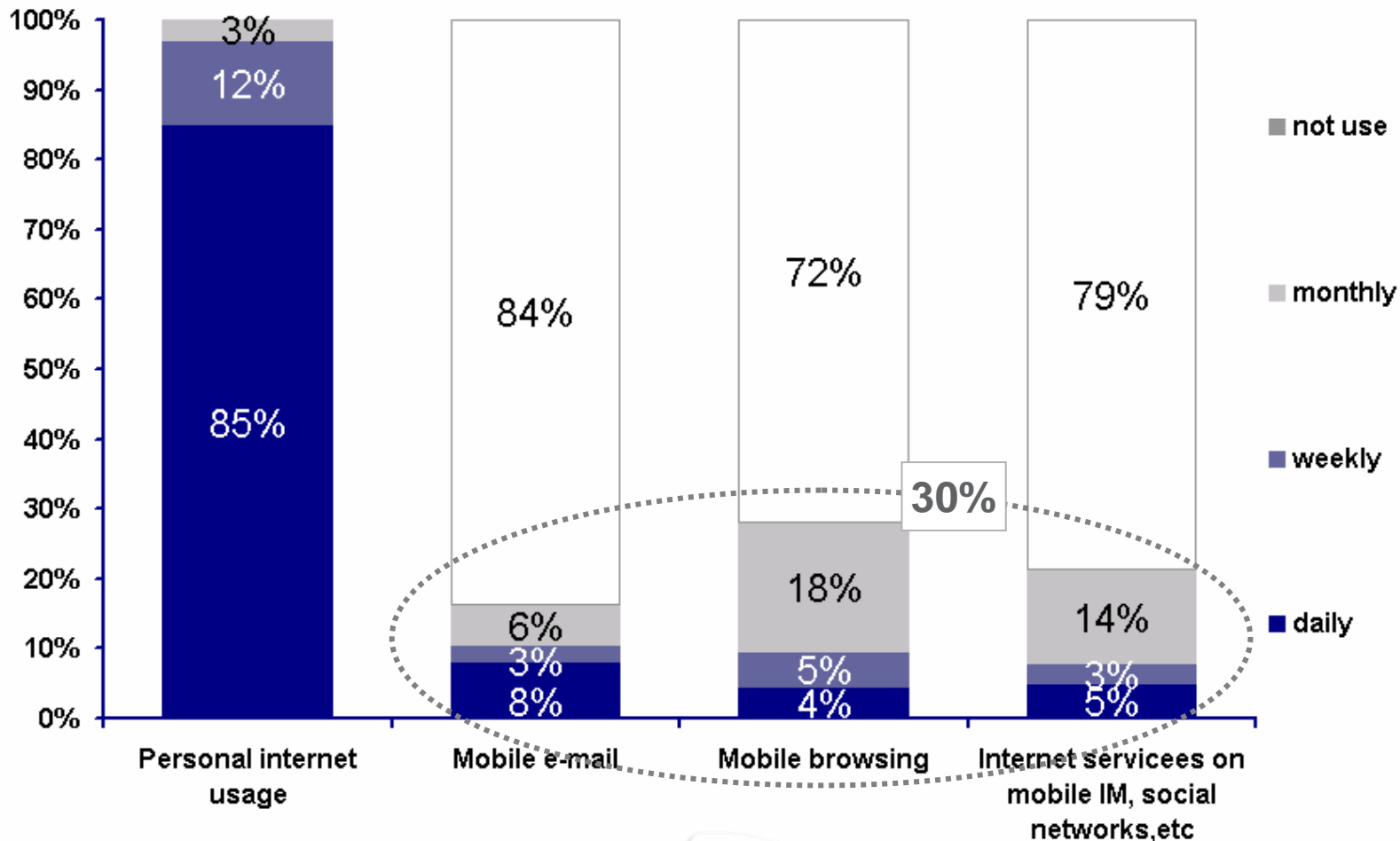
Overlaps between users segments

From where do you access internet
Percent, 100 = all internet users



Less than 10% of internet users use mobile internet service on daily basis

Frequency of usage
How often do you use...?



Source:

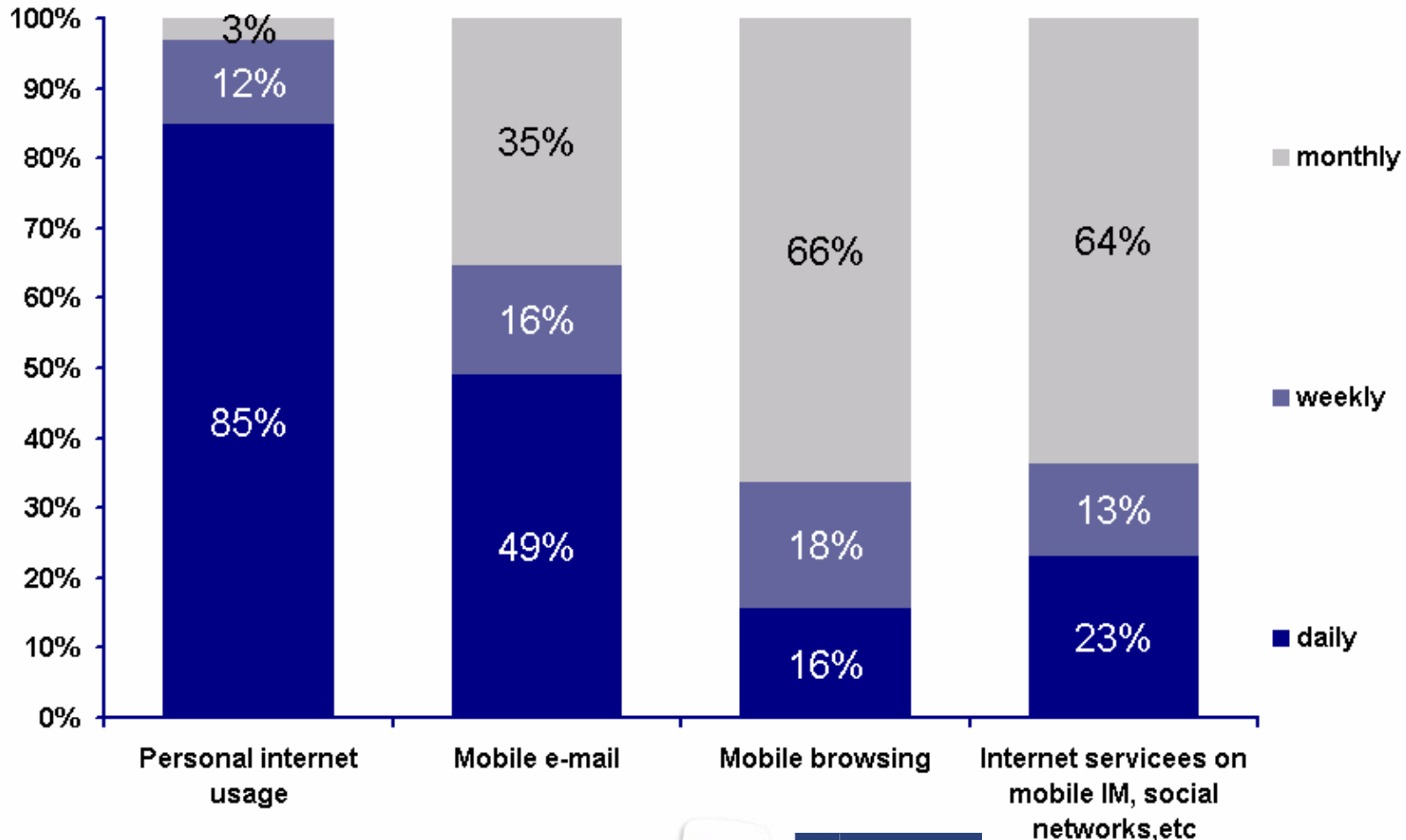


web survey, method CAWI, october 2008, n=347

With exception of mobile e-mail 2/3 of users of mobile services use these occasionally (monthly)

Frequency of usage among users

How often do you use...? Only among those who use



Source:



web survey, method CAWI, october 2008, n=347

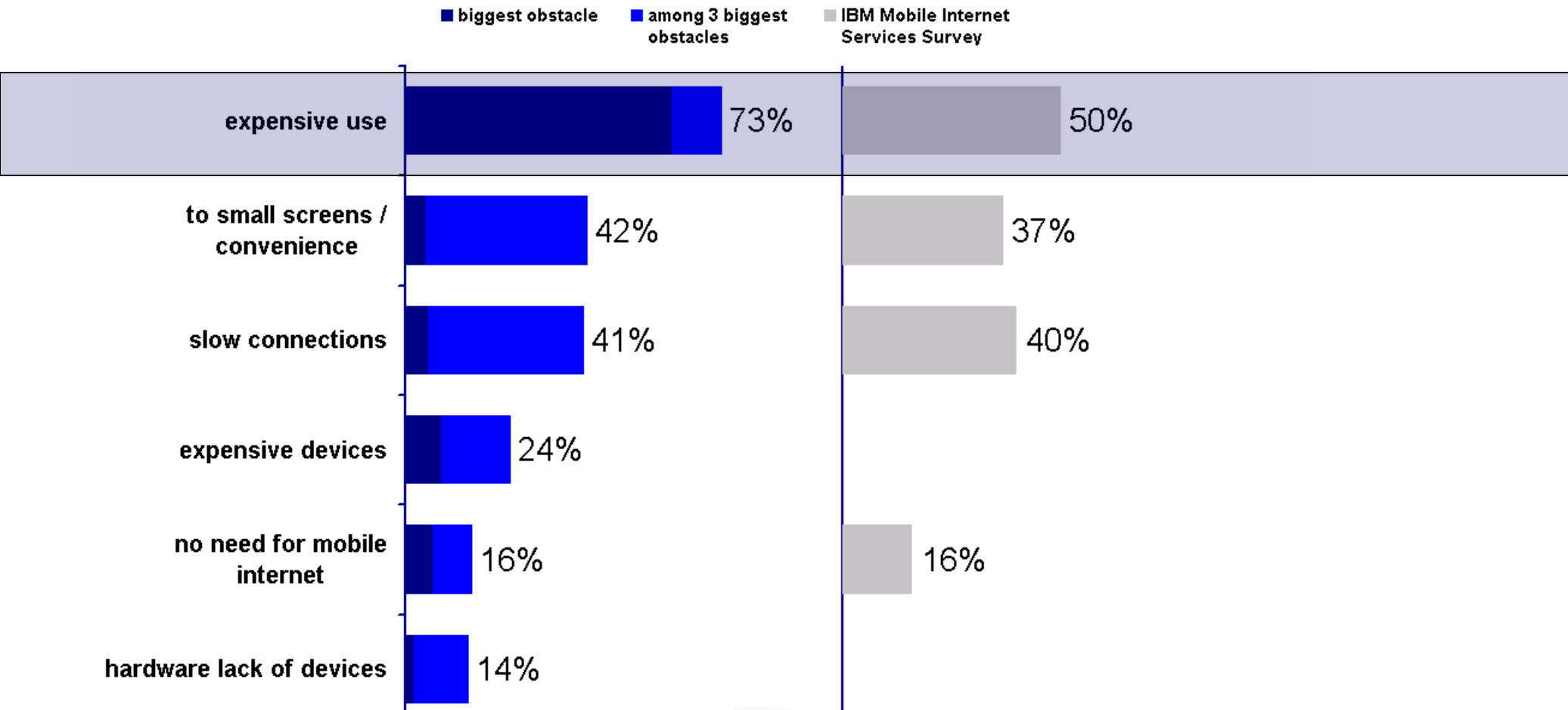
$$\text{USAGE} = \text{\# OF USERS} \times \text{FREQUENCY}$$

30% of all internet users use mobile device as one of their access points

Less than 10% of internet users use mobile internet service on daily basis

Reasons for not using mobile internet services

Which are biggest obstacles for not using mobile internet or mobile internet services?



Press

[Press](#) | [Sporočila za medije](#) | [Brskanje po kategorijah](#)

Prenovljeni mobilni portal Planet

29. avgust 2007 – Mobitelov mobilni portal Planet se bo v začetku septembra predstavil v novi luči. Najpomembnejša novost bo **brezplačno brskanje po portalu**, poleg tega pa bo prenovljeni Planet ponudil še sodoben dizajn, prilagojen zmogljivosti mobitela posameznega uporabnika. Predstavljene bodo tudi nove zanimive, zabavne in uporabne vsebine.

Mobitelov mobilni portal Planet bo v začetku septembra temeljito prenovljen. Uporabniki bodo po njem odslej brskali brezplačno, osvežen bo tudi izgled portala, ki se bo prilagajal zmogljivostim

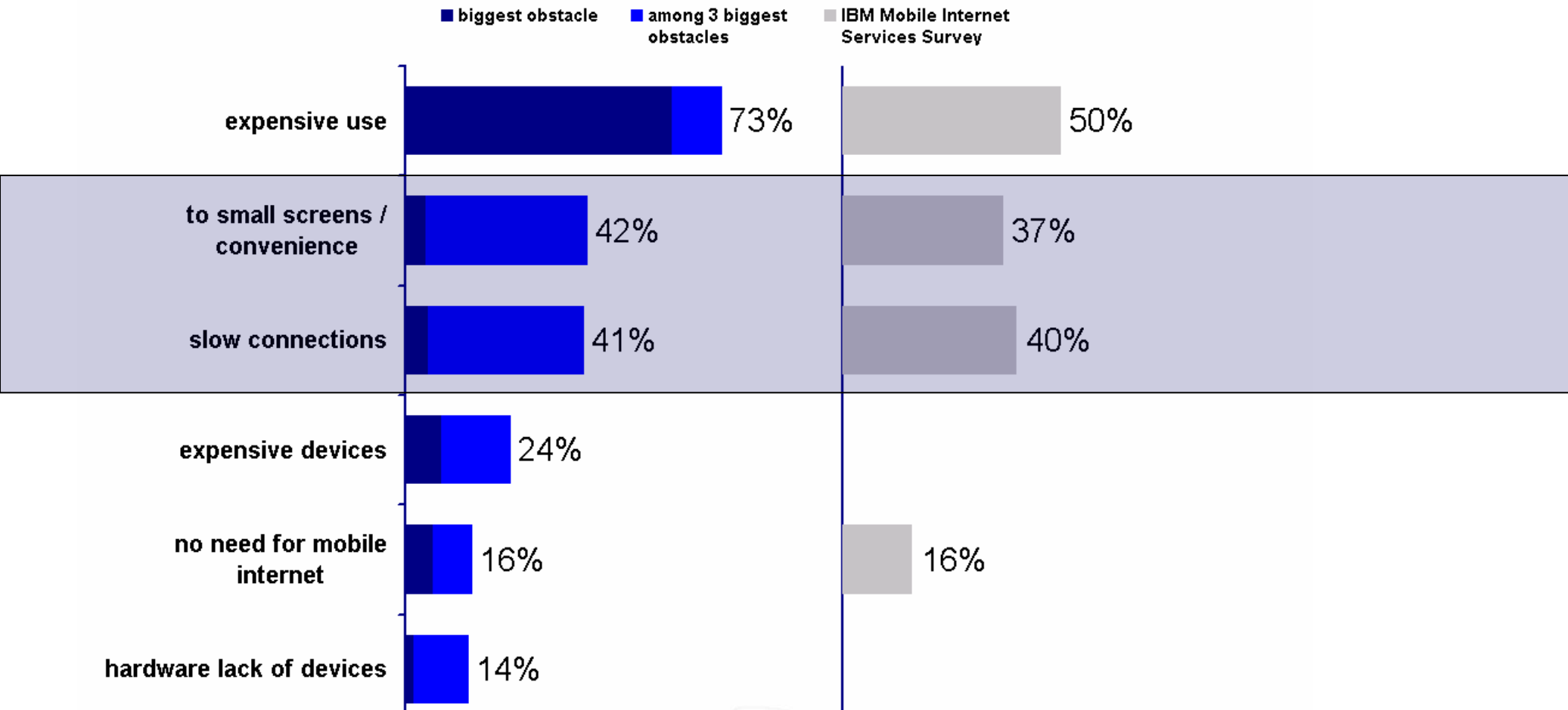


Paket	Povezani 11	Povezani 33	Povezani 55
Mesečna naročnina	11 €	33 €	55 €
Klici in videoklici v Mobitelovo omrežje	111 minut	333 minut	1.000 minut
Klici v druga mobilna omrežja		33 minut	100 minut
Klici v stacionarna omrežja		33 minut	100 minut
SMS-sporočila	11 sporočil	33 sporočil	55 sporočil
MMS-sporočila	11 sporočil	33 sporočil	55 sporočil
Podatki GPRS/UMTS		1 GB	5 GB



Reasons for not using mobile internet services

Which are biggest obstacles for not using mobile internet or mobile internet services?



Convenience remains an issue that operators alone cannot deal with

Internet DEVICES that can make calls



Ex-email devices

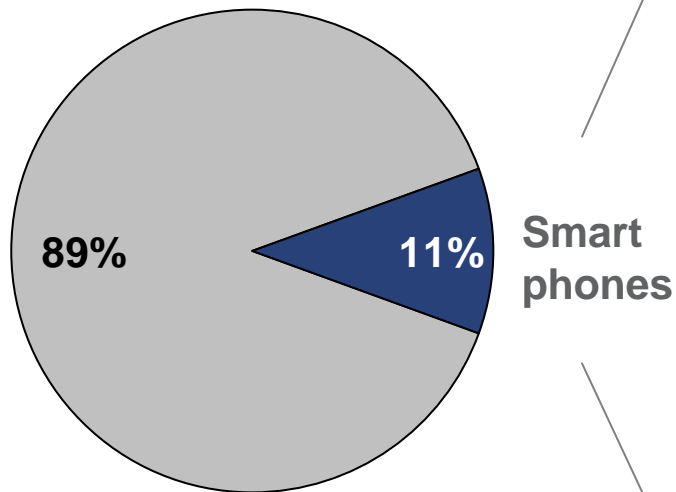


Mobile PHONES with internet

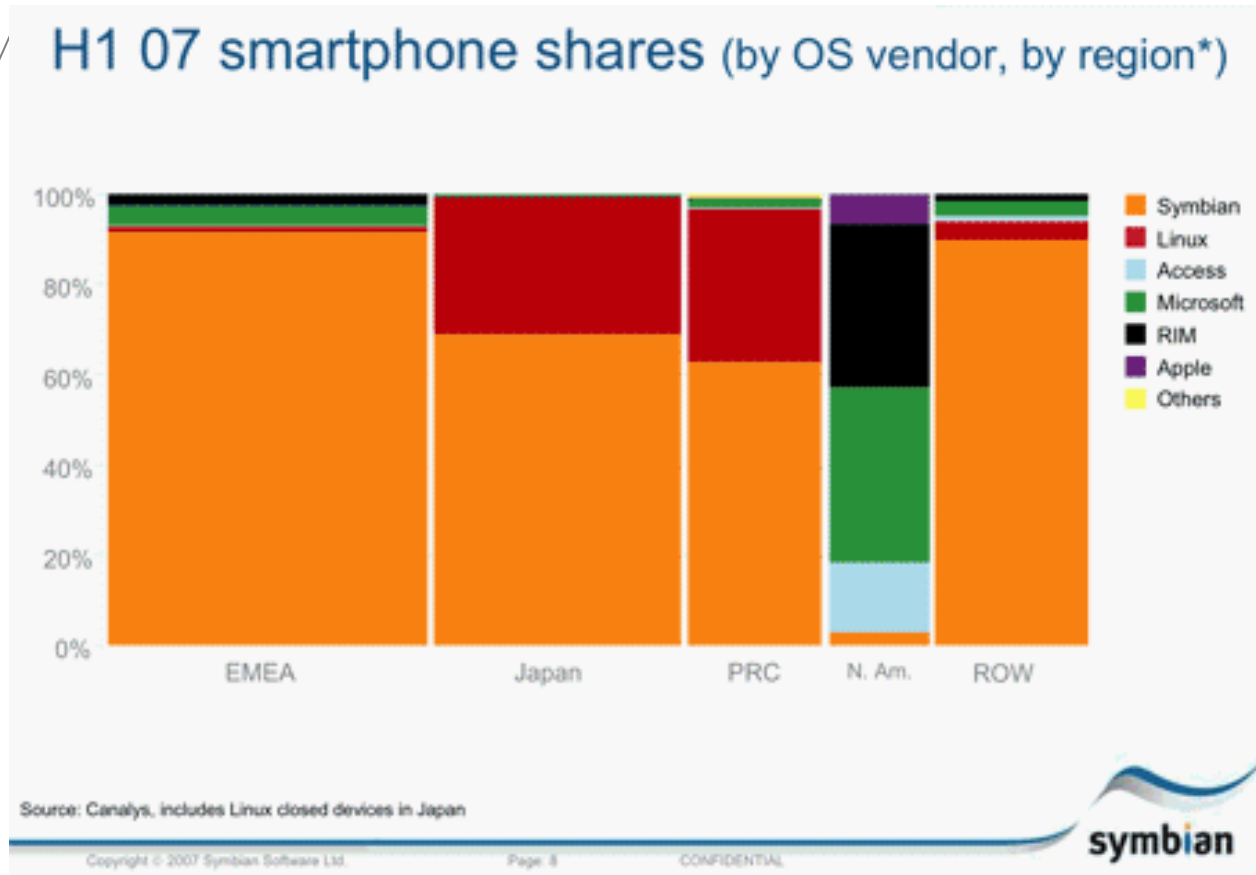


Perceived slow connection due to small share of smart phones.

Smart-phone market worldwide share
Sales in Q2 2008

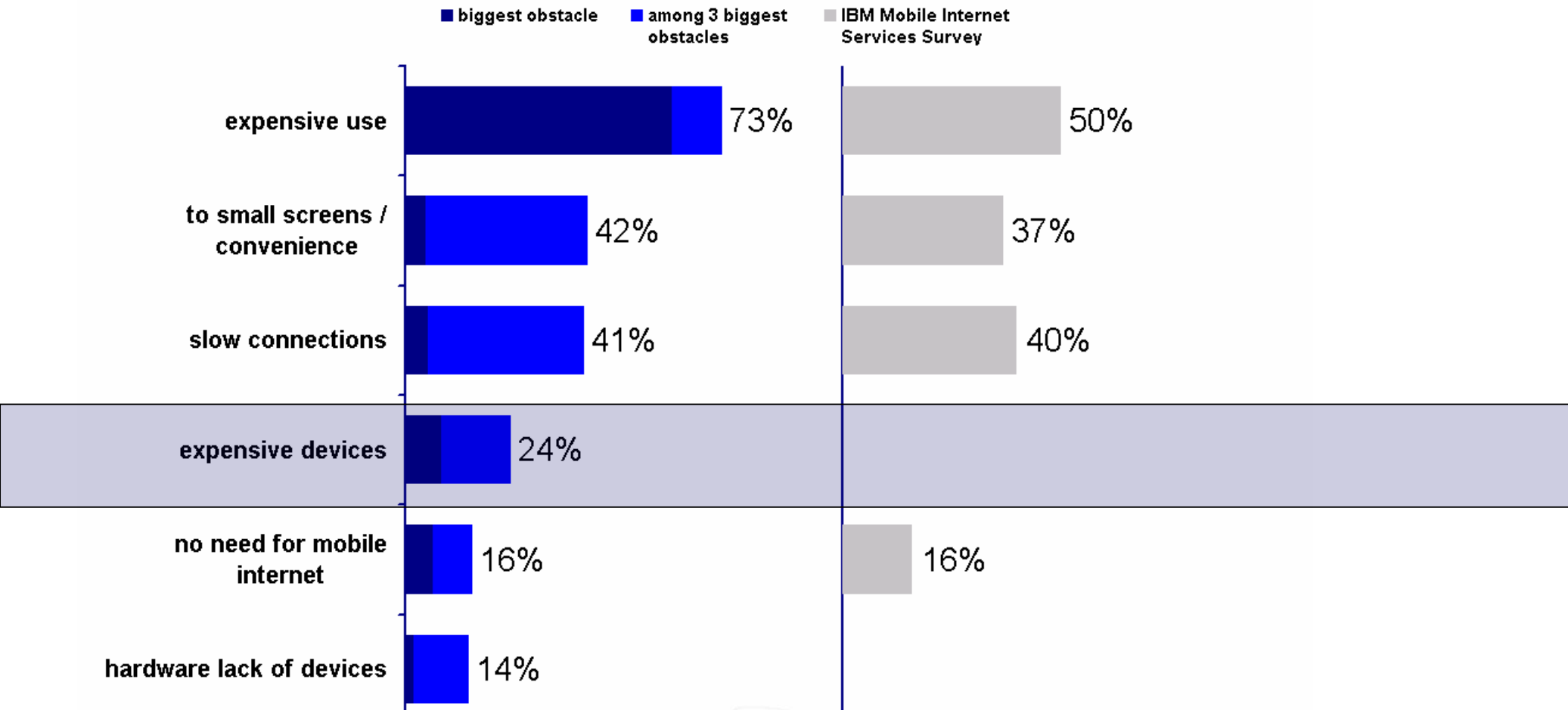


Source: Gartner, 2008



Reasons for not using mobile internet services

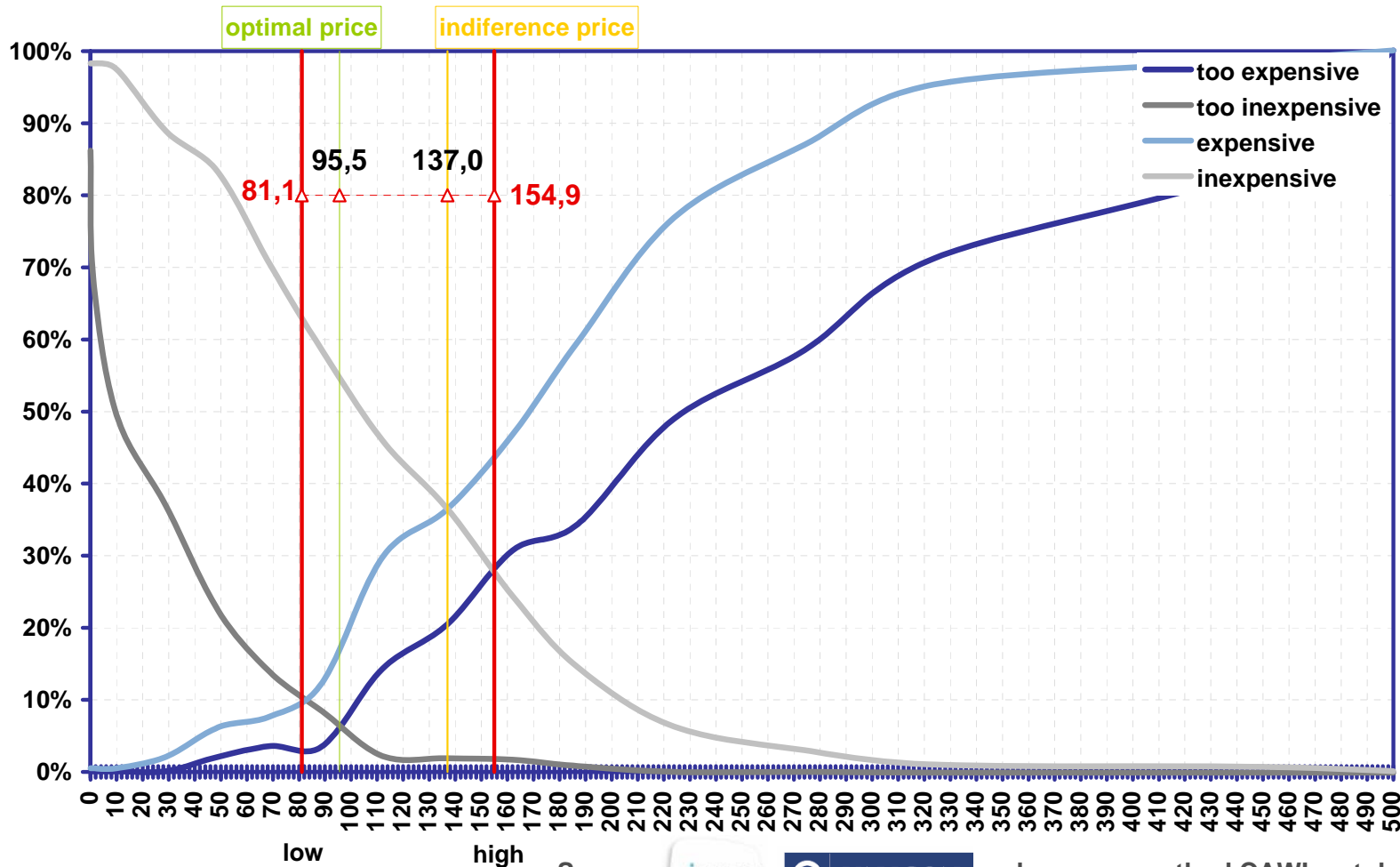
Which are biggest obstacles for not using mobile internet or mobile internet services?



End-users are prepared to pay for their smart phone 100-140 EUR

Price sensitivity – all mobile phone users

Which price is so high you would not make a purchase? Which price is so low you would think something is wrong with device? Which price is high, but you would make a purchase? At which price would you say "this is best buy".



To meet user price expectations mobile operators will need to continue subsidizing smart phones

Vse, kar SI ŽELIŠ!



Paketi Povezani
Samsung OMNIA

- 125 g
- 112 x 56,9 x 12,5 mm
- 8 GB vgrajenega spomina
- GPRS/EDGE/UMTS/HSDPA
- Videotelefonija
- Na dotik občutljiv zaslon (enostavno upravljanje s prsti)
- Stranska vrstica Widget
- Potisna pošta (ActiveSync)
- Windows Mobile 6.1
- Urejevalnik (Word, Excel)
- Pregledovalnik (PowerPoint, OneNote, PDF)
- Razširljiv spomin (MicroSD)

HSDPA 10,2 Mbit/s UMTS 3,1 Mbit/s GPS WLAN

MMS' 3,0 Mbit/s

Popolnost v vaših rokah! **69⁰⁰ €**

Izjemno TANEK



Paketi Povezani
LG KF750 Secret

- 116 g
- 102,8 x 50,8 x 11,8 mm
- 100 MB vgrajenega spomina
- GPRS/EDGE/UMTS/HSDPA
- Senzorске večnamenske tipke
- Napredno fotografiranje
- Prilagodljivi glasbe in videoposnetkov
- Pregledovalnik (Word, Excel, PDF, PowerPoint)
- Aplikacije Google
- TV-izhod
- Razširljiv spomin (MicroSD)

HSDPA 10,2 Mbit/s UMTS 3,1 Mbit/s MMS' 3,0 Mbit/s

99⁰⁰ €

Dragulj na dotik!



Paketi Povezani
HTC Touch Diamond

- 110 g
- 102 x 51 x 11,35 mm
- 4 GB spomina
- GPRS/EDGE/UMTS/HSDPA
- Videotelefonija
- Na dotik občutljiv zaslon
- TouchFlo
- Potisna pošta (ActiveSync)
- Windows Mobile 6.1
- Urejevalnik (Word, Excel)
- Pregledovalnik (PowerPoint, PDF)
- Spremljanje vremena (HTC Weather)


HSDPA 10,2 Mbit/s UMTS 3,1 Mbit/s MMS' 3,0 Mbit/s

99⁰⁰ €

2008, October 27

U.S. operator AT&T says it activated 2.4 million iPhone 3G customers in the third-quarter — around 40 percent being new customers — but added that the costs of subsidizing the device had reduced its pre-tax earnings in the quarter by US \$900 million.

<http://www.telecommagazine.com/>



BlackBerry Curve 8310

- telefon, email, WAP/WEB brskalnik in organizator
- fotoaparatz 2 milijona točk, vgrajeni flash in 5x digitalni zoom
- bluetooth
- polifonična zvonjenja

Dodaj na seznam primerjav

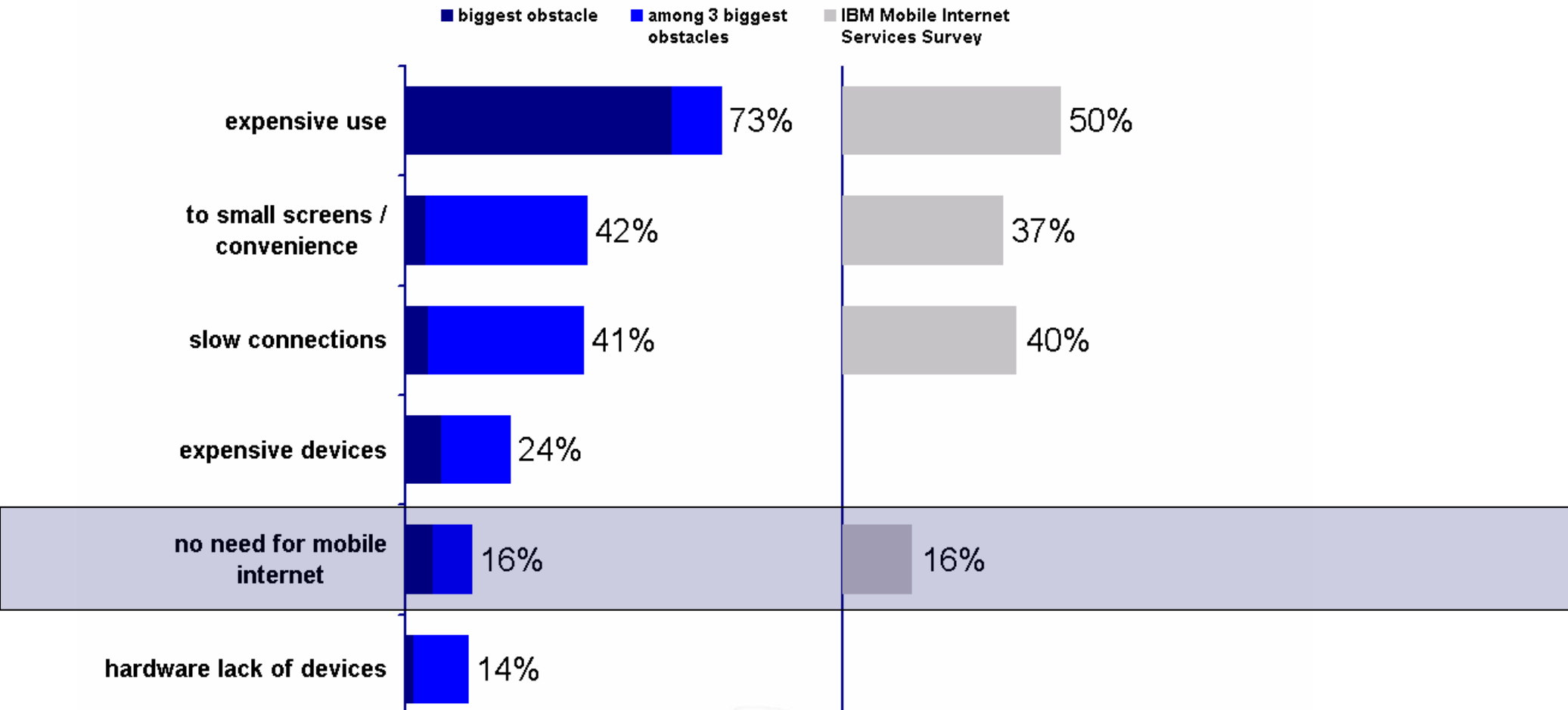
Paket BlackBerry Business 1,00 €

ORTO BERI 80,00 €

Opcija BlackBerry Plus, Opcija BlackBerry Osnovni 270,00 €

Reasons for not using mobile internet services

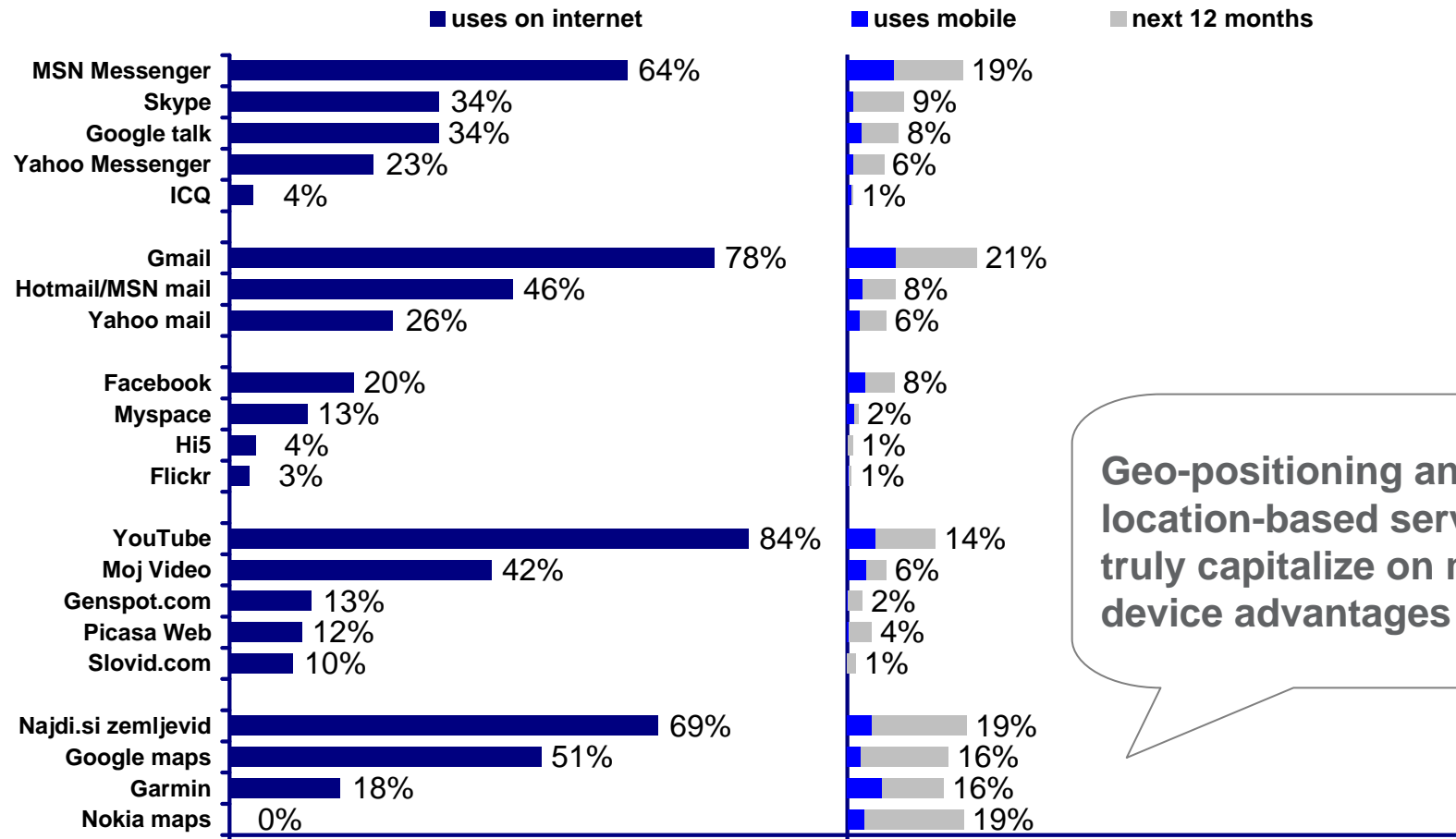
Which are biggest obstacles for not using mobile internet or mobile internet services?



The m. versions of internet sites already exist and their appeal correlates with current service use

Internet services

Use on internet, use on mobile device and intention to use service in next 12 months



Geo-positioning and location-based services truly capitalize on mobile device advantages

Low frequency of usage appears to be driven by (mis)perception rather than real issues

30% of all internet users use mobile device as one of their access points

Less than 10% of internet users mobile internet service on daily basis

$$\text{USAGE} = \text{\# OF USERS} \times \text{FREQUENCY}$$

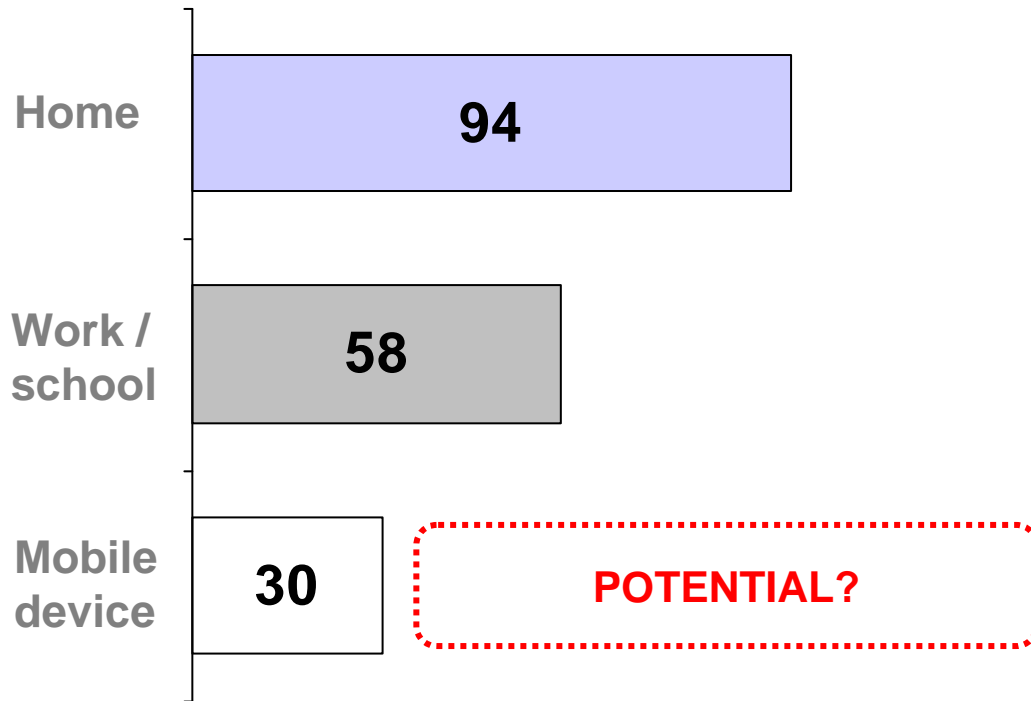
BUT there are few REAL obstacles:

- Expensive use
 - **Usability**
 - Slow connection
 - Expensive devices
 - Content
- mis-perception
 - **remains an issue**
 - matter of phone-replacement
 - operators already subsidizing
 - increasingly attractive

Internet users segments

From where do you access internet

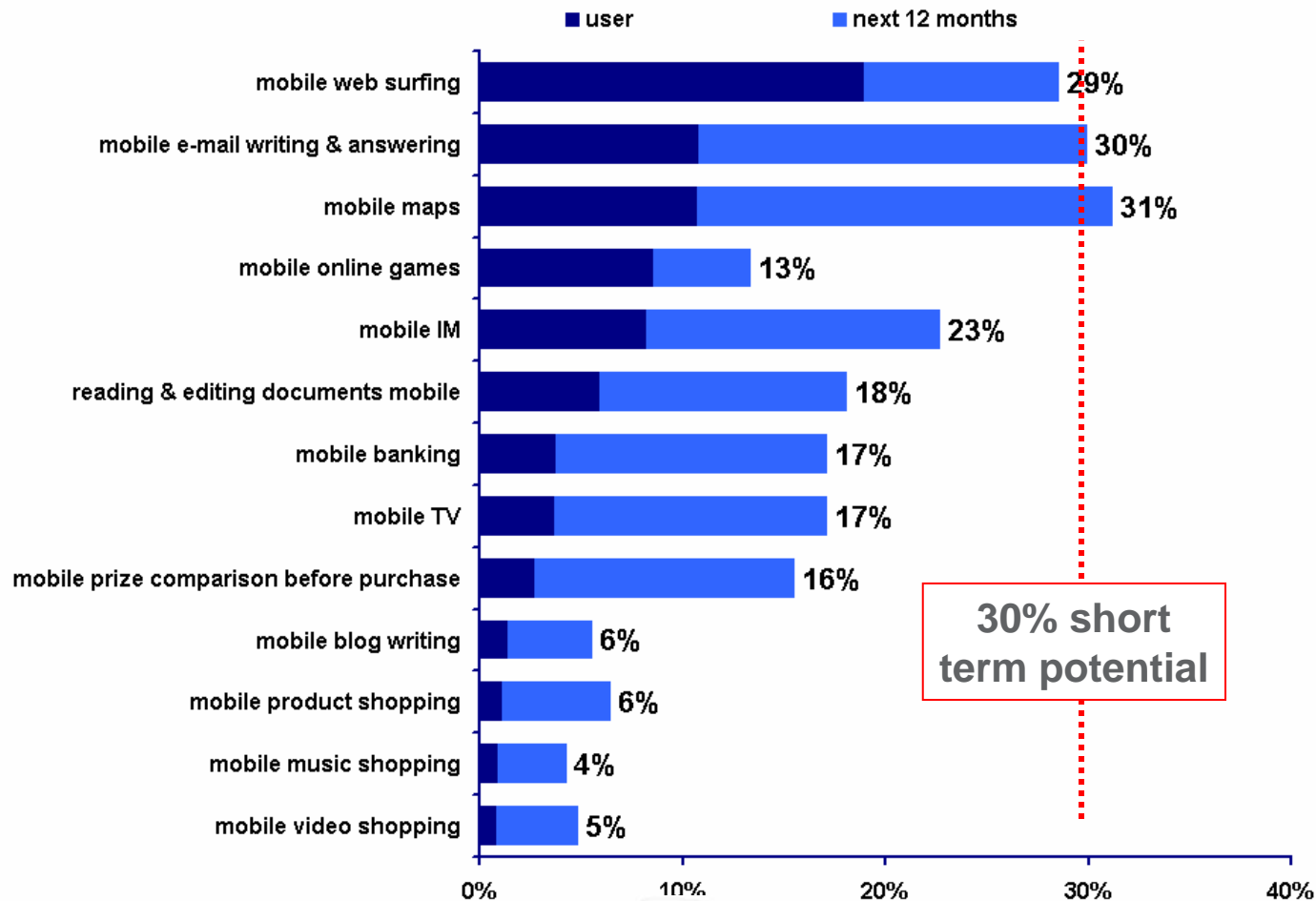
Percent, 100 = all internet users



Intention to use mobile services reaches 30% of internet population

General types of mobile internet services

Use on mobile device and intention to use service in next 12 months



30% short term potential

Source:

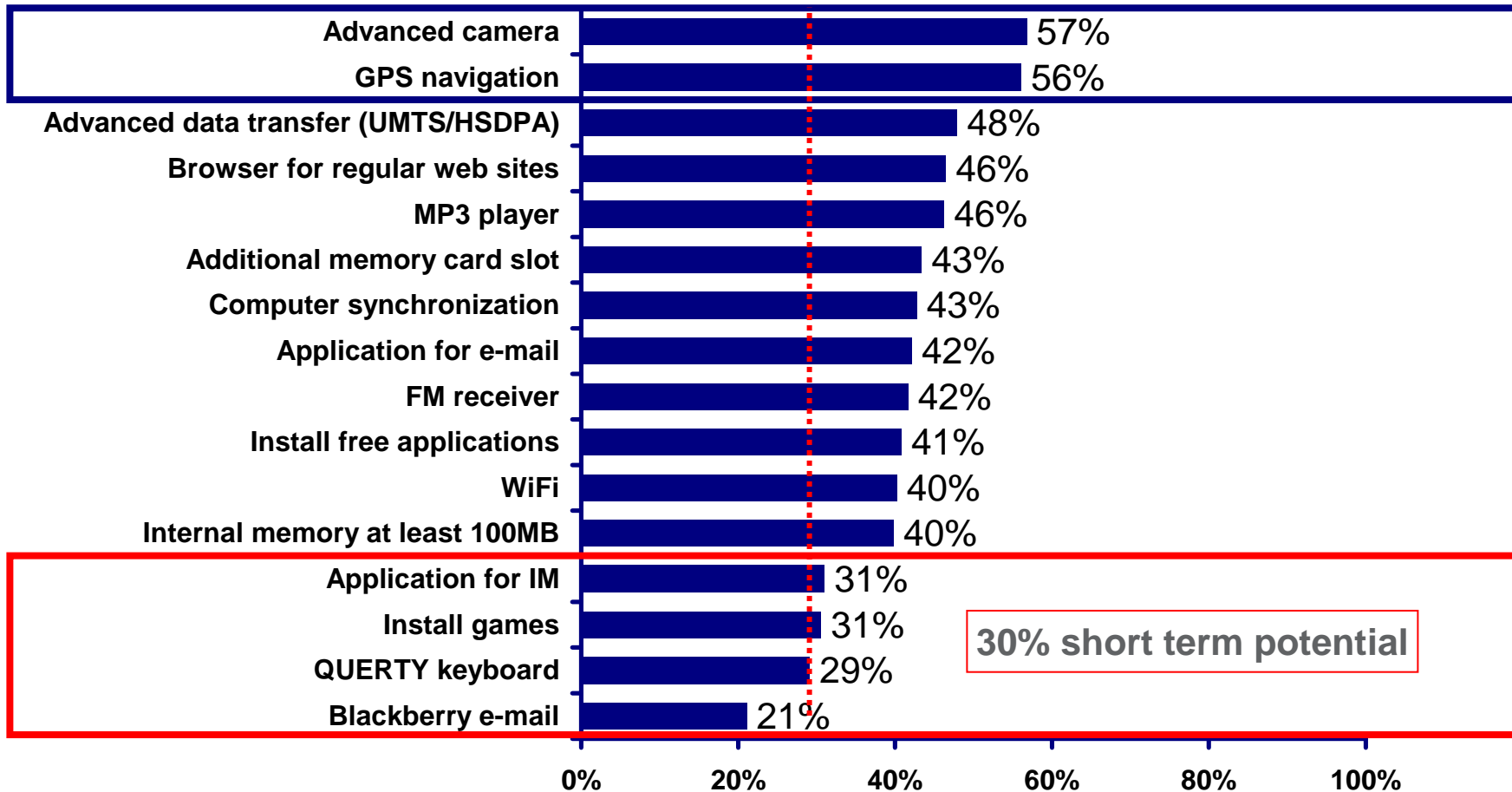


web survey, method CAWI, october 2008, n=347

30% coincides with desirability for mobile-service functions on mobile phones

Desirability of mobile device capabilities

Which of the following functions of mobile device would you to have on your personal mobile phone?

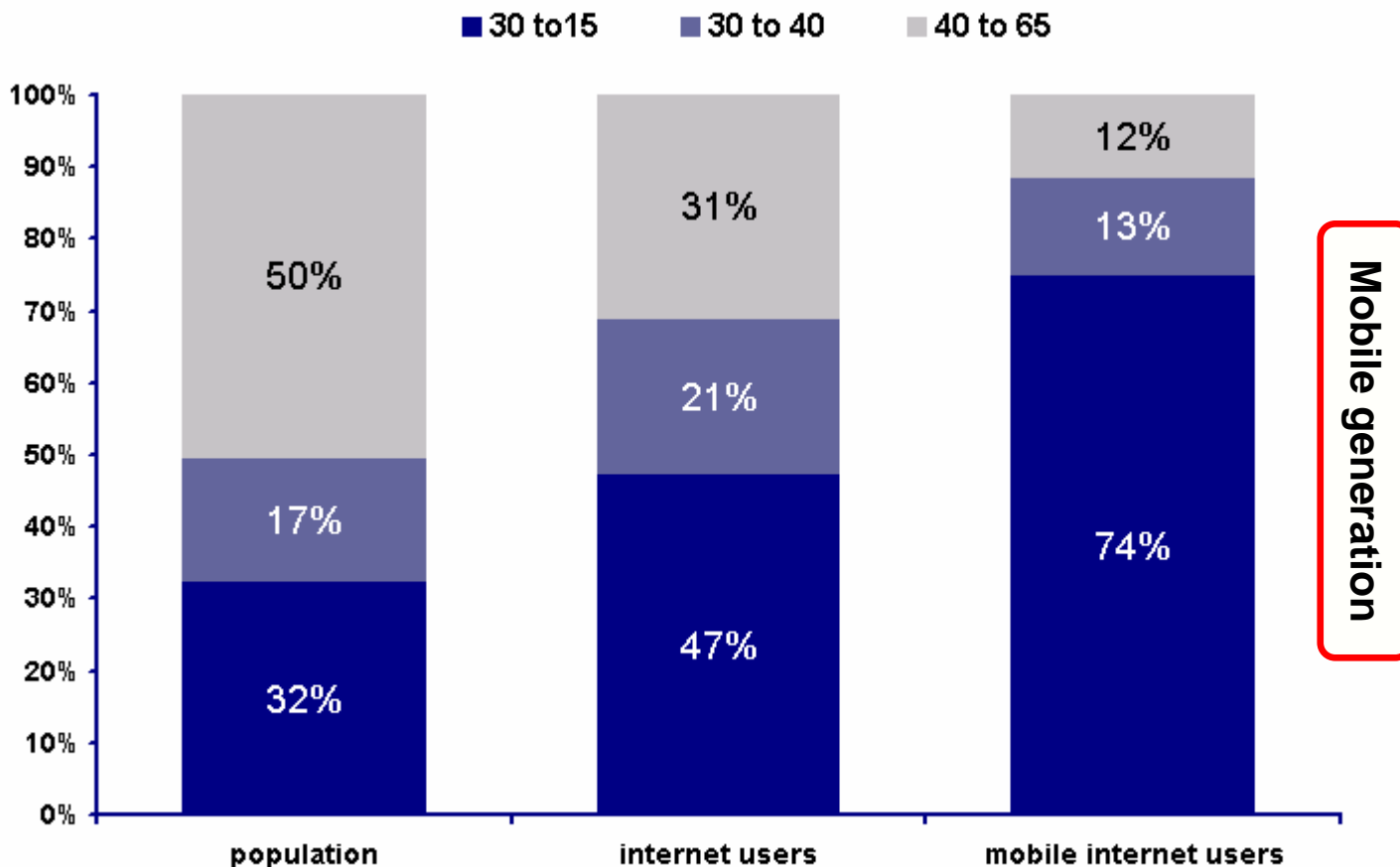


30% short term potential

30% potential is driven by demography of mobile internet users

Age profile of segments of users

Segments by age groups – 15 to 30 years, 30 up to 40 years, 40 to 65



- **Users are slow at embracing mobile services**
 - Despite proliferation of mobile internet content and devices, the growth in usage of mobile internet services is lagging behind the expected pace
- **Lack of users with experience is not a short-term issue**
 - Moreover, the majority of short-term potential population, estimated at 30% of internet users, is already using mobile internet
 - The threat is however, that “bad experience” will inhibit future growth
- **Major issue is, however, low frequency of usage**
 - Less than 10% of internet users use mobile internet services daily, compared to 85% for internet
 - 2/3 of users of mobile internet services use them only occasionally (monthly)
- **Low frequency is driven mostly by mis-perceptions about the service**
 - 4 out of 5 major obstacles to usage are not “real issues” i.e. can be overcome by mobile operators’ marketing activities
 - The only “real” obstacle remains device usability that limits the potential to younger segments, which are, however, price-sensitive
 - And business model, that will motivate content provider to develop attractive mobile content / services



~~Internet goes mobile, where are the consumers?~~

is

where is the usage?

THANK YOU!