

## Sales RUSH – Customer Connected Adrenaline

### Operators Reveal What Will Drive Future Of Messaging

**Airwide Solutions** has commissioned independent research to poll operators about 'what's hot and what's not' in mobile messaging around the world. The results include social networks, mobile advertising, and location services, and have been compiled in a white paper which looks at the opportunities and outlines operator investment plans for the next 12 months.

All the operators surveyed said that they will invest in advanced data services, such as mobile applications, location-based services and mobile broadband over the next 12 months. And moreover, almost 2/3 of the operators believe that messaging will be a key component in delivering new data services to their consumers. Clearly one of the biggest drivers will be social networking. Operators believe that the use of messaging fits well with social networks - egch for sending in updates, posting pictures, etc.

Many of the operators surveyed thought mobile advertising was important for messaging, but to a lesser extent than other factors. For example, about one-third of the operators believed mobile advertising would play a "very important" role and one-third said an "important" role in future growth of messaging.

### DID U KNOW ?



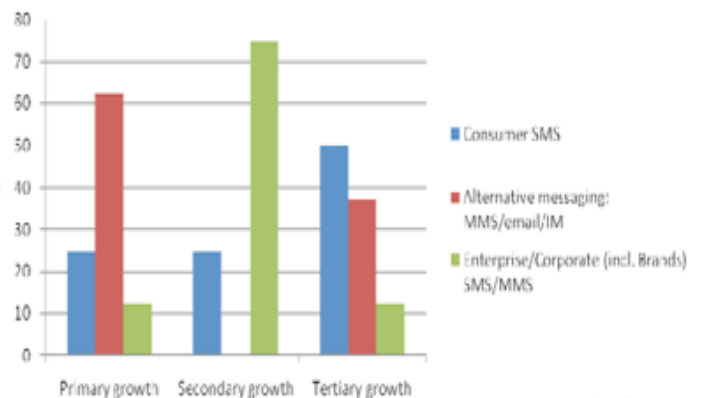
*"When all think alike, no one is thinking very much."*

**Walter Lippmann  
(1889-1974)**

### Ad Execs See Rise In Mobile Decline In Trad. Spending

According to a recent poll by **KPMG**, media and advertising executives expect more than a quarter of media time and spending to move away from traditional channels. However, they believe that mobile and social media advertising will be gaining momentum. When queried about major changes in the industry today, 49 percent of respondents indicated that the pullback of advertising dollars is the most disruptive force in media today, followed closely by mobile devices becoming personal computers (40 percent). Some of the other key results of the survey include: 75 percent of executives predict that advertisers will move more than a quarter of media time and spending away from traditional channels in the next five years, while mobile marketing is expected to see increased activity. The greatest marketing opportunity for mobile is location-based advertising, according to 48 percent of respondents. "Social networking and mobile marketing are just two of the relatively new media forms to enter the marketing mix, but they are already showing just how integral they will be in the near future," said **Brian Hughes**, KPMG Partner .

### Where will the next surge in messaging growth come from?



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