

Sales RUSH – Customer Connected Adrenaline

- Text messaging (SMS) will continue its dominance in the messaging arena for the foreseeable future and will evolve with additional features over the next three to five years, according to Frost & Sullivan in a report exclusively licensed to Comverse. This evolutionary - rather than revolutionary - path will usher in text messaging with contextual presence and location information, as well as a unified identity for messaging that provides an user's status, personal information, updates and messages in one user interface. "SMS's massive success and staying power give the industry valuable insight into its transition to next-generation messaging," said Ronald Gruia, Principal Telecom Analyst for Frost & Sullivan, which conducted interviews with 18 leading telecom providers across major global regions and with strategic industry professionals. "Simple accessibility, ubiquitous network interoperability, ease of use, affordability and price predictability for text messaging," Gruia said, "are key guideposts as the industry evolves new messaging paradigms and migrates to next-generation networks." As of 2009 the number of annual text messages nears four trillion globally

Survey: Just over a quarter of American adults now read news on their cell phones, according to a new report from the Pew Research Center. The survey results being released by the group Monday offer another sign of how people are changing the way they get information. Technology has been reshaping the news business and the way consumers relate to it for more than a decade. The latest shift is being driven by the exploding popularity of phones that can easily access the Internet. The new study found that 26 percent of Americans get news on their phones. Pew doesn't have comparable data for say, two or three years ago. But evidence of the shift in habits can be seen in this finding: Younger cell phone owners are more likely to look for news on their phones. **About 43 percent of those under 50** said they are mobile news consumers, compared with 15 percent of older respondents. Pew's survey offered a wide

range of statistics on people's news habits. It showed people are not relying on one medium. Just shy of 60 percent of respondents get news from both online and offline sources. And 46 percent said they use four to six different types of media on a typical day. The Web is also helping to turn the news into more of a social experience: More than 80 percent of respondents get or receive news via e-mailed links or mobile news alerts. The results were based on telephone interviews with 2,259 people over the age of 18, conducted between Dec. 28 and Jan. 19. For questions to that entire group, the margin of error was 2.3 percentage points. On questions to just Internet users, the margin was 2.7 percentage points.

DID U KNOW ?



***Success is a ladder
you cannot climb with
your hands in your
pockets.
American Proverb***

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