

"Mobile is emerging as a mass media", Mr Ahonen adds. The Wall Street Journal, 30 Sept 2008

Main Trends in the Telecommunications Market

(Keynote Address)

Tomi T Ahonen, MBA
Author and Consultant

MoMo Mobile Monday Ukraine

Kiev Ukraine

21 March 2011



Lets Start with Size..

How *Big* is it?

4.2 B people have toothbrush

- World at end of 2010:
 - 5.2 Billion total mobile phone subscriptions
 - 4.2 Billion active users of SMS text messaging
 - 2.1 Billion use MMS
 - 1.6 Billion use mobile phones to browse internet content (out of 2B internet users of any type)
 - MMA Forum Asia said 4.2 B people have a toothbrush
- Sources: ITU, ABI Research, TomiAhonen Almanac, MMA Forum 2010

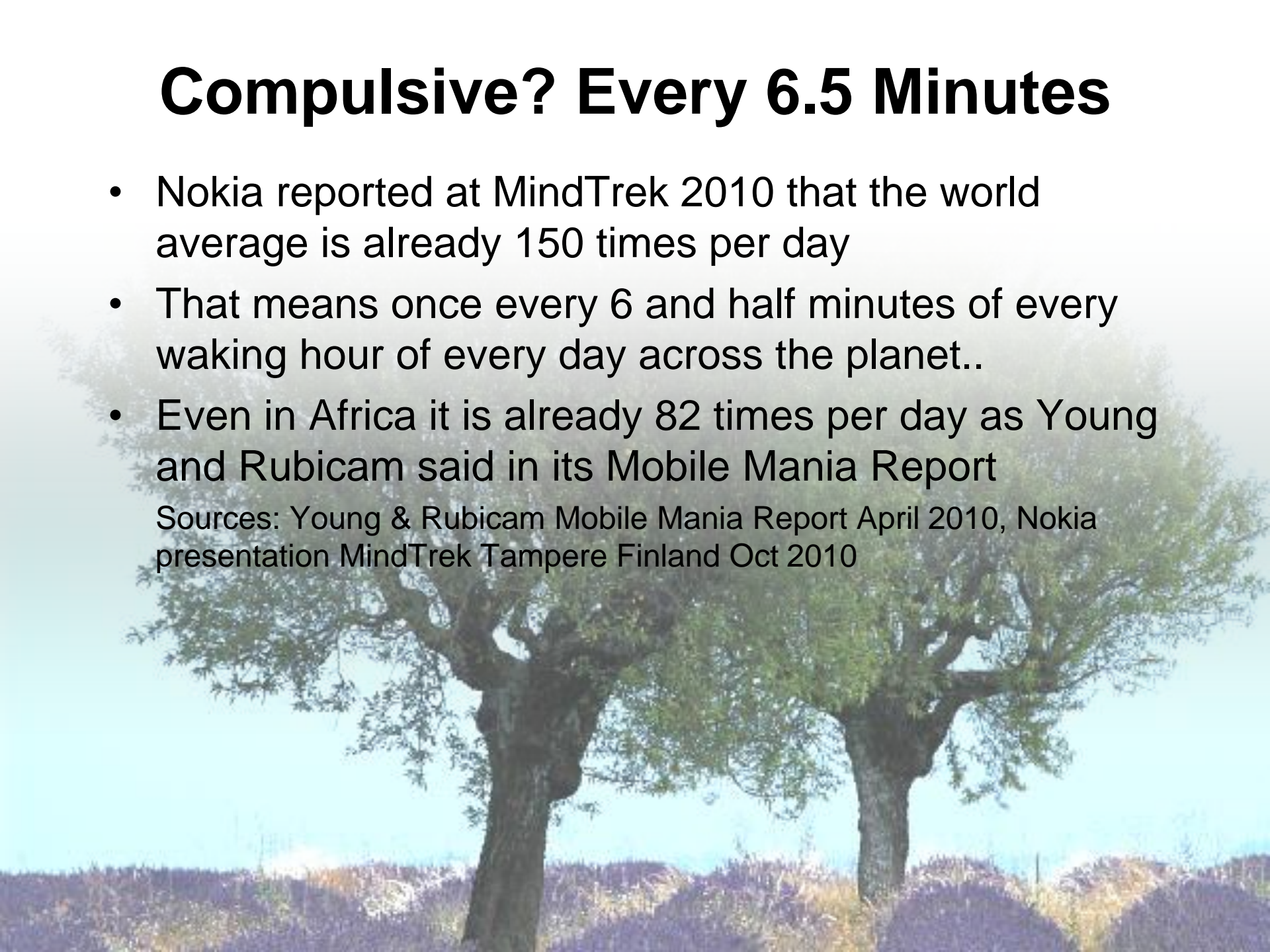


How *Addicted* Are We?

Compulsive? Every 6.5 Minutes

- Nokia reported at MindTrek 2010 that the world average is already 150 times per day
- That means once every 6 and half minutes of every waking hour of every day across the planet..
- Even in Africa it is already 82 times per day as Young and Rubicam said in its Mobile Mania Report

Sources: Young & Rubicam Mobile Mania Report April 2010, Nokia presentation MindTrek Tampere Finland Oct 2010



How *Important* is it?

Why Run Into Burning Home?

- *"Photographs used to be the item people would run into a burning building to go retrieve..."*

- Jeffrey Hayzlett, CMO Kodak, 2010



Pearls: Real Mobile Services
collected by Tomi T Ahonen

Why Run Into Burning Home?

- *"Photographs used to be the item people would run into a burning building to go retrieve. **Today a mobile phone has replaced that.**"*
 - Jeffrey Hayzlett, CMO Kodak, 2010



Pearls: Real Mobile Services
collected by Tomi T Ahonen

10% of Mobile Users Are..

- Young and Rubicam offers four good guidelines to think about designing mobile services and apps:
- 10% of all mobile phone users, when consuming premium content or apps, are in watching TV at the same time
- 10% are in the dark
- 10% are nearly asleep
- 10% are drunk

Source: Young & Rubicam Mobile Mania, Feb 2010

A clear glass martini glass containing several green olives, set against a blurred background of a person's face.

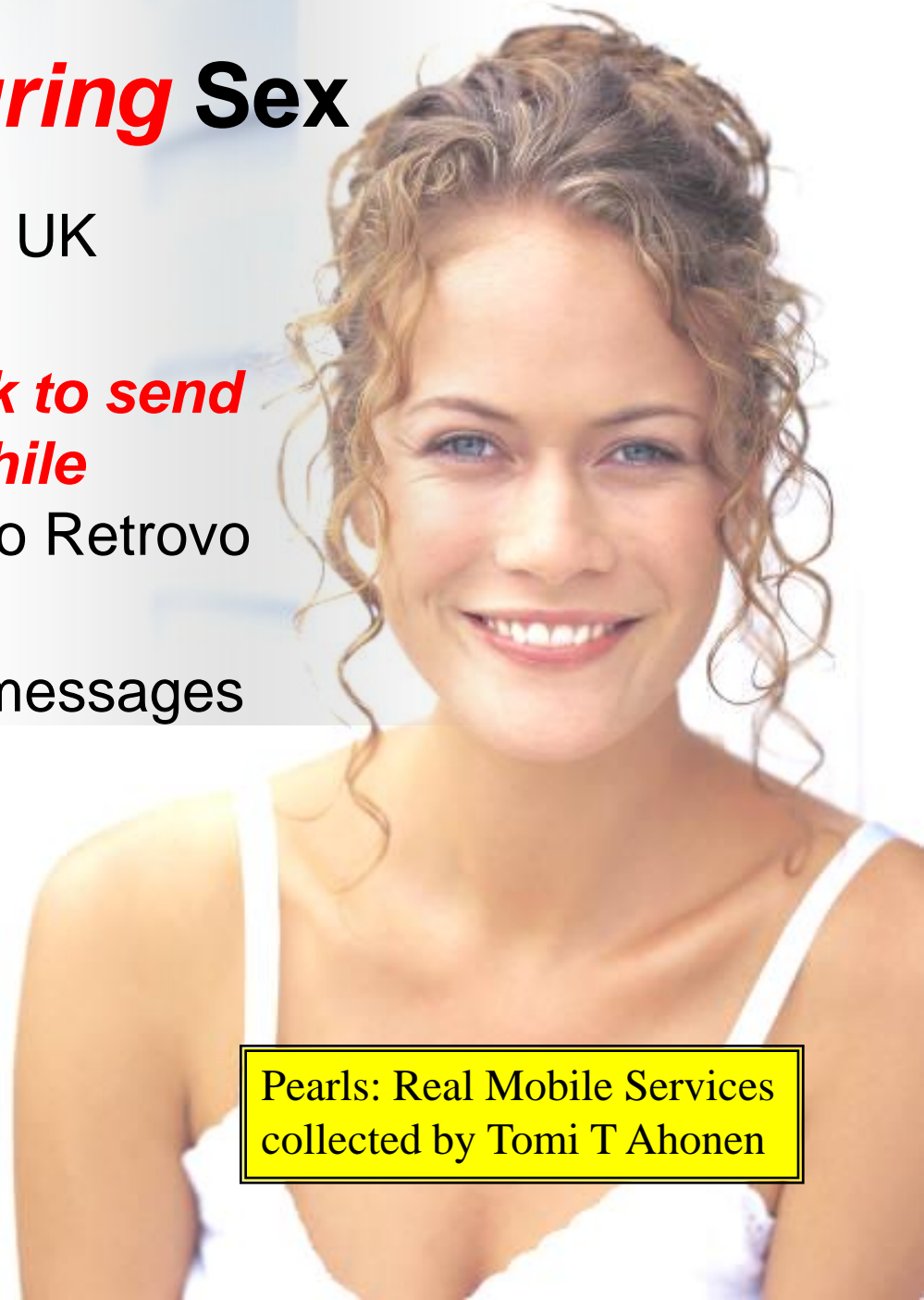
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10% Ok SMS *during* Sex

- Astonishing finding from UK survey of youth
- 10% of youth think its *ok to send SMS text messages while having sex*, according to Retrovo research
- 49% say its ok to send messages while eating

Source: Mashable 8 May 2010

Pearls: Real Mobile Services
collected by Tomi T Ahonen



The Handset Is Evolving..

More than a "Phone"

Our 11 Needs served by phone



Our ~~11~~¹² Needs served by phone



Our ~~11~~¹² Needs served by phone

- 1 - Communicate (1979 - Japan)
- 2 - Computing / Smartphone (1997 - Finland)
- 3 - Consume / Media (1998 - Finland)
- 4 - Charging / Payments (1999 - Philippines)
- 5 - Commercials / Ads (2000 - Finland)
- 6 - Create / Cameraphone (2001 - Japan)
- 7 - Community (2003 - South Korea)
- 8 - Cool / Fashion (2006 - Japan)
- 9 - (Remote) Control / Robots (2007 - S Korea)
- 10 - Context / Beyond Reality (2008 - UK)
- 11 - Cyber / Now Plants (2009 - Japan)
- 12 - Career / Employment (2010 - USA)

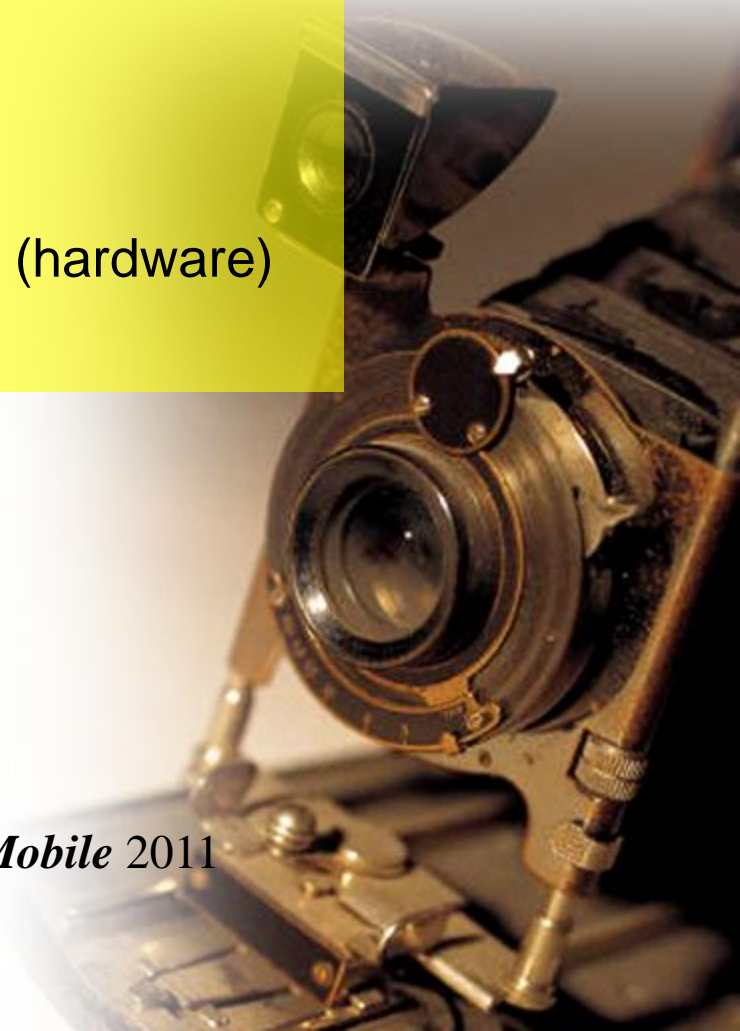
Source: Tomi Ahonen book *The Insider's Guide to Mobile* 2011



Maturity, Expansion, Evolution?

- 1 - Communicate (1979) = \$ 1.0T (services + hardware)
- 2 - Computing / Smartphone (1997) = \$ 65B
- 3 - Consume / Media (1998) = \$ 120B
- 4 - Charging / Payments (1999) = \$ 5B
- 5 - Commercials / Ads (2000) = \$ 8.8B
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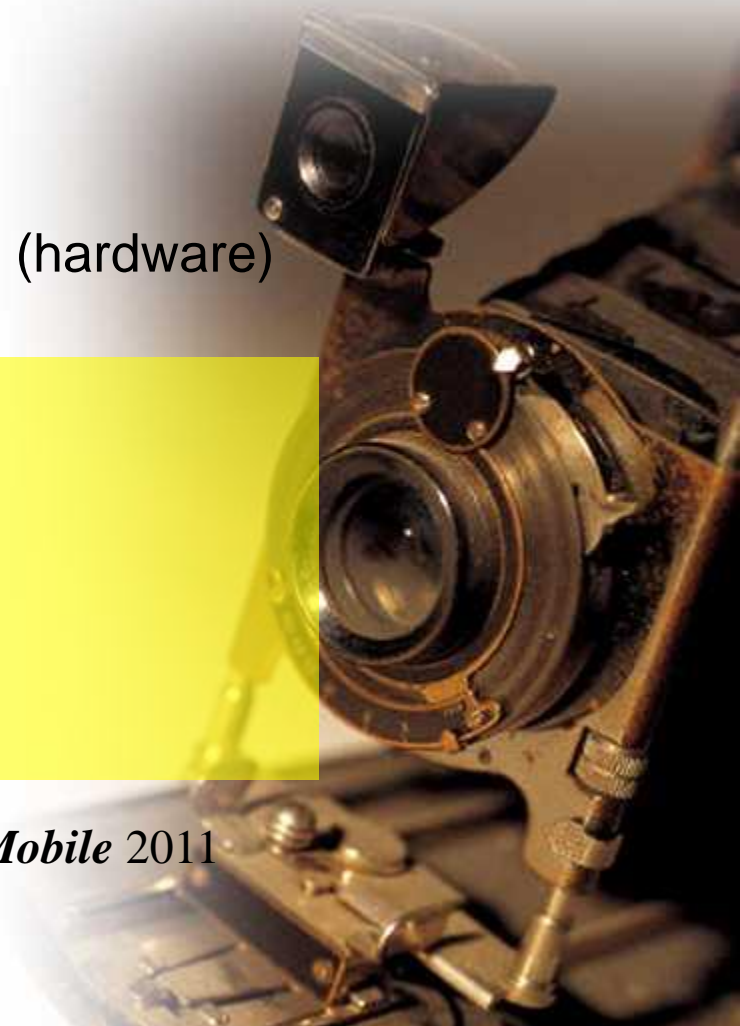
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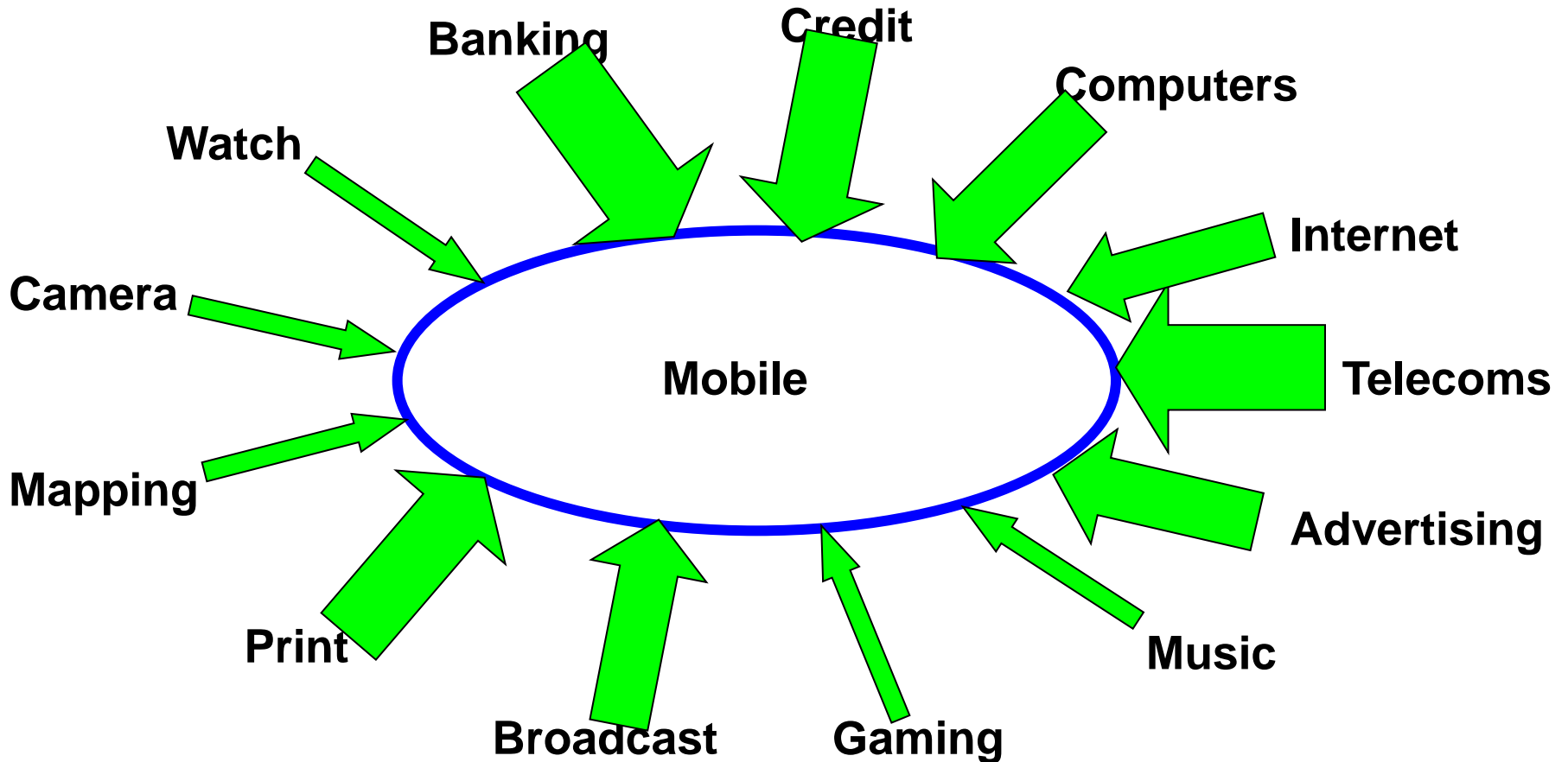
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Convergence ?

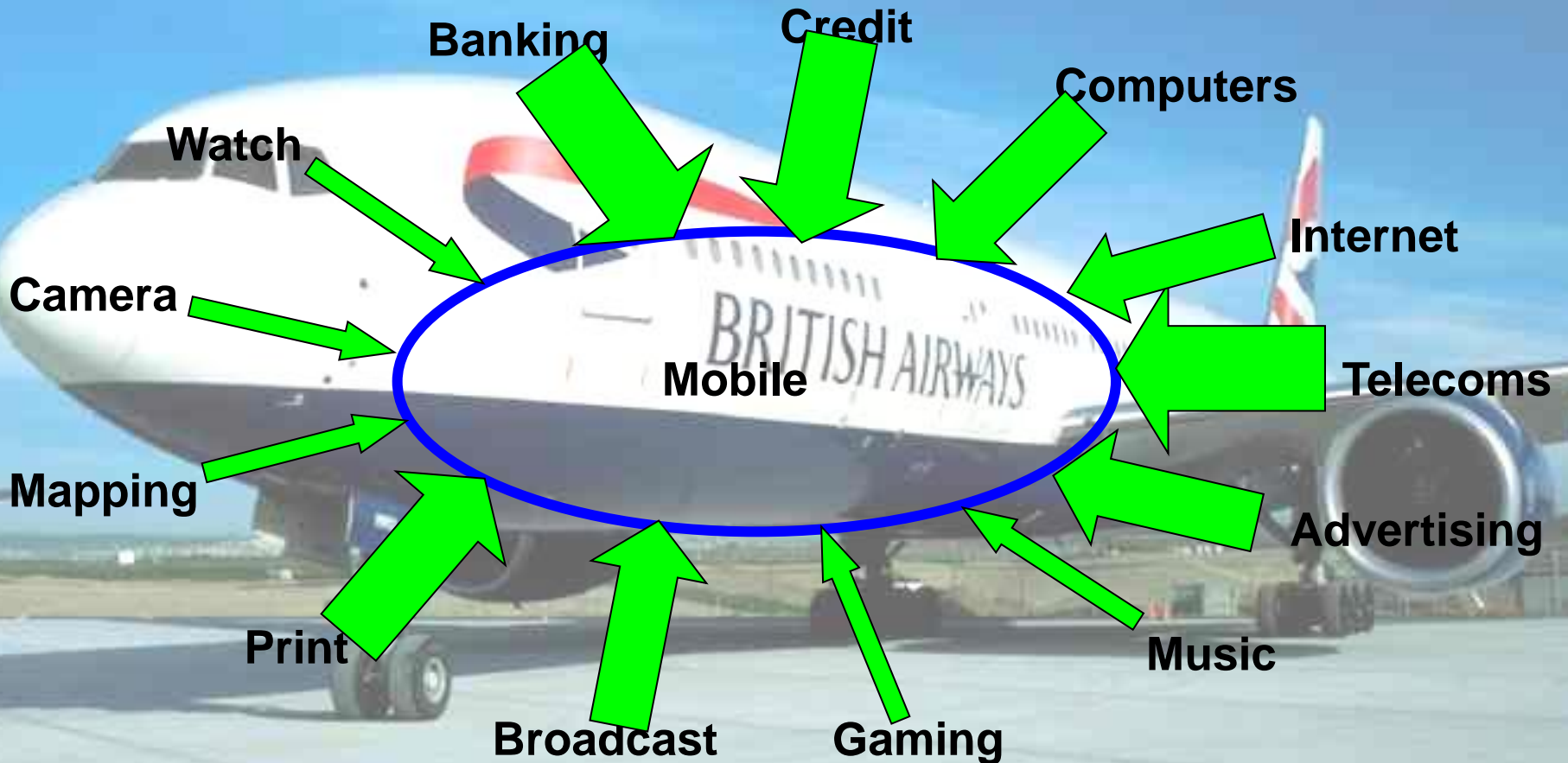
Its more than you ever imagined..

2010: 2nd Battle for Convergence



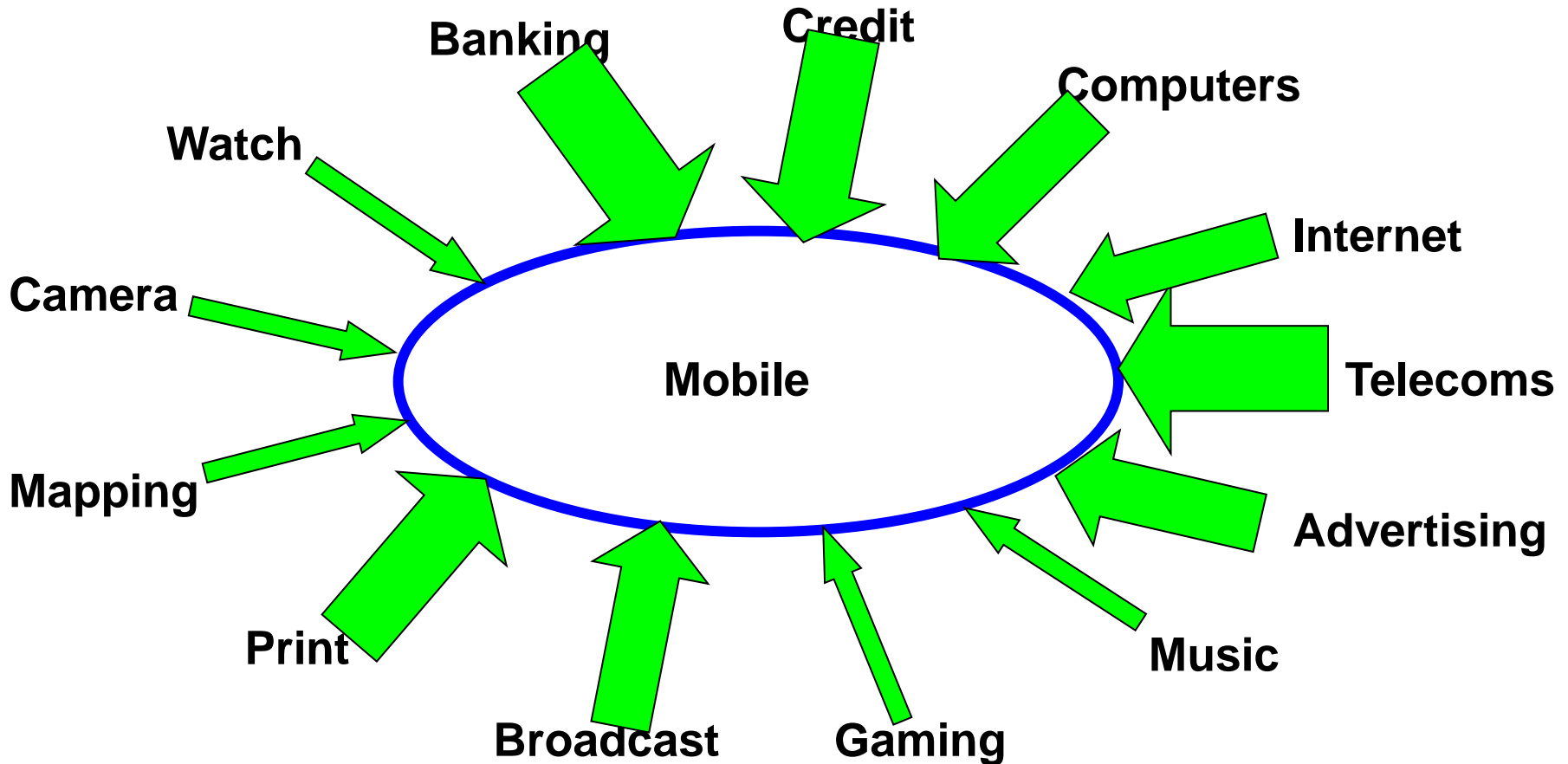
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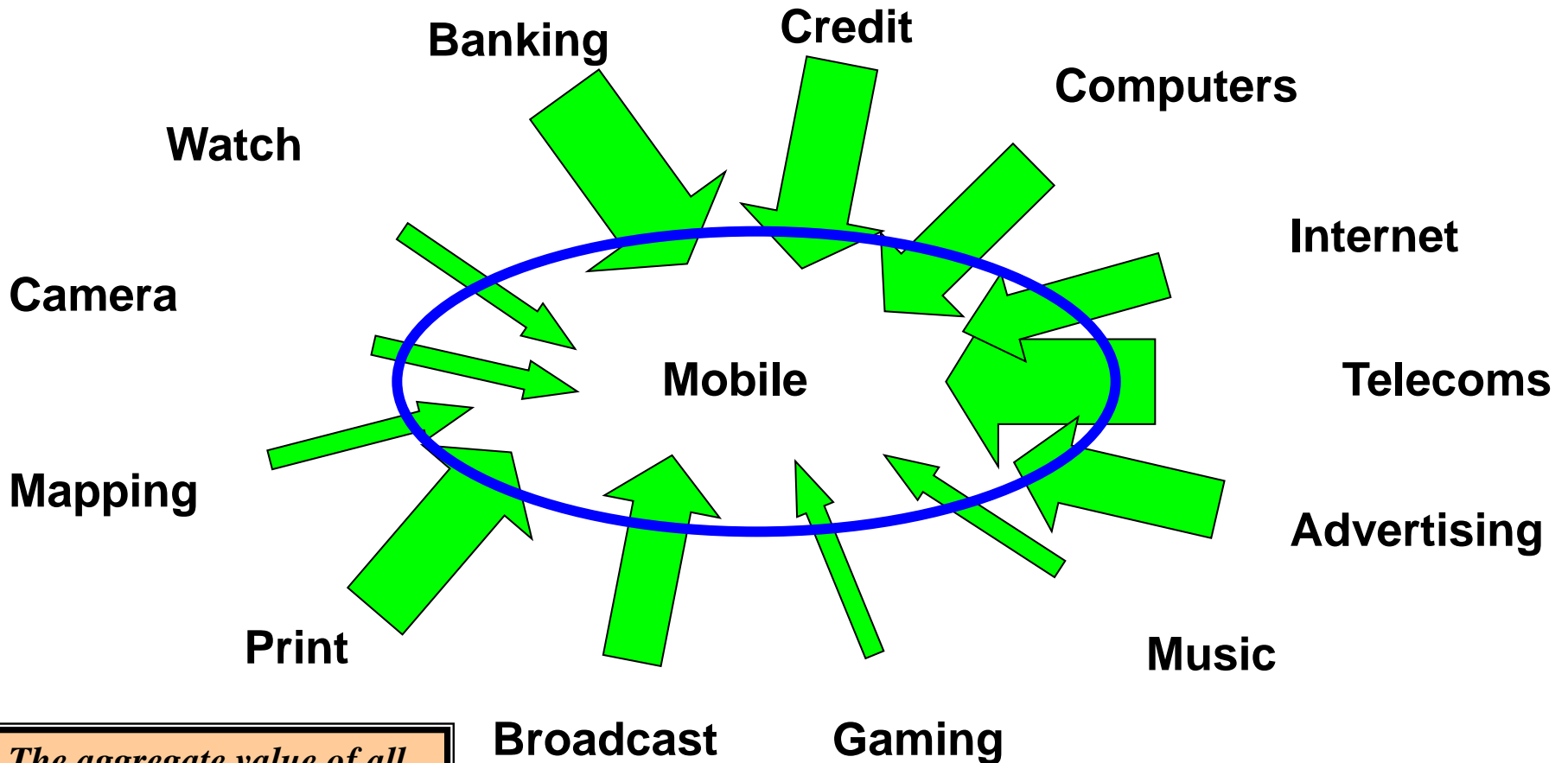
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2010: 2nd Battle for Convergence



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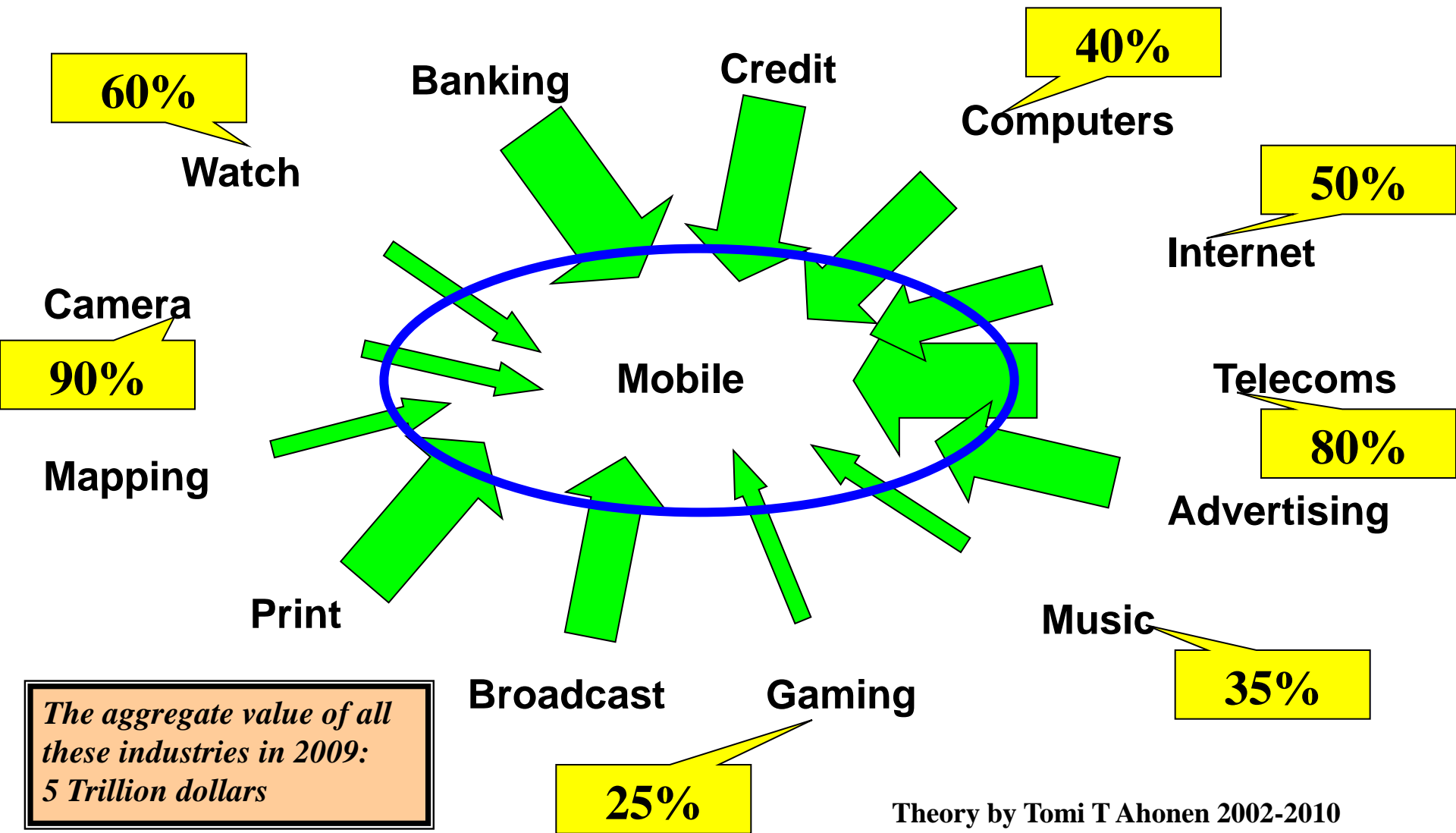
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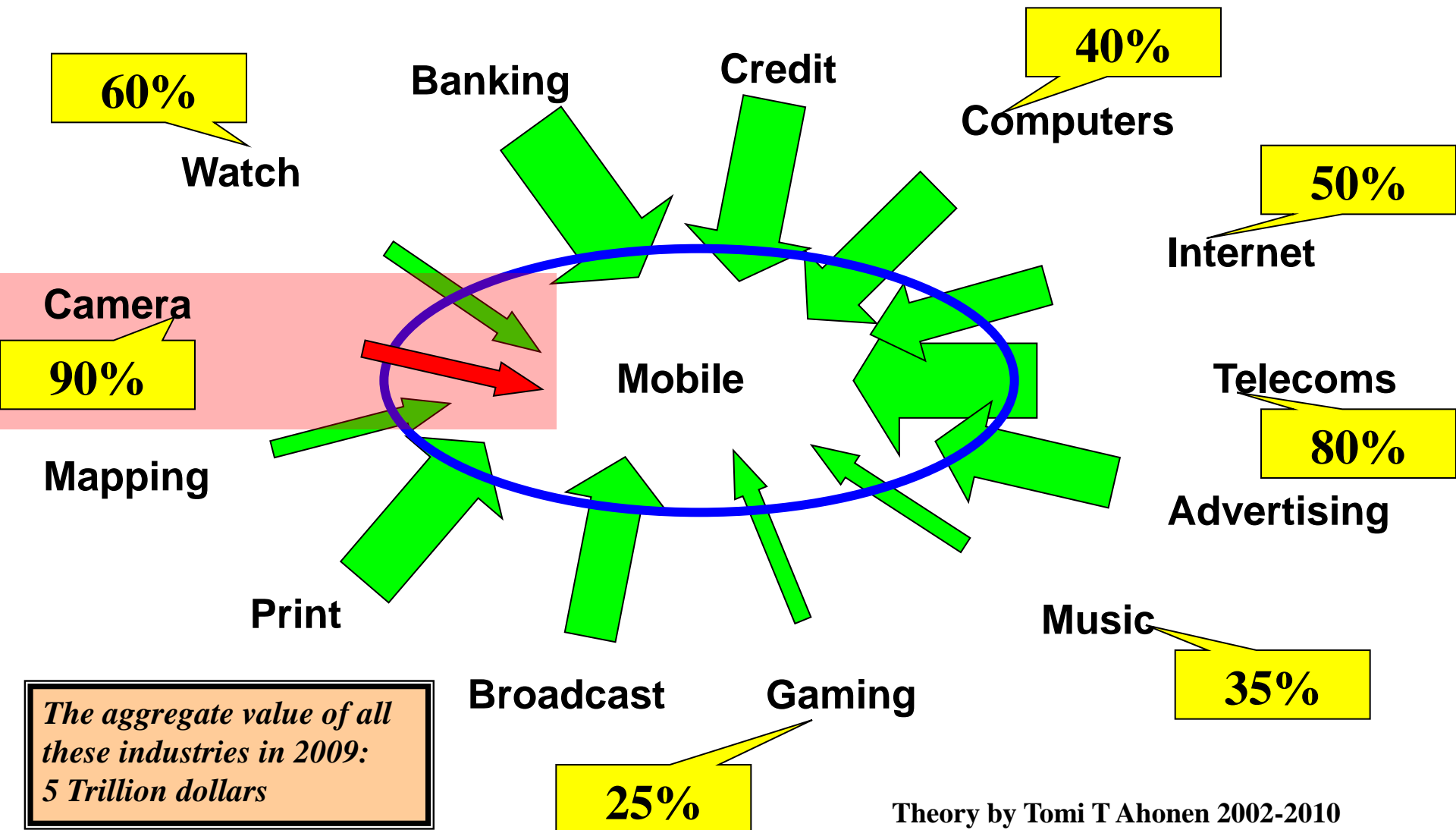
The aggregate value of all these industries in 2009: 5 Trillion dollars

Theory by Tomi T Ahonen 2002-2010

2nd Battle for Convergence



2nd Battle for Convergence



The Golden Age of Pictures

- For 150 years, the global camera and photograph industry grew about 50% to 100% per decade
- Suddenly from 2000 to 2010, the usage of photography exploded - user base grew 10 fold
- The biggest global camera industry brands in year 2000 were Canon, Minolta, Nikon and Konica in cameras, Kodak and Polaroid in film

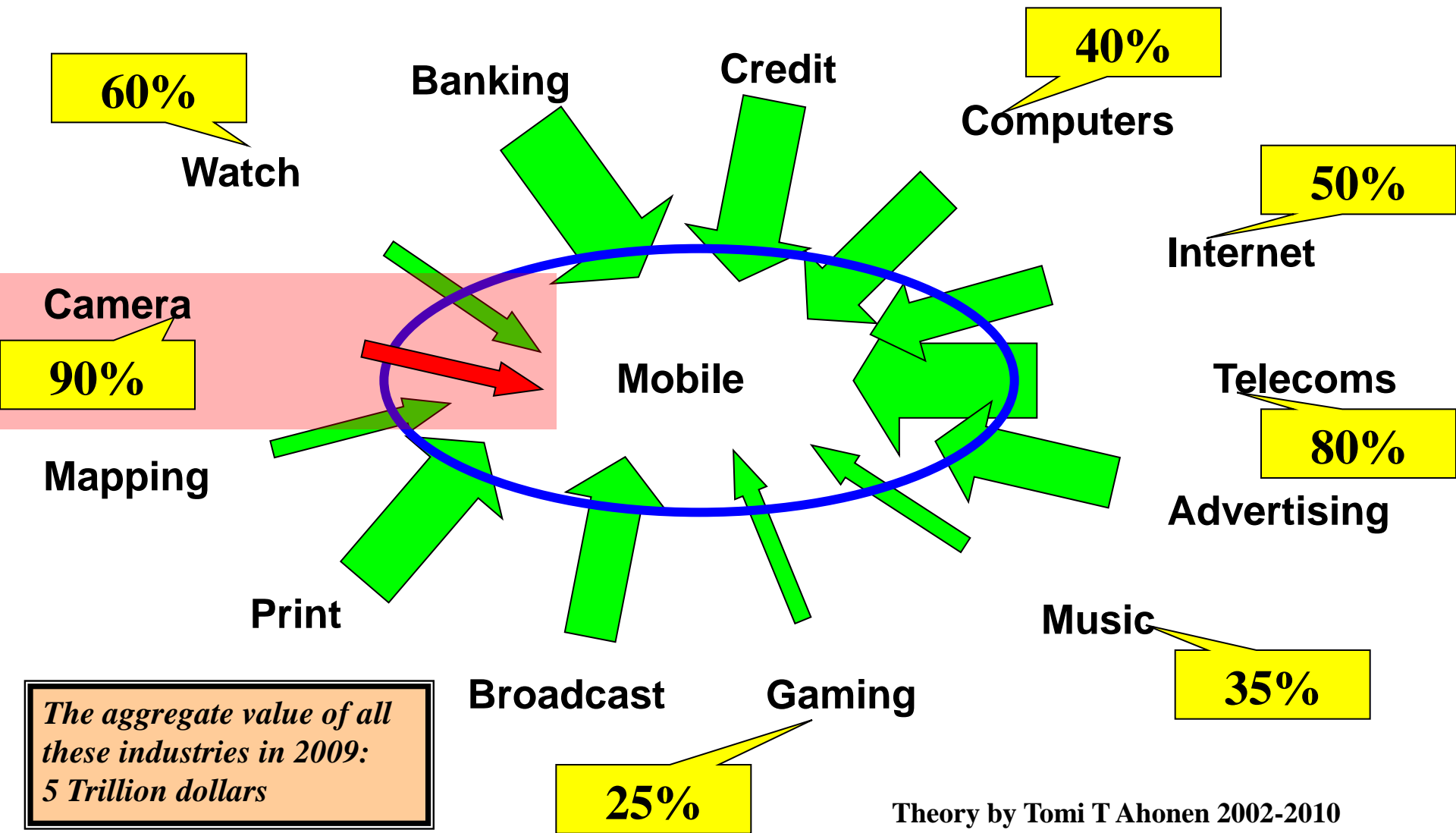


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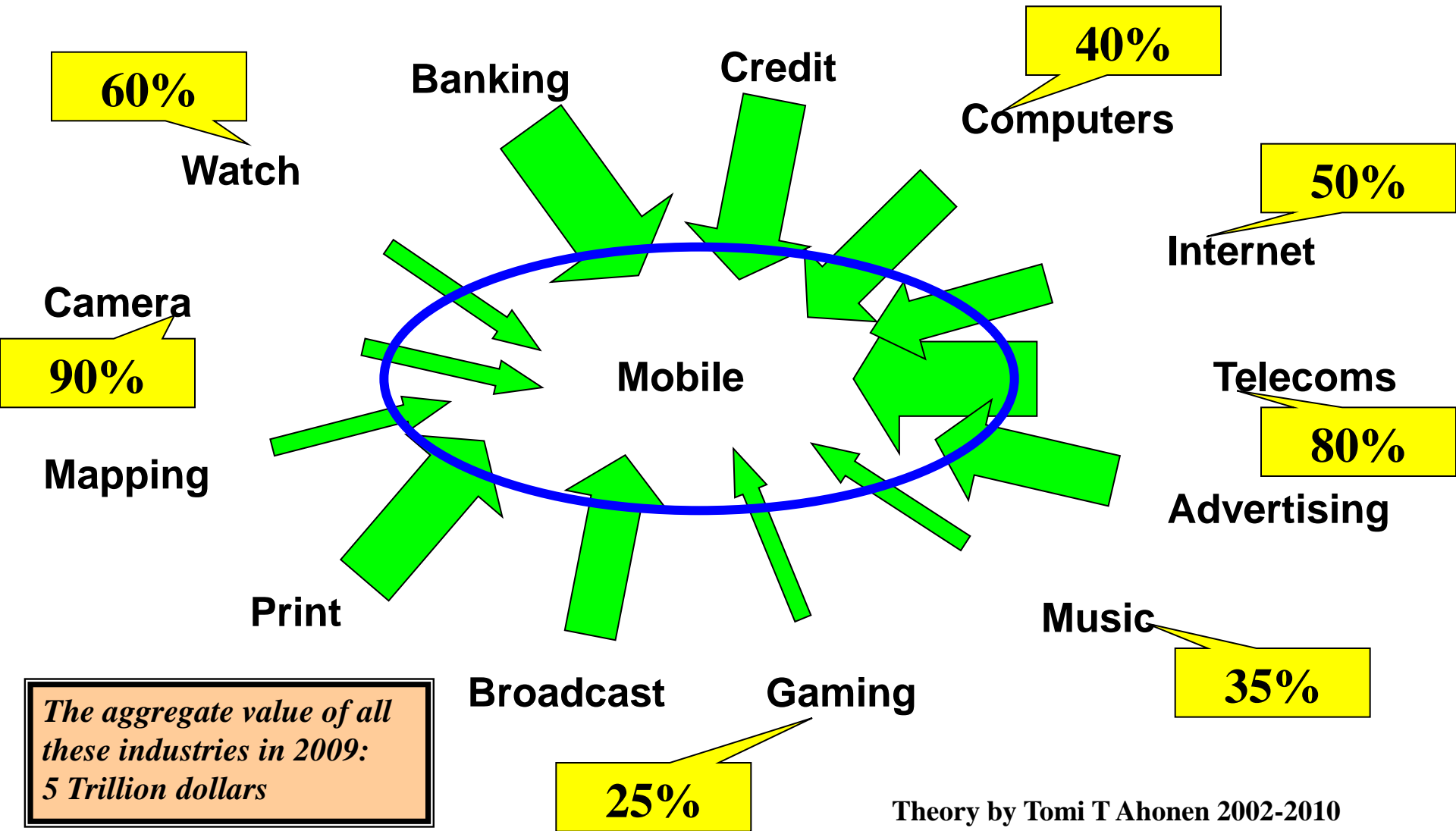
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- ***Today world's biggest camera brand is Nokia***
- Minolta & Konica have quit the camera business. Kodak consumer film business shrunk to 2%, Polaroid bankrupt twice. Canon & Nikon focused on professional camera segment



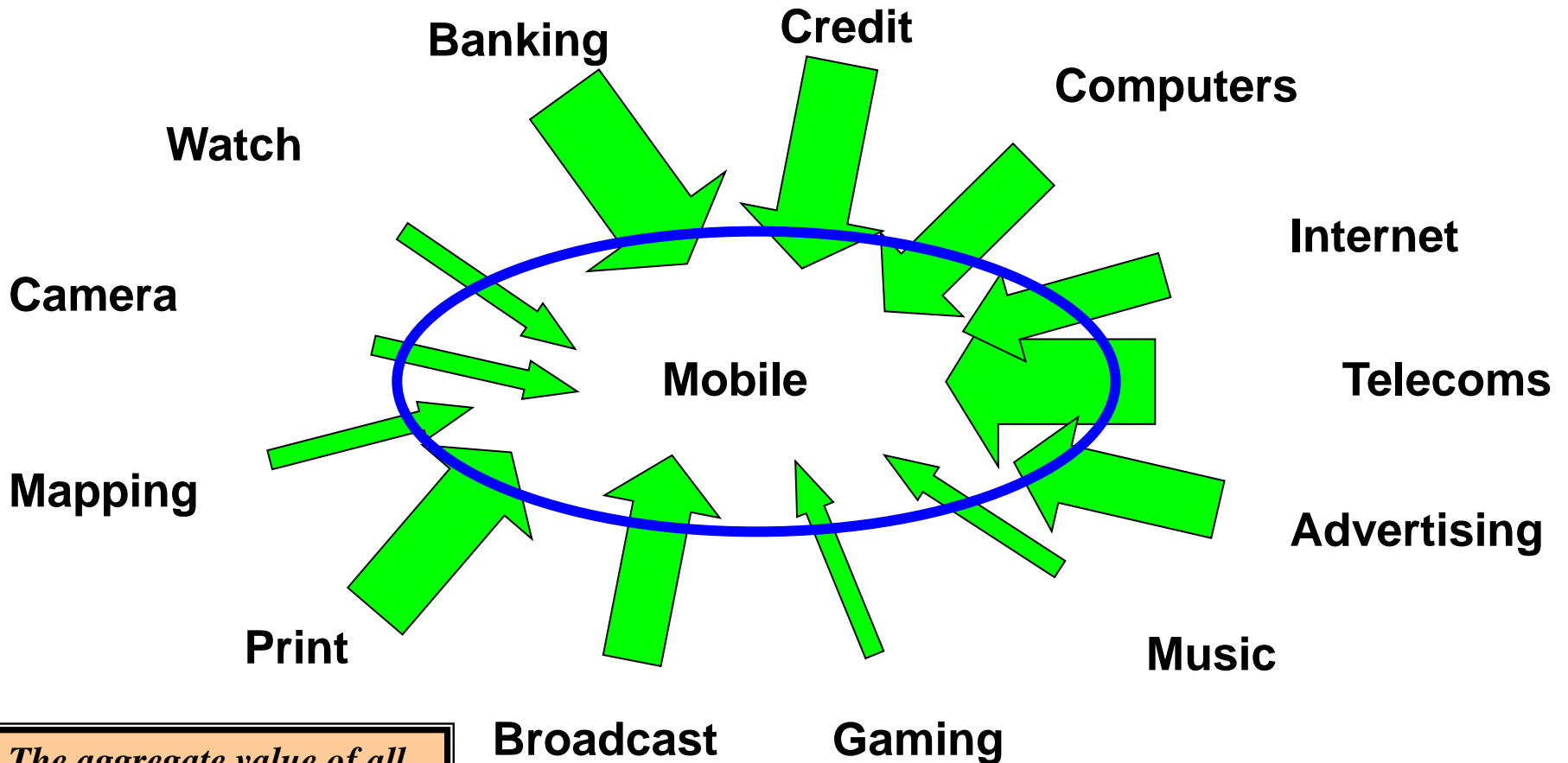
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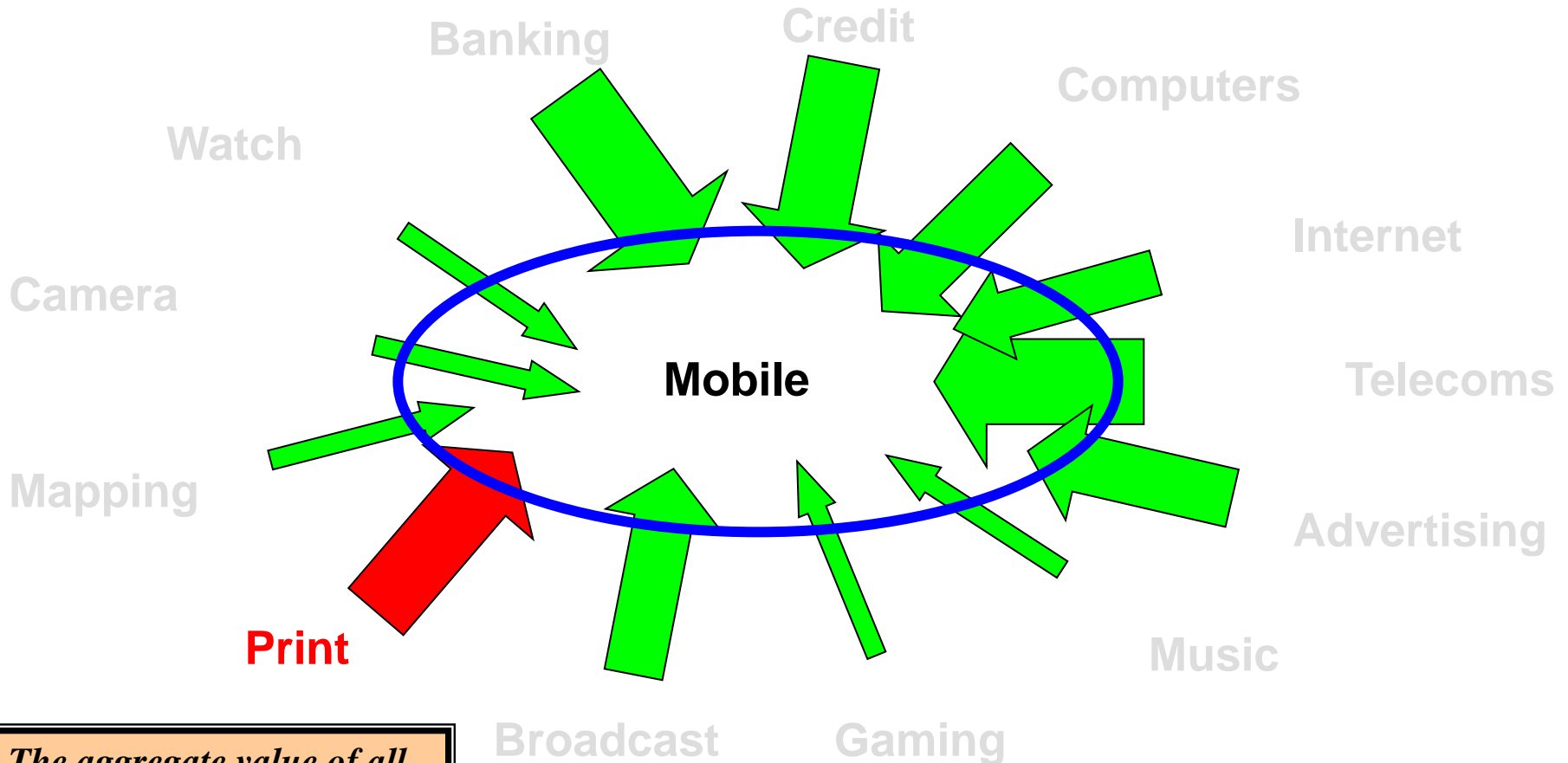
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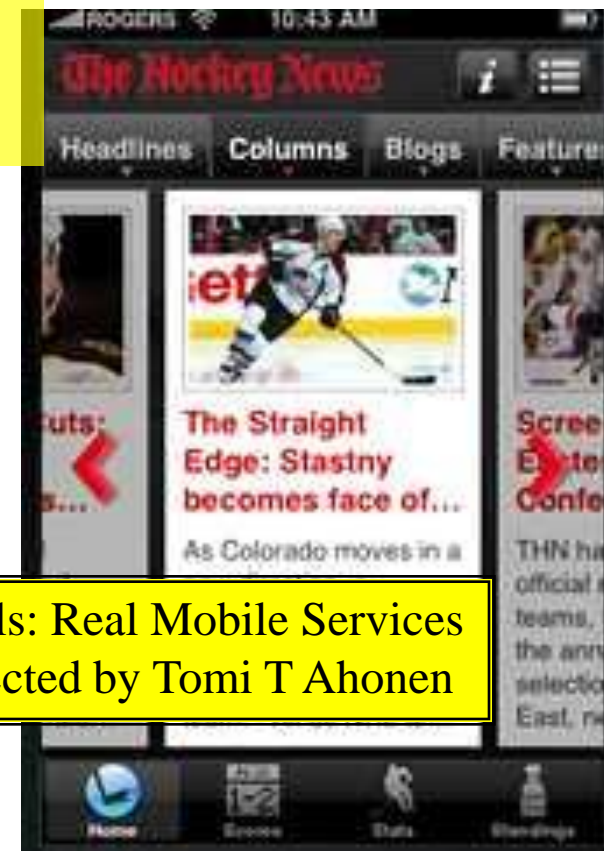
Theory by Tomi T Ahonen 2002-2010

Canada - *The Hockey News* Mobile

- The Canadian weekly print newsmagazine had been struggling like most print titles with declining sales.
- In 2009 The Hockey News launched its mobile version, developed by Toronto based Polar Mobile
- It created new sales to new younger customers with 300,000 mobile users
- Print edition reversed the trend, and actually grew print sales by 5%
- Hockey News mobile edition was totally revised as an improved mobile application four times in its first year

Source: Polar Mobile Sept 2009

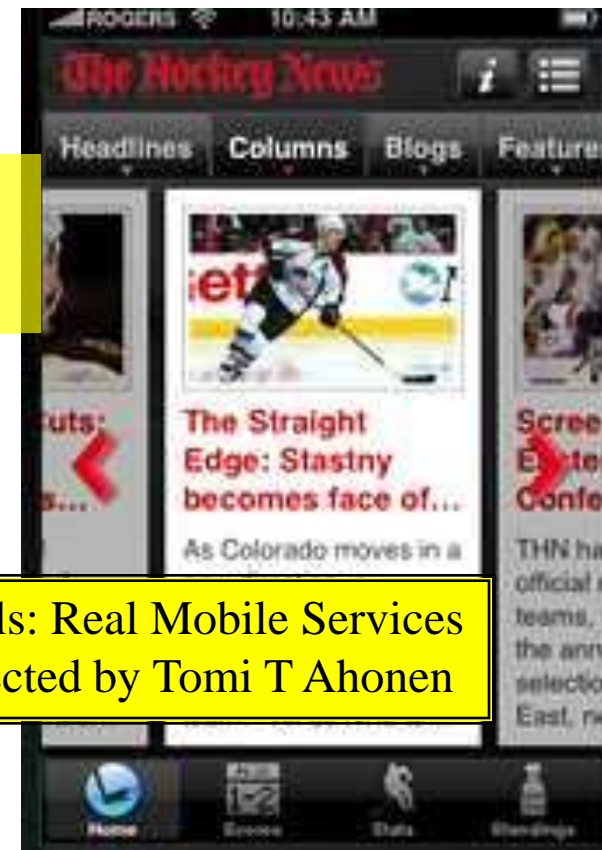
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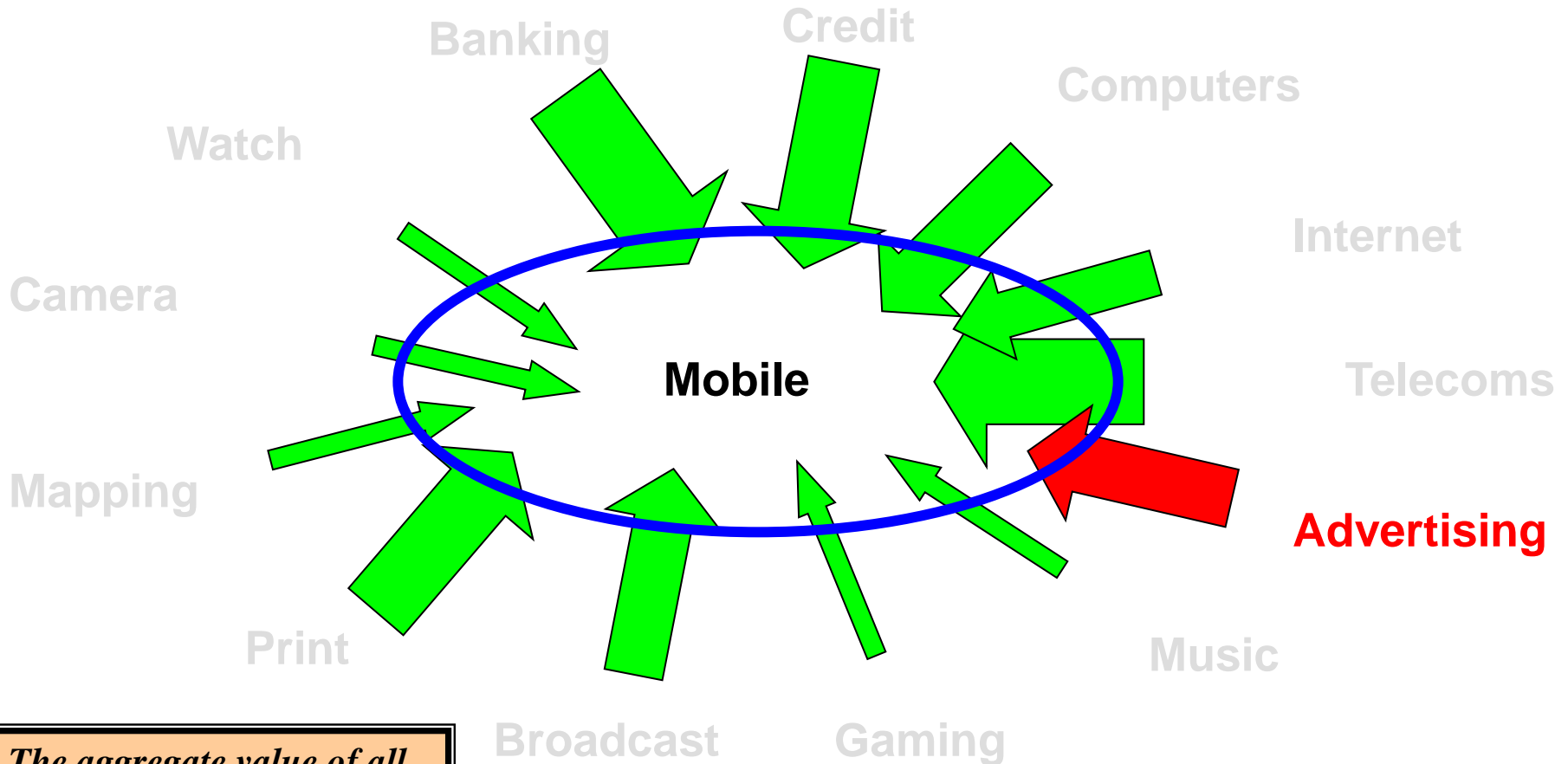
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Posted on 11 February 2011

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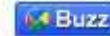
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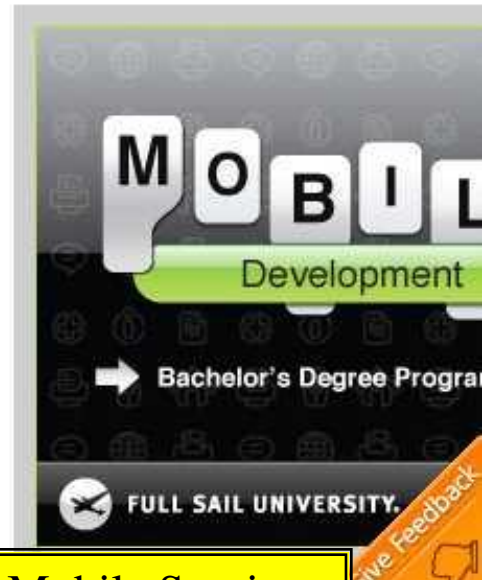
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 Buzz

0

On the eve of the 2011 Chicago Auto Show at the Windy City's legendary McCormick Place, Ford Motor Co. announced that social media and other "new advertising strategies" will be employed to market all of the car-maker's 2011 vehicles.

Jim Farley, chief marketing executive at Ford, told those gathered at the Auto



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collected by Tomi T Ahonen

Source: *Mobile Marketing Watch* 11 Feb 2011

Girlswalker 45% Redemption Rate

- Alan Moore CEO of SMLXL and multiple author presented at Oxford University course on 7th Mass Media in October 2010.
- He said that the Japanese Girlswalker mobile fashion magazine and fashion shop is achieving **45% redemption rates** to its fashion-oriented coupons and offers

Source: Alan Moore lecture Oxford 13 Oct, 2010



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Adidas 35% Response Rate

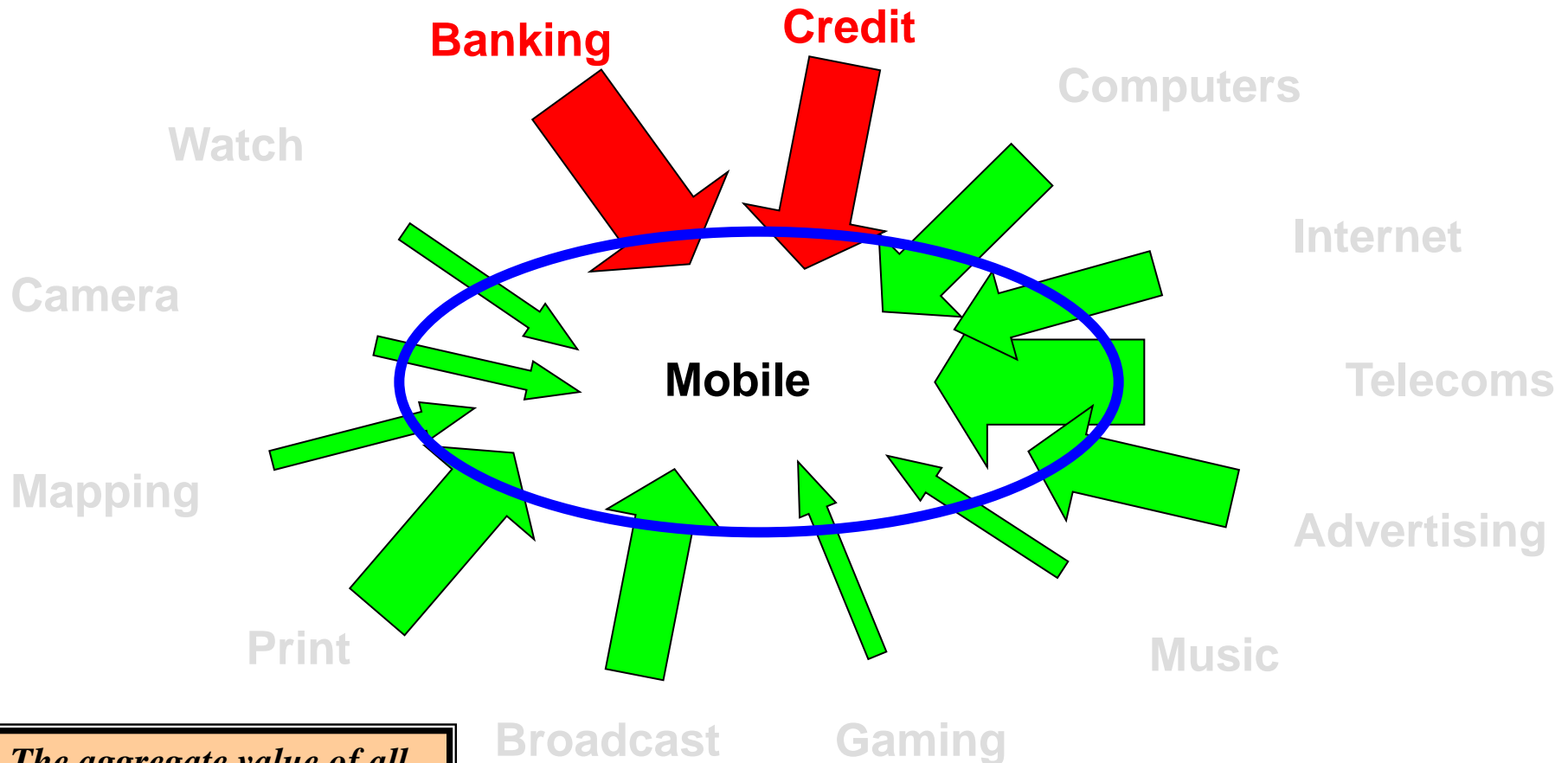
- Adidas ran an engagement marketing campaign in Egypt on Mobinil network using Alcatel-Lucent's new Optism mobile marketing platform.
- 200,000 opt-in customers only a months from launch
- The campaign of opt-in messaging had peak response rates of 55% and ***over the whole campaign, produced 35% response rate.***

Source: Mobile Marketing Magazine 3 Dec 2010

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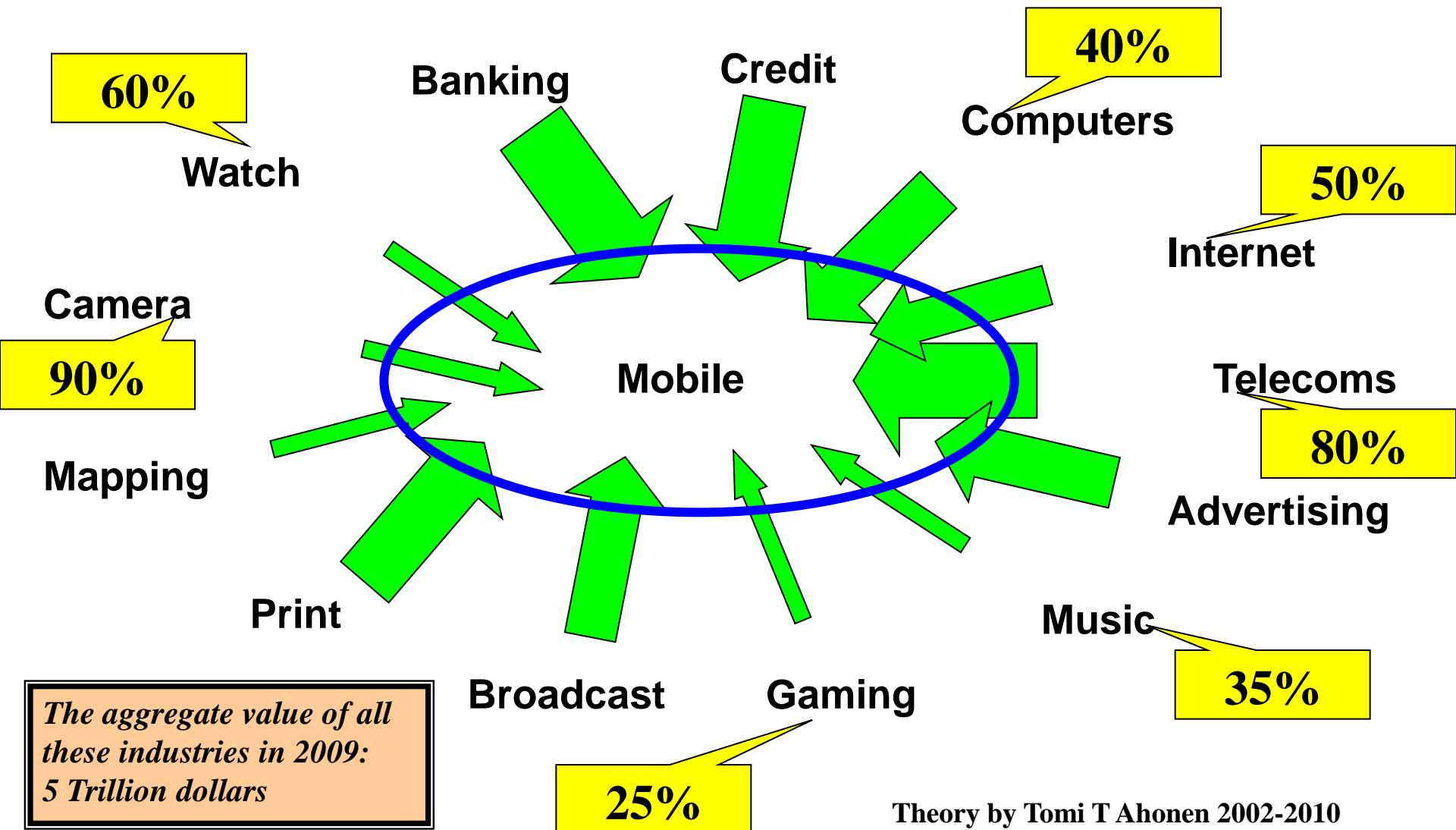
m-Banking 30% of Kenya GDP

- M-Pesa by Safaricom is now 4 years old. Rival Zain's Zap is also widely used in Kenya
- In Kenya (pop 38 M) only 7.6M people have a 'real' bank account. But 10M people have transferred money using a mobile phone. **58% is now mobile**
- Central Bank of Kenya says daily transaction value is 1B Kenya Shillings (\$10M) ie average transfer \$29
- Already **30% of Kenya GDP** transits a mobile phone

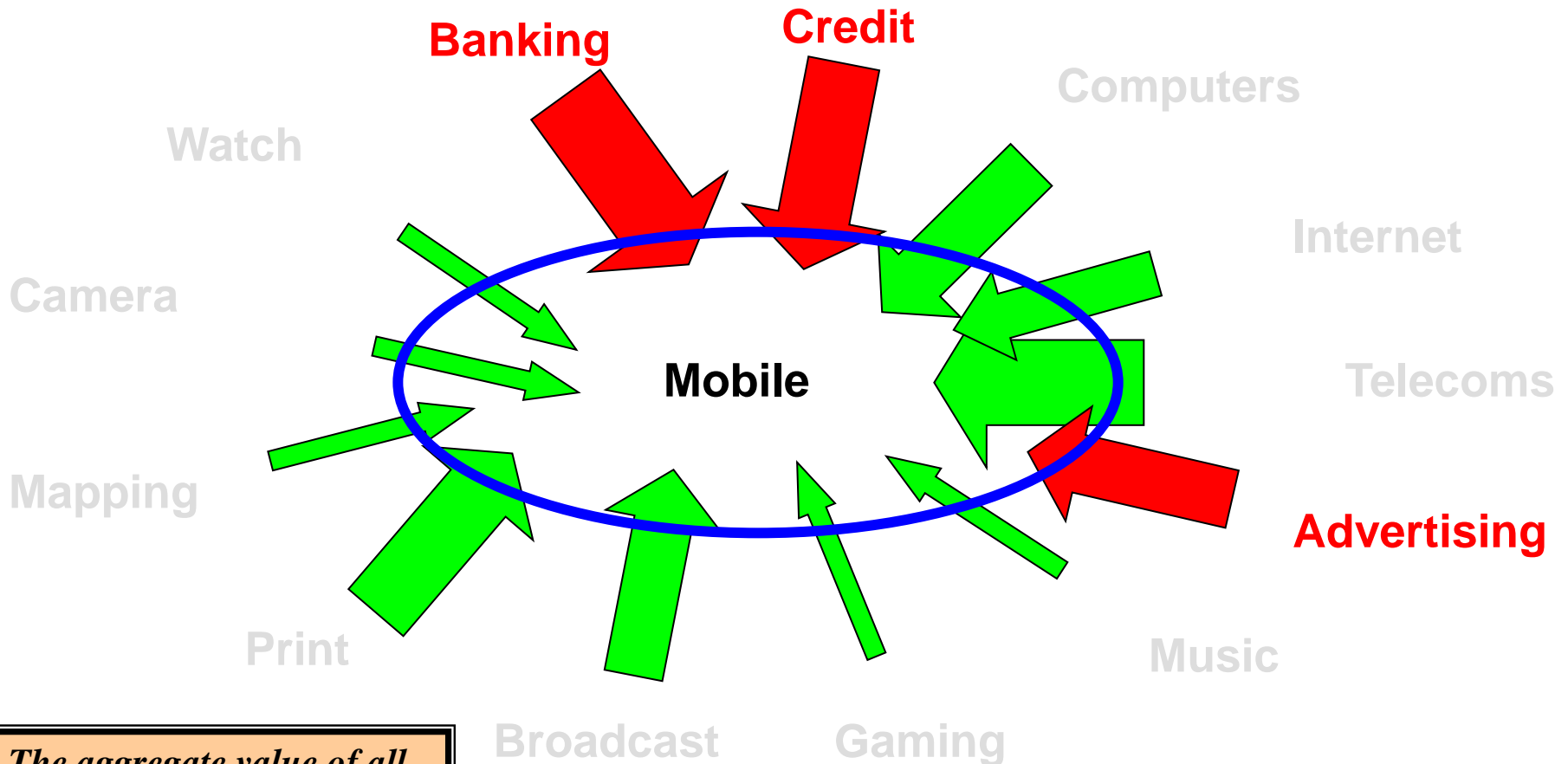
Sources: Reuters 2009, AllAfrica.com
8 Jan 2010, VoA 27 May 2010,
Grameen Foundation March 2011

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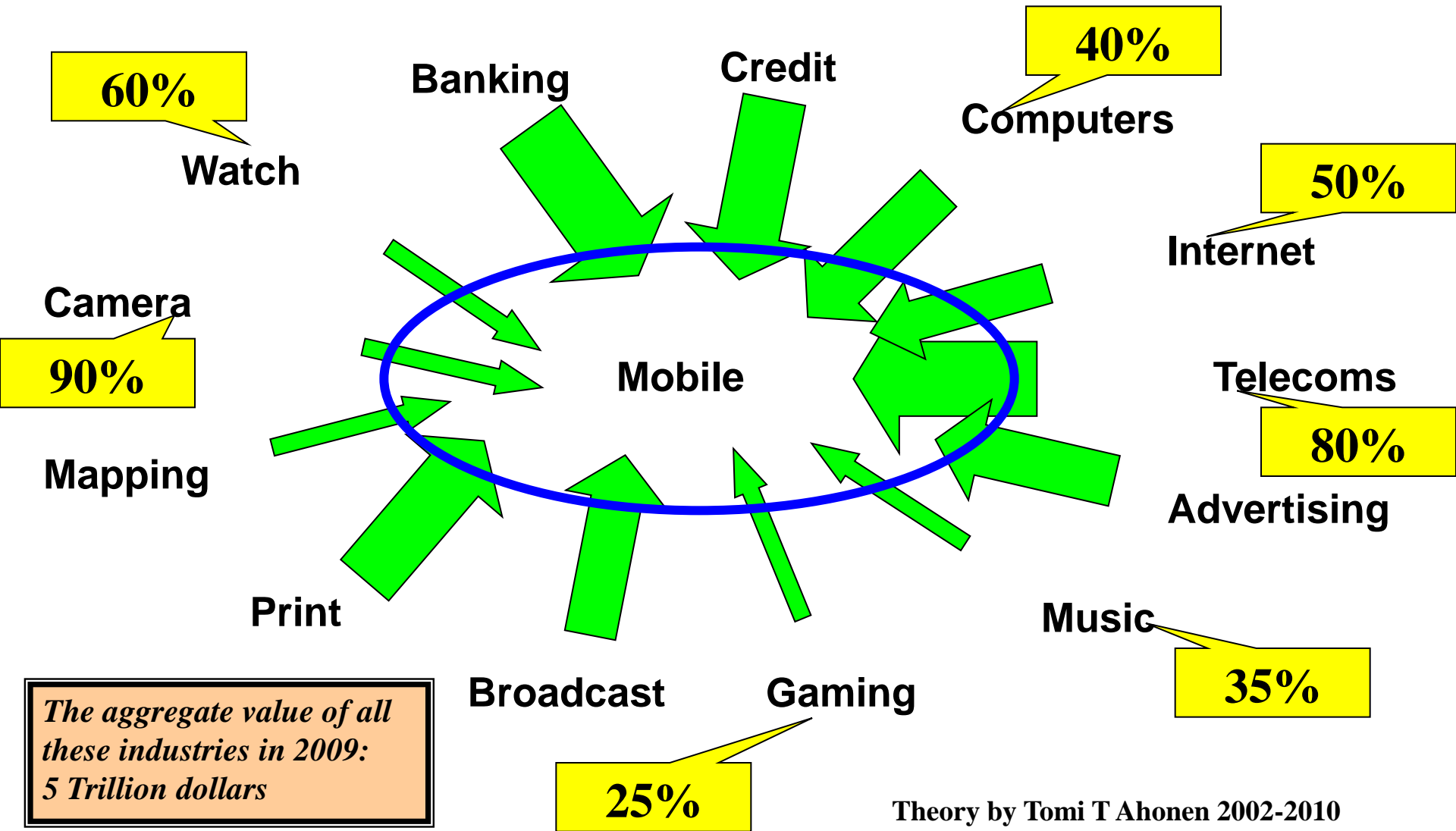
Tesco Mobile Shopping Assistant

- Tesco in the UK offers a mobile phone based shopping assistant
- It seems innocent enough at the start - you can use it to create your shopping list - and to help you, you can use the 2D barcode scanner while in the store to easily add items to the shopping list
- But here is the magical benefit - you tell it which Tesco store you will shop in, and ***the shopping list will be re-arranged in the order of the items in the shopping aisles!***

Source: Addictive presentation at Mobile Marketing Forum Sao Paulo Brazil 2 Sept, 2010

Pearls: Real Mobile Services
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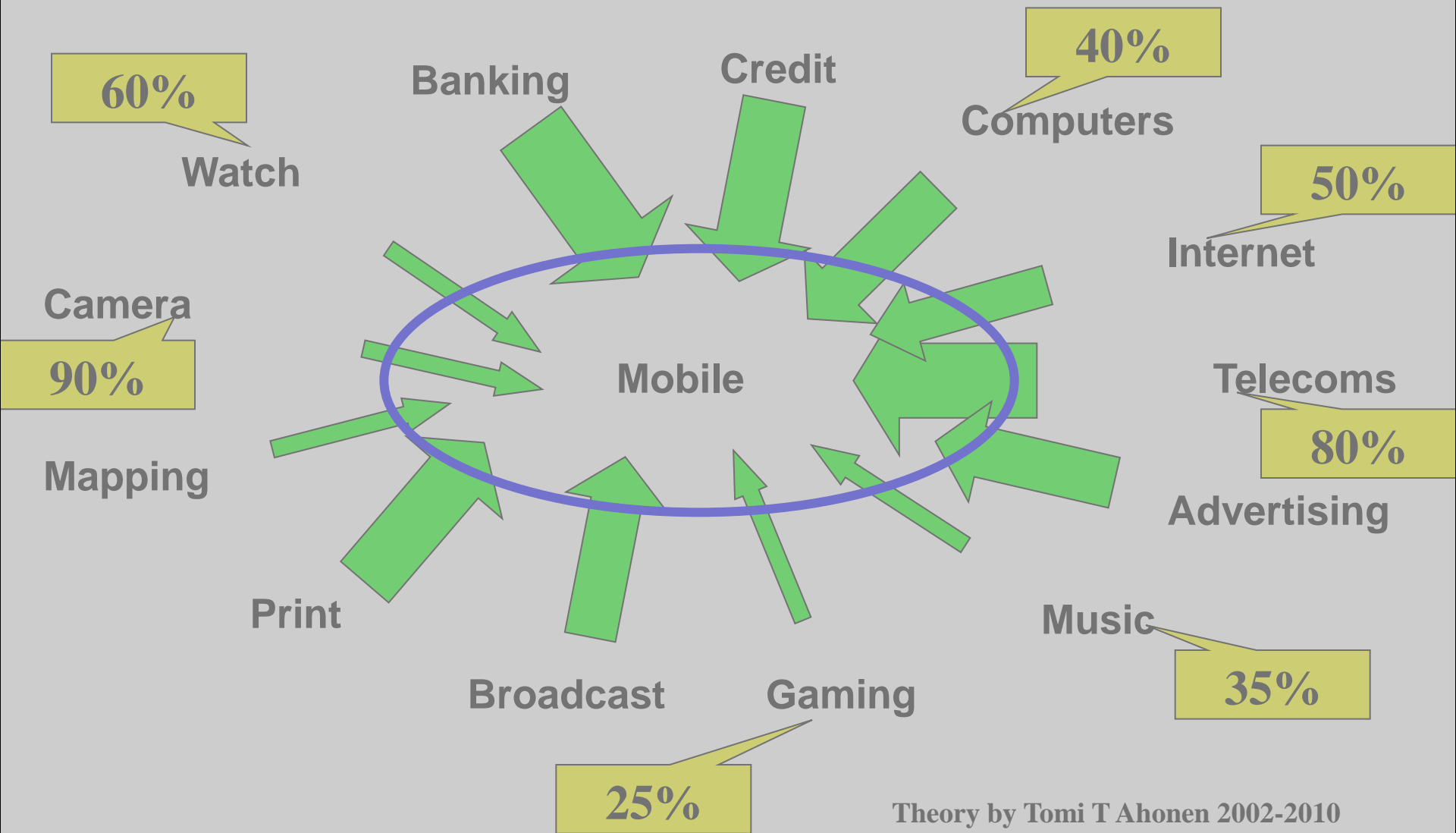
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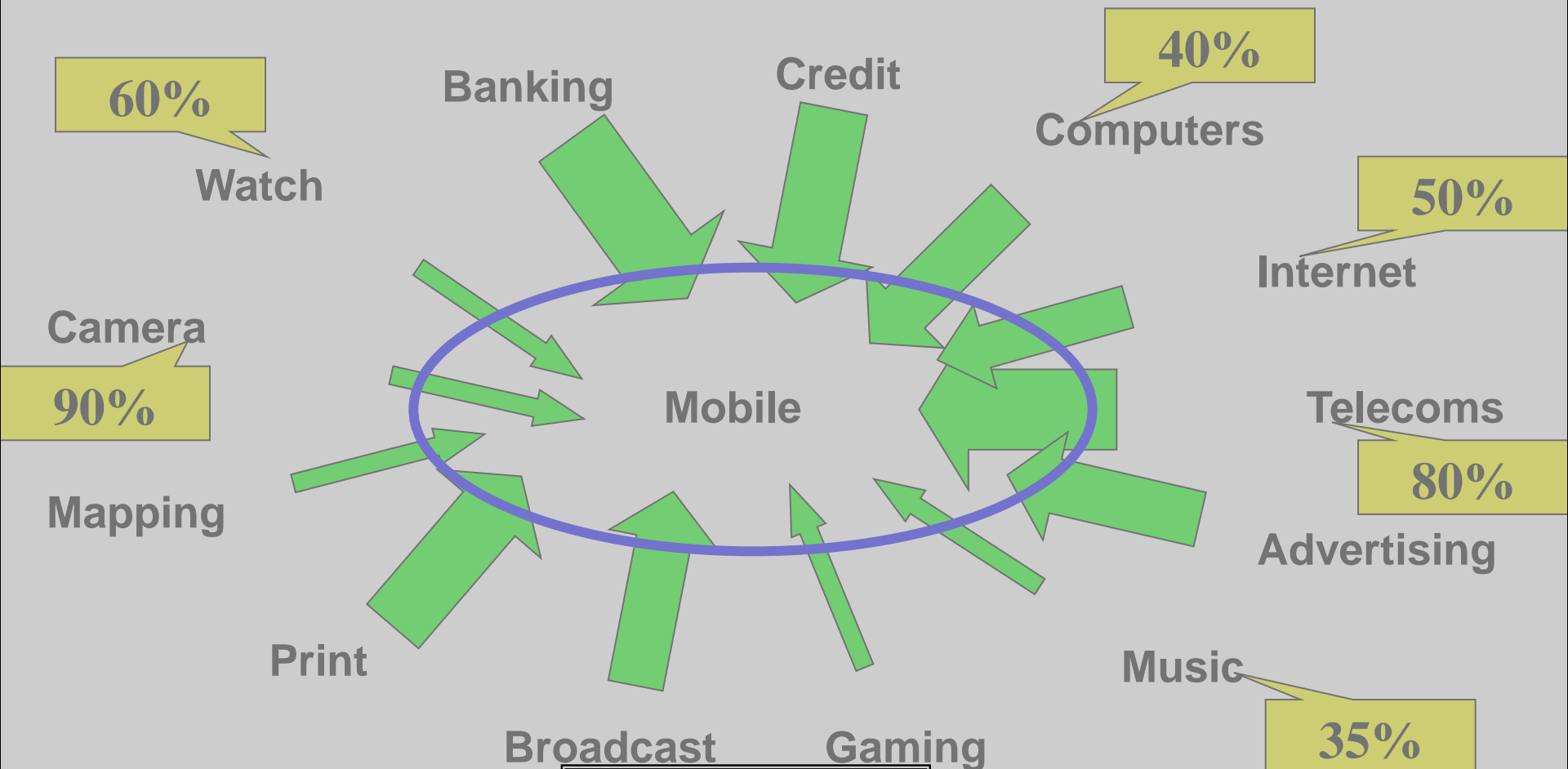
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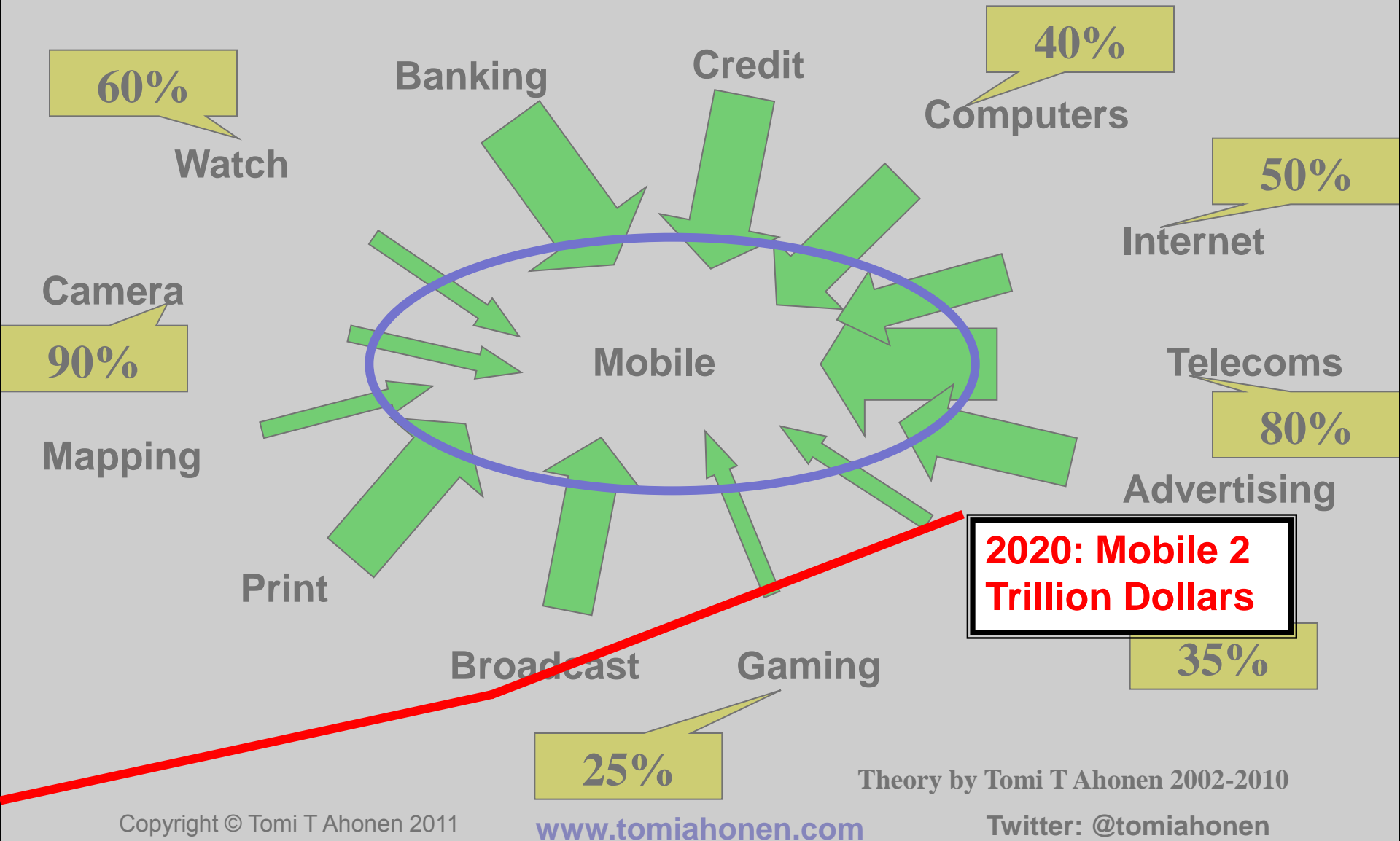
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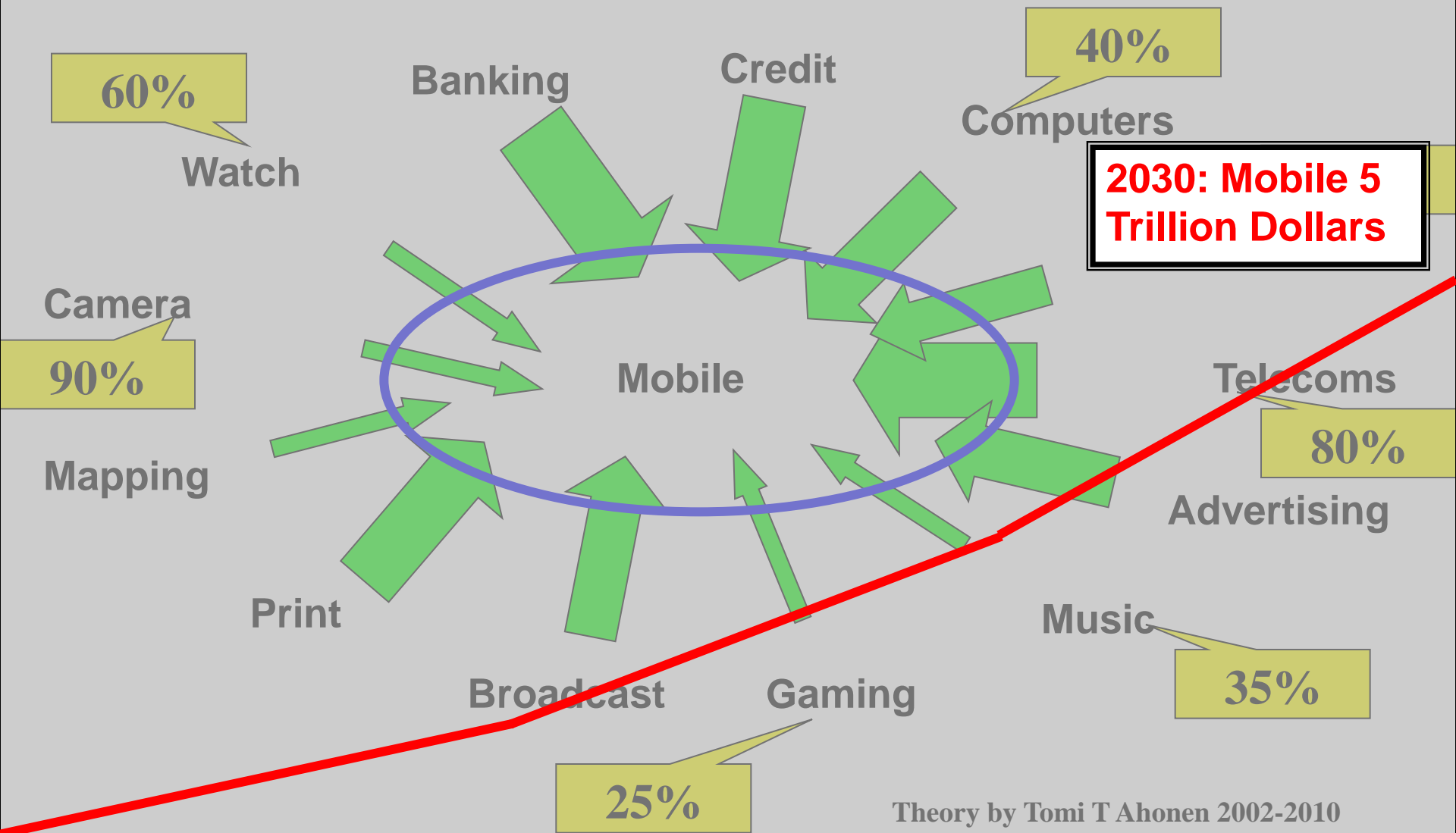
**2010: Mobile 1
Trillion Dollars**

Theory by Tomi T Ahonen 2002-2010

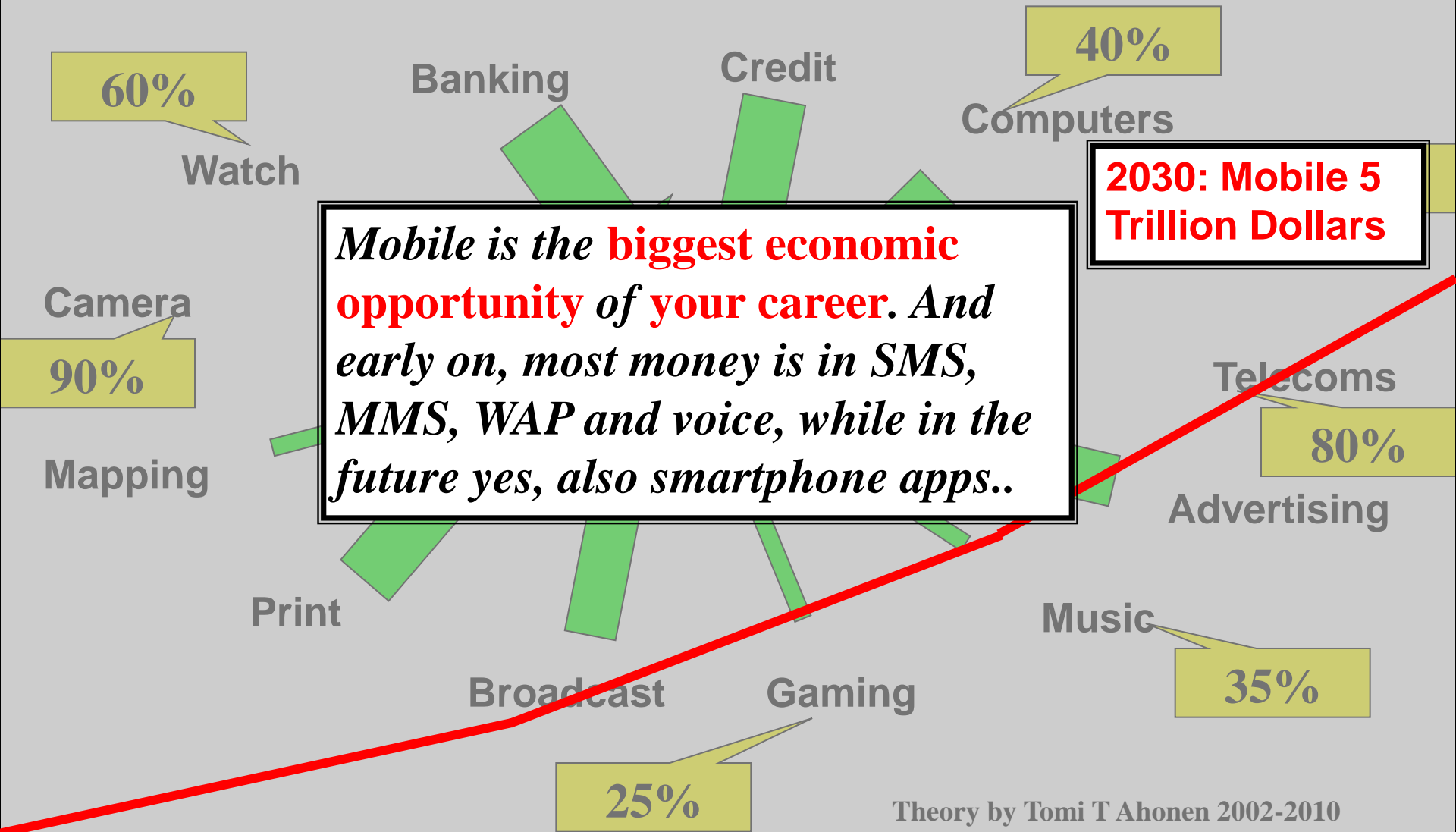
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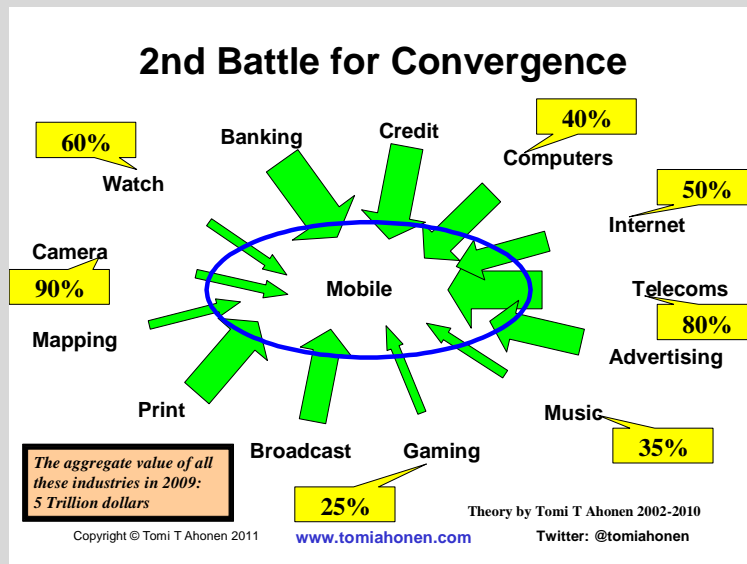


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What About *Everything Else*?

- That was only 13 industries, that can be cannibalized by mobile.
- What of all other industries that can 'benefit' from mobile, like retail, travel, healthcare, education etc?



Customer Service

Restaurant Service with SMS

- US based TextMyFood offers restaurants a convenient SMS texting based solution
- Restaurant customers can send their orders directly to kitchen via SMS - get food faster
- Customers can also send alert to waiters when ready to pay, get check faster and can pay and leave faster
- Wonderful! used for example in Massachussettes

Source: Textually 18 Jan 2011

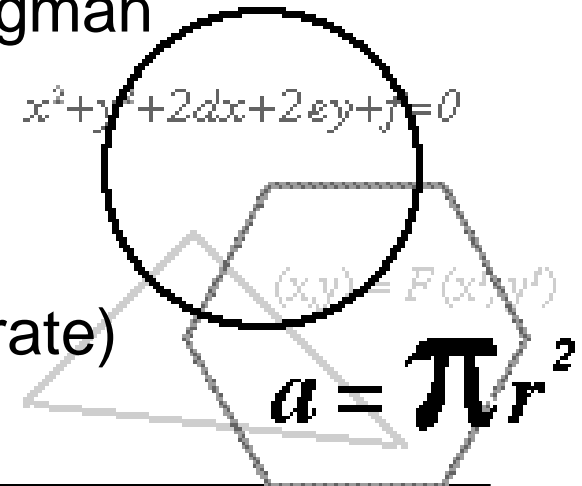
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Mobile and Education

14% better Math scores in school?

- Nokia ran MoMath project in South Africa, helping Grade 10 level school kids do math lessons via mobile phones for 4,000 students in 30 schools.
- Form is via Mxit app for basic featurephones that 82% of students could use. There are over 10,000 maths lessons via Maskew Miller Longman textbook publishers
- In Africa a PC is not a viable for all students to do math, but a phone is South Africa (over 100% penetration rate)
- Result? 14% better math scores!

Source: Textually 9 Dec 2010



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Ukraine, Mobile and MoMo

- The world's wealthiest person today is Carlos Slim whose empire is in mobile telecoms. Out of Mexico!
- First time, world's richest person didn't make wealth in the Western world - America Movil in Latin America



Ukraine, Mobile and MoMo

- The world's wealthiest person today is Carlos Slim whose empire is in mobile telecoms. Out of Mexico!
- First time, world's richest person didn't make wealth in the Western world - America Movil in Latin America
- No reason why Ukraine cannot produce the next billionaires - and fastest way is through mobile!
- What you need for success in mobile is.. collaboration! Smile! Its Mobile Monday!



Making it Magical

Delight and Astonish Your Audiences

Cameraphone OCR Translator

- And the latest gadgetmania continues in Japan
- MediaSeek developed called Kamera Jiten (camera dictionary) allows cam-phone used as an instant translator
- OCR application (Optical Character Recognition) converts written pages of English into data. Then translator utility converts page into Japanese
- And displays on your phone screen
- Now copied like Word Lens app

Source: Tomi Ahonen book *Mobile as 7th of the Mass Media* 2008



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My Art Space.. Kids to Museums

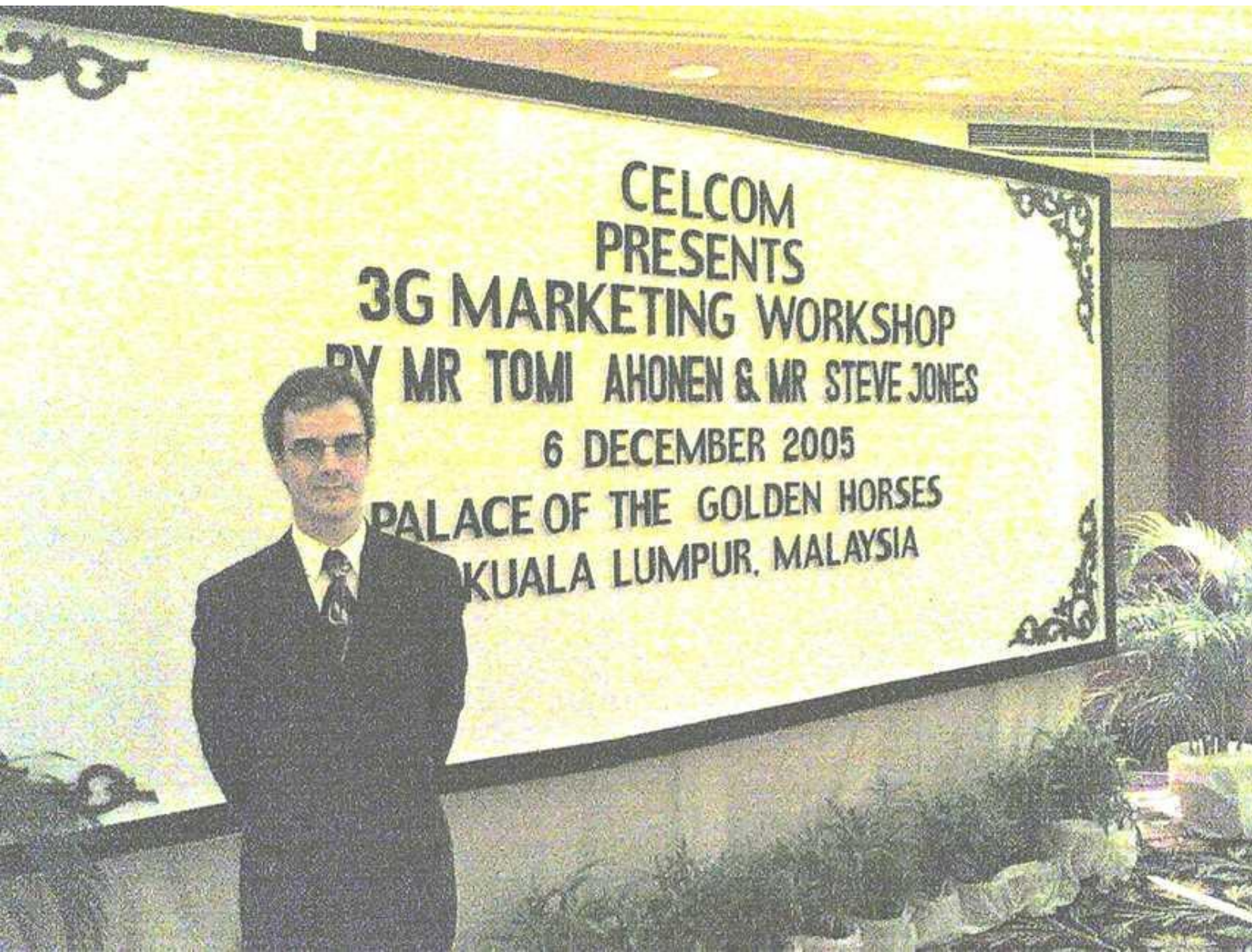
- Three UK museums set up 'My Art Space' to make school children visits to museums more interesting
- Kids tasked to take pictures, create blogs, rate items and discuss, all via mobile phones. Loaners provided
- 3,000 kids from 100 schools participated
- The kids loved it so much, they spent 4.5x longer on average in the museums (90 minutes vs 20 minutes)

source: mLearnCon, San Diego USA, 15 June, 2010

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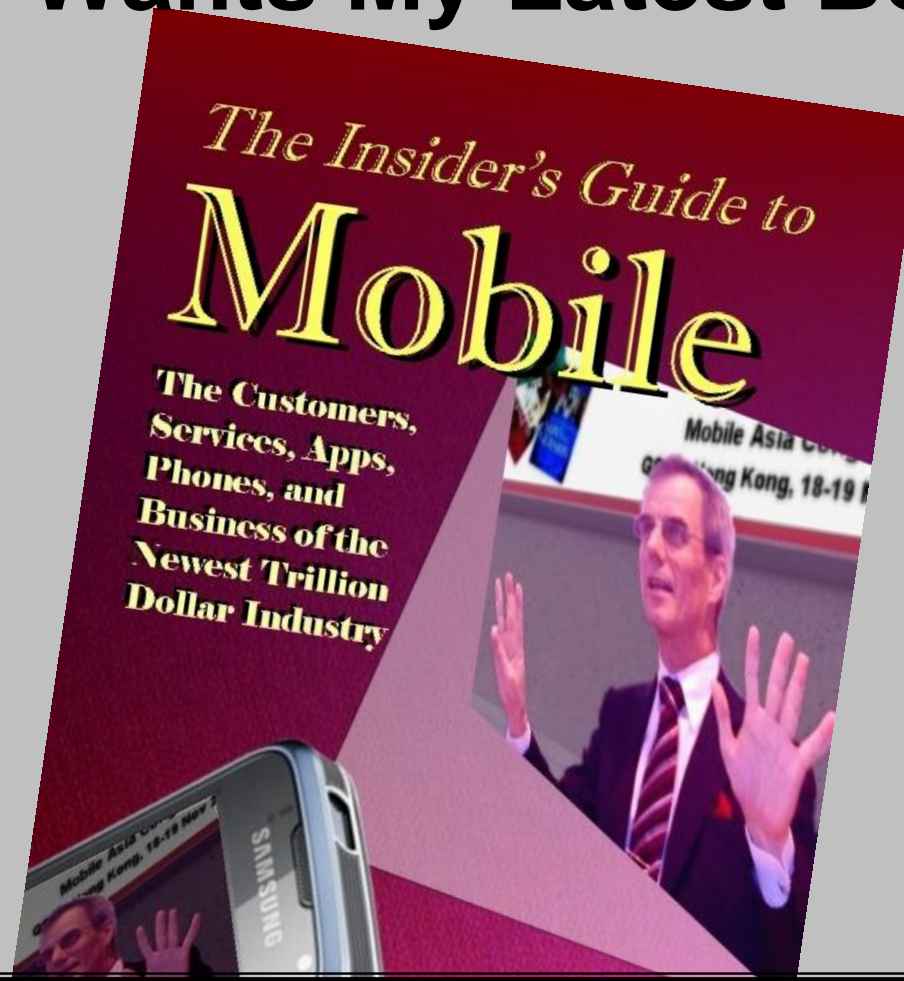
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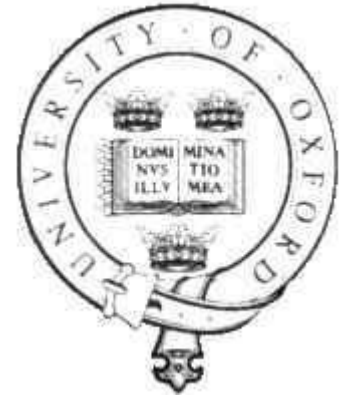


To Follow Tomi's Thoughts..

- Easiest - **Twitter** Feed is **@tomiahonen**
- Tomi's regular commentary on the mobile industry including tons of his "Pearls", read his blog at **www.7thmassmedia.com**
- For his longer analytical pieces on digital convergence, marketing, media, technology and mobile, his blog with Alan Moore at **www.communities-dominate.blogs.com**
Tomi is on Facebook and Linked In as well
And he is a moderator at Forum Oxford
All links, all books, visibility etc, is at his company website www.tomiahonen.com



Join the free expert community of over 2,000 with over 40 of mobile authors and 16 of the 20 best-read bloggers in mobile



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"forumoxford"**

Tomi T Ahonen, Author & Consultant

Competitiveness, Business Case, Marketing, and Profitability

"Service creation and marketing will be key to 3G," Ahonen said. Total Telecom 12 October 2000

- Provides workshops, training and consulting in how to make money with mobile and converged services.
- The world's most prolific new mobile service evangelist, has introduced **over 1,000 new service** concepts at public conferences; he is quoted in 60 books by his peers
- Quoted in over 300 press stories in a dozen languages; keynotes at over 200 major conferences on 6 continents; his daily blog is syndicated on CNBC, NY Times, etc
- Lectures at **Oxford University** on 3G and Convergence
- **Available as a motivational speaker** in telecoms marketing, sales, product development and innovation.
- Read his books *"Digital Korea"*, *"Communities Dominate Brands"*, *"m-Profits"*, *"3G Marketing"*, *"Services for UMTS"*

website: **www.tomiahonen.com**

e-mail: **tomi@tomiahonen.com**

blog: **www.7thMassMedia.com**

twitter: **[@tomiahonen](https://twitter.com/tomiahonen)**

- Tomi's new book ***"Mobile as 7th of the Mass Media"***



Earlier Tomi Ahonen has set up & run Nokia's 3G Business Consultancy. Previously he worked for 3 operators where he created the **world's first fixed-mobile service bundle** and set a **world record** for taking market share from the incumbent

Twitter: [@tomiahonen](https://twitter.com/tomiahonen)

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Competitiveness, Business Case, Marketing, and Profitability

"Service creation and marketing will be key to 3G," Ahonen said. Total Telecom 12 October 2000

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- Tomi's new book ***"Mobile as 7th of the Mass Media"***

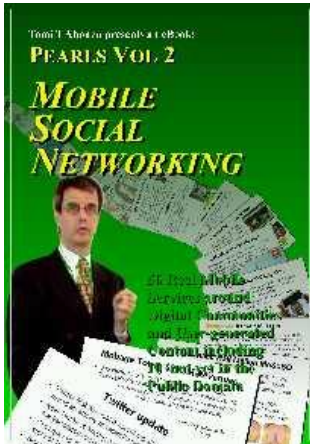


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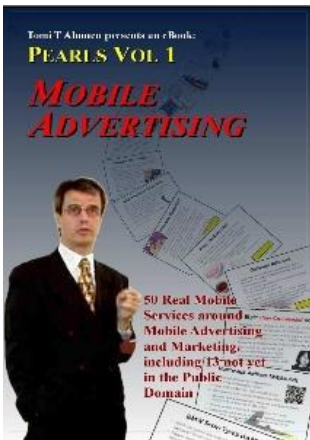
Tomi Ahonen eBooks

eBooks only via tomiahonen.com



Pearls Vol 2: Mobile Social Networking

Foreword by Mark Curtis, CEO of Flirtomatic,
171 pages, eBook format only, April 2009 - Cost only 9.99 Euro
Tomi's second volume of "Pearls", has 50 case studies of real world services around topics of mobile social networking and digital communities covering all biggest stories including Mixi, Mobage, Flirtomatic, Itsmy, Qik, Twitter, Cyworld, Habbo, Mogi, Tohato, MTV, i-Report etc.

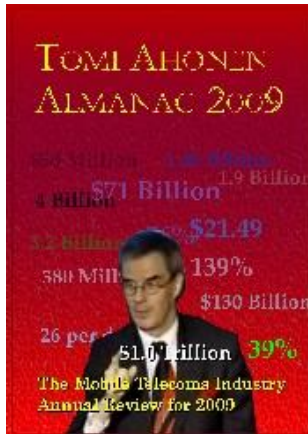


Pearls Vol 1: Mobile Advertising

Foreword by Russell Buckley, SVP Admob, Chairman Mobile Marketing Association
171 pages, eBook format only, January 2009 - Cost only 9.99 Euro
Launching an eBook series of Tomi's "Pearls", this first volume has 50 case studies of real world services around topics of mobile advertising and marketing from 19 countries including location-based, coupons, viral, advergaming etc

Tomi Ahonen eBooks

eBooks only via tomiahonen.com



Tomi Ahonen Almanac 2011

188 pages, eBook format only, February 2011 - Cost only 9.99 Euro
Comprehensive industry review and almanac with 92 tables, charts and diagrams, covering all major aspects of the mobile telecoms industry from handsets to services, from customers to networks, from SMS text messaging to content from mobile internet to mobile advertising.

"Whenever I need a stat, Tomi seems to have it, so I'd highly recommend this."

- Russell Buckley, MD Admob Europe, Chairman Mobile Marketing Association

"Speaking of statistics, Tomi Ahonen has put together the Tomi Ahonen Almanac as an eBook for mobile nuts. In it, you can quickly find mobile penetration of say, Thailand, or that 51% of the Earth's population has at least one cellphone, and one in 8 mobile walks around with 2 phones in their pockets!"

- Ricky "The Guru" Cadden at Symbian Guru

"Tomi Ahonen is the king of mobile statistics and knows more about the mobile space than any one I know"

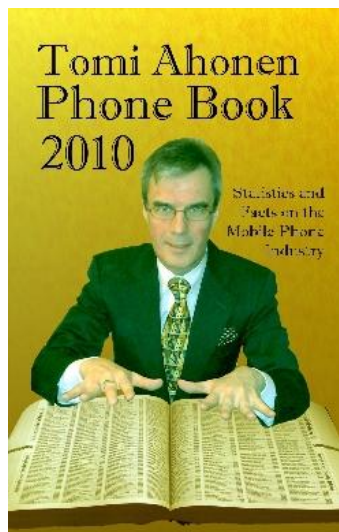
- Paul Poutanen founder and President of Mob4hire

"If you're interested in mobile statistics, you really need to pick up a copy of Tomi Ahonen's Almanac. The Almanac is full of hard to find information."

2009 Almanac has been translated into Spanish!



- WAP Rev



Tomi Ahonen eBooks

eBooks only via tomiahonen.com

Tomi Ahonen Phone Book 2010

198 pages, eBook format only, January 2011 - Cost only 9.99 Euro

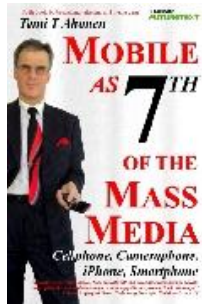
Brand new statistical volume for January 2011.

Comprehensive review and almanac of handset side of mobile industry with 98 tables, charts and diagrams, with all market shares, average sales prices, features, operating systems etc for smartphones, dumbphones and major brands in handsets.

It is the companion piece to highly popular TomiAhonen Almanac.

Tomi Ahonen six hardcover books

all six hardcover books are available at Amazon

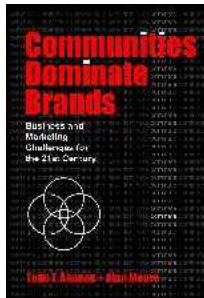
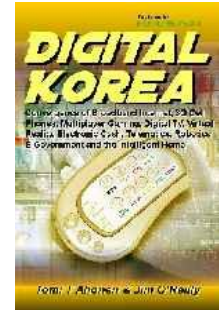


Mobile as 7th of the Mass Media, 2008

explains the media opportunities in mobile from music and gaming to TV and social networking and even internet and advertising. 322 pages.

Digital Korea, 2007 with Jim O'Reilly

is case study in digital convergence from the most advanced information society of South Korea. covers internet, TV, mobile, ecash, e-government, robotics, telematics, virtual reality etc 282 pages.



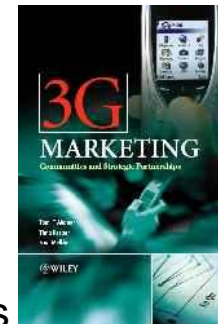
Communities Dominate Brands, 2005

with Alan Moore

first business book on social networking 280 pages.

3G Marketing, 2004, with Timo Kasper & Sara

Melkko is marketing handbook for mobile operators

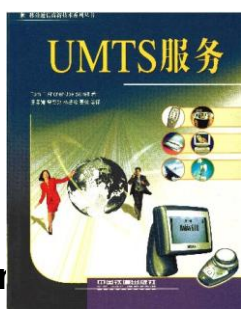
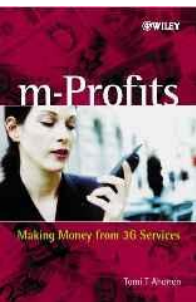


M-Profits 2002

Still only complete business book for mobile, 360 p

Services for UMTS, 2002, with Joe Barrett was first

services and applications book for 3G, 373 pages



Selected TomiAhonen Workshops

- **Changing Customer Needs in Mobile** Most requested workshop currently, includes “steps” to addiction, “split” personalities, time to change..
- **Mobile as 7th Mass Media** Tomi's latest workshop discussing media convergence and unique aspects of mobile. Also adopted for Oxford Univ.
- **Social Networking / Mobile Digital Communities** based on his book Communities Dominate Brands, may be run with SMLXL. Adopted for Oxford U.
- **New Mobile Service Creation** From ideas to money-making, for mobile and fixed, for operators, vendors, content partners etc, includes 6 M's and Early 8
- **Business of Mobile Telecoms (2G, 2.5G, 3G)** Adopted for Oxford U
- **3G TV** covering video and TV convergence with mobile. Adopted for Oxford U
- **Mobile Marketing and Advertising** featuring "Engagement Marketing"
- **Segmentation and Customer Understanding** may be run with Xtract
- **Launch Marketing for 2.5G and 3G** also adopted for Oxford University
- **MVNO, Revenue Sharing & Partnerships** can include building a model
- **Forecasting and Business Modelling in Telecoms** Popular workshop
- **Competitiveness in Telecoms** Workshop form or competition simulation:
- ***Workshops are very cost-effective !*** Write tomi@tomiahonen.com for more.

Tomi Thought Pieces & White Papers

- ***TomiAhonen Thoughts Mobile Messaging***, February 2010
- ***TomiAhonen Thoughts Mobile in Developing World***, October 2009
- ***TomiAhonen Thoughts Evolution of Mobile Phone***, June 2009
- ***TomiAhonen Thoughts Mobile Social Networking***, April 2009
- ***TomiAhonen Thoughts Mobile Internet***, February 2009
- ***TomiAhonen Thoughts Mobile Industry Size 2009***, January 2009
- ***TomiAhonen Thoughts Mobile 7th Mass Media***, September 2008
- ***TomiAhonen Thoughts Mobile Customers***, August 2008
- ***TomiAhonen Thoughts Mobile Advertising***, April 2008
- ***TomiAhonen Thoughts Mobile TV***, December 2007
- ***TomiAhonen Thoughts on MVNOs***, June 2006
- ***SMLXL White Paper 7th Mass Media***, June 2007*
- ***SMLXL White Paper Pop Idol***, June 2006*
- * Co-authored Tomi Ahonen with Alan Moore CEO of SMLXL
- **Write to tomi@tomiahonen.com for your free copy of any of the above**

Recommended Books

- ***Mobile as 7th of the Mass Media***, Tomi T Ahonen, 2008
- ***Communities Dominate Brands*** Ahonen & Moore, 2005
- ***Mobile Advertising***, Sharma, Herzog & Melfi, 2008
- ***Digital Korea***, Ahonen & O'Reilly, 2007
- ***Mobile Marketing Handbook***, Kim Dushinski, 2009
- ***Mobile Internet for Dummies***, O'Farrell, Levine, Algroy, Pearce & Appelquist, 2008
- ***Wireless Broadband***, Fotheringham & Sharma, 2008
- ***Mobile Web 2.0***, Jaokar & Fish, 2006
- ***Distraction***, Mark Curtis, 2005
- ***M-Profits***, Tomi T Ahonen, 2002
- ***Next Generation Wireless Apps***, Paul Golding, 2004
- ***3G Marketing***, Ahonen, Kasper & Melkko, 2004
- ***Mobile Strategy***, Tom Weiss, 2006
- ...And of course ***The Dilbert Future*** by Scott Adams..