



Message Plus Consumer Research (sponsored messaging)



Background



Methodology

- Research conducted online using Ipsos online panel
- A representative sample of internet users were approached aged 16 to 64
- These were then screened to ensure they have a mobile phone
- The data are unweighted

Countries	Sample size
– Great Britain	1,393
– Italy	1,103
– Germany	1,234
– Russia	1,256
– Malaysia	1,004
– Philippines	1,006
– Singapore	1,008
– Indonesia	514

- Fieldwork conducted November 2006

– USA 1,005

- Fieldwork conducted February 2007

Reactions to sponsored SMS service



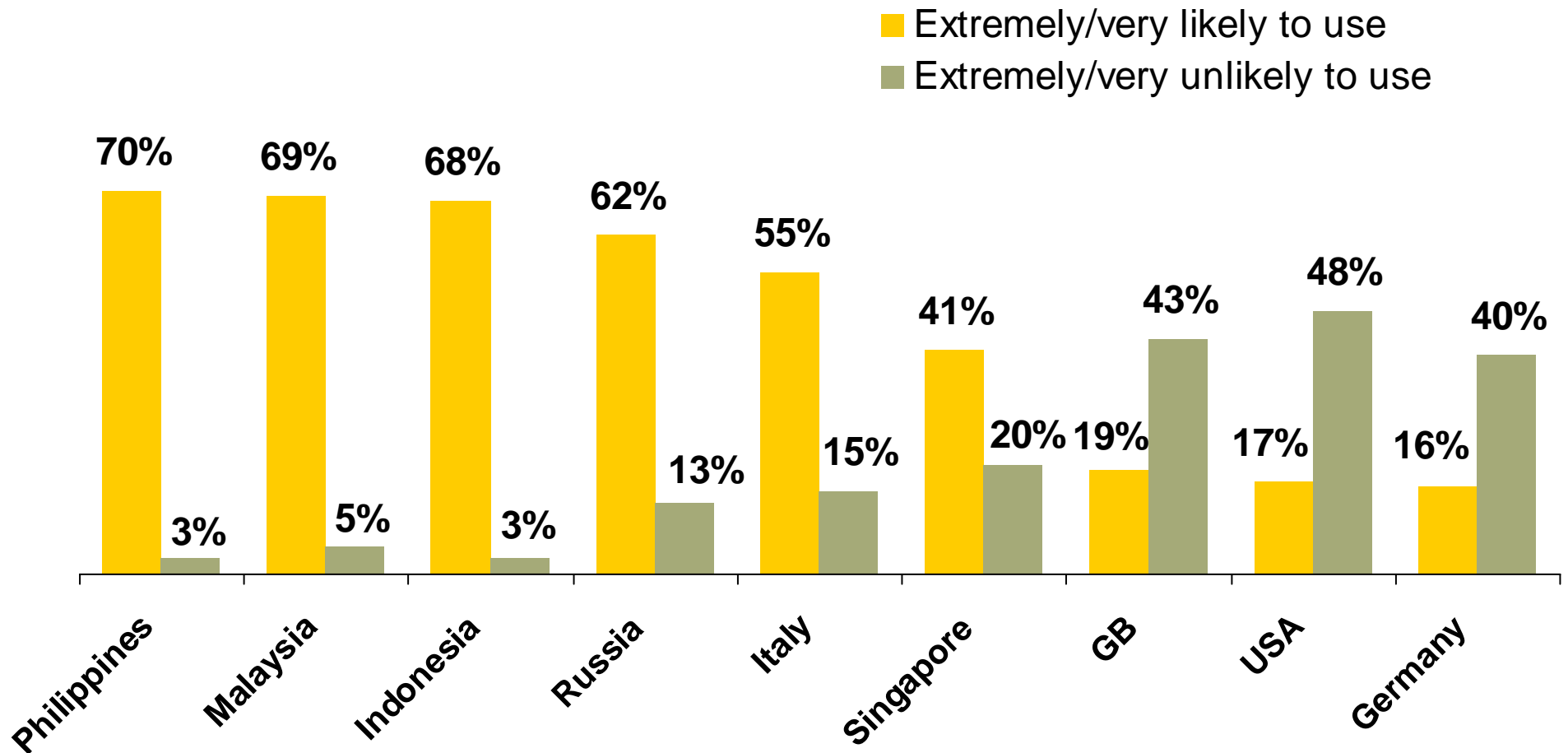
Consumers can send more for less

Useful customised adverts within messages

Strong revenue opportunity

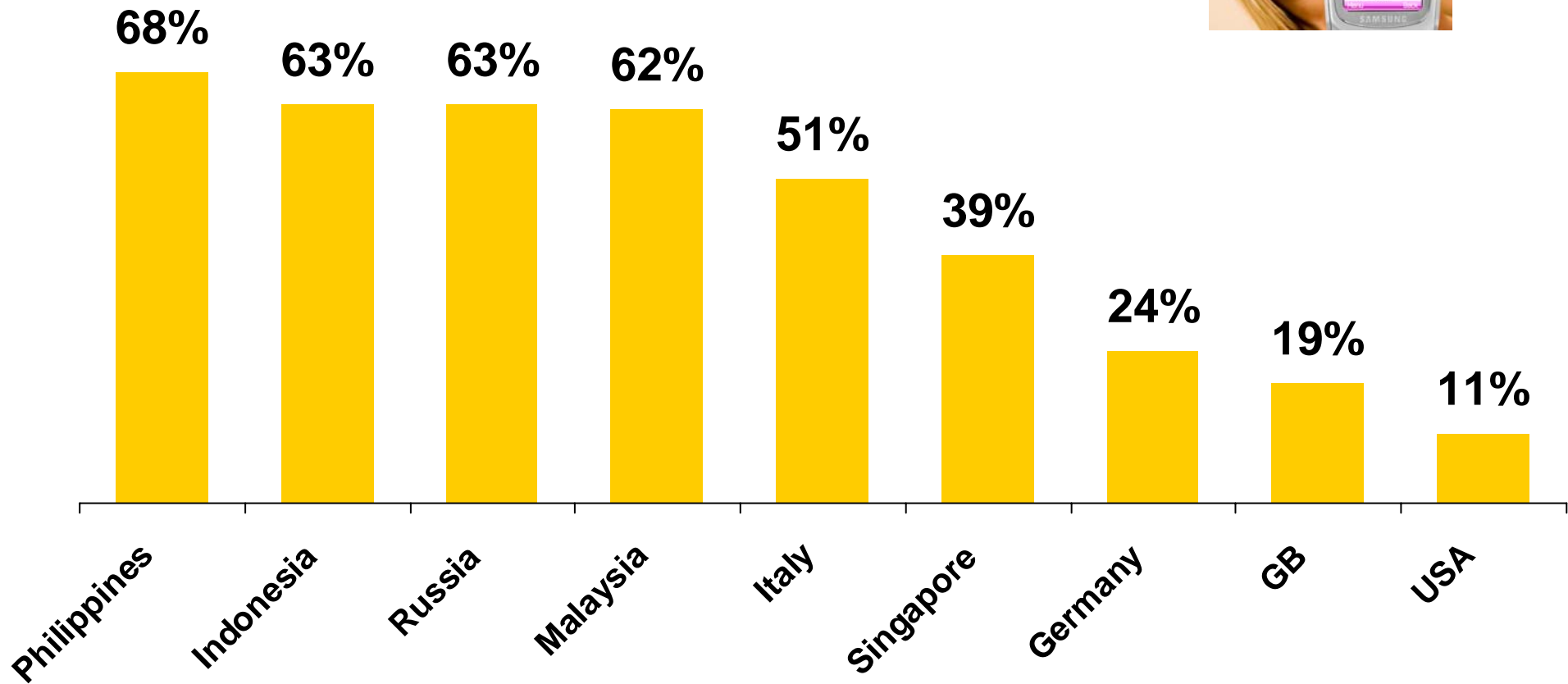
Strong positive reaction across Europe and Asiapac

% That are both extremely and very likely to service



Service is extremely likely to be used daily in most countries

% That would use this service several times a day/at least once a day

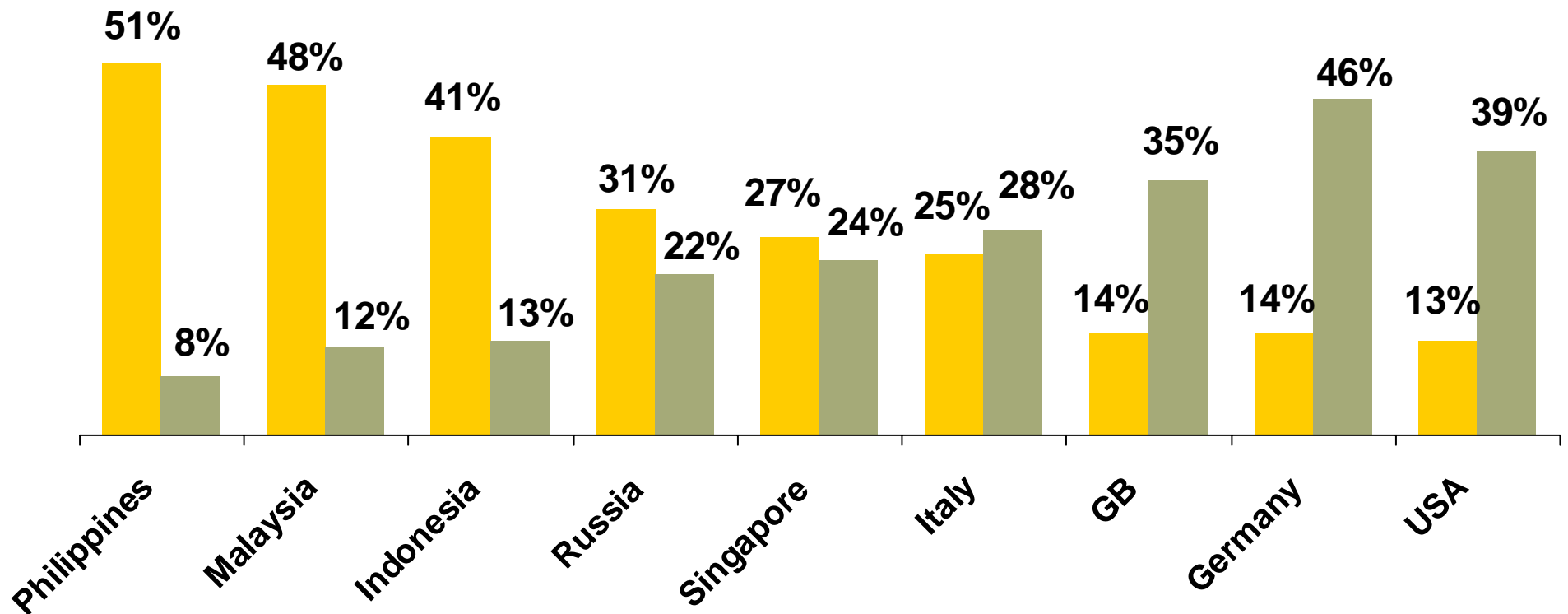


Most likely service to encourage switching



Likelihood to change mobile provider to use these services

■ Extremely/very likely
■ Extremely/very unlikely



Base: All those who say they would use this service: Philippines (958), Russia (1,143), GB (814), Malaysia (941), Singapore (852), Germany (925), Indonesia (483), Italy (980), USA (526)