



Mobile adoption & marketing

Facts & insights from the Belgian Media Mapping

December 2008

InSites Consulting presents:

Belgian Media Mapping

Everything You Need To Know
about the adoption of new media in Belgium

Internet - Mobile - iDTV



Next 15 minutes...

- › **Mobile adoption, operators & handsets**
- › **Mobile functions: awareness & use**
- › **Information via your mobile**
- › **Mobile marketing**

What do these people have in common?



94% of Belgians (15+) own a handset

30% of handsets less than 12 months old

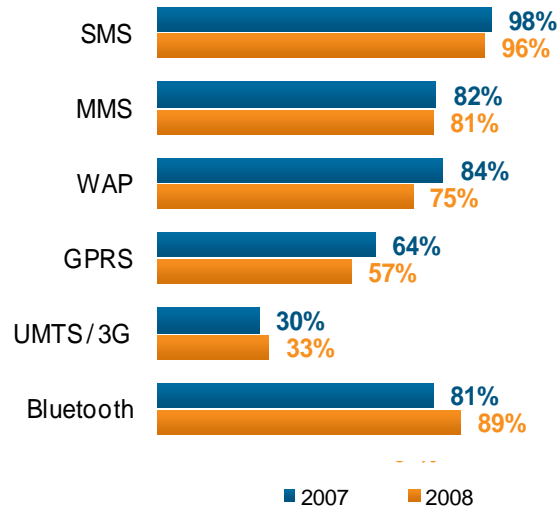
7% intention of new handset next month



Functions

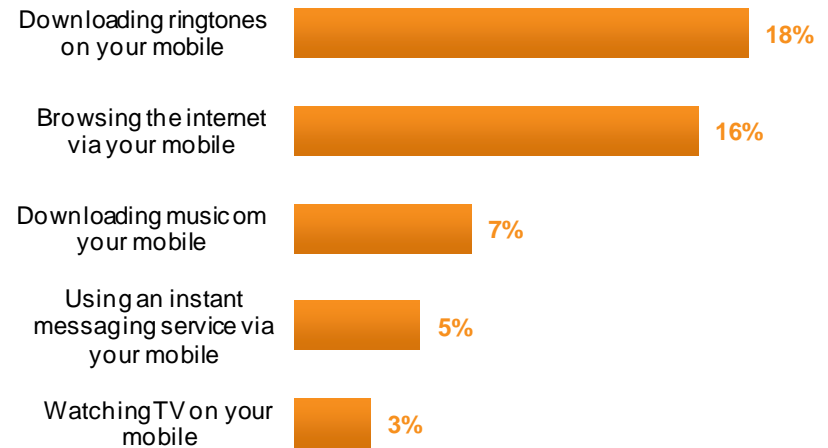
Awareness, usage and intention of advanced functions

Awareness functions

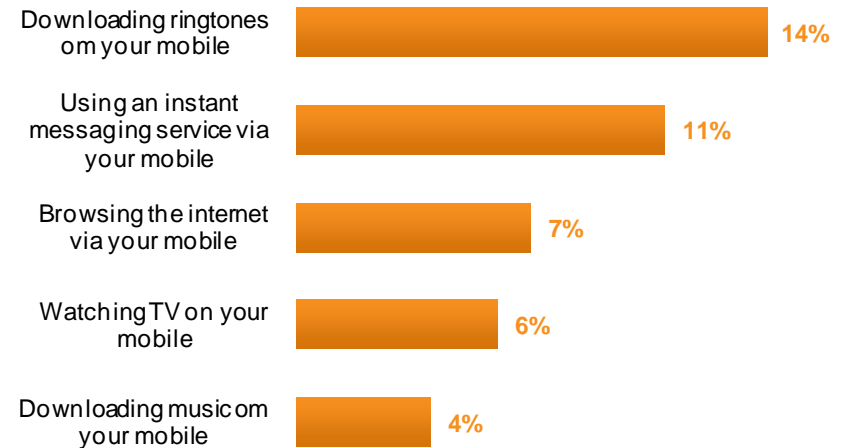


Usage advanced functions

Past 6 months



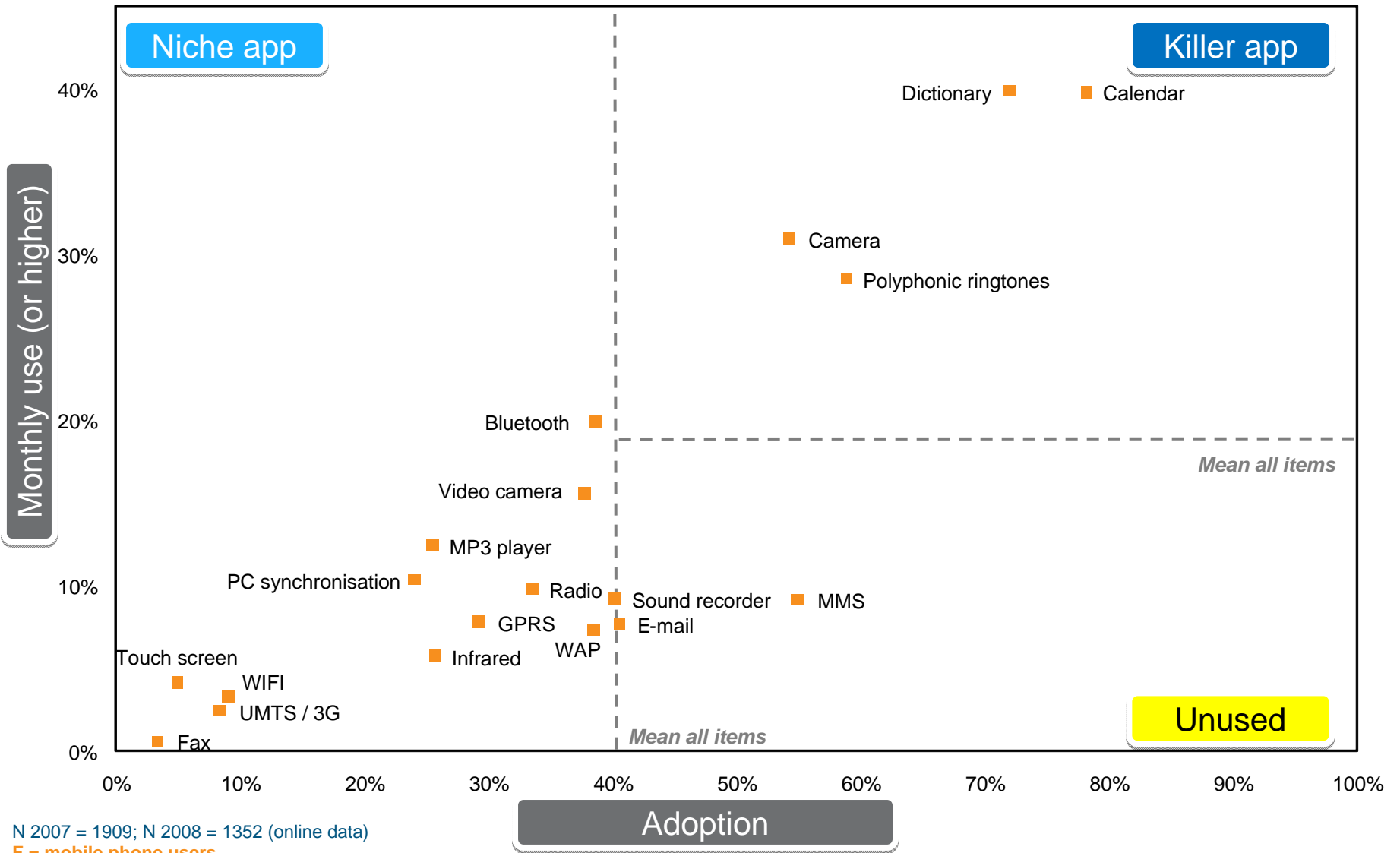
Intention advanced functions



N = 1352 (online data) / F = mobile phone users

Functions

Adoption and usage frequency



5% is interested to receive **paid information**

23% interested if information is for **free** containing
commercial message

1. Traffic information
2. Breaking news
3. Weather info
4. Discount vouchers
5. Regular news

1. No need
2. Annoying
3. No control on frequency
4. Expensive

56% has received **commercial info**

30% finds commercial info annoying

16% like receive commercial messages from companies **where they are customer**

15% like receive SMS with **discount voucher**

13% like to receive **relevant SMS**

10% unsolicited commercial message if non-customers that **bring me an advantage**

4% unsolicited commercial message if non-customers

56% feels **operator responsible** for commercial SMS

41% feel looking up information via mobile is **not user friendly**

54% don't know how many SMS will receive when subscribe

59% prefer **not** to receive if **company identity is unknown**

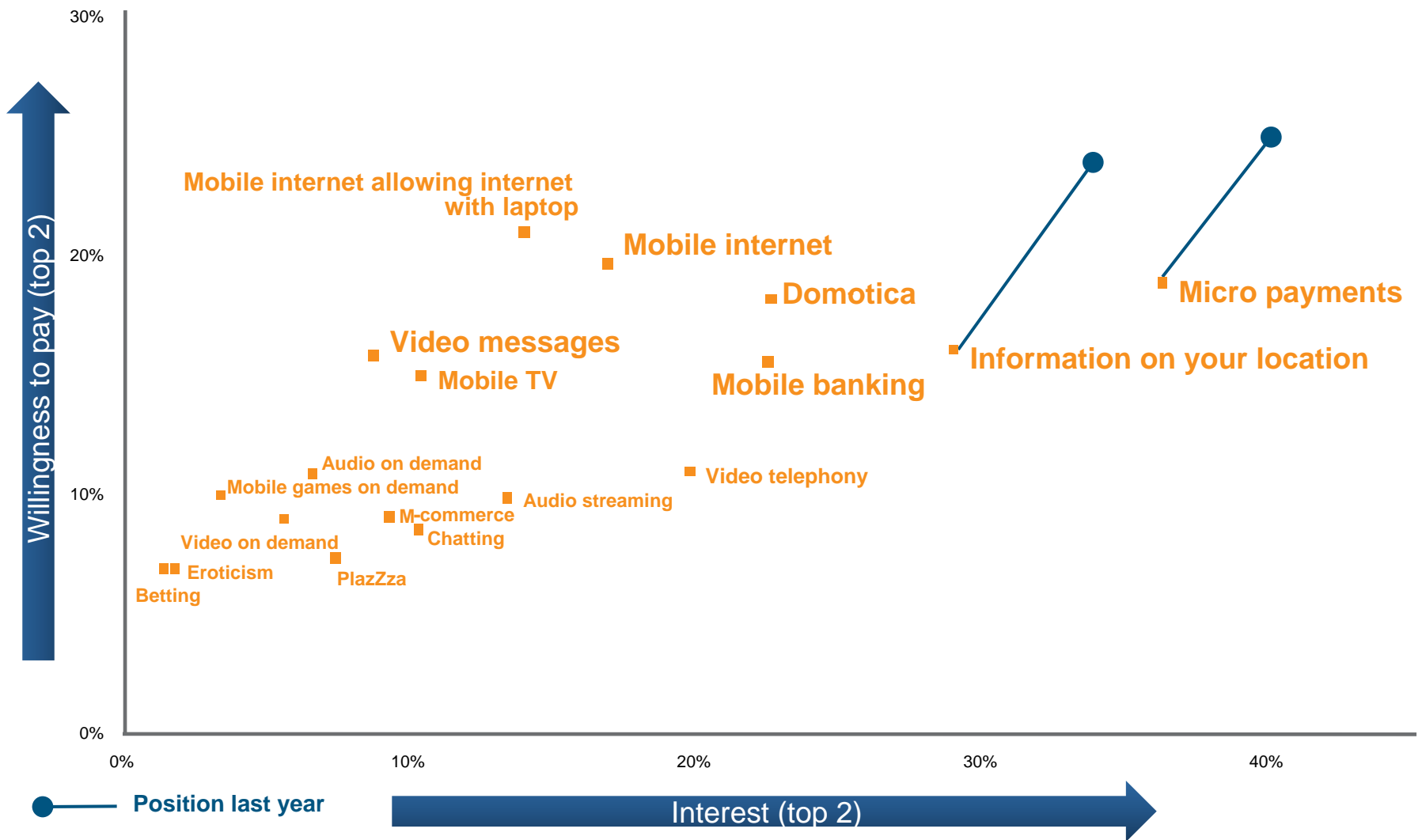
40% would rather send an SMS instead of calling in a
game or quiz

15% prefers sending an **SMS instead** of **email** when taking part in a
raffle

Interest towards specific applications

Interest and willingness to pay for functions

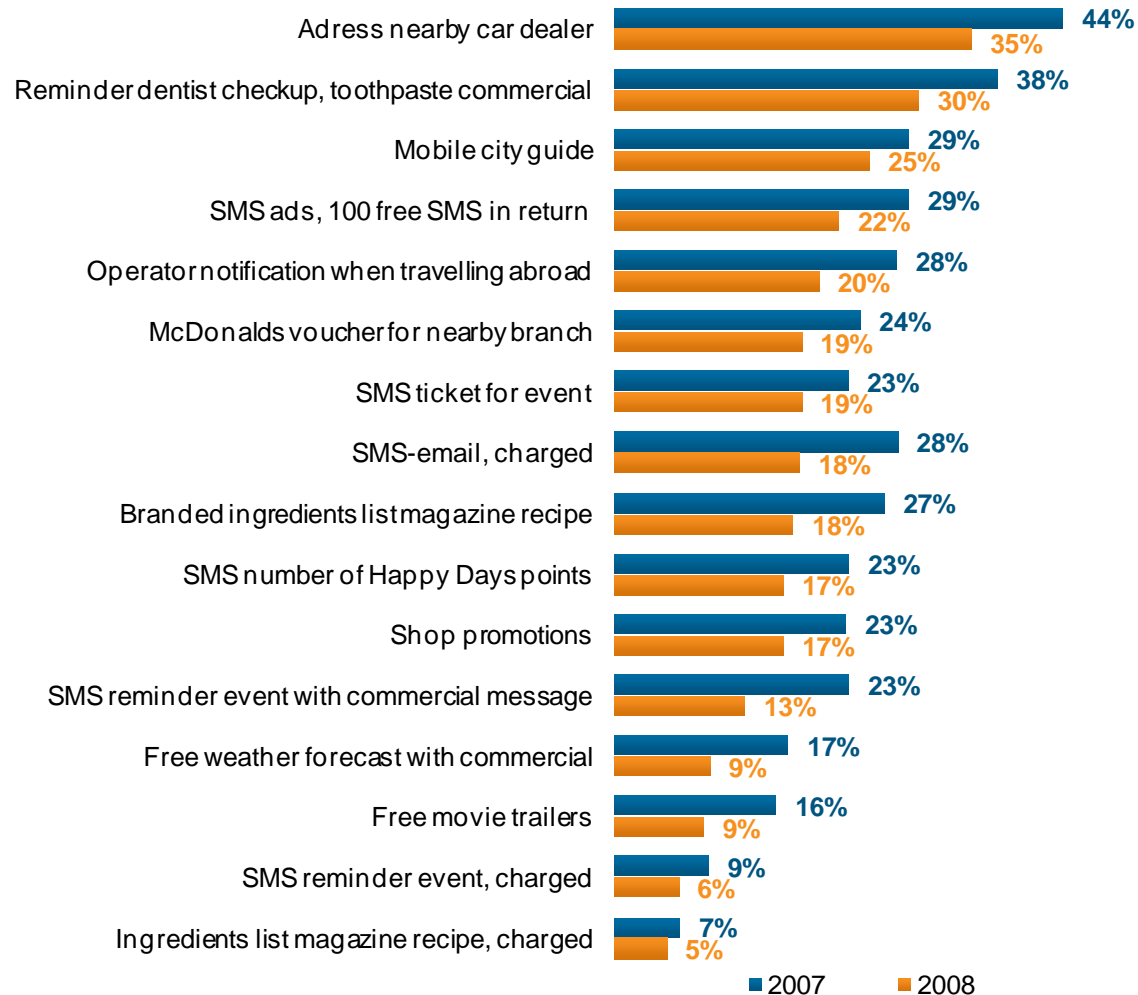
Q : Can you indicate how interested you are in each of the existing or future applications below?
 Q : Can you indicate to what extent you are prepared to pay for each of the following applications?



N = 1352 (online data) / F = Mobile phone users

Interest towards concrete possible applications

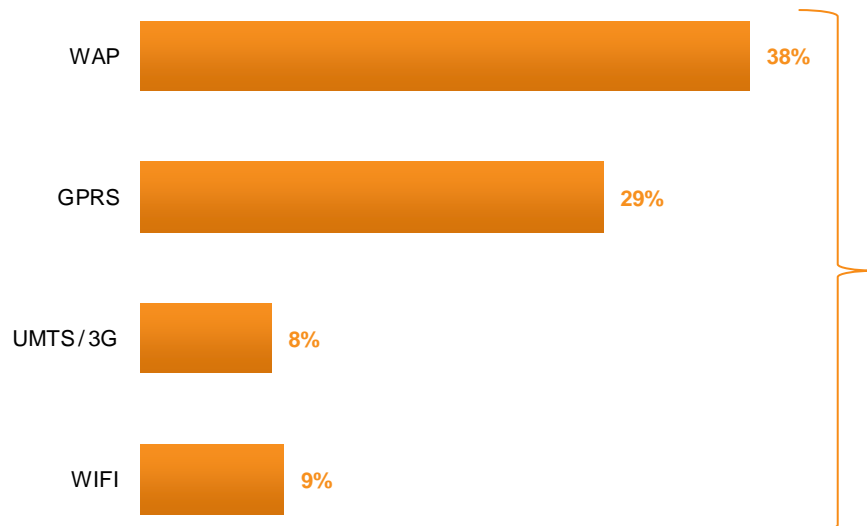
Interest mobile marketing applications (top 2)



N = 1363 (online data) / F = Mobile phone users

Mobile internet Penetration and usage

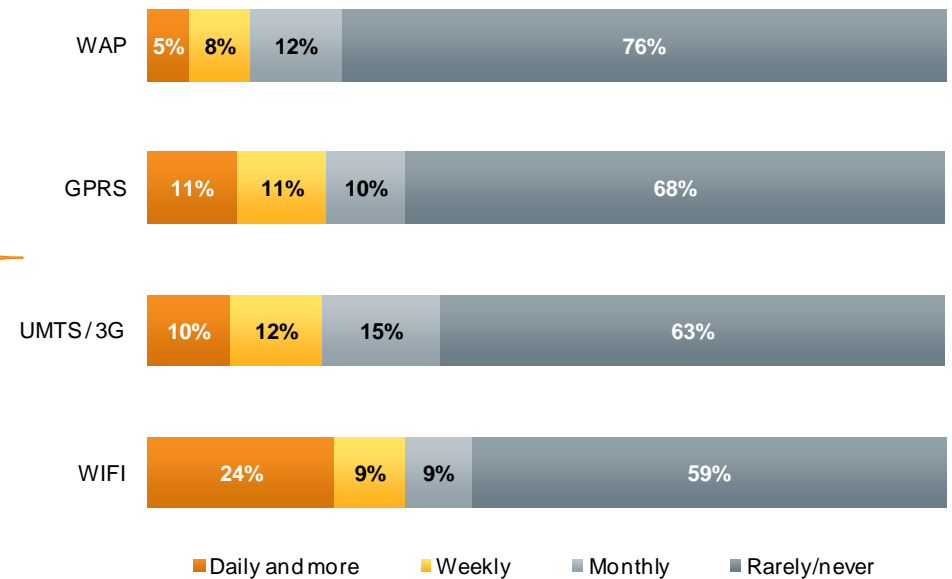
Penetration



47%
potential mobile internet users

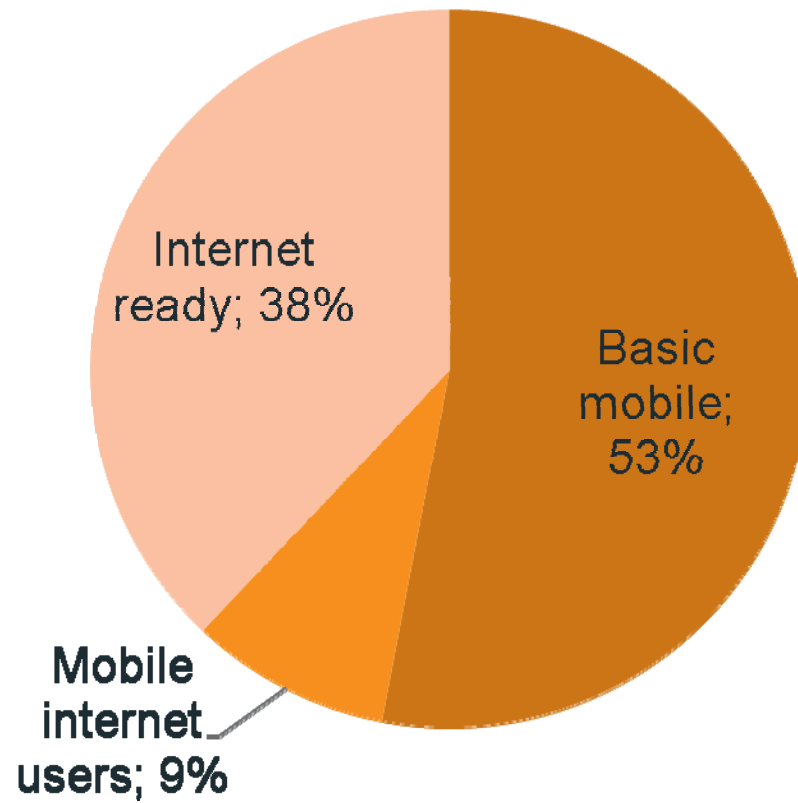
Usage

Q : To what extent do you use the following functions on your mobile phone?



... of whom **only 19%** actually
their mobile at least monthly to go online

Mobile internet is only starting...



Who are the mobile internet users?

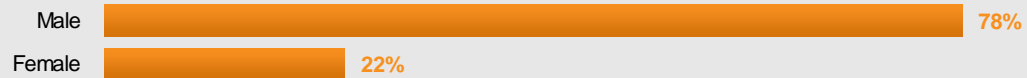
Profile

Sociodemographic profile

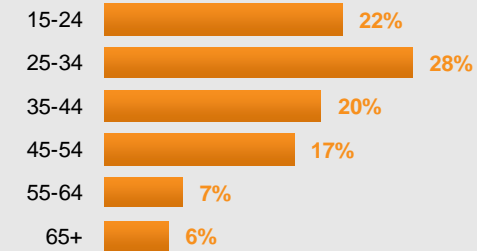
Language



Gender



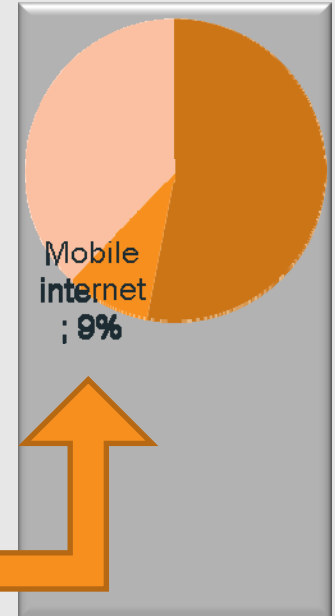
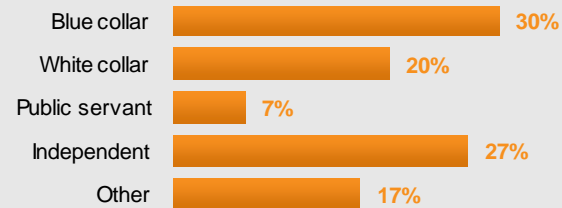
Age



Education



Professional situation



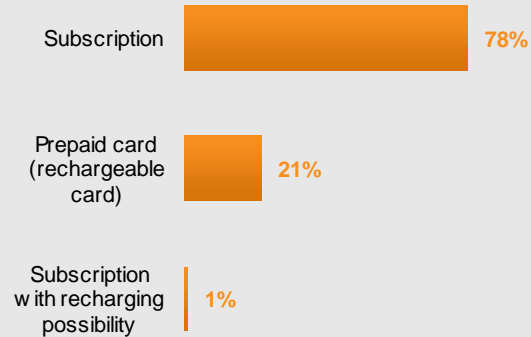
N = 122 (online data) / F = Mobile internet users

Who are the mobile internet users?

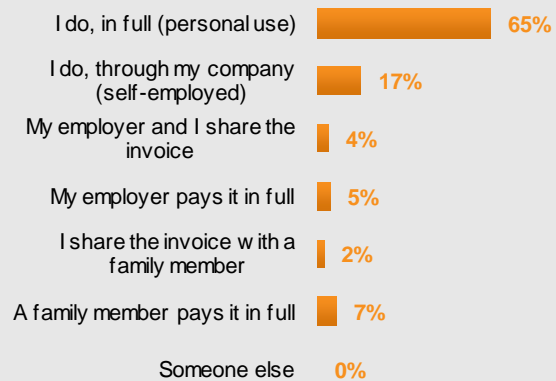
Profile

Mobile profile

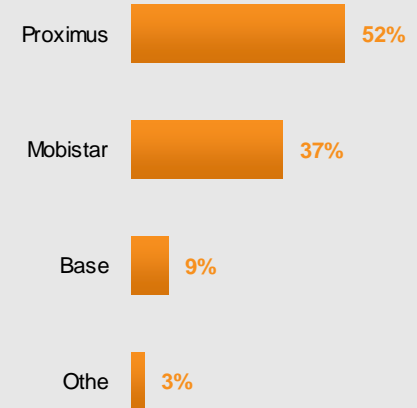
Payment how



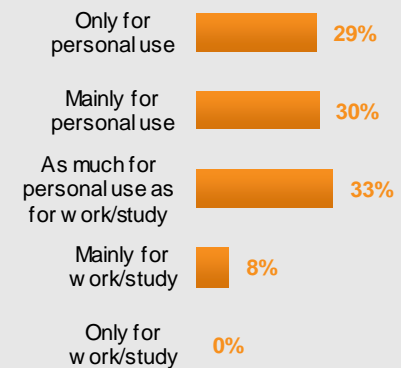
Payment who



Operator



Mobile purpose

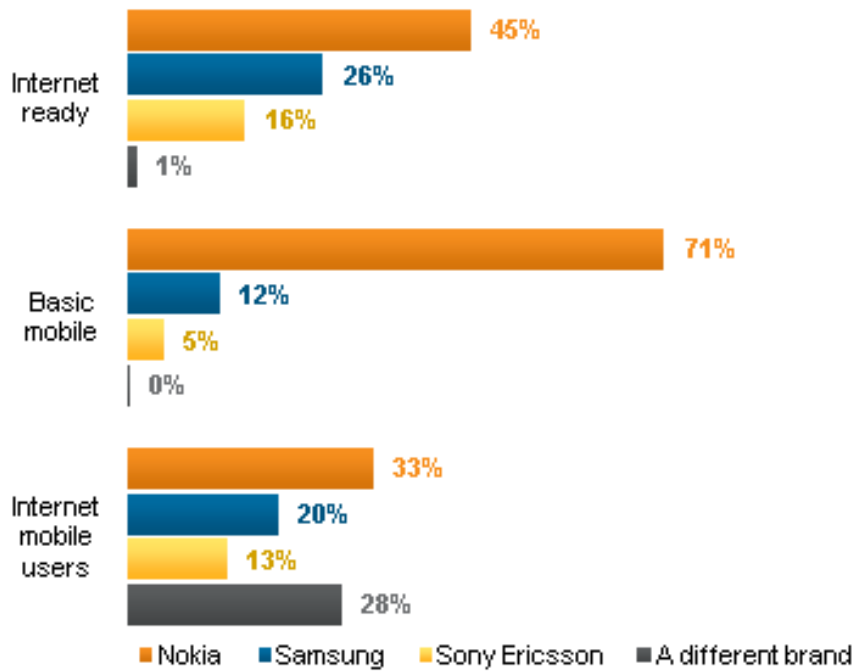


N = 122 (online data) / F = Mobile internet users

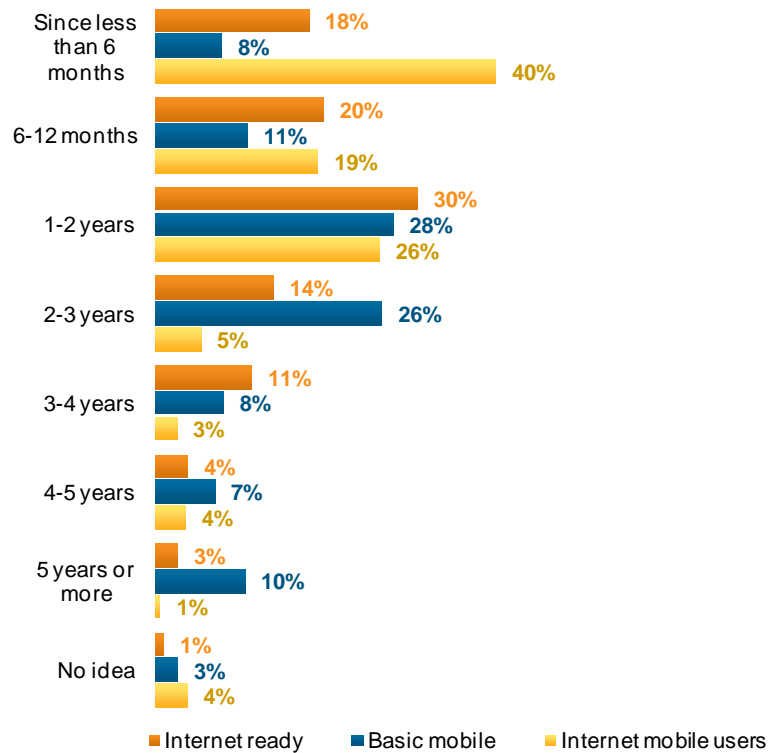
Who are the mobile internet users?

Handset brand

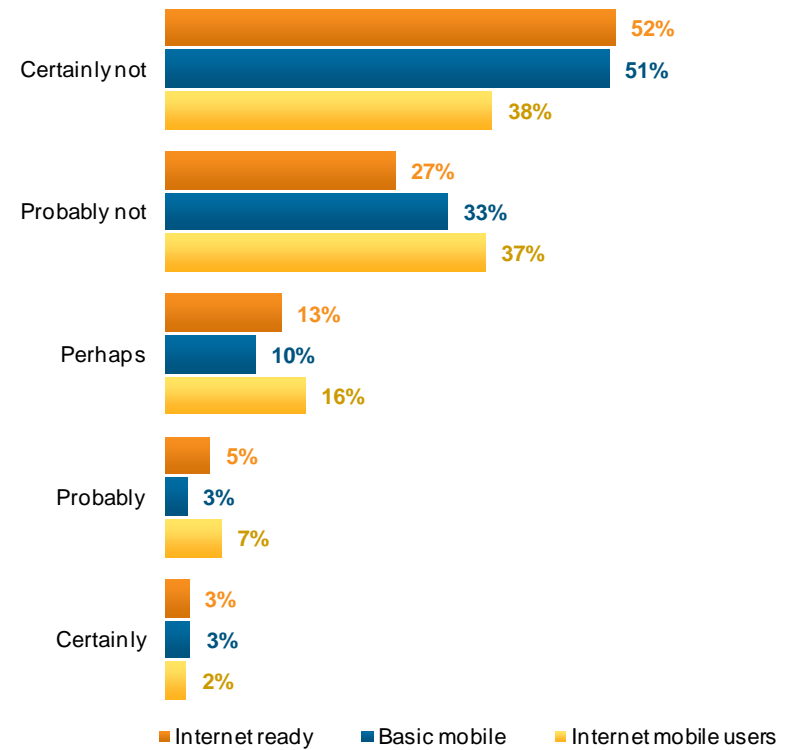
Brand



Current handset



Intention new handset

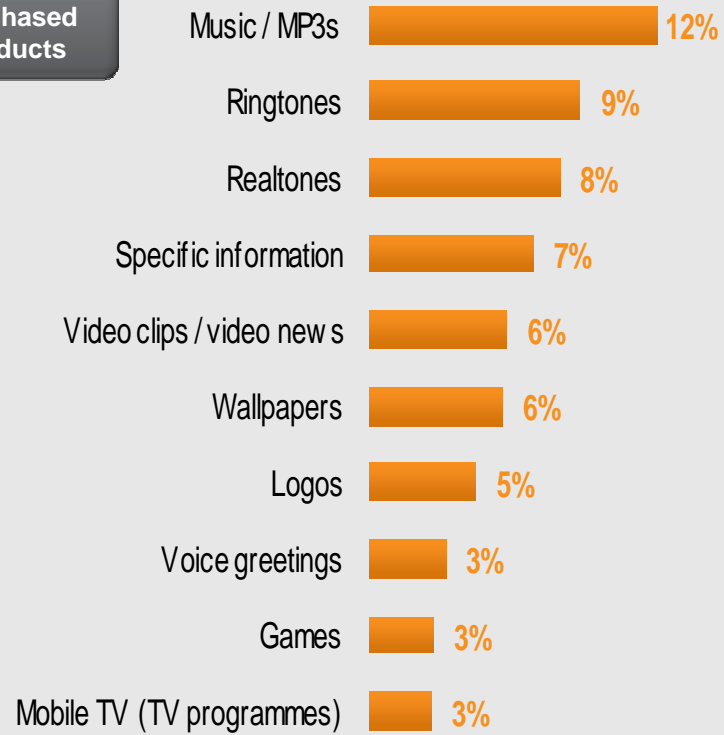


Mobile marketing

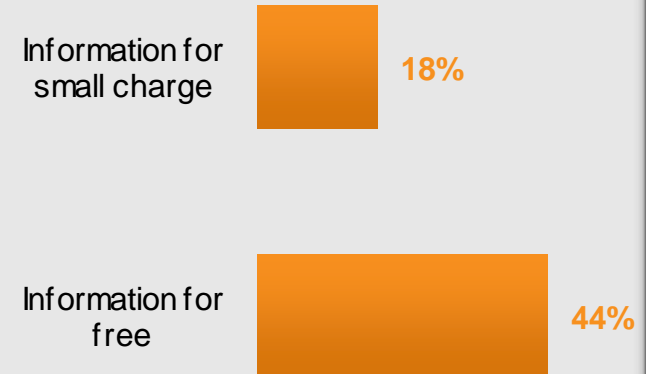
Profile mobile internet users

Purchase profile

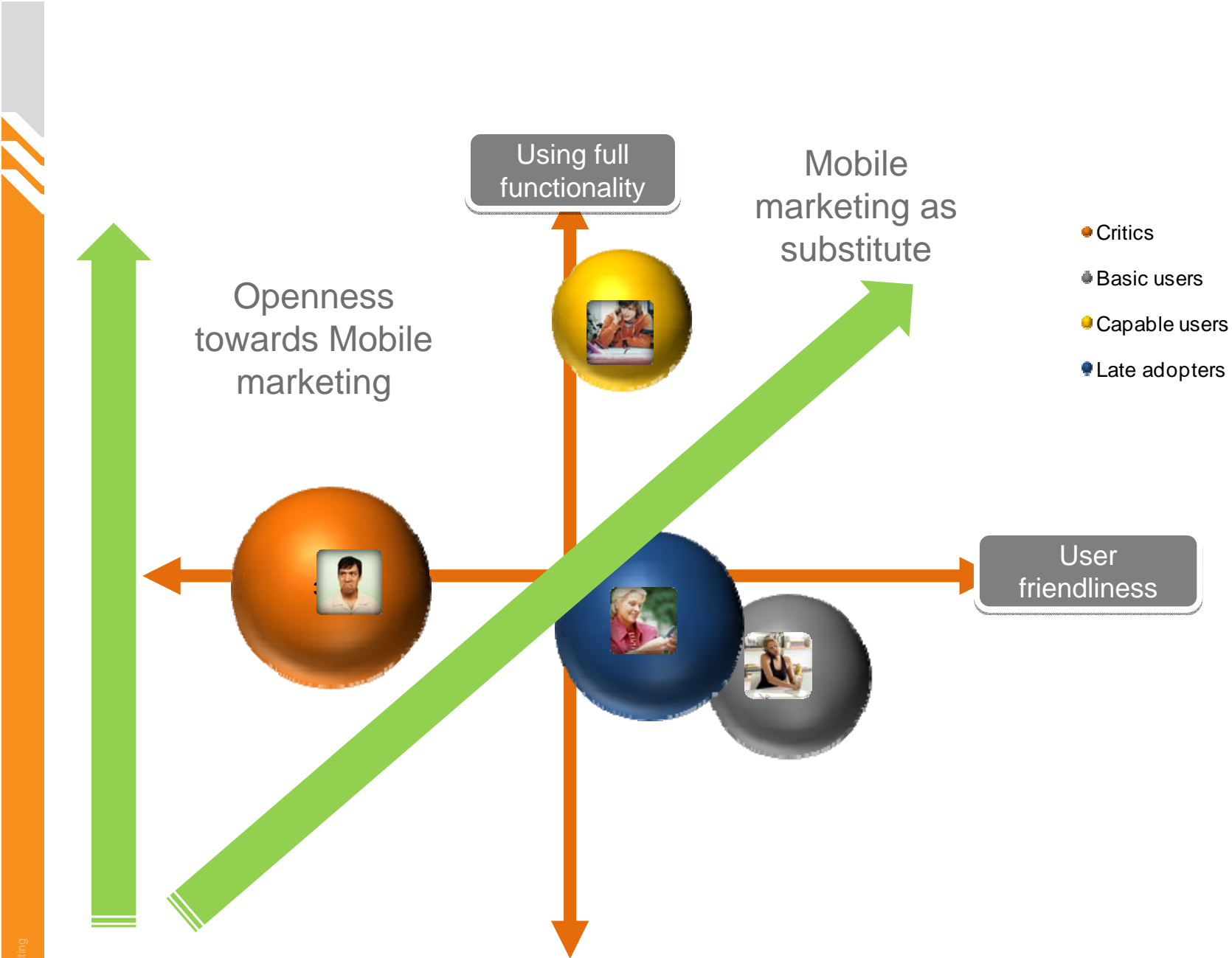
Purchased products



Interest to receive information



N = 122 (online data) / F = Mobile internet users



- Critics
- Basic users
- Capable users
- Late adopters

Key facts & figures

- ▶ Interest for mobile information:
 - ▶ 5% paid
 - ▶ 23% sponsored

- ▶ Mobile internet is only starting → 9% of mostly male surf at least monthly

- ▶ Success factors
 - ▶ Control on expenses,
 - ▶ Relevant, personalized content
 - ▶ Financial benefit

- ▶ Micro payments & information on location look promising

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