

WIRELESS

April 2002: More than 60 million US employees (almost 50% of the workforce) have access to wireless voice, pagers, or handheld devices. Wireless adoption in the business market will exceed 60 percent of the workforce by 2004.

-source: *Cahners In-Stat*

March 2002: More than 40 percent of mobile phone users would like to use their mobile phones for small cash transactions such as transit fares or vending machines.

-source: *A.T. Kearney*

April 2002: Wireless users are open to accessing content through their handheld devices, but information must be relevant, tailored, and retrievable quickly and easily. Users don't want advertising or extra fees, though many would pay for premium services such as classified advertising alerts.

-source: *Newspaper Association of America*

June 2002: Instant messaging (on desktop PCs) was used by more than 41 million home users in the month of May.

-source: *Nielsen/NetRatings*

May 2002: Sweden sent more than 1 billion mobile text messages in 2001, more than double the number of the previous year, with SMS making around 7 percent of mobile revenue for the country.

-source: *Europemedia*

May 2002: One in six of European mobile phone users also use Instant Messaging on their computers today. By 2007, Europeans will send nearly 17 billion mobile messages per month. Email by phone is growing in Europe. Simple email alerts are the single most used mobile service today, and email is the No. 1 mobile service that users are willing to pay for.

-source: *Forrester*

May 2002: Current usage of m-cash is low but awareness and intent are high.

-source: *A.T. Kearney*

(over)

Who's on The Web?

June 2002: Currently 3 in 10 Internet connections in the US are served by cable or DSL. Half of all US access will be broadband by 2004.

-source: *Solomon-Wolff Associates*

June 2002: More people are connecting to the Internet for greater lengths of time. In 21 developed countries measured, home access grew 16 percent from April 2001 to April 2002, time spent online grew by 13 percent, and the number of sessions per month grew by 9 percent.

-source: *Nielsen/NetRatings*

May 2002: The trend continues of American consumers seeking local businesses through the Web. Users engage in more complex transactions requiring high levels of personal and localized service. Lodging and Accommodation lead the list, and of the top 50 services for price requests, 10 are travel, 6 are insurance, while the remainder resemble the local Yellow Pages: Day Spas, Limousines, Auto Glass Repair, Dance Instruction, Catering, Pest Control, Florists, Photographers, Massage Therapy, and such.

-source: *Respond Networks*

Storage

June 2002: IBM has developed a new data storage technology resembling the old punch cards, but on a molecular scale, and rewriteable. Noting the mobile and handheld industries, IBM contemplates storing up to 15 Gigabytes of data into, say, a wrist-watch.

-source: *IBM*

[COMMENT: a DVD holds around 4 Gigabytes of data.]

WIRELESS - continued

May 2002: Consumers under age 25 and upscale users will drive demand for third generation mobile devices. Mobile phone penetration patterns do not follow regional or geographic boundaries, and the devices are currently used most for voice and text message communication. Users are most interested in communication and information (email, city maps/directions, news updates, etc.), followed by m-payments, m-banking, and m-trading. There also appear to be many niche applications, such as chat rooms, forums, etc.

-source: *Taylor Nelson Sofres*

May 2002: By 2007, over 50% of global internet users will be wireless internet users.

-source: *Computer Industry Almanac*

May 2002: Worldwide revenues from mobile and wireless internet service will grow from \$1 billion in 2002 to \$18.4 billion by 2008.

-source: *Pioneer Consulting*

COMMENT:

3G equals 3rd Generation: it means mobile and hand-held devices, Internet-enabled "smart phones", continually connected to the Internet, on a payment model based on actual data downloaded or uploaded rather than time. SMS equals Short Message System (or Services), sometimes called "Texting".

The technological infrastructure of 3G is essentially here now, today, following massive investment by stakeholders, which has not yet been recouped. But service offerings are far from ready: service and content providers were badly burned by the failure of 2G, and are reluctant to be pioneers, at the same time noting that much preparation is needed to launch this opportunity correctly. Consumers are ready.

Why the emphasis on SMS? Many reasons, perhaps the biggest is that it's already happening, in a groundswell driven by users. Recall that the use of email gave investment credibility to the mass Internet as the Web was developing.

Large investment continues in voice recognition development. And Bluetooth implementations (enabling small devices and embedded hardware when in close proximity to update data wirelessly) are mushrooming across all industries. An entire infrastructure is being built. Wireless is coming, wherever you are.

Usability

May 2002: European banking websites frustrate their users with flawed navigation and customer service inadequacies. In-site search features and some kind of help system are the most sought after by users.

-source: *Forrester*

May 2002: A survey of experienced Web users finds that user expectations are now more demanding of website performance than ever before. Of respondents, 96% said a site must be continually updated, 96% said it has to be easy to navigate, 93% said the site must have in-depth information on its subject, and 89% said they demand a quick load and response time.

-source: *Enterpulse Corp.*

Destinations

May 2002: Traffic going to search engines continues to increase. In February thru April, Google grew 54 percent to over 34 million unique visitors per month; Yahoo grew 20% to over 38 million; MSN grew 16% to over 42 million.

-source: *Jupiter Media Metrix*

April 2002: Top properties on the Web are search engines and commerce sites. Amazon has a monthly audience of over 30 million, eBay has almost 24 million, Yahoo Shopping has over 25 million. Yahoo with its search, commerce, finance, and other features, remains the top property overall.

-source: *Nielsen/NetRatings*