

*"The mobile phone is the only device that 30% of the world's population carry"
says Tomi Ahonen The Financial Times 1 Sept 2005*



Mobile as 7th of the Mass Media

Tomi T Ahonen, MBA
Author and Consultant, Hong Kong

Andicom

Cartagena Colombia 24-26 Oct 2008

7th Mass Media is not about

- I will talk about mobile as mass media channel
- This presentation is not about:
 - voice calls
 - enterprise/business/corporate mobile solutions
 - mobile commerce and m-banking
 - telematics
- I will talk about mobile in music, gaming, video, TV, news, advertising, etc

Wikipedia page: Seven Mass Media

"Mobile is as different from the internet, as TV is different from radio."

- Tomi T Ahonen in SMLXL White Paper, 2007

The Youth and Media

"The mobile phone is my best friend"

Youth and SMS..

- Yes they play multiplayer online games, create profiles in MySpace and spend hours in chat rooms
- But Gen-C cannot live without SMS
- They live by the support, the "life-line" to friends, always available via SMS
- Being in school, in a meeting at work, even asleep - is no excuse to ignore a friend who asks for help via SMS
- Never before, had anyone had total permanent connectivity to all peers

Source: book *Digital Korea*, Ahonen & O'Reilly 2007

More on Youth by Carphone W

- Carphone Warehouse / YouGov survey of 1,258 teenagers (age 11-17) who have a mobile phone:
 - **48% send texts while talking to someone**
 - 11% of the youth have had their phone stolen
 - 59% say their parents gave them more freedom when they received their phone; 53% are allowed to stay out later because they have a phone
 - 35% communicate via phone with someone their parents would not want to know about; 37% avoid contacts by parents to their phone; 68% will not let parents snoop inside their phone

Source: Carphone Warehouse Mobile
Life Youth Report Sept 2006

Don't Think Youth is Only Mobile

- Multimedia, multi-platform
- If they can IM it, they will
- If they can chat inside a multiplayer game, they will
- When we offer some weird discount scheme, they will find it - and spread the word
- But the phone is the *preferred media*

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

Pearls: Real Mobile Services
collected by Tomi T Ahonen

Mobile as Addictive as Smoking

- An Australian study of addiction at Queensland University finds that mobile phones are as addictive as smoking cigarettes. This follows up on similar findings by research at Catholic University of Leuven in Belgium first proving mobile phone addiction
- Also removing mobile phones produces similar withdrawal pains as attempting to stop smoking
- **A fascinating comparison in findings - mobile phones MORE addictive than personal computers**
Source: Textually, 5 May 2006

Pearls: Real Mobile Services
collected by Tomi T Ahonen

63% Will Not Share Phone

- Recent article by Wired reported that 63% of Americans will not be willing to share their mobile phone with anyone.
- Mobile search 20% is for adult entertainment. These two may be related.
- Corresponds with earlier findings that users are very secretive about messages, images, and numbers stored on their phones.
- Also with findings that infidelity is often uncovered by partners who snoop in phones of their partners

Source: MobHappy.com 25 Apr, 2006

Full Mobile Services
by Tomi T Ahonen

One in Three Snoop Your Phone

- Survey by Virgin Mobile in Australia found that one in three mobile phone owners will snoop in phones of their partners
- 60% of them will do it when the partner is in shower. 41% do it with partner in view
- 45% of the snoops reported finding flirtatious or even explicit sexual messages by their partner, with someone else 73% of the snoopers found content they wished they would not know
- 10% ended a relationship because of the messages

Source: TV NZ 28 Aug 2008

Cannot live without phone

- MorganStanley reported in 2007 that:
- ***91% of mobile phone owners keep the phone within the range of one meter (3 feet) 24 hours a day, 365 days per week***

Source: MorganStanley Nov 2007

No more alarm clock..

- Yeah, this was coming
- UK newspaper Birmingham Post reports a study that 71% of British citizens feel the alarm clock is obsolete. The most common use of wake up is now the alarm on the mobile phone

Source: Birmingham Post 19 May 2008

The Seven Mass Media

The 7th Mass Media

The 7 Mass Media

- **1st mass media Print** 1500: Buy-to-Own, Advertising, Subscr.
 - books, pamphlets, newspapers, music scores, magazines
- **2nd mass media Recordings** 1900: Sound
 - vinyl, tape, CD, DVD: music, software, videogames, movies
- **3rd mass media Cinema** 1910: Multimedia, Pay per View
 - silent, b/w sound, color, cinemascope: newsreels, movies
- **4th mass media Radio** 1920: Streaming, License
 - AM, FM, stereo, digital: news, music, sports, drama
- **5th mass media TV** 1950: (no innovation!)
 - b/w, color, cable/satellite, digital: news, drama, soaps, reality
- **6th mass media Internet** 1995: interactive & search
 - narrowband, broadband: email, search, browsing, downloading
- **7th mass media Mobile** 2000: pers./always-on/carried/payment
 - 2G SMS, WAP, 2.5G, 3G: messaging, browsing

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

1st Mass Medium: Print

- Printing from late 1400s
- First Mass Media
- Books, pamphlets, newspapers, music scores, magazines
- Buy-to-own; introduced advertising
- Long form stories (books), short stories (pamphlets), news, music

Source: Tomi Ahonen book *Mobile is 7th Mass Media Channel*, 2008

2nd Mass Medium: Recordings

- Recordings from late 1900
- First automated/electric media
- clay, tape, vinyl, 8-track, cassette, cartridge, VHS, diskette, CD, DVD
- Music, speeches, comedy, computer programs, videogames, movies, TV shows
- Buy-to-own; almost no advertising
- Slowly cannibalized music from print

Source: Tomi Ahonen book *Mobile is 7th Mass Media Channel*, 2008

What are recordings doing with mobile?

Kart Rider

- Kart Rider in South Korea, a multiplayer cartoon-crazy car racing game by Nexon, has become the world's most successful multiplayer game by national adoption rate - 25% of all South Koreans have driven Kart Rider
- Game combines car racing with crazy and violent cartoon behaviour from Tom & Jerry etc
- You can have your rival's car spin on a banana peel, or shoot a rocket at it, or fly above with a balloon etc
- Makes its money on accessories

Source: book *Digital Korea*,
Ahonen & O'Reilly 2007

Pearls: Real Mobile Services
collected by Tomi T Ahonen

3rd Mass Medium: Cinema

- Cinema 1910
- First multi-media
- silent, b/w sound, color, cinemascope
- movie, short film, newsreel, serials
- "pay per view" and advertising before main feature
- major revenue shift for long-form stories from books

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

4th Mass Medium: Radio

- Radio 1920
- First broadcast media
- AM, FM, stereo, digital
- music, news, weather, sports, soap opera
- license fee and advertising
- major revenue shift for news, introduce soap operas

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

5th Mass Medium: TV

- TV1950
- ***No technical innovation: only combined two existing media concepts - multimedia from cinema with broadcast from radio***
 - b/w, color, cable/satellite, stereo, digital
 - news, sports, soap opera, movies, sitcom, talk show, MTV, reality TV
 - license fee, advertising, subscription
 - major revenue shift for news, sports, music, movies
 - introduce talk shows, sitcoms, reality TV

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

What is TV doing with mobile?

Ticker Tape on NTT DoCoMo

- News Ticker (like on bottom of CNN on TV)
- NTT DoCoMo was first to launch ticker tape on its portal. The service has monthly subscription of 200 Yen (1.70 USD/1.34 Euro, 1.00 UKP)
- If the customer clicks on a news item, regular news page view or news video clip costs are incurred
- 18 months after launch, NTT DoCoMo reports that it has already 8 million paying subscribers to the service (16% of all subscribers)

Source: Wireless Watch Japan, January 2007

ust in - NTT DoCoMo news ticker for mobile phones - This just in - NTT DoCoMo

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Sixth Mass Media Channel: Internet

6th Mass Medium: Internet

- Internet 1990
- *First media that could do everything that the previous five media could do*
- *First interactive media, search, social networking*
- narrowband, broadband
- e-mail, search, chat, browsing, news, sports, music, software, gaming, movies, TV, radio, blogging
- license fee, advertising, subscription
- revenue shift for adv, news, music
- introduce e-mail, search, chat, blogs

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

What is the future of the internet?

"By 2010 the majority of internet access worldwide would be from mobile phones, not PCs"

- Terry Semel CEO Yahoo 2006

" Mobile is going to be the next big internet phenomenon."

- Eric Schmidt, CEO of Google 2005

Don't Try to Copy Internet

Rather, create the new, the magical

"Mobile is as different from the internet, as TV is different from radio."

- Tomi T Ahonen in SMLXL White Paper, 2007

Seventh Mass Media Channel: Mobile

7th Mass Medium: Mobile

- mobile phone 2000
- Can do everything previous SIX media can do, incl interactivity, search, social networks on web
- ***Personal, permanently carried, always on, built-in payment channel; present at point of creative impulse; most accurate audience; captures social context***
- 2G, 2.5G, 3G
- messaging, music, gaming, news, voting, search..
- subscription, pay-per-view, advertising
- major revenue shift for music, gaming, e-mail
- introduce text messaging, ringtones, logos, SMS votes

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

Nokia 5110, 1998

Ez My Styling

- The Japanese are now really getting to terms with Engagement Marketing and how to use the power of mobile as 7th Mass Media channel
- KDDI network now offers Ez My Styling, a service that lets any users send in their pictures, select a hairstyle, and the user's photo is adjusted so you have the hairstyle you selected. Users can compare hairstyles and find the one they want. Then - of course - the network offers the nearest hairdressers who can do that haircut.. Clever..

Source: Japan Marketing News 28 Oct 2008

Pearls: Real Mobile Services
collected by Tomi T Ahonen

Advertising and Mobile

Northwest Airlines Mobile Ads

- Northwest Airlines ran engagement marketing campaign in Japan
- Huge billboards (10m tall) invited to join
- Advergame: senryu poems describe cities
- All cities NWA destinations, so users could go to NWA mobile web route map to get clues
- Prizes included discount coupons and FF miles
- Participants also asked to submit own senryu poems about NWA destinations and winners selected by vote at NWA site

Source: book *Mobile Advertising*,
Shama, Herzog & Melfi, 2008

Pearls: Real Mobile Services
collected by Tomi T Ahonen

Blyk: *User Co-Generated* Ads?

- Blyk launched 24 Sept in UK. Only for 16-24 year olds and by invitation only. 200,000 subs in 1 year
- Service offers 43 minutes of free calls and 217 free texts per month (1.4 min/day, 7 SMS per day)
- Expanding: Netherlands, France, Germany & Spain
- User needs to watch up to 6 ads per day which are super-personalized (customers feel they are more content than ads)
- Giant advertisers: Coca Cola, Adidas, L'Oreal and MasterCard
- ***Average Response Rate: 30%***

Source: Blyk 2008

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Tohato World's Worst War

- Japanese snack brand, Tohato, launched 2 new snacks in Oct 07, Habanero, and Satan Jorquia.
- Massive multiplayer online game on mobile phones for total victory in World's Worst War. Habanero Evil Army vs Satan Jorquia Evil Army: 31 battlefields.
- Gamers joined either army by scanning 2D barcode in a bag. Recruiting friends earned gamer promotion in the army. All via mobile phones.
- The battles were scheduled at 4 AM.
- 24 hours of gaming news

Source: WirelessWatch Japan, 21 May 2008

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Converged Services

Hoshi-Ishi Maniac

- Yes, the world is going crazy with quiz game shows like *Who Wants to be a Millionaire*
- And yes, people vote in reality TV like *American Idol*
- Now Asahi TV in Japan has merged the two. It lets you the TV viewer, join millions, in a "losers are eliminated" live TV quiz show, called Hoshi-Ichi Maniac ("Number One Star Maniac"). The TV show was set as if 200 years in the future, had live TV hosts, and invited viewers to use mobile phones to sign in, and answer questions in the quiz. All with wrong answers eliminated until final winner found.
- Concept was massive success
Source: Artificial Life July 2008

Pearls: Real Mobile Services
collected by Tomi T Ahonen

Services that are like Magic

"Mobile telecom is inventing solutions that seem like magic"
Tomi Ahonen **Telecommunications** February 2003

Cameraphone OCR Translator

- And the latest gadgetmania continues in Japan
- MediaSeek developed called Kamera Jiten (camera dictionary) allows camphone 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
- Almost like using a magnifying glass, but one that translates

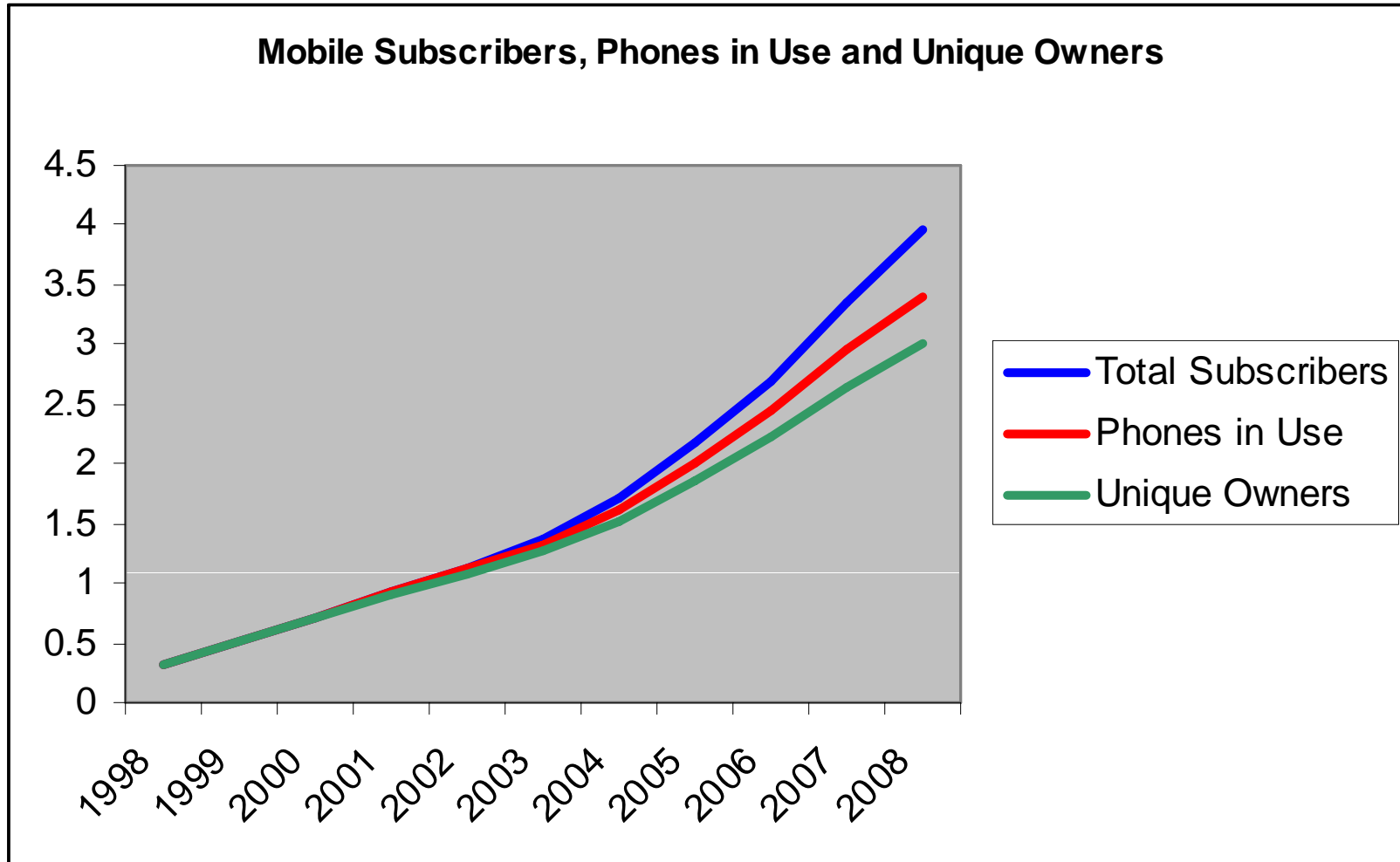
Source: SMLXL White Paper
7th Mass Media July 007

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Some Findings from New Report..

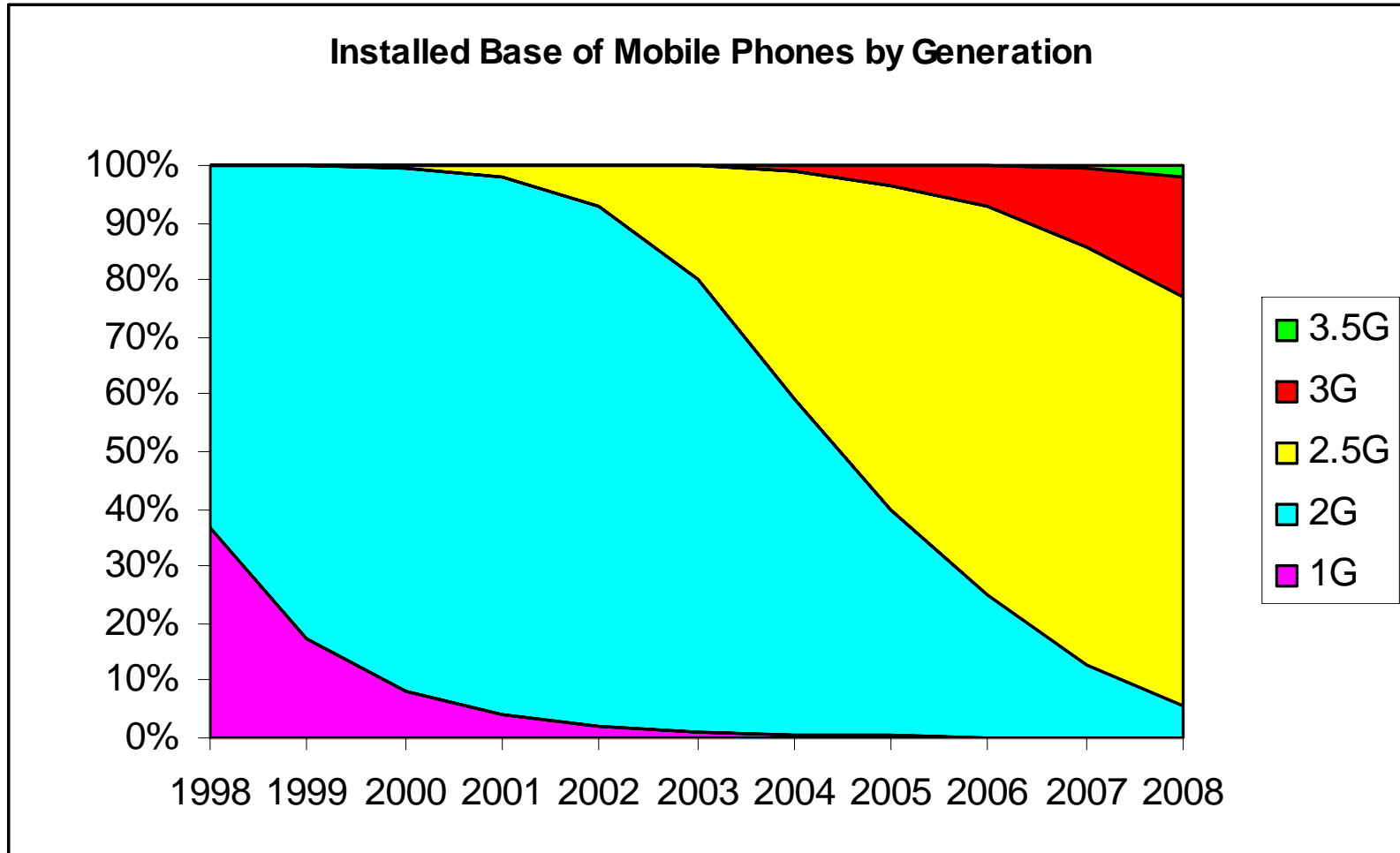


4 B Subs, 3.4 B phones, 3 B Uniques



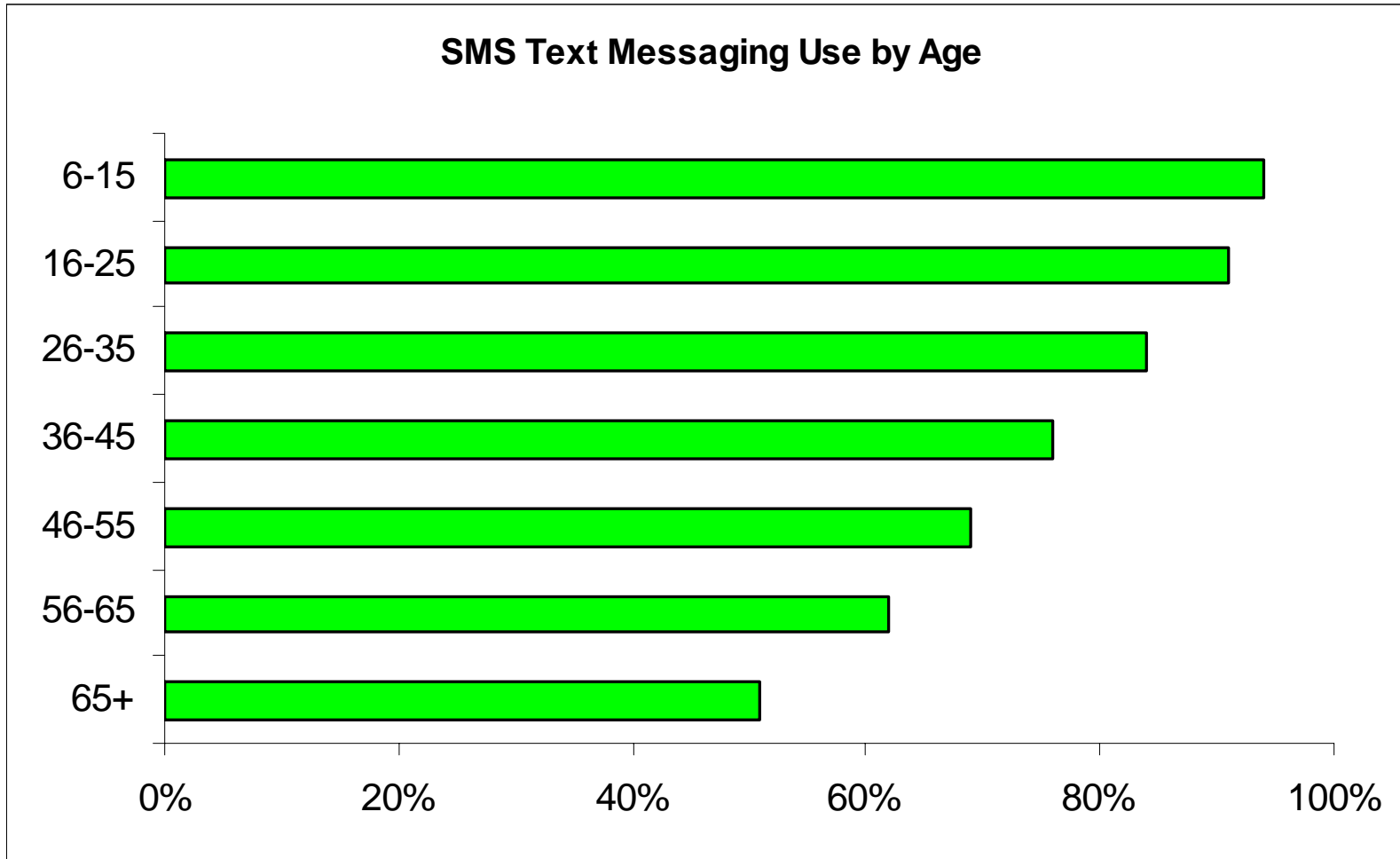
Source: TomiAhonen Consulting Report "7th Mass Media in 2008" November 2008

Shift of Mobile Phone Installed Base



Source: TomiAhonen Consulting Report "7th Mass Media in 2008" November 2008

SMS Text Messaging Users by Age



Source: TomiAhonen Consulting Report "7th Mass Media in 2008" November 2008

If you want a free excerpt of the report

- Then do one of three things..
- Give me your business card, and I will email it to you
- or watch my blog and I'll announce it there. Blog is at www.7thMassMedia.com
- or email me at tomi@tomiahonen.com
if you do, please put "Andicom" in the email topic, so I know you are from here..

But wait - There is still More Info

"In a connected age sharing information is power."
Tomi T Ahonen in Services for UMTS 2002

Join the free expert community of over 1,900 with over 40 of mobile authors and 16 of the 20 best-read bloggers in mobile

www.ForumOxford.com

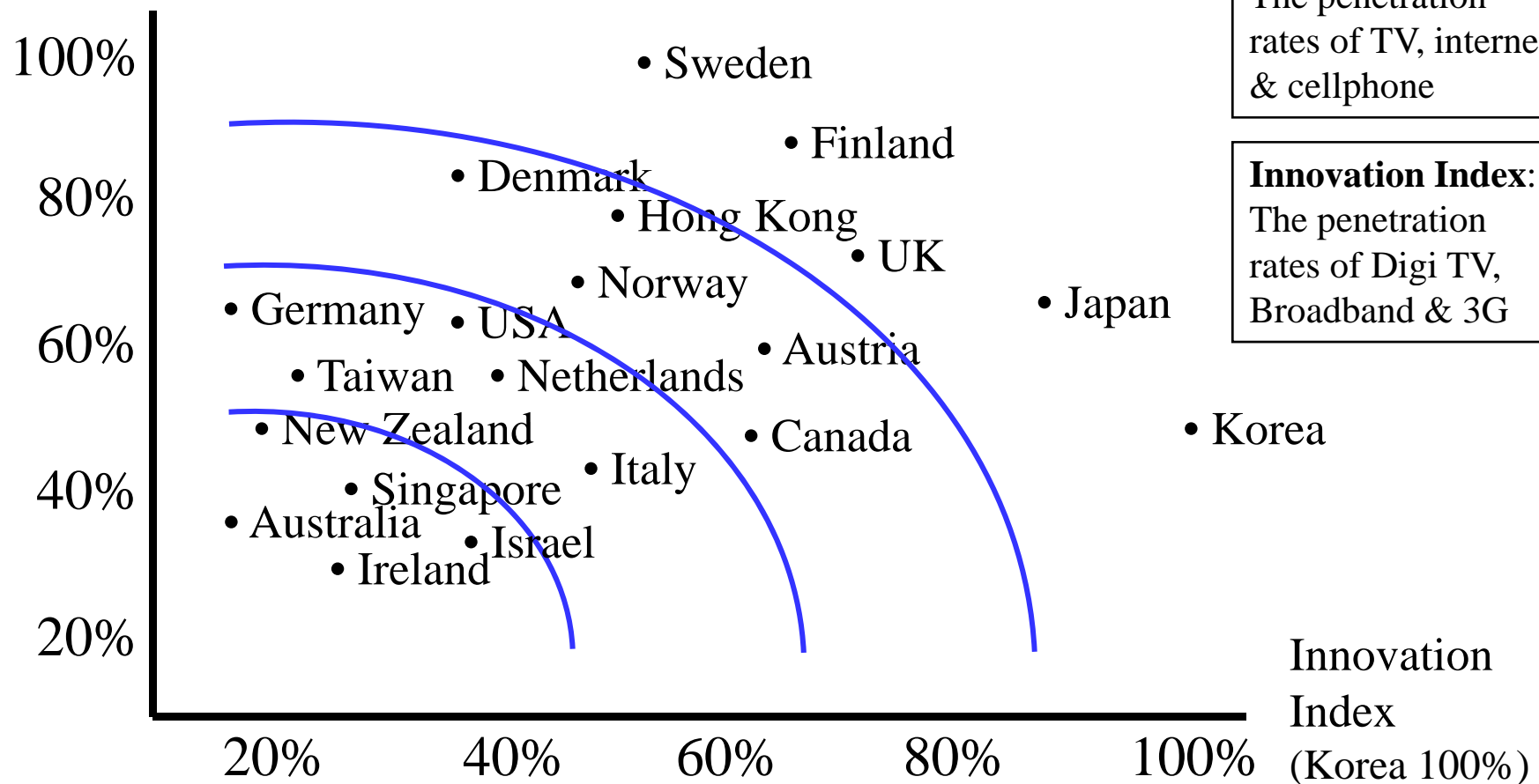
**First time registration, you need enrollment key. Use the word:
"forumoxford"**

Top 20 Digital Maturity Dec 2007

20 Countries with highest penetrations of TV, internet & mobile phone

Familiarity Index

(Sweden = 100%)



Indexes by TomiAhonen Consulting December 2007

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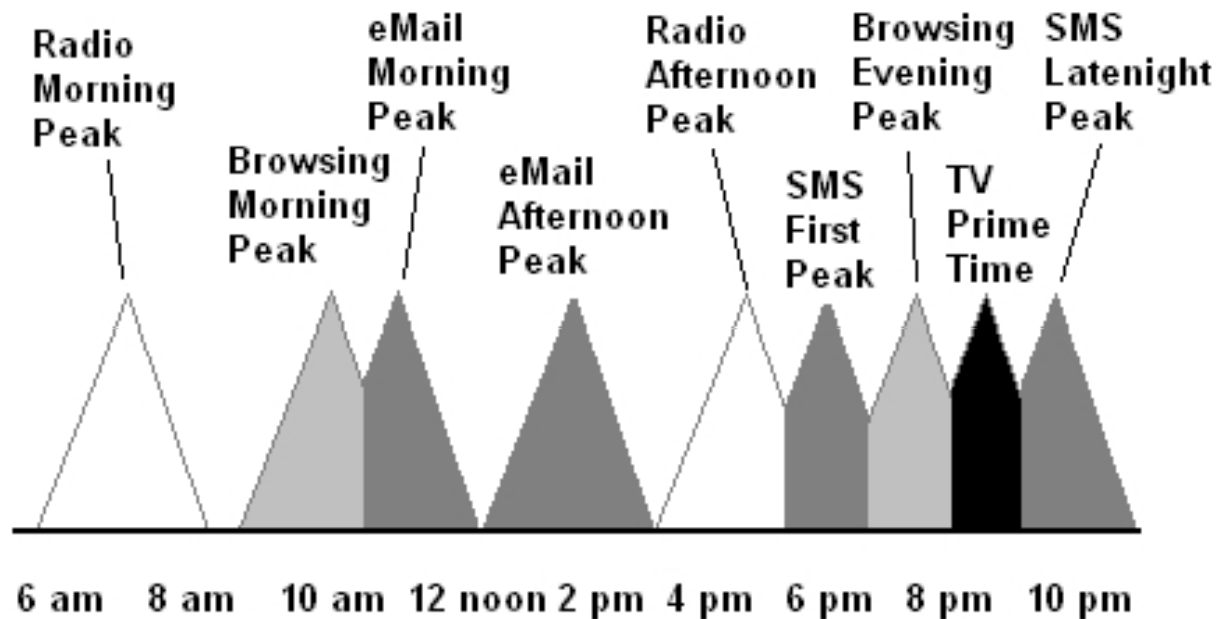
www.tomiaahonen.com

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Peak Times for Media

Peak Times For Media & Communications

Selected media and communication channel usage peaks on weekdays in the UK, 2006



Source: Adapted from the *Financial Times* 30 October 2006

Mobile Industry Metrics 007-008

- Mobile subscribers end Nov 007 were 3.3 B (2007 Informa)
- 28% have 2+ subscr. (2007 Informa), 65% is prepaid (2007 Informa)
- Mobile telecoms 2007 total revenues \$740B (2008 Informa)
- Global ARPU by SIMs \$20.25 (2008 Informa) (about \$25.00/users)
- SMS used by 74% (2007 Logica CMG) is 2.4 B people EOY 2007. Average 2.6 SMS sent daily per subscriber; SMS average price globally 3.7 cents (2007 Informa). 2008 SMS Revenues \$130 B (2008 Informa)
- 25% of mobile users access internet by mobile phone (2007 Real Networks) is 825 M people. Note: Most of these also access via PC
- 2007 Non-SMS mobile data content \$70 B (2008 Informa)
- Mobile ads received by 1.5 B people in 2008 (2008 Juniper)
- MVNO revenues in 2006 are \$15.4B (2007 Juniper)
- Handsets replaced in 18 mo (2006 Semiconductor Industry Assoc.)
- 2007 Handset sales 1.2 B units (2008 Gartner) 2008 will sell 300 M multimedia phones (2008 Rider)

25 Advanced Mobile Countries

TomiAhonen Consulting tracks the maturity of the leading mobile telecoms countries, with an index covering networks, handsets, customers and services

1	Japan	95%	14	Australia	71%
2	South Korea	91%	15	Germany	70%
3	Italy	86%	16T	Norway	69%
4	Austria	84%	16T	Hong Kong	69%
5	UK	82%	18	Portugal	68%
6	Taiwan	81%	19	Netherlands	67%
7	Finland	79%	20	Switzerland	66%
8	Israel	78%	21	France	65%
9	Ireland	76%	22	Czech Rep.	64%
10	Sweden	75%	23	U.A.E.	63%
11	Singapore	74%	24T	USA	62%
12	Spain	73%	24T	Greece	62%
13	Denmark	72%		next: Belgium, Estonia, Hungary	

Note: approx 10 percentage points equals one year of delay, so Sweden is 2 years behind Japan; USA is 1 year behind Denmark and 2 years behind UK

Source: TomiAhonen Consulting March 2008

Mobile Content 31 B USD in 2007

- The mobile content has grown past internet content
- In 2007 mobile content is worth 31.3 B USD according to Informa. It breaks down to:
 - Music 8.8 B USD
 - Infotainment 6.2 B USD
 - Images 4.8 B USD
 - Downloadable games 3.3 B USD
 - Video 3.3 B USD
 - Browsing 1.9 B USD
 - Adult entertainment 1.7 B USD
 - Gambling 1.0 B USD
 - TV 0.3 B USD

Source: Informa Mobile Market Status 2007

Pearls: Real Mobile Services
collected by Tomi T Ahonen

Recommended Books

- **Digital Korea**, Tomi T Ahonen & Jim O'Reilly, 284 pages, Futuretext, 2007
- **Communities Dominate Brands**, Tomi T Ahonen & Alan Moore, 274 pages, Futuretext, 2005
- **Mobile Advertising**, Sharma, Herzog & Melfi, 404p, Wiley 2008
- **Mobile Web 2.0**, A Jaokar & T Fish, 176 p, Futuretext, 2006
- **M-Profits**, Tomi T Ahonen, 360 pages, Wiley 2002
- **Distraction**, Mark Curtis, 240 pages, Futuretext, 2005
- **Next Generation Wireless Apps**, P Golding, 588p, Wiley 2004
- **3G Marketing**, Ahonen, Kasper & Melkko 333 p, Wiley 2004
- **Mobile Marketing Handbook**, Kim Dushinski, 2008
- **Mobile Strategy**, Tom Weiss, 320 pages, Futuretext 2006
- **Smart Mobs**, Howard Rheingold, 288 p, Basic Books, 2003
- ...And of course **The Dilbert Future** by Scott Adams..

Top 20 Blogsites on Mobile

- So, here are the popular mobile blog sites, according Technorati.
 - 1. Smart Mobs - rank: 1,033 (4,755 links from 1,081 blogs)
 - 2. textually.org - rank: 1,181 (3,213 links from 1,009 blogs)
 - 3. MobileBurn - rank: 1,868 (5,609 links from 766 blogs)
 - 4. All About Symbian - rank: 2,833 (1,864 links from 589 blogs)
 - 5. MobileCrunch - rank: 3,465 (1,538 links from 508 blogs)
 - 6. MobHappy - rank: 4,920 (1,344 links from 390 blogs)
 - 7. pasta and vinegar - rank: 6,187 (1,145 links from 332 blogs)
 - 8. The Mobile Technology Weblog - rank: 7,928 (2,565 links from 262 blogs)
 - 9. Mopocket rank: N/A (569 links to this URL sorted)
 - 10. Open Gardens - rank: 9,230 (510 links from 232 blogs)
 - 11. Mobile Mentalism - rank: 11,626 (465 links from 189 blogs)
 - 12. Techdirt Wireless - rank: 12,632 (434 links from 175 blogs)
 - 13. Darla Mack - rank: 13,125 (859 links from 169 blogs)
 - **14. Communities Dominate Brands** - rank: 13,203 (446 links from 166 blogs) - **Tomi's blog..**
 - 15. m-trends.org - rank: 17,238 (435 links from 132 blogs)
 - 16. mobile jones - rank: 18,012 (343 links from 127 blogs)
 - 17. The 3G Portal - rank: 18,195 (352 links from 126 blogs)
 - 18. The Pondering Primate - rank: 19,256 (255 links from 120 blogs)
 - 19. gotomobile.com - rank: 22,255 (226 links from 106 blogs)
 - 20. Mobile Opportunity - rank: 23,427 (229 links from 101 blogs)
- Source: M-Trends.org 18 Aug 2006

Pearls: Real Mobile Services
collected by Tomi T Ahonen

Good sources of information

- Free panel on mobile - www.ForumOxford.com passcode forumoxford
- Community future blogs - www.communities-dominate.blogs.com
- Free site of mobile news and blogs - www.wireless-watch.com
- Weekly collection of best bloggers on mobile - www.mobili.st
- Disruptive and engagement marketing - www.smlxlarge.com
- User interfaces and mobile blogging - www.fjord.co.uk
- Most advanced Segmentation, Alphas etc - www.xtract.info
- 3G and 2.5G training, Oxford - www.conted.ox.ac.uk/electronics
- Mobile Data Association - www.mda-mobiledata.org
- UMTS Forum Reports - www.umts-forum.org

More information send e-mail to tomi@tomiahonen.com

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; his books include 500 service ideas.
- 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, Wireless Watch
- 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**

- 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

3G Strategy Consulting

Recent Ahonen Articles/Columns

Engage with Mobile Advertising - **Mobi Ad News** Sept 2008
Mobile as 7th Mass Media - **Tanla Mobile Marketing Guide** 2008
Mobile the Ubiquitous Technology **Forum Oxford Journal Vol 1**
Mobile is the 7th Mass Media - **Mobile Handset Analyst**, Feb 2007
Mobile Social Networking - **Asia Pacific Telecoms**, Jan 2007
Celebrating the 1000th Pearl - **The 3G Portal**, Oct 2006
Hidden Power in Mobile - **Mobile Communications** June 6, 2006
Second Subscriptions - **Wireless Watch** June 5, 2006
Operator Customer Service - **The 3G Portal**, Apr 2006
3G TV Convergence - **European Communications** Spring, 2006

NOTE - Ahonen blogs daily at
and at

www.7thMassMedia.com
www.CommunitiesDominate.com

Tomi Thought Pieces & White Papers

TomiAhonen Thoughts Mobile Customers, August 2008

TomiAhonen Thoughts Mobile Advertising, April 2008

TomiAhonen Thoughts Mobile Industry in 2008, January 2008

TomiAhonen Thoughts Mobile TV, December 2007

TomiAhonen Thoughts SMS Text Messaging, October 2007

TomiAhonen Thoughts Mobile Industry Size, May 2007

TomiAhonen Thoughts Mobile 7th Mass Media, December 2006

TomiAhonen Thoughts Mobile Communities, November 2006

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

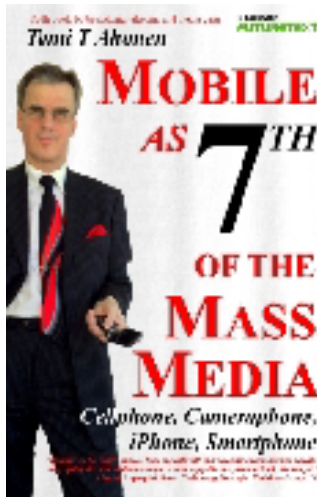
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www.tomiahonen.com

3G Strategy Consulting

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.



"Handily demystifying this new media landscape. A most enjoyable and remarkably practical book, his best yet!"

- Daniel Appelquist, Senior Technology Strategist, Vodafone Group UK

"Tomi Ahonen has always been especially ahead of the pack in his insight about digital mobile phones."

- Trip Hawkins, CEO Digital Chocolate USA, Founder of Electronic Arts USA

"Tomi Ahonen's latest book adds to the wealth of insights he has given to the industry."

- Ted Matsumoto, Executive VP and Chief Strategy Officer, Softbank Japan

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Mobile as 7th of the Mass Media Cellphone, Cameraphone, iPhone, Smartphone by Tomi T Ahonen

Foreword by Pekka Ala-Pietila Chairman of Blyk, past President of Nokia

322 pages, Hardcover, Futuretext, 2008

The mobile phone is emerging as a new mass media channel. More music is sold on phones than on the web. More gaming revenues than the internet. News and entertainment, TV, radio and movies are rapidly migrating to mobile.

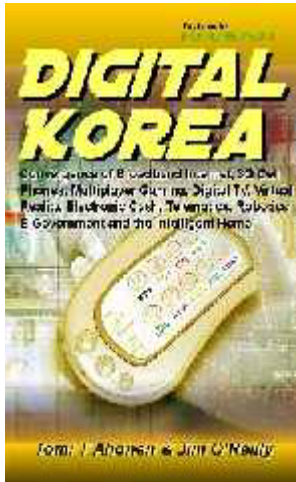
Advertising is following where the audiences are and the media content is going. Book has several chapters on mobile customer behavior, 16 case studies from most advanced markets.

- book blog is www.7thMassMedia.com

Available now at Futuretext.com, and soon at Amazon and all major booksellers worldwide

www.tomiaahonen.com

3G Strategy Consulting



“Helps the reader understand what makes a winning digital ecosystem”

- JaeHong Yoon, Sr VP Korea Telecom

“I recommend this book as an insightful resource base for the near future.”

- Karri Mikkonen Director of Strategy, TeliaSonera Sweden

"A lot of what we think of as futurology is already happening in Korea, this is a hugely rewarding read.

- Peter Miles, CEO SubTV, UK

Digital Korea

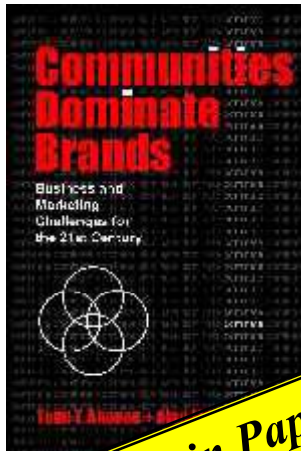
Broadband internet, 3G telecoms, Digital TV, Telematics, Multiplayer Gaming, Home Robotics
by Tomi T Ahonen & Jim O'Reilly

foreword Dr Hyun-Oh Yoo, CEO SK Communications
(284 pages, Hardcover, Futuretext, July 2007)

South Korea is the world's highest penetration country for broadband, 3G, digital TV, videogaming etc. This book looks at how that environment spawns innovations and changes society, from mobile commerce to virtual reality to home robotics with resulting cultural changes from education to government to healthcare to crime. Packed with IT statistics and 12 case studies including Cyworld, Ohmy News, Lineage, Melon Music, Kart Rider, Tu Media...

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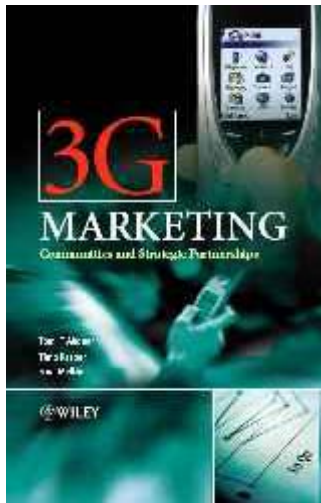
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3G Marketing: Communities and Strategic Relationships

by Tomi T Ahonen, Timo Kasper and Sara Melkko, with foreword by Mike Short of O2
(333 pages, softcover, John Wiley & Sons, 2004)

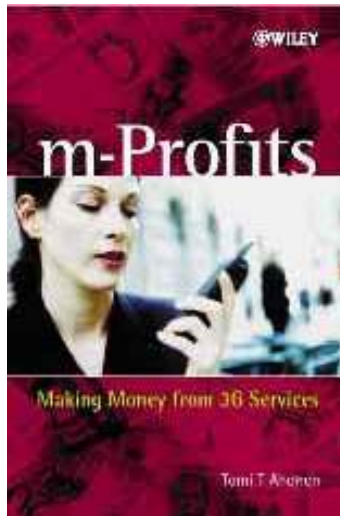
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“Makes complex theories easy to understand.” - Mark Weisleder Bell Canada

M-Profits: Making Money from 3G Services

by Tomi T Ahonen, with foreword by Teppo Turkki of Elisa Corporation Finland

(360 pages, hardcover, John Wiley & Sons, 2002)

World's first business book on mobile telecoms became world's bestselling 3G book Oct & Dec 2003. Covers revenues, revenue-sharing, pricing, profits of mobile services. m-Profits includes 170 service ideas and 50 real services in use around the world. Written with a clear money focus, m-Profits includes mobile industry issues as Money Migration, Hockey Sticks, and the 5 M's theory. The book covers service creation, revenue sharing, content partnerships, telecoms economics, and includes contrasts among all major wireless technologies.

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Services for UMTS: Creating Killer Applications in 3G

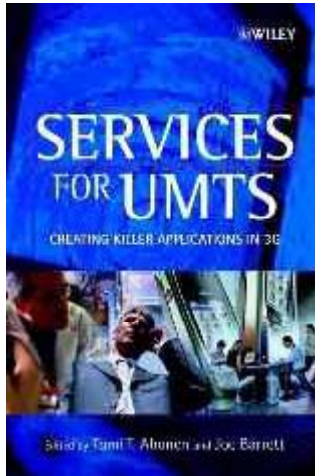
Edited by Tomi T Ahonen and Joe Barrett
Foreword by Alan Hadden President GSA

(373 pages, hardcover, John Wiley & Sons, 2002)

World's first book on 3G services is also the world's bestselling 3G book in Oct 2002. Covers 200 service ideas with lots of illustrations, statistics, charts. Written by 14 leading 3G experts, for the non-technical reader. Includes the 5 M's theory, service creation, content

partnerships, revenue sharing, marketing and competition in 3G. Covers all major service groupings such as SMS, MMS, m-commerce, mobile advertising, video, music, gaming, infotainment, B2B, B2C, B2E...

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*“Explains some of the compelling services.”
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