

Analysys names world's top ten wireless services and points the way to ARPU growth

Submitted by: Martin Brooke Associates

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- * Analysys pinpoints the top ten from among all the wireless services in existence worldwide
- * The top ten services offer big market potential, have been implemented effectively and are suitable to be reproduced in other markets
- * The top ten reveals substantial opportunities to grow service take-up, usage and ARPU
- * Services from large and small mobile operators and third-party organisations feature in the top ten
- * Report presents case studies of the top ten wireless services and reveals their recipes for success

CAMBRIDGE, UK, 1 March 2005 – The world's top ten wireless services have been identified in a new report published by Analysys Research, the global advisers on telecoms, IT and media (www.analysys.com).

The report, *The World's Top Ten Wireless Services*, cuts through the bewildering array of wireless services to identify the ten best services in the world, picking out those exhibiting high market potential, effective implementation and suitability for reproduction in other markets. Top of the list is US operator Sprint PCS' bundled voice tariffs, which have generated unmatched levels of voice usage and twice the voice ARPU achieved by operators in Western Europe.

"The top ten services exemplify real opportunities for mobile operators to grow both voice and data revenues," says Dr Alastair Brydon, co-author of the report. "Our analysis of the services reveals valuable lessons about tariff structures, price levels, marketing, bundling, the role of third parties and the use of 3G networks."

The world's top ten wireless services are:

1. Sprint PCS's bundled voice tariffs (USA)
2. 3's ThreePay prepaid tariffs (UK)
3. 3's mobile video services (UK)
4. O2's SMS services (Ireland)
5. NTT DoCoMo's FOMA 3G service (Japan)
6. Vodafone live! (Worldwide)
7. T-Mobile's TM3 (Germany)
8. Xing's ringtone download service (Japan)

9. IN-FUSIO's games (worldwide)
10. O2's Genion service (Germany)

Explains Brydon, "We have evaluated these wireless services on the basis of identifying the real-world deployments that are proving most successful and that offer the prospect of widescale adoption. The top ten services have achieved their success in a variety of ways, including novel pricing and marketing of existing services, such as voice and SMS, new service concepts that exploit the capabilities of 3G, such as mobile video content, and the outsourcing of content delivery to large-scale specialist third parties as in the case of IN-FUSIO."

The World's Top Ten Wireless Services presents an independent assessment of the services that show the greatest potential to drive mobile operator ARPU and contains case studies of the leading services, underlining the reasons for their success.

The report is available to purchase online at <http://research.analysys.com/store>, priced at GBP1700. For more information, telephone Analysys on +44 (0) 1223 460600 or email research@analysys.com.

About Analysys (www.analysys.com)

Analysys provides strategy and management consultancy, information services and start-up support throughout the telecommunications, IT and media sector. Its grasp of market dynamics, coupled with creativity, rigour and renowned objectivity, enables Analysys to consistently exceed the high levels of quality and innovation that its clients expect. The company has over 130 staff in offices in Cambridge, London, Edinburgh, Madrid, Milan, Paris and Washington DC, and works with associates in Auckland, Melbourne and Vancouver.

Recent reports include:

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- * The Business Case for Carrier Migration to VoIP (December 2004)
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- * Delivering the Broadband Home. New fixed and mobile services and devices: forecasts 2003-2008 (January 2004)

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