



Lemay-Yates
Associates
Inc.

THE MARKETING OF SMS AND MOBILE MEDIA SERVICES IN NORTH AMERICA 2003

As the evolution of the wireless market continues to launch into new and uncharted markets, the opportunity to step ahead of the competition is at hand to lead this wireless revolution.

Short Messaging Service or "SMS" has been available in North America since the first digital PCS networks were launched in 1995. However, while SMS was taking off in Europe and Asia, it received little attention in North America for several years, from either carriers or customers.

The opportunity was too great to ignore, and in late 2001 major US operators implemented inter-carrier SMS connectivity. In early 2002 Canadian operators enabled SMS connectivity and in January 2003, a joint announcement was made by the Canadian and US industry associations that cross-border inter-carrier text messaging had been introduced. Inter-network connectivity has had a significant uplifting effect on SMS traffic with some carriers seeing an increase of 100-400% immediately after introduction.

"Texting" is now being actively promoted in different ways by different carriers. To date services have been largely focused on consumer "mass markets" - peer-to-peer messaging, alerts, voting - given SMS's immediacy and direct contact capabilities.

SMS offers great potential for companies not previously associated with wireless communications. Leading broadcasters have been seizing the opportunity to redefine the notion of 'interactive' television, with wireless voting and contests through SMS being featured prominently in successful television shows.

And SMS is only the start. Mobile media services, in which pictures and audio clips can

This Report is a "MUST HAVE" if you are:



An Investor or Analyst in the Telecommunications Field



A Handset Vendor



A Television broadcaster, radio station operator or print media organization



A Mobile Service Provider or Telecom Carrier



A Platform Developer, Mobile Media Content Provider or Solutions Provider

accompany text messages, has been likened to the quantum leap from DOS to Windows. Multimedia handsets are starting to have an impact and open up new possibilities for messaging, advertising, downloading and other services based on direct communication with customers, facilitating new partnerships and revenue streams.

This 90-page LYA Report entitled "The Marketing of SMS and Mobile Media Services in North America 2003" provides extensive treatment of rapidly evolving SMS and mobile media services in the US and Canada including service and pricing information from 14 major providers. The Report is a valuable source of research and insight into the various offerings, approaches and pricing for SMS services helping you to compare carriers and their strategies and to better understand different opportunities in terms of best fit with your products or services.

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Table of Contents

Background in North America

What are Mobile Messaging and Media Services?

MESSAGING SERVICES

One-way Numeric Paging
One-way Text Messaging (SMS)
Two-way Text Messaging (SMS)
Mobile E-mail
Instant Messaging
Text Chat and Mobile Communities

MOBILE MEDIA SERVICES

Ringtones – Ring “tunes”
Screen Graphics
Text-based Information and Short Codes
Mobile Web Access
Picture Messaging
Games
Downloadable Applications

Messaging and Media Services Offered by North American Mobile Carriers

VERIZON WIRELESS – “GET IT NOW”

Messaging Services
Media Services

AT&T WIRELESS SERVICES – “MMODE AND MLIFE”

Messaging Services
Media Services

NEXTEL COMMUNICATIONS – “IDEN UPDATE”

Messaging Services
Media Services

SPRINT PCS – “FREE AND CLEAR” AND “PCS VISION”

Messaging Services
Media Services

T-MOBILE – “T-ZONES”

Messaging Services
Media Services

CINGULAR WIRELESS – “MYWIRELESSWINDOW.COM”

Messaging Services
Media Services

ALLTEL WIRELESS – “DIGITAL ADVISER”

AND “SPEECHLESS”

Messaging Services
Media Services

BELL MOBILITY

Messaging Services
Media Services

TELUS MOBILITY

Messaging Services
Media Services
Telus Mobility PCS Content Pricing and Partners

ROGERS AT&T WIRELESS

Messaging Services
Media Services

MICROCELL (FIDO)

Messaging Services
Media Services

ALIANTELECOM

Messaging Services
Media Services

SASKTEL MOBILITY

Messaging Services
Media Services

MTS MOBILITY

Messaging Services
Media Services

Issues and Opportunities

SERVICE FUNCTIONALITY

Peer to Peer Messaging Services
Media Services – Source of “premium SMS” revenues

PARTNERSHIPS

PRICING

HANDSETS AND TERMINAL DEVICES

KEY SUCCESS FACTORS

LOOKING AHEAD

List of Tables

- MESSAGING SERVICES CATEGORIES
- MEDIA SERVICES CATEGORIES
- TARGET MARKET DEMOGRAPHICS
- VERIZON WIRELESS
 - AT-A-GLANCE
 - MESSAGING SERVICES
 - MEDIA SERVICES
 - *GET IT NOW* APPLICATION PROVIDERS
- AT&T WIRELESS
 - AT-A-GLANCE
 - MESSAGING SERVICES
 - BASIC MEDIA SERVICES
 - mMODE MEDIA SERVICES
 - mMODE SERVICES (2)
 - mMODE GAMES PROVIDERS
 - GPRS DATA TRANSFER CHARGES
- NEXTEL COMMUNICATIONS
 - AT-A-GLANCE
 - MESSAGING SERVICES
 - MEDIA SERVICES
 - MEDIA SERVICES - JAVA APPLICATIONS
 - VERTICAL MARKET APPLICATION PROVIDERS
 - JAVA APPLICATION DATA CHARGES
- SPRINT
 - PCS AT-A-GLANCE
 - *FREE AND CLEAR* MESSAGING SERVICES
 - *PCS VISION* MESSAGING SERVICES
 - *FREE AND CLEAR* MEDIA SERVICES
 - *PCS VISION* MEDIA SERVICES
- T-MOBILE
 - AT-A-GLANCE
 - MESSAGING SERVICES
 - BASIC MEDIA SERVICES
 - *T-ZONES* MEDIA SERVICES
 - GPRS DATA PRICING
- CINGULAR WIRELESS
 - AT-A-GLANCE
 - MESSAGING SERVICES
 - MEDIA SERVICES
 - CONTENT PARTNERS
 - GPRS DATA PRICING
- ALLTEL WIRELESS
 - AT-A-GLANCE
 - MESSAGING SERVICES
 - MEDIA SERVICES
- BELL MOBILITY
 - AT-A-GLANCE
 - MESSAGING SERVICES
 - MEDIA SERVICES
- TELUS MOBILITY
 - AT-A-GLANCE
 - PCS MESSAGING SERVICES
 - PCS MEDIA SERVICES
 - CONTENT CATEGORIES AND PAGE ACCESS CHARGES
 - CONTENT PARTNERS -
 - GET INFORMED CATEGORY
 - ENTERTAINMENT CATEGORY
 - MONEY, SHOPPING, OTHER CATEGORIES
- ROGERS AT&T WIRELESS
 - AT-A-GLANCE
 - MESSAGING SERVICES
 - SMS PRICING
 - MOBILE MEDIA SERVICES
 - GPRS WIRELESS INTERNET ACCESS PRICING
 - CONTENT PARTNERS
- MICROCELL (FIDO)
 - AT-A-GLANCE
 - MESSAGING SERVICES
 - MEDIA SERVICES
 - CONTENT PARTNERS
 - GPRS PRICING
- ALIANT TELECOM
 - AT-A-GLANCE
 - MESSAGING SERVICES
 - MEDIA SERVICES
- SASKTEL MOBILITY
 - AT-A-GLANCE
 - MESSAGING SERVICES
 - MEDIA SERVICES
 - CONTENT PARTNERS
- MTS MOBILITY
 - AT-A-GLANCE
 - MESSAGING SERVICES
 - MEDIA SERVICES
 - BROWSER MENU DEFAULT SITES
- KEY SUCCESS FACTORS

About the Authors

LYA, founded in 1993, is a management consulting and research firm specializing in the telecommunications, cable television and wireless industry segments. Major carriers, cablecos and service providers, top investment and equipment firms as well as governments and regulatory agencies rely on the advice and on the analyses of Lemay-Yates Associates for their precision and in-depth understanding of the industry, when making decisions about the future of their organizations.

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