Mobile Web, Content, and Services in Europe

Evolution and revolution of the last 10 years in mobile Europe.

by
JAN REZAB

HungryMobile

- Established in 2008
- Media – Blog HungryMobile, Opinions in Mobile, MobileGamesDb
- Consultancy on mobile strategies
- Helping start-ups begin their mobile and digital projects in Europe

Redboss

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- Redboss Ltd. - 8 years
- Established in 2000
- Mobile games developer / Mobile games provider
- Developed over 50 portals, over 25 games, delivered >1 million mobile games
- Sold to Mliven s.r.o. (acquisition), managed for 1

Opinions in Mobile

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Main page

Opinions in Mobile (http://opinions.hungrymobile.com) is an online platform, where top executives and leaders from the mobile services and mobile entertainment industry respond to questions related to the mobile market. These questions are asked and sent to them once every week, and they respond throughout the week.

What do you think about mobile social networking?

50th WEEK

Volker Hirsch — 06.12.08 at 19:51

EVP Corporate Development and General Counsel, Connect 2 Media

Social networks - mobile or not - work if they span across the relevant target markets. This is why I believe that limited ones (e.g. started by one operator only) will not work properly. After all, am I really only wanting to stay in touch with those of my friends who happen to be customers of that network operator, too? Given this and the increasing ease to publish dynamic content via WAP and widgets and the successful tie-in of feeds via Twitter, Jaiku, etc, it is tough to see how purely mobile upstarts intend to challenge the head-start the Facebooks, Bebos, MySpaces with their vast amounts of data and users have. Where would be the value-add?

OPINION LEADERS

Archive

Do you want to get mailings

http://opinions.hungrymobile.com

http://blog.hungrymobile.com

SERVICES AND CONTENT IN EUROPE

10 years in Europe

Nokia 5110

1998

SonyEricsson T610

2003

Nokia N70

2005

Apple iPhone 3G

2008

From Snake to Quake!

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Memory:
around 100 contacts

About 10 sms

Speed:

Few MHz

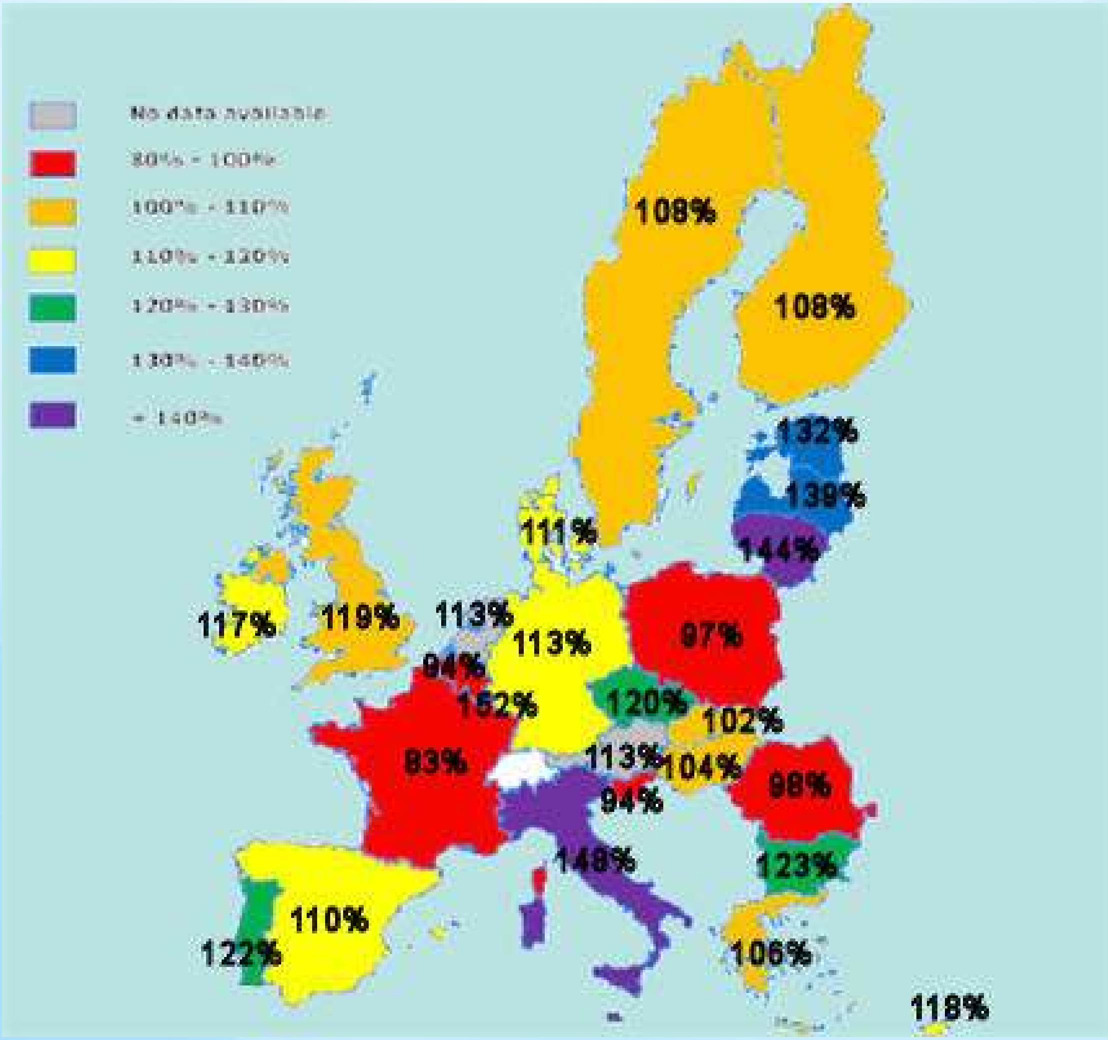
Memory:
8 GB (+ SD memory cards)

Speed:

332 MHz

64 MB RAM

Mobile phone penetration



Mobile devices

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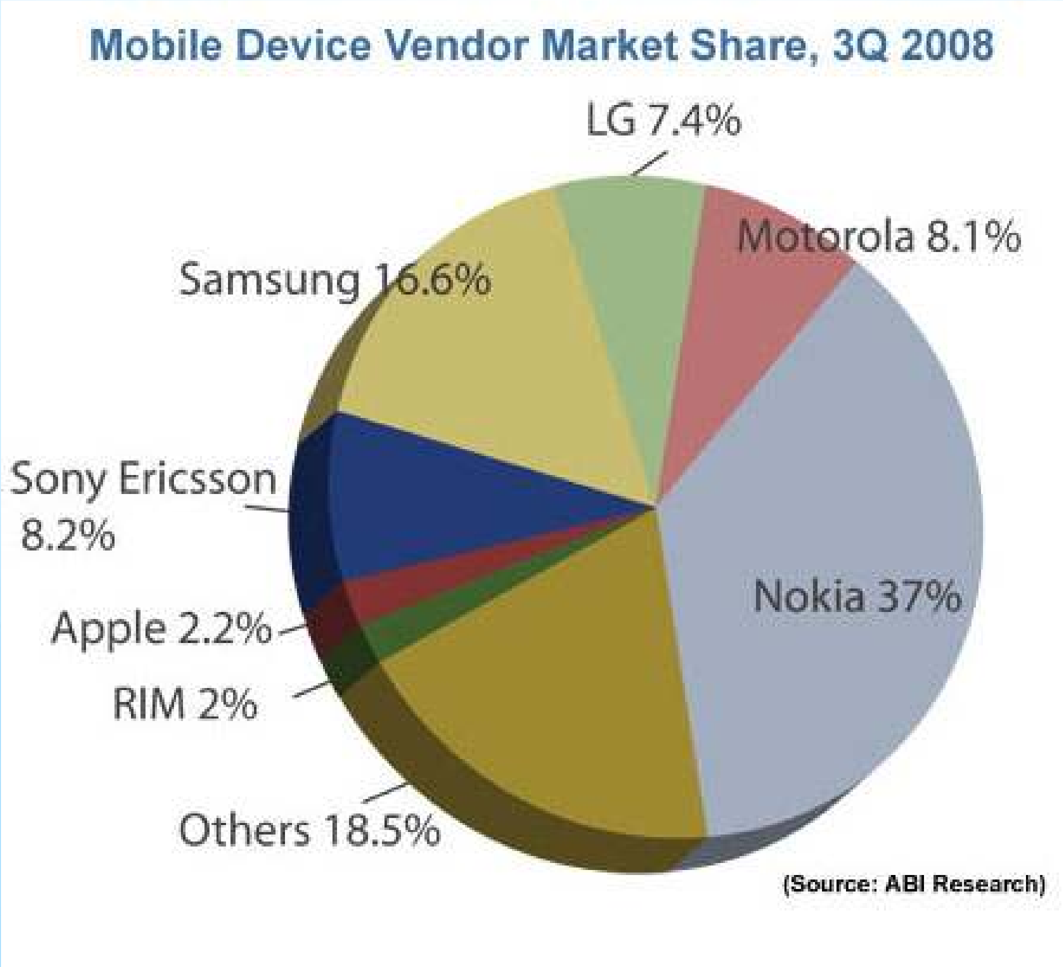
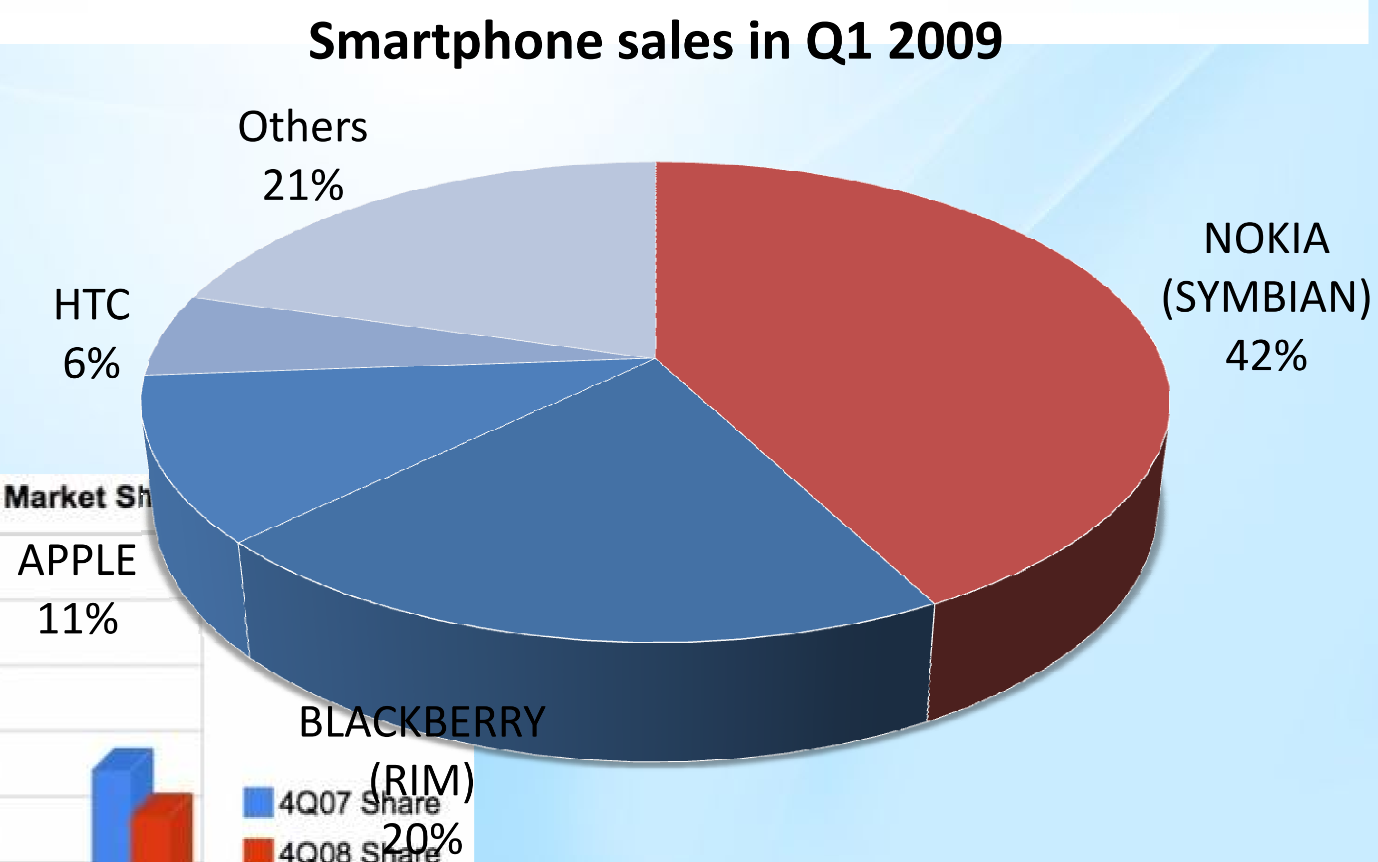
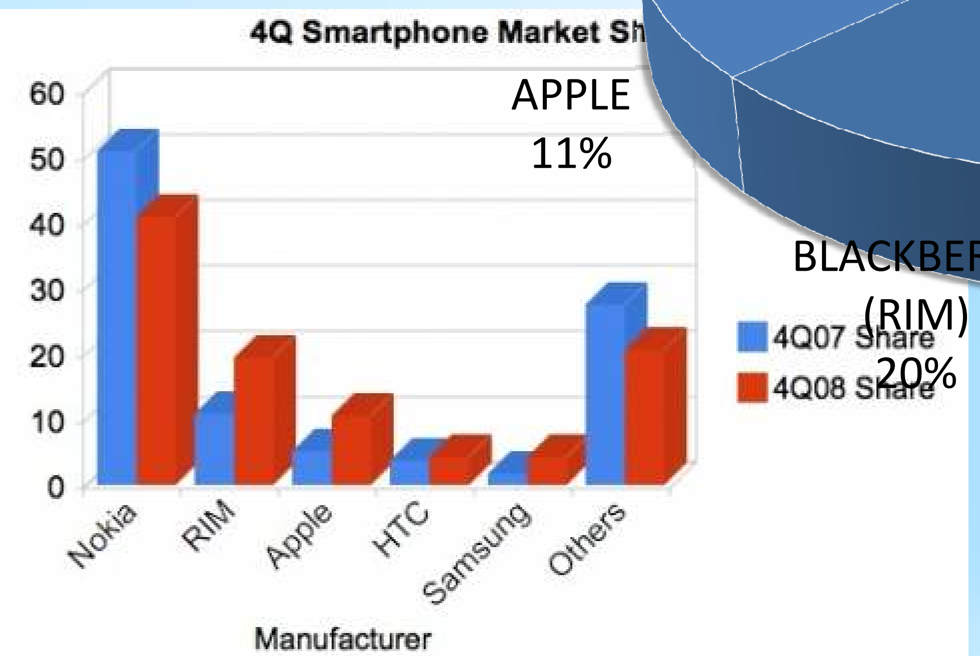
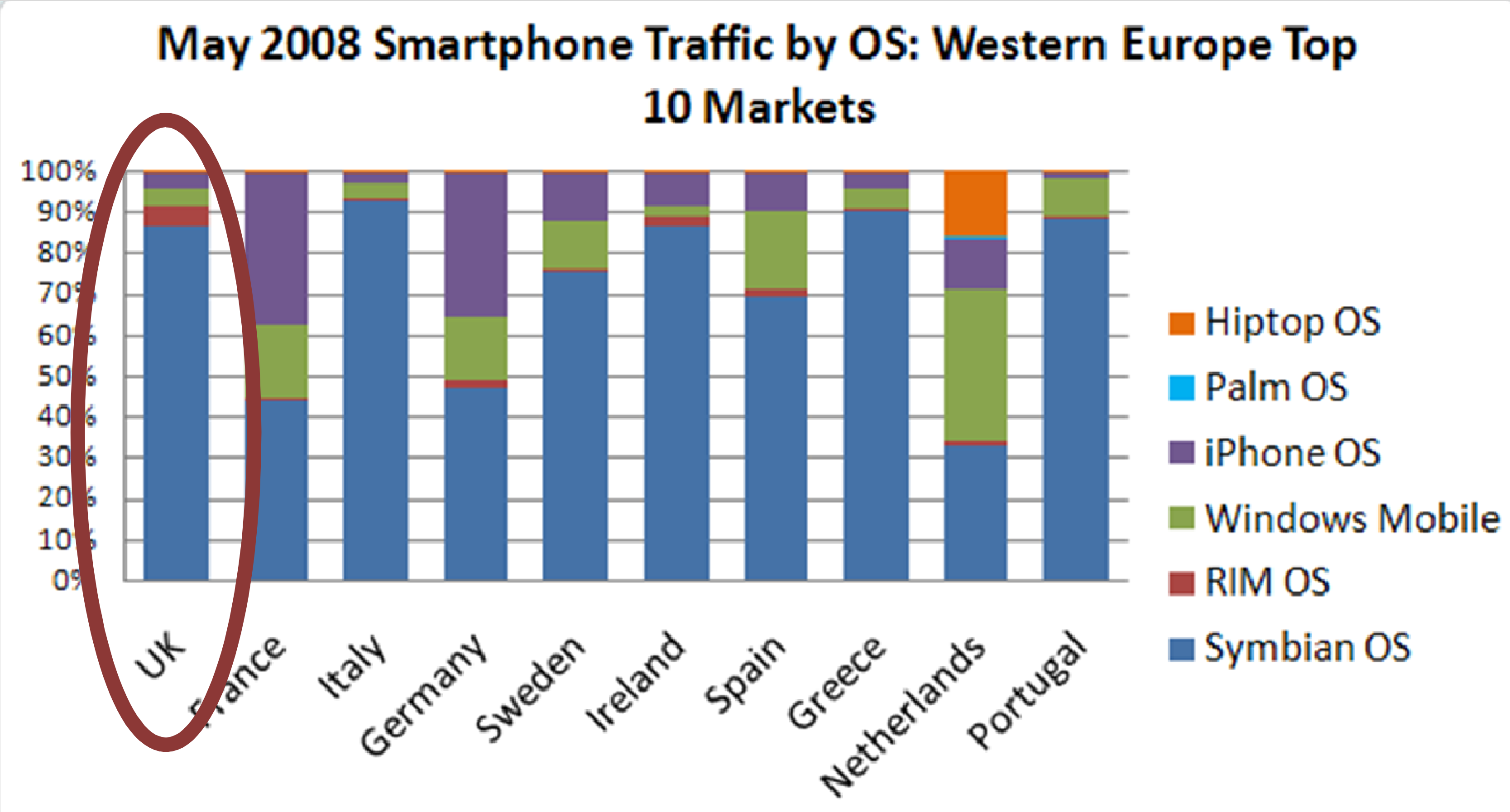


Smartphone penetration

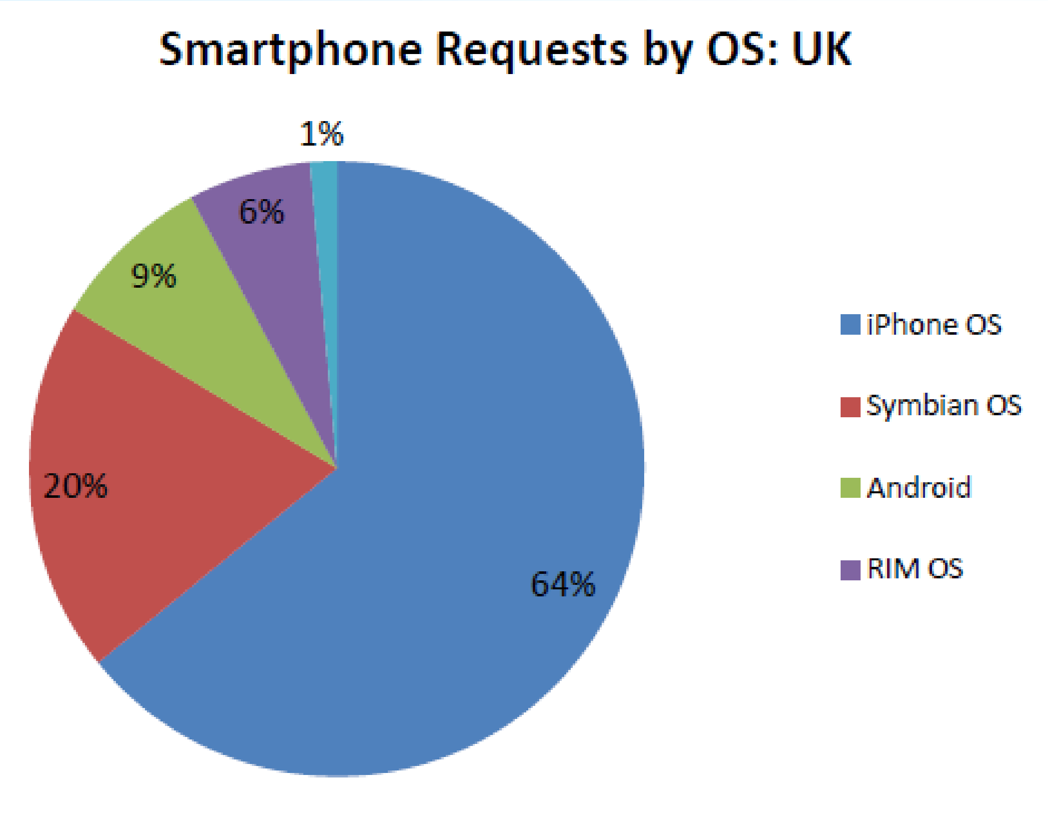




Smartphone penetration by country



Smartphone penetration



- Smartphone penetration
- By active users on mobile web portals and mobile applications in **June 2009**

Delivering mobile services is not easy!

Device diversity

- Screen size
- Supported technologies
- Buttons and keys
- Behavioural quirks
- Supported technologies

1,000s of variants

Many operators

- Own portals
- Different billing
- Business models

Multiple relationships

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Delivering mobile services might be easy!

Time-to-market

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3 – 6 months per country & channel

App Store

Android: 3 – 6 minutes (post-review)
Apple: 2 – 3 weeks
All countries, all channels

Not only good things happen…

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- June – September 2009 – Over 50 000 applications online in the AppStore
- Big risk of being rejected despite everything being OK
- Fierced Mobile Content:
  - **33% earned less than $250**
  - **52% earned less than $15,000 (mostly costs)**
  - 2%, $15,001 – $50,000
  - 1%, $50,001 – $100,000
  - 1%, $100,001 – $250,000
  - 1%, $500,001 – $2,000,000

Content types in Europe

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„MOBILE CONTENT IS DEAD, LONG LIVE MOBILE SERVICES! “

Content types	Pricing	Status
Wallpapers	$ 2	Falling
Ringtones	$ 3	Falling
Realtones	$ 5	Falling
Mobile games	$ 3 – $ 5	Stable, but falling
Mobile touchscreen games	Free - $ 10	Rising, few making money
Mobile applications	free – $ 10	Rising, few making money
Mobile web	Usually free	Rising
Mobile gadgets	Usually free	Rising

Case studies of success

- *BRAND: Case study of Coca-Cola in Europe*
- *Not in printed edition*

- FACEBOOK
  - 250 million people globally
  - 100 million + from Europe
  - 65 million mobile users globally,
  - 27 - 30 million use mobile Facebook in Europe
- Number of Facebook mobile users grew 4x over past 12 months

Mobile web penetration

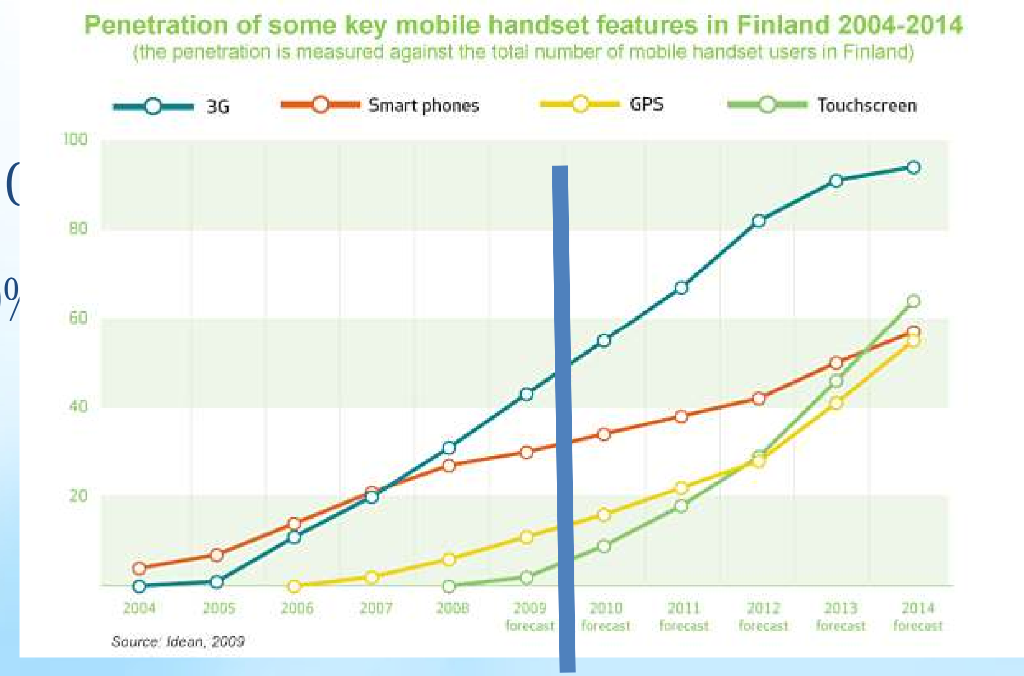
- Mobile web penetration in Europe is between 10 - 40%
- Various sources: Nielsen Mobile, m:metrics, Comscore

Mobile web penetration – by countries

- UK – 25 – 30% (although 70 % capable)
- Norway – 43% (40% internet penetration) – Why?
- Czech Republic – 10 – 20%

Mobile web penetration - by devices

- Nokia – ~30%
- Sony Ericsson – ~10 – 2(
- Sony Ericson W705 – ~50%
- iPhone – 95%
- Android – 95%



- Source: Operators Vodafone, T-Mobile, O2

Issues Europe was / is facing

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Issues Europe was / i… ng

- Business models — OK
- Time to market — OK
- Market awareness — OK
- Penetration — low
- Billing — Included
- Devices — OK
- Localisation — Easier
- Mobile data — Included

Best practices in Europe

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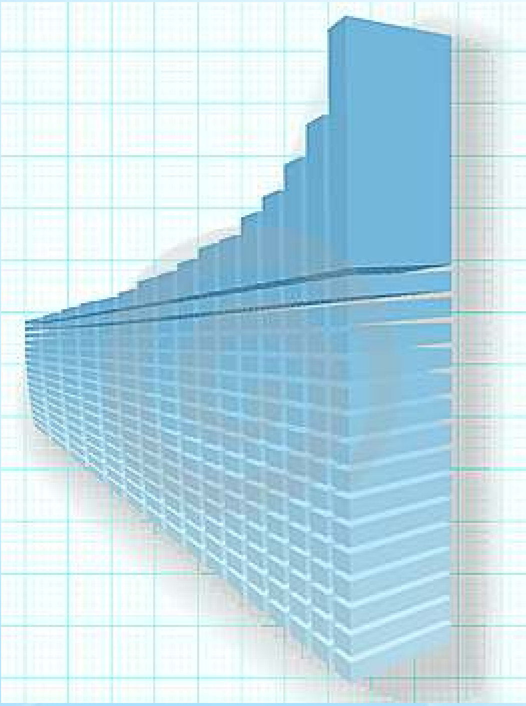
1. Always have **unique content**
2. **Be innovative** - Launch unique services
3. **Own or work with media** (TV, newspaper, internet, mobile) deals is the best way to enter the market
4. **Support all handsets** – its the best way to enter Europe
5. **Set up cooperations** - find the ideal local partner to help you in a certain territory - one will never do

Europe: It ‘s getting there



1. Some do make money
2. Some will make money
3. Most invest in mobile as media sites and media assets
4. Investments well thought through will most probably make the money, and make it to the finnish
5. There is customer demand for **mobile services**

WHAT IS COMING?

• Application stores will definately rise up in 2009 / 2010

• Operator decks will be pushed down, somewhere they will be replaced, somewhere they will be forced to restructure

• Mobile advertising still isn ‘t going to take off as it should, and the comparing between media strength and emptiness of advertisements will be the biggest in all media worldwide

THANK YOU!

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