

Mobile—Video Users

Highlights

- Mobile video is rapidly becoming a significant new media distribution platform. According to Telephia, mobile video revenues in the U.S. totaled \$146 million in the first quarter of 2007, growing 198 percent in a year.
- Telephia also reported that there were 8.4 million mobile video subscribers in the same quarter of 2007, with penetration doubling since the first quarter of 2006.

Quarterly Mobile Video Revenue Share, Subscriber Size and Penetration Rate (U.S.)

Measurement	Q1 2006	Q1 2007	YOY Growth
Mobile Video Quarterly Revenues (in millions)	\$49	\$146	198%
# of Subscribers (in millions)	3.3	8.4	155%
Penetration (as proportion of all mobile subscribers)	1.6%	3.6%	--

Source: Telephia Mobile Video Report, Survey and Bill Panel Analysis, Q1 2007

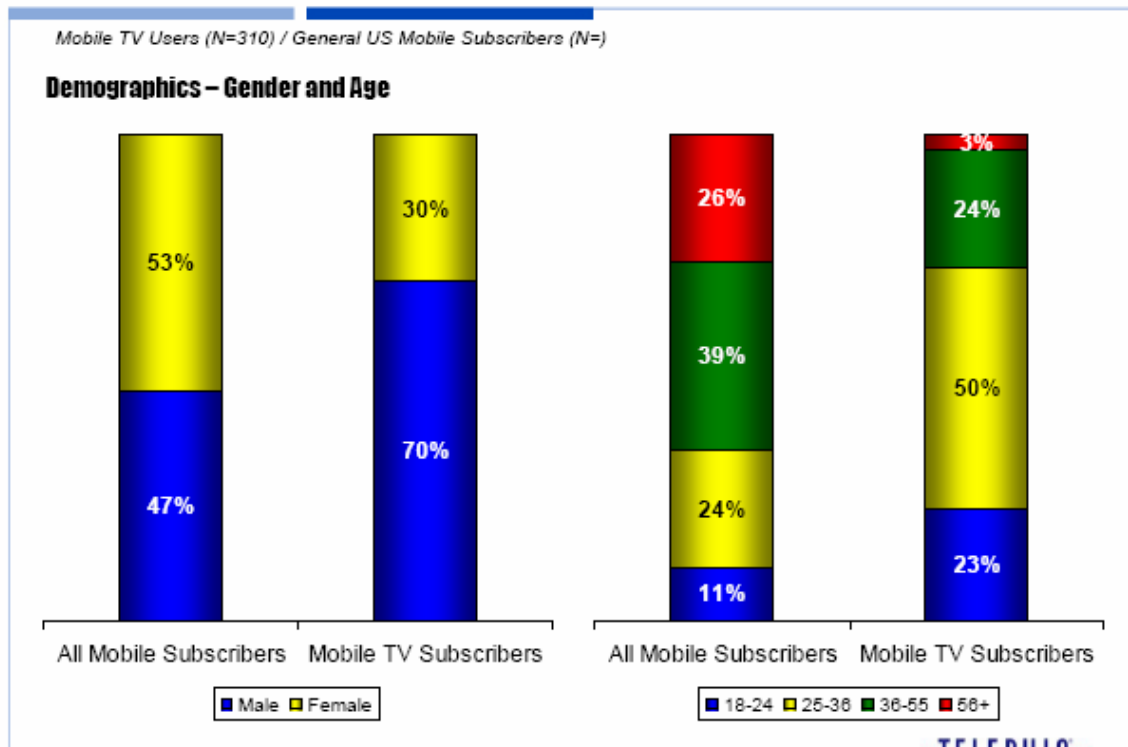
<http://www.telephia.com/html/MobileVideoJune2007.html>

- Neilson reported slightly higher figures for mobile video viewers in the U.S. in May of 2007-- they reported an estimated 8 Million viewers.
(From: http://www.adweek.com/aw/national/article_display.jsp?vnu_content_id=1003594557)

Demographics

Gender and Age:

Three-fourths of mobile video users over 24



From: <http://www.mobilemonday.us/wp-content/uploads/2006/10/Telephia%20Mobile%20Monday%20100906-pdf.pdf>