



JOIN THE RACE!

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The Ericsson Racing Team is one of the seven teams to take on the great challenge of The Volvo Ocean Race, the incredibly tough round the world sailing event.

There are many skills needed to win the race, and one of these is the ability to compete against strong rivals. Many businesses are also used to battling in the face of fierce competition. To gain an advantage in the telecom world, the attraction and retention of customers is key, and one way to achieve this is developing a clear strategy to meet the needs of mobile users.

Mobile subscribers are a great target market for businesses and media owners. The target market is huge, as the number of global mobile subscribers passes two billion. What is more, many users keep their handset always on and always with them. Research shows that people now no longer leave home without first their wallet, second their keys, third their mobile phone. The ubiquity of the handset allows mobile content to be highly personalized and adapted to different locations and times of the day. Mobile content can also be highly interactive.

Demand for mobile content is being proved around the world. 3, the UK's leading mobile media company, in the first year of its music service saw its customers download 15 million music videos over its network. This a network now managed by Ericsson.

However, developing a strategy for mobile media and deploying content to mobile users is far from simple. There are tough challenges such as the limited screen size, the hundreds of different mobile handsets in use and the limitations of mobile networks. Behind the scenes, issues such as content management, mobile payment systems, screen layout and security make mobile content delivery even more challenging.

The Volvo Ocean Race mobile portal, hosted and managed by Ericsson, has been a great opportunity to showcase the mobile media opportunity. Since the start of the race, over 1.4 million pages have been viewed by users on their mobile handsets. Ericsson has also been able to gain

deeper insight into how and when people use their mobile handsets, finding that content is often viewed when people are "thinking about other things" or "between places." These types of insight allow Ericsson to help operators and media owners to develop their mobile content so that it can really meet the requirements of users. Two key lessons are that the content must be non-challenging and provide a quick and immediate experience.

These experiences add to the mountain of insight already gained by Ericsson. Every year, the company does at least 15,000 face to face interviews with mobile consumers lasting at least one hour each.

Ericsson is the global leader in providing managed services to mobile and fixed operators. Hosting is a simple, quick and cost-efficient way for operators to launch new services and Ericsson's operation centers around the world enable the delivery of content with high levels of quality and reliability.

Ericsson understands that for media owners the mobile channel needs to be complementary to other channels such as TV, Internet, print and radio. It is the perfect partner to develop a mobile media plan, and to deliver it.

HOW TO JOIN THE RACE

The nearly two billion mobile subscribers around the world can literally join the race whatever they are doing and whenever they choose. Simply register at the Ericsson Racing Team website or just text "Join" to +46737494949.



To follow the Ericsson Racing Team go to
www.ericssonracingteam.com
or text "Join" to +46737494949