Who or what is Bango?

• Bango has been driving the uptake of the mobile web since 1999
• We provide our customers with:
  – **Traffic** – getting consumers to your mobile sites
  – **Information** – identify and understand those consumers
  – **Payment** – the best payment option for any given transaction
  – **Ecosystem for success** – knowledge & experience through partnerships
• Thousands of customers use us to deliver successful mobile sites
  – WWE, Sony BMG, Universal Music, MTV, News International, Hearst…
• Millions of users - we uniquely identify over 8 million consumers

We see changes in the mobile web first hand…
# How far has the market come?

## Consumers
- Total number of identifiable consumers ▲ 260%
- New consumers each month ▲ 235%
- Repeat visits each month ▲ 109%
- Accesses per minute ▲ 138%
- Payments per minute ▲ 87%
- Top single consumer monthly spend (1 user) ▲ 91%
- Age Verification requests ▲ 394%
- Consumers routed from web to mobile (web trigger) ▲ 4495%
- Consumers getting to mobile site via SMS ▲ 140%

Trend data from last 18 months
How far has the market come?

Countries
- Countries accessing the mobile web ▲ 32%
- Countries showing mobile payments ▲ 24%
- UK traffic ▲ 20%
- USA traffic ▲ 365%

Uptake
- Customer sign up ▲ 208%

Devices
- Different devices seen each month ▼ 58%

Trend data from last 18 months
Challenges

• Operator barriers
• Standards
  – Non-standard or Non-browser based platforms
  – Browser verses client application approach
• Device design
  – Usability
  – Connectivity
• Consistency and ease of access
Predictions for 2007

• Mobile market is converging on web technologies - fast
  – W3C standards and the Mobile Web Initiative are critical
• Large brands are now signing up
  – Part of a standard marketing strategy, delivering strong user relationships
• Standard URL entry replaces SMS for mobile web site access
  – mobileOK shows mobile capability from one memorable brand URL
• Search dominates content discovery & rise of targeted advertising
• Access controls open market to age restricted content
  – Safe access to all content types – including user generated
• Control and payments through mobile web pages – replacing SMS
• Web strategies extended to include mobile – push from web to mobile
  – E.g. http://mobile.wwe.com
  – Again W3C MWI is critical
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