

Life on the Mobile Web – 2006/2007

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www.bango.com

The Bango logo is rendered in a bold, lowercase, rounded sans-serif font. The letters are a vibrant orange color. A registered trademark symbol (®) is positioned at the top right of the letter 'o'.

bango[®]

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%

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%
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Devices

Different devices seen each month	▼ 58%
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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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