



## US Politicians Turn To Mobile Campaigning

In an effort to find new ways of reaching American voters – particularly young ones – at least two senators have launched text messaging campaigns leading up to the elections in November. John Edwards' One America Committee encourages users to sign up online with their name, email and mobile number to receive periodic updates from his campaign. Pennsylvania Senator Rick Santorum's campaign plans to integrate SMS into direct mail, television and radio communication. *Source: textually.org*

## Mobile Promo Pulls in 7% of UK Population

At a recent Mobile Marketing Summit in London, the CEO of mobile service provider Sponge revealed results of a 2005 campaign for Walkers Crisps that offered consumers the chance to win an iPod Mini every five minutes. According to Sponge, 7% of the entire UK population took part in the campaign, more than double the number that have taken part in even the most successful interactive television show. There were a total of 17 million entries which put the consumer in a draw for a 5-minute period. Although entry was possible by both SMS and online, 80% of UK consumers chose text. *Source: Mobile Marketing Magazine*

## P&G Gets Into Mobile Marketing

Procter & Gamble has launched a US mobile campaign for Crest Whitening Plus Scope Extreme Toothpaste that will be promoted in bars across the country. Cocktail napkins will provide a keyword and short code that gives young singles access to a series of dating related questions like "If you are on a date and your cell phone is ringing, what do you do?" Based on their responses the consumer is given an "Irresistibility IQ" rating and more product information. *Source: textually.org*

### Mobile Factoids

72% of US wireless users are white, 11% are African-American, 10% are Hispanic and 2% are of Asian or Pacific Island descent (*Telephia*)

In the US, 54% of English-speaking Hispanics use text messaging, compared to 42% of blacks and 31% of whites (*Pew Internet*)

69 million Americans used text messaging in May; 22.6 million used photo messaging and 18.8 million purchased a ringtone (*M:Metrics*)

79% of European mobile subscribers use SMS, 28% use MMS, 15% purchase mobile content and 8% watch mobile video (*Jupiter Research*)

Women account for 65% of mobile game revenue in the US and 72% of revenue in the top category of puzzle and strategy games (*Telephia*)

At the end of 2005, 69.2 million Japanese were accessing the internet from a mobile phone, compared to only 66 million accessing from a computer (*Japan Ministry of Information and Communications*)

Mobile users in the UK sent a record 3.3 billion text messages in May, up 26% from May 2005 (*Mobile Data Association*)

Over \$13 billion will be generated by all forms of mobile music by 2011 (*Inforna Telecoms & Media*)

43% of Japanese use their mobile as an alarm clock and wake up to the sound of their ringtone (*Cross Marketing*)



MyThum has been selected by TELUS to manage text voting for season four of Canadian Idol, now airing on CTV. TELUS clients can have their say in selecting which Canadian Idol competitors advance each week. "When it comes to text messaging in Canada, it doesn't get any bigger than Canadian Idol," said MyThum president and CEO Michael Carter. "MyThum was the first to bring interactive text messaging to Canadian television and we are thrilled to help TELUS and CTV engage their audience through the mobile phone." Canadian Idol viewers cast 38 million votes in season three, when the show drew an average audience of more than 2 million viewers per show and reached a total audience of 17 million viewers.



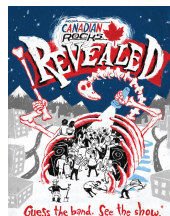
MyThum is proud to announce that it has signed a North American reseller agreement with Mobiqa, the world leaders in mobile ticketing and mobile coupon solutions based on the creation, delivery and redemption of barcodes to mobile phones. In addition to generating and delivering the bar code, MyThum's end-to-end solution will also facilitate easy redemption via an integrated handheld scanner at the point of sale or admission gate. Commercial launch is anticipated for September. Mobiqa's award-winning solutions have been successfully deployed for large-scale events and campaigns worldwide: in June, Mobiqa set a world record for mobile ticketing by issuing over 20,000 mobile tickets for the 02 Wireless Music Festivals in London.



Subscribe to special offers from Boston Pizza's Kelowna, British Columbia location and you could win a Coors Light Wakeboard! Text KELOWNA to 665766 (50¢).



Sympatico MSN is helping you to send a personal message to Justin Timberlake! Wish him congrats on his new album, share your luv or let him know what a big fan you are. Text TALKJT plus your message to 585858 (25¢) then check back to jt.sympatico.msn.ca to see if your message is posted.



Guess the band, see the show! Molson Canadian Rocks Revealed is giving fans exclusive access to private shows with the best in new music. Across Canada this summer consumers will subscribe to SMS clues that help them guess the name of the band, then text in the band name for a chance to be at the show. The only way to play is with your mobile phone, so watch for instructions when Revealed hits your town!

## Mobile Directory Service Launches Txt Ads

Directory assistance service The Number – the most called number in the UK every day – has begun including targeted ads in the text messages it sends out with search results. The TXT//AD service enables companies to buy up to 95 characters in the messages, which can include phone numbers, URLs, special offers, promotions or advertising copy. Ad space is sold in one of 120 Ad Groups based on the type of search category. *Source: 160characters.org*

## US Emergency Alerts by SMS

The United States government is planning to begin sending national emergency warnings to wireless phones using text messaging. The program will be run by the Homeland Security Department through the Federal Emergency Management Agency, and is expected to be operational by the end of 2007. *Source: CNN*

## Coke Trials Interactive Vending Machines

Based on the success of trials now underway in Germany, Coca-Cola's 2.8 million vending machines around the world could soon be interacting with the mobile phones of consumers. The "Cokefridge" has an interactive screen that runs advertising and offers consumers free photos, games, logos and ringtones when they enter a code provided under the cap of the drink. For example, a "Coke Cam" built into the machine can take a photo of the consumer in a frame that contains a Coke logo, and send the photo to their mobile phone. *Source: MSNBC*

## BBC Promotes US Launch With SMS Voting

To promote its launch in America, BBC World has joined the trend of integrating interactive mobile messaging with out of home digital signage. Using a giant digital billboard on the corner of 50th and Broadway in New York, the BBC encourages viewers to "Develop a Point of View" by displaying news footage and inviting them to text in their votes on related issues. Polls run to date have asked questions such as whether illegal immigrants should be considered citizens or criminals and whether the US army in Iraq are soldiers, occupiers or liberators. Voting results are displayed on the billboard in real time and updated each day on the popular "Imus in the Morning" radio show.

## Aussies Pay For Speed Trap Alerts

A controversial new Australian service called Road Spy is offering instant SMS alerts of police speed traps and traffic information for a subscription fee of \$29.95 per month. Users subscribe online and customize the alerts for their chosen region. Spies who provide information – including 300 taxi drivers recruited in the Sydney area – receive their alerts free of charge. The service has been criticized by authorities who allege that it promotes dangerous driving and the reading of text messages while at the wheel. *Source: Sydney Morning Herald, www.roadspy.com.au*

## Korea Cracks Down on Mobile Spam

To thwart mobile spammers, South Korea's Ministry of Information and Communication is working with the country's three wireless network operators to introduce a cap that prohibits users from sending more than 1,000 text messages a day from their handsets. According to government data, in May last year Koreans received an average 0.62 spam messages a day, a figure which rose to 0.74 in November and 0.99 this May. *Source: Korea Times*

## Mobile Lingo Makes It Into The Dictionary

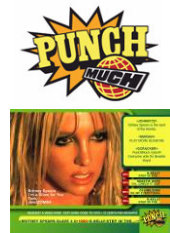
The Oxford English Dictionary has officially added "texting" and "text message" to its latest update. Meanwhile, the 2006 update of the Merriam-Webster Collegiate Dictionary, Eleventh Edition, includes the word "ringtone". *www.oed.com, www.m-w.com*



It's the CHUM FM Summer Search For Mazdas! Listen for new clues every day or text MAZDA to 104536 (50¢) to access the clues from your phone. Use the clues to guess where in the world CHUM FM has hidden one of five Mazda vehicles, then listen for your chance to call in, guess the secret location and win the car!



MyThum has teamed with digital signage leader Artisan Live to integrate mobile marketing with out of home digital media. The partnership offers MyThum customers a potential reach of 21 million people per month at 2,900 locations and offers Artisan customers a variety of interactive solutions that will include mobile coupons. In addition, the measurability of mobile marketing allows each program to be advertised on a success-based model. Molson and Nissan have already signed on to participate.



PunchMuch is Canada's first fully automated, all request music video service. Now music fans have the power to request videos, participate in on-screen chat, polling and more...all via their mobile phones. Based on the success of the digital channel, MuchMusic has added PunchMuch programming to the main network, enabling viewers to program the station through premium SMS voting.



Now airing on Sun TV, Canoe Live is a one hour innovative daily presentation of current affairs, news, entertainment and sports that turns viewers into Citizen Journalists. MyThum has been selected to provide interactive voting and text-to-screen solutions that collect news and comments from viewers and incorporate them into the programming on television and online. Canoe Live airs weeknights at 6 in Toronto.



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