



Mobile Affiliate Network Hits 6,300 Screens

The number of digital signs on which Canadian marketers can advertise their mobile campaigns continues to grow. Under the Mobile Affiliate Advertising Program (MAAP) pioneered by MyThum and digital signage leaders Artisan Live, short code campaigns can be promoted on a growing network of digital signs that includes up to 6,305 screens across 18 independent operators. Because each network operator asks for consumers to send a different SMS keyword to respond to the ad, consumer response can be measured and each operator can be compensated on a cost-per-acquisition basis similar to click-through models used online. Molson and Nissan Canada have already used MAAP, and Rogers Sportsnet has now signed on to promote its NHL hockey alerts.

SMS Driving Massive Revenue For French TV

Television broadcasters in France are doing more than supplement their revenue with premium text messaging. In fact, for at least one channel, SMS revenues now exceed advertising revenues. Total revenues from text message votes for all French television channels reached 100 million euros (\$126 million) in 2005. In the first six months of 2006 alone, channel TF1 has already hit the 100 million euro mark. For the first time this year, Channel M6 has earned more through SMS than through advertising. *Source: TV8*

Service Enables Mobile Classifieds

Consumers in Great Britain and Ireland are able to post classified ads directly from their mobile phones using SMS and MMS through a service called Text and Sell. Instead of logging on to the website, users compose their ad and send it to a short code as an SMS text message or as an MMS if they want to include a picture. The ad is screened and immediately displayed on the website for two weeks and a fee of £1.50 is charged to the seller. www.textandasell.com

Mobile Factoids

7% of US mobile subscribers responded to an ad by texting to a short code in August; 8.7 million were responding to TV, 2.1 million to radio, 1.8 million to magazines and 0.8 million to newspapers (*M:Metrics*)

297 million Americans will have a mobile phone by the end of 2009, representing over 92% of the country's population (*eMarketer*)

74% of US adults currently have mobile phones and 13% use only a mobile phone or plan to do so in the next six months (*Harris Interactive*)

About a quarter of US adults who are mobile phone users consider the device their primary means of communication (*Harris Interactive*)

Global spending on mobile advertising is expected to hit \$1.5 billion in 2007 and \$11.35 billion by 2011 (*Infoma Telecoms & Media*)

In Japan, more people access the web from a mobile handset than from a personal computer (*Reuters*)



The final concert of the 2006 Molson Canadian Rocks Revealed series took place October 17 in Toronto at the Phoenix Concert Theatre with headliner Billy Talent. Powered by MyThum and Mobiqa, the concert was the first time mobile ticketing has been used for an event of this kind in Canada. Consumers won tickets by subscribing to SMS clues; when they guessed the identity of the band they texted it in to get their ticket delivered as a mobile bar code which was scanned and redeemed at the venue. "Molson Canadian Rocks Revealed is an excellent example of bringing a great live music experience to our beer drinkers in highly interactive and engaging way," said Paul Lipson, Brand Manager, Molson Canadian. "We are really excited to partner with MyThum to be the first to use mobile ticketing for an event of this kind in Canada". Check out photos from the Molson Canadian Rocks Revealed concerts at www.molsoncanadian.ca



WARNER MUSIC
CANADA

This month, Warner Music Canada became the first major music label in Canada to launch its own direct-to-consumer short code mobile content solution. Canadian music fans across all major carriers can purchase Truetones directly from WMC by sending a text message with the artist name to the short code 311311. In the coming weeks, Warner will also roll out a strategic partnership with Canada's leading music retailer, HMV Canada. 20 current WMC releases will be available including Billy Talent, James Blunt, Madonna, Green Day and Panic! At The Disco. The program will be featured in store, in print and on national television, encouraging consumers to text HMV plus the artist name to 311311 to get their Truetones.



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MyThum Interactive is proud to be a feature sponsor of Interactive To The Max 2006, presented by the Interactive Advertising Bureau of Canada and Marketing Magazine. The series explores the latest trends, research, case studies and developments in interactive media. Don't miss the Big Day at Toronto's Paramount Theatre on November 2, when MyThum panelists will participate in breakout sessions on mobile marketing acquisition and retention strategies. These panels kick off the Mobile in Motion Roadshow, which continues November 16 at Toronto's Drake Hotel. Visit www.interactivetothemax.com for more info.



The Rolling Stones are back with the "A Bigger Bang" tour and once again MyThum is enabling fans to enter at the concert to win tickets on stage! In partnership with Concert Productions International, the promotion is executed entirely within the venue.

HSBC Ramps Up On Mobile Banking

This month in Britain, HSBC became the first bank to roll out the Monilink service, which enables consumers to check their bank balance and perform other banking tasks from their phones. Developed by the banking network Link, the service offers software which can be downloaded to the phone that creates a secure connection with the network. In addition to checking their balance, users can top up any pre-paid mobile phone account, receive alerts when they have been paid or when they are about to be overdrawn. Fees range from free to £2.50 plus carrier messaging fees. *Source: The Guardian*

Koreans Pay Monthly Fee For Mobile Fonts

The latest fad for downloadable mobile products is catching on in Korea, where consumers are paying for specialized fonts they can use to personalize the display of their mobile messages. SK Communications, Korea's leading mobile operator, launched the service in July 2005 and sells each font for a monthly fee equivalent to about \$1. The company sold 340,000 fonts in August 2005 and more than doubled that to 800,000 in August of this year. Later this year, popular fonts based on the handwriting of celebrities will be added to the offering. *(Source: JoongAng Daily)*

Australian High Schools Teach SMS

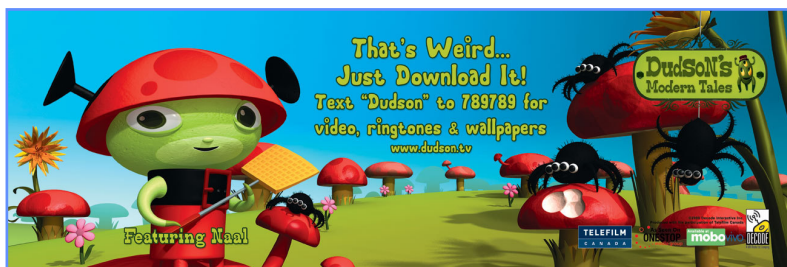
High schools in the Australian state of Victoria are offering SMS as part of the English curriculum in grades 8 through 10. Students compare the abbreviated language commonly used in text messages with that of formal English and translate phrases back and forth. Supporters of the program argue that it helps make the curriculum more relevant to teens while helping them to appreciate the range of different languages that exist in English. *(Source: Australian Broadcasting Corporation)*

Pretend Your Text Is From Someone Else

A British website called Sharpmail (www.sharpmail.co.uk) is offering users the ability to send a text message that appears to have come from someone else's mobile phone. According to site founder Danny Fletcher the service has been used "primarily by suspicious spouses to entrap their partner into revealing an infidelity". More wholesome uses include parents sending their kids text messages from Santa Claus at Christmas. Fake messages are sold in bundles at a price of £1. The website currently receives 1.3 million hits a month and 200 new users each day. *Source: The Scotsman*

Chain Text Shows Viral Nature of SMS

Remember the early days of email when you started receiving "forward this to 10 friends" messages? Not surprisingly, this viral behaviour is becoming increasingly popular on the mobile phone. A viral SMS that claims to be from a ghost is currently making its way through the cell phones of young people in Denmark. The message says: "Hello, I am Cordelia. I died in a fire 10 years ago. Unless you send this message on to 10 other people, I will come to your room tonight and stare at you. I look like a three-year old - without a face. I will show up every night. You have seven minutes to send this". *Source: Politiken*



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Rogers Sportsnet is the latest to enhance their mobile program with digital out of home media acquired through the Mobile Affiliate Advertising Program (MAAP). Sportsnet's NHL alerts will now be promoted on screens in bars and other targeted locations across Canada. To subscribe to alerts for your favourite NHL team, text LEAFS, CANADIENS, SENATORS, FLAMES, OILERS or CANUCKS to 843638. For each game you get a score update at the end of each period, plus daily news updates and breaking NHL news as it happens. Messages are 15¢ to receive.



Holt Renfrew's popular Mixture event series hits the Montreal store in October. MyThum is providing a unique mobile chat service at the singles-only shopping event for men and women. People who attend Mixture are able to flirt with each other anonymously by SMS. Previous events have been held in Calgary, Vancouver and Toronto.



Shorts in Motion: The Art of Seduction, an anthology of 10 short films from filmmakers across Canada, premieres on Bravo! October 27. The Bravo!FACT presentation, co-produced by marblemedia and the NFB will also air on City TV and A Channels and in 2007 on Sundance Channel in the US. marblemedia has created an innovative mobile program to enhance the Art Of Seduction: fans can send in their "confessions" from their phone as a text or video to the short code 77455 (SPILL), then view their confessions, watch the films or learn how to download them to mobile at www.seductiveshorts.com



You could win front row tickets to see Nelly Furtado! Each time you purchase a Nelly Furtado truetone or full track song from Divas on the TELUS Music Ultra Channel, you'll be entered in a draw to win a trip to see Nelly live in concert. Text MANEATER to 83587 (TELUS) for even more chances to win (75¢). The grand prize includes two front row concert tickets, an opportunity to meet Nelly, return airfare for two from anywhere in Canada to the concert city, two nights accommodations and \$500 spending money.



For the second season the Edmonton Journal is running an in-venue SMS trivia contest at Edmonton Oilers home games. Fans text in their answer to questions displayed on the jumbotron at Rexall Place for a chance to win an iPod and an Oilers gift at every game.



Dose wants you to get lucky with the Killers in Las Vegas. Text KILLERS to 456225 (50¢) and you'll be entered into the draw for two tickets to a sold out Killers show in Las Vegas, plus 2 nights hotel accommodation, \$500 in spending money, flights courtesy of Travel Cuts and a copy of the new Killers cd "Sam's Town". For more info visit dose.ca