



Apple Unveils Long Awaited iPhone

At this month's annual Macworld Conference and Expo in San Francisco, Apple unveiled the long-awaited iPhone. "The iPhone is like having your life in your pocket. It's the ultimate digital device," said Apple CEO Steve Jobs. The all-in-one device includes a global positioning system integrated with Google maps, a Web browser, e-mail and iTunes music downloads. The iPhone is 11.6 mm thick and replaces physical keys with a video touch screen. It will initially be available through Cingular and is expected to hit the market by June at a cost of \$500. According to Solutions Research Group, 16% of Americans aged 12+ say that an iPod phone is a "great idea" for them personally. In comparison, 24% of Americans aged 12+ own a Motorola phone and Nokia is used by 17%. 53% of likely buyers are women and 47% are men, and the average age of likely buyers is 35, with 40% over the age of 40.

Another Record Setting New Years

Once again this year, consumers set new mobile messaging records around the world on New Years Eve and New Years Day. In France, mobile users set a new national record for text messages with 36 million SMS in a single hour after midnight. In the United Kingdom, text messaging volumes reached a record breaking 214 million, almost 9 million per hour over the course of the day and the highest daily total ever recorded in the country. *Source: Metrics 2, Mobile Data Association*

Major Growth For Mobile Advertising

A new study from eMarketer predicts that global spending on mobile marketing and advertising will grow almost tenfold over the next five years, from \$1.5 billion in 2006 to \$13.9 billion in 2011. The United States will account for 35% of global spending in 2011 (\$4.8 billion), up from 28% in 2006. Mobile marketing spending as a proportion of online advertising spending is also expected to grow dramatically: globally from 5.4% in 2006 to 21% in 2011 and in the US from 2.6% in 2006 to 12% in 2011. *Source: eMarketer*

Mobile Factoids

By 2011, ringtones will account for 12% of all US consumer spending on music (*Jupiter Research*)

35% of US households that own a mobile phone currently engage in text messaging and 11% access the mobile Internet (*Forrester*)

Between September 2005 and September 2006, the number of text message users from age 45 to 64 grew about seven times as fast as among teenagers under 18 (*M:Metrics*)

Norwegians are the most enthusiastic users of text messaging in the world, sending more than 1,000 SMS per person in 2006 (*Aftenposten*)

Text messaging around the world will more than double over the next five years to 2.3 trillion messages by 2010 (*Gartner*)

Among 1,175 parents surveyed by Cingular this summer, nearly 50% said their children introduced them to text messaging, and 63% said it had improved communication with their child (*Metrics2*)

During Q3 2006, 88 million MMS were sent throughout the UK, almost 1 million per day compared to 126 million SMS per day in the same period (*Mobile Data Association*)



Anticipating a major increase in the use of mobile ticketing and mobile couponing in 2007, MyThum has expanded its relationship with Mobaqa, the world leaders in mobile ticketing and mobile coupon solutions based on the creation, delivery and redemption of barcodes to mobile phones. MyThum will serve as local host for all of Mobaqa's Canadian projects and will be a full distributor of Mobaqa's technology, covering all possible barcode delivery methods including binary SMS, WAP and MMS. In addition to generating and delivering the barcode, the end-to-end solution also facilitates easy redemption via an integrated handheld scanner at the point of sale or admission gate.



Universal Music is once again offering consumers an opportunity to download the latest ringtones from some of their favourite artists through an in-pack program to promote the release of Fall Out Boy's new album *Infinity on High* and Jann Arden's *Uncover Me*, both launching on February 6. By texting the keywords found on the inserts inside the CD case, fans are able to purchase their favourite ringtone tracks from these hot artists and download them directly to their mobile phone.



Coors Light is giving consumers a chance to use their mobile phones to win a trip for two to the exclusive Coors Light Peak Party in Banff this April. Watch for the call to action at retail outlets in British Columbia and Ontario. The promotion is the first to take place on new short codes that Molson has leased for its regional mobile promotions in Western Canada, Ontario and the Atlantic provinces.



Subscribe to great meal ideas from Chatelaine and Sobey's. Text FOOD to 568568. You'll get two meal ideas a week and a chance to have the grocery list sent directly to your phone. Messages are 25¢ to receive.



MyThum is running its first mobile promotion for the NHL's Ottawa Senators. Sens fans are competing to be the Sens Army Captain and win a trip to the Caribbean for Hockey Night in Barbados. Since November, the Sens have been taking submissions of short videos by fans showing their team spirit. Nine finalists will air on the big screen at three separate home games between January 27 and February 9, where the crowd at Scotiabank Place will vote for their favourite video by SMS. Voting will also take place online, and the top three will compete on February 28, when a celebrity judging panel will crown the winner and send them to Barbados.

Visa, Nokia Launch M-Commerce System

Visa and Nokia have launched a worldwide mobile commerce platform that will feature an embedded chip in Nokia handsets that can be scanned and read at the point of sale just like a credit card. The platform, which was announced at the Consumer Electronics Show in Las Vegas, will enable contact-free payments, remote payments, person-to-person payments, and mobile coupons. Consumers will also be able manage their accounts and funds from their mobile handsets. Visa is the world's largest credit card payment system, processing more than \$4 trillion in transactions each year. *Source: company press release*

Microsoft, Ford Let You Hear SMS In Car

Bill Gates kicked off this month's International Consumer Electronics show in Las Vegas by announcing that Microsoft is coming out with software that will let consumers receive and hear text messages through their car radio. The Sync software will be added to a dozen Ford models in 2007 and is similar to existing systems on Japanese and German cars. *Source: New York Times*

Yellow Pages Adds "Send To Mobile"

The Yellow Pages website is the latest online directory service to add a "send to mobile" feature which enables users to put information they find online onto their phone so they can take it with them. Consumers can also access www.yellowpages.com directly from their mobile phone web browser and search a mobile-optimized version of the site. The yellowpages.com network received more than 1 billion consumer searches for local information in 2006. www.yellowpages.com

Tracking Santa By SMS

Over the holidays, Verizon Wireless subscribers were able to sign up for Santa Tracker mobile alerts to keep track of St. Nick's whereabouts on Christmas Eve. Leading up to the big day, other interactive mobile programs had consumers playing mobile "Reindeer Games" to vote for their favourite of Santa's sled pullers. A "Naughty Or Nice" service also let kids know which of Santa's lists they made it onto in 2006.

Ringback Tones On The Rise

According to new figures from M:Metrics, the US market for ringback tones – the sound a caller hears when they are waiting for you to answer your phone – more than tripled in 2006. In January, there were 2.4 million US subscribers to ringback tone services; by November the number had grown to 8 million. "The rise in ringbacks indicates that personalization remains an important motivation for mobile content purchases," said M:Metrics entertainment analyst Jen Wu. "Since it's impossible to hack a ringback tone, this growing market is not threatened by piracy and end-user savvy." *Source: M:Metrics*

Sony Ringing Teens Only For New Movie

To promote the upcoming supernatural thriller "The Messengers," Sony Pictures is claiming to have created an ultrasonic ringtone that is only audible to teenagers but not to adults—inspired by the movie's storyline about a teenager who insists she can hear voices that her parents cannot hear. True to real life in the digital age, the movie's Jess also engages in text messaging and instant messaging -- digital aspects that will be deployed through the film's Web site and were created to make consumers feel as though they're actually interacting with the film's fictional character. Created specifically for the film, the ringtone can be purchased for \$2.49 at sony.com/TheMessengers, where it is explained that "The high-frequency sounds of The Messengers ultrasonic ringtones make them difficult for most adults to hear. By using these ringtones, teenagers can leave their cell phones on and receive messages virtually undetected by adults". *Source: Hollywood Reporter*



Ever found yourself in a debate when you aren't near a computer and wished you had an answer service ready to back you up? Askipedia has the answers. Text your question to 27587 (ASKUS) and you're guaranteed an answer within ten minutes for a \$2 charge. Askipedia is the latest mobile service to take advantage of MyThum and Artisan Live's network of digital signs in bars across Canada.



McCain, CanWest MediaWorks and the NFL have made enhancements to this year's McCain Crescendo 4th Quarter Super Bowl contest. Consumers vie for a chance to win a trip for two to next year's Super Bowl, 1 of 500 NFL prize packs or 1 of 5 Black & Decker Dream Workshops! After entering the contest at canada.com, entrants are prompted to enter a bonus draw for a prize a day giveaway - the McCain Afternoon Snack Attack! To enter the bonus draw, simply text MCCAIN to the shortcode provided.



Join MyThum President and CEO Michael Carter at Consumer 2.0: Meeting The Demands Of The Connected Consumer, an Open Dialogue conference taking place February 21st and 22nd at the Old Mill Inn in Toronto. Michael will join CHUM Television VP Maria Hale and others on a panel called Media Crystal Ball: The Future of Media in Canada, discussing strategies for media companies to develop closer relationships with their audiences. For more information or to register visit www.opendialogueinc.com



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Molson Canadian is helping fans at the Air Canada Centre to have their say in which Toronto Maple Leafs player becomes the Fan Favourite player of the game! Text FAN to 25858 to opt in for the next game...you'll get an alert late in the game asking you which player you want to vote for. Every vote gets you a chance to be the lucky fan who presents the monthly Molson Cup to a Leaf player on the ice at the ACC. Standard text messaging rates apply and you must be legal drinking age to participate. Consumers can also sign up for mobile alerts before every game offering another chance to take part.



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