

comScore Study Reveals that Mobile TV Currently Most Popular Among Males and Younger Age Segments

Cost is Primary Concern for Current and Future Mobile TV Service Subscribers

RESTON, VA, April 23, 2007 – comScore, a leader in measuring the digital world, today released the results of a study analyzing Americans' usage of, and attitudes toward, Mobile TV, which is defined as television watched via a mobile phone device (either live or on-demand). The study, based on a survey of more than 2,000 mobile phone users, revealed that nearly two out of three Mobile TV subscribers are male and that nearly half are below the age of 35. Also included in the study are insights about consumer behavior and attitudes toward Mobile TV, including information on product awareness, programming content, and key purchase motivators.

Mobile TV Most Popular Among 25-34 Year Olds

An analysis of Americans' usage of, and attitudes toward, Mobile TV by demographic segment revealed a higher level of interest and acceptance among younger adults and males. Forty-six percent of those who currently subscribe to Mobile TV are below the age of 35 and 65 percent are male. Males were also more likely than average to be interested in Mobile TV, while females were more likely to report being not interested.

Demographic Profile of Mobile TV				
March 19-23, 2007				
Source: comScore Mobile TV Study				
	Percent of Respondents			
	All Respondents	Subscribes to Mobile TV	Interested in Mobile TV	Not Interested in Mobile TV
Gender	100%	100%	100%	100%
Male	50%	65%	54%	41%
Female	50%	35%	46%	59%
Age	100%	100%	100%	100%
18 – 24 Years Old	8%	17%	7%	5%
25 – 34 Years Old	25%	29%	29%	21%
35 – 44 Years Old	29%	30%	30%	28%
45 – 54 Years Old	24%	13%	22%	26%
55 – 64 Years Old	11%	11%	8%	16%
65+ Years Old	2%	0%	2%	3%

"While the use of Mobile TV is a growing trend among mobile phone users, its current devotees appear to be the early adopters of new technologies," said Serge Matta, senior vice president of comScore Telecom Solutions. "As is the case with the majority of technology lifecycles, early adopters include many younger and male consumers. Once the early adopters have had a chance to fully engage with the technology and share their experiences with friends, relatives and colleagues, Mobile TV is substantially more likely to reach a critical mass in the marketplace."

Verizon V-Cast Leads in Product Awareness

As part of the study, comScore asked consumers about their awareness of various Mobile TV services. Verizon V-Cast generated the highest overall awareness, with 22 percent of respondents indicating they were familiar with the service. In comparison, 9 percent were aware of MobiTV and 3 percent were aware of Modeo. Among those who currently subscribe to Mobile TV, awareness was substantially higher for Verizon V-Cast (43 percent), MobiTV (34 percent), and Modeo (15 percent).

Consumers Want Traditional TV Content on Mobile TV

Overall, consumers would prefer to watch traditional-style Mobile TV content rather than modified or specialized content. Fifty-six percent of respondents would prefer to watch the “entire TV show” rather than a condensed version and 53 percent favored general content (such as news) over focused content (such as extreme sports programming). However, of those who currently subscribe to Mobile TV, 46 percent prefer general content to focused content and 43 percent prefer entire TV shows to condensed TV shows. Those interested in Mobile TV preferred local news, dramas, movies and sitcoms above other content.

Primary Motivator in Subscribing to Mobile TV Service is “Cost of Service”

comScore also questioned consumers about their top considerations in selecting a Mobile TV service. Not surprisingly, approximately 71 percent of the respondents said that “cost of service” was a top consideration. However, 67 percent of respondents who are interested in subscribing to Mobile TV also said that they would be willing to watch sponsored advertisements in return for free subscriptions, while 64 percent also favored a test period before committing to a subscription.

Americans also indicated that they place a high value on the quality of the viewing experience when choosing a Mobile TV service. Half (50 percent) said that “picture quality” was very important, while 47 percent indicated the same for “screen size” and 43 percent for “channel reception.”

Key Motivators in Subscribing to Mobile TV Service				
March 19-23, 2007				
Source: comScore Mobile TV Study				
	Percent of Respondents			
	All Respondents	Subscribes to Mobile TV	Interested in Mobile TV	Not Interested in Mobile TV
Cost of service	71%	64%	76%	63%
Picture quality	50%	49%	59%	36%
Screen size	47%	47%	49%	44%
Channel reception	43%	46%	54%	27%
Available channels	40%	52%	53%	20%
Sound quality	39%	39%	48%	27%
Ease of use	25%	36%	29%	16%
Security	16%	21%	19%	8%

Methodology

Population: U.S. Internet users who use mobile phones for personal use

Time Period: March 19, 2007 – March 23, 2007

Survey Mode: E-mail survey sent to comScore panelists

Total Respondents: n=2,020

- Respondents who currently subscribe to Mobile TV: n=210
- Respondents who are interested in Mobile TV: n=752
- Respondents not interested in Mobile TV: n=757
- Respondents unaware of/no opinion on Mobile TV: n=301

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About comScore

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and offline purchasing. comScore panelists also participate in survey research that captures and integrates their attitudes and intentions. Through its proprietary technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore consultants apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Starcom USA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit www.comscore.com.