

"Trendy" Wireless Phones Most Likely To Be Researched Online; Low-Cost Models Most Often Ordered

Motorola RAZR V3C Tops the List of Most Researched Wireless Phones; Sony Ericsson Z520A Most Frequently Ordered Online, with More than Two-Thirds at No Cost to the Consumer

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RESTON, VA. June 12, 2006 - comScore Networks, a leader in the measurement and analysis of consumer behavior and attitudes, today released an analysis of the online research and purchase behavior of consumers in the wireless phone market. comScore revealed that consumers were most likely to research newly released and "trendy" models, with the Motorola RAZR V3C topping the list during the first quarter of 2006. Other models securing spots on the most researched list include the Palm Treo 650, the Palm Treo 700W, and the Motorola Pebl.

Top 10 Wireless Phones Researched Online	
First Quarter 2006	
Source: comScore Networks	
Manufacturer	Model
Motorola	Razr V3C
Palm	Treo 650
Motorola	E815
Palm	Treo 700W
Motorola	Razr V3
Samsung	A900
Motorola	Pebl
Sony Ericsson	Z520A
Nokia	6101/6102
LG	C2000

The Motorola Q is the latest phone to be released, with Verizon Wireless positioned as sole provider of this model for a limited time. As a measure of interest in the model, comScore found that the Motorola Q product page on the Verizon Wireless Web site received slightly more than 100,000 unique visitors in the second half of May, 2006.

Price is a Driving Factor When Purchasing a Phone

comScore also analyzed trends in ordering cell phones online, among new and existing customers, at major carrier and wireless sites in the first quarter of 2006. Not surprisingly, low-cost - or no-cost - models topped the list. The Sony Ericsson Z520A, available through Cingular, was the most frequently ordered model, with more than two-thirds of these phones provided at no cost to the customer. The Nokia 6101 (T-Mobile) and 6102 (Cingular) phones ranked second during the first quarter of 2006. More than two-thirds of the Nokia 6101/6102 phones were also provided at no cost to the customer.

"Consumers are researching the latest wireless phones online in great numbers, by either visiting product pages or conducting

searches for specific models at the leading engines," said Brian Jurutka, director of marketing solutions at comScore. "The top 10 models sold accounted for nearly half of all phones ordered by consumers at major wireless sites in the first quarter - with Motorola capturing the highest share at 38 percent."

Top 10 Wireless Phones Ordered Online	
First Quarter 2006	
Source: comScore Networks	
Manufacturer	Model
Sony Ericsson	Z520A
Nokia	6101/6102
LG	C2000
Motorola	RAZR V3C
Motorola	RAZR V3
Nokia	6061
Samsung	SGH-X497
Samsung	SCH-A950
Motorola	V276
Motorola	I870

Methodology

This study is based on comScore's, global panel of more than 2 million consumers who have given explicit permission to confidentially capture their Web-wide browsing and transaction behavior, including online purchasing and searching. The list of most frequently searched wireless phones is based on visitation to the product Web pages for specific phone models and keyword searches for particular models. comScore's list of most frequently ordered phones is based on the firm's proprietary data capture methodology that measures actual sales on cingular.com, verizonwireless.com, sprintpcs.com, nextel.com, t-mobile.com, wirefly.com, letstalk.com, and inphonic.com. Sales include phones ordered in conjunction with new contracts, renewals and upgrades.

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About comScore Networks

comScore Networks provides unparalleled insight into consumer behavior and attitudes. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore explicit permission to confidentially capture their browsing and transaction behavior, including online 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, AT&T, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit www.comscore.com.

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