



Wireless
Evolution Insider



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In association with



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Freever SMS success

A mobile marketing campaign for dairy brand Yoplait in France generated some 1 million SMSes over six months.

The campaign, carried out by mobile community outfit Freever, was a chat-based campaign aimed at teens. In six months, it had garnered a community of some 50,000 users, according to Freever CEO Jerome Traisnel. Freever reported turnover of €7 million (US\$7.6 million) in 2002, compared to €2 million in 2001, while revenues reached €2.1 million in 4Q02. The company handled some 464 million text messages during the year, of which 137 million were exchanged in 4Q02.

Freever communities had 1.12 million members at end-2002. Following its recent deal for a chat service with O2 Germany, Freever services are now accessible through 10 operators: Bouygues Telecom, Orange and SFR in France; Vodafone and O2 in the UK; O2 in Ireland and Germany; Proximus and Mobistar in Belgium; and Wind in Italy.

Vodafone live! vs i-mode

Vodafone live! appears to have outclassed Europe's NTT DoCoMo-backed i-mode in the countries where

the two go head to head.

Despite lagging behind i-mode's European launch, Vodafone live! registered 380,000 subscribers in eight markets from its launch at the end of October until end-2002. It targets 1 million subscribers by end-March.

That's an impressive start, given that i-mode had 400,000 active subscribers in four European countries at end-January, according to DoCoMo's director of i-mode strategy, Takeshi Natsuno. In Germany alone, Vodafone D2 had sold 150,000 live! handsets by end-2002 (see sidebar). live! was the leader even though German cellco e-Plus launched i-mode in March, seven months earlier than Vodafone live!, with staggered launches by i-mode operators in another three markets. Jupiter Research estimates there will be 1.5 million i-mode subscribers in Europe by the end of 2003.

10% of bookings to go mobiles

Web merchant Lastminute.com sends some 10% of its booking details to customers' mobile phones. The web site enables customers to choose a "send to my mobile" option when making a reservation. Alexis Bonte, Lastminute.com's head of UK business development, says the mobile technology has proved to be a cost-saving exercise, since the number of calls to customer services is dramatically reduced when customers have the details on their mobiles. The "send to my mobile" service is powered by PocketThis.

Vodafone live! vs i-mode

Country	Subs (end-2002)
Vodafone live!	
UK	90,000+
Germany	150,000+
Italy	60,000+
Portugal, Sweden, Spain, France, Netherlands, Greece, Hungary	80,000
Total	380,000

i-mode	
Operator	Subs (Jan-03)
KPN Mobile, Neth.	100,000
Bouygues, France	70,000
E-Plus, Germany*	230,000
BASE, Belgium	
Total subs	400,000

*In August, E-Plus had 77,000 i-mode subs and KPN had 23,000

Handsets	Subs (end-2002)
i-mode	NEC n21i, Toshiba TS21i, NEC n22i
Vodafone live!	Nokia 7650, Sharp GX10, Panasonic GD87

Tariffs

Vodafone live!

Various packages. For example, UK subscription: free. MMS: £0.36 (US\$0.59) each; ring tones: £2.50 each; games £1.5 each, plus GPRS download. Greece: MMS: E0.39-0.50 (US\$0.42-0.54) each; ring tones: E2.50 each; games: E2.50-5 each.

i-mode

Various. For example, The Netherlands and Belgium: E6 per month; content channels: E0-2 per month. France: E3 per month; E0.01/KB download; content channels: E0-3 per month.

Sources: Vodafone, NTT DoCoMo, i-mode operators

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Messaging data by selected operators

	Country/ operator	3Q02 SMS traffic (mil.)	3Q02 SMS/ sub/ quarter	2Q02 SMS traffic (mil.)	3Q01 SMS/ sub/ quarter	Yearly growth SMS/sub/ quarter (%)
Australia	Telstra	300	50.74	255.03	44.76	0.13
	SingTel Optus	246	57.41	227.21	43.36	0.32
	Bangladesh					
	Grameen Phone	9.7	14.6	7	2.82	4.17
China	China Mobile (Hong Kong)	10,423.00	108.72	8,410.00	23.68	3.59
	China Unicom Ltd.	4,020.00	110.91	1,480.00	13.11	7.46
Hong Kong	Peoples Telephone	8.6	11.51	6.64	3.6	2.19
Malaysia	Digi.Com*	132	87.13	101	41.2	1.11
New Zealand	Telecom Corp. of New Zealand	27.5	21.52	22	6.73	2.2
Philippines						
	Globe Telecom	3,550.00	690.76	3,434.00	905.71	-0.24
	Smart	4,075.60	701.69	3,849.90	763.11	-0.08
Singapore	MobileOne	680	642.18	652	426.52	0.51
	StarHub	552	1,066.87	182	283.35	2.77

Sources: Operator data, Baskerville *Both mobile originated and terminated