



TELEPHIA[®]

Information for
the Mobile Industry

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**SIXTY PERCENT OF MOBILE RINGTONE REVENUES ARE DRIVEN BY
REALTONES, ACCORDING TO TELEPHIA**

*Pop Diva Chart Hits Such As Hollaback Girl by Gwen Stefani, Cater 2 U by Destiny's Child,
and We Belong Together by Mariah Carey are Among Favorite Realtones*

SAN FRANCISCO—October 12, 2005—Telephia, the leading provider of performance measurement information to the mobile industry, reports that 60 percent of mobile ringtone revenues are generated by realtones. Traditional mono and polyphonic ringtones comprised nearly 33 percent of the revenue share, while callback tones accounted for seven percent of the total revenues. Telephia debuts the first ever actual audience measurement report for ringtones in its new Mobile Audio Report, which tracks purchase activity for mobile ringtones, including traditional ringtones, realtones¹, callback tones², and voicetones from an opt-in panel of more than 30K wireless subscriber bills.

According to the Telephia Mobile Audio Report, realtones from pop divas Gwen Stefani, Destiny's Child, and Mariah Carey were favorites among mobile users. Gwen Stefani's *Hollaback Girl*, *Cater 2 U* by Destiny's Child, and *We Belong Together* by Mariah Carey were three of the leading realtones in July 2005. The Rap/Hip-Hop, Pop, Soul/R&B, Voice, and Alternative/Punk categories led realtone genres, comprising 76 percent of all realtone revenues (see Table 1). Rap/Hip-Hop alone accounted for a quarter of realtone revenues, with Pop and Soul/R&B posting 17 percent and 14 percent, respectively. Voicetones snatched 11 percent of realtone revenues, while the Alternative/Punk genre posted a nine percent share.

Table 1: Top Five Ringtone Genres by Revenue Share

Ringtone Genre	Share of Revenues (%)
1. Rap/Hip-Hop	25%
2. Pop	17%
3. Soul/R&B	14%
4. Voice/Sound	11%
5. Alternative/Punk	9%

Source: Mobile Audio Report, July 2005

**Note: Verizon data includes callback tones only; Cingular data includes AT&T subs only.*

“Realtone downloads are more likely to mimic the success of online digital music downloads given the inclusion of vocals and improved voice quality,” said Kanishka Agarwal, Vice President of New Products, Telephia. “Gwen Stefani’s *Hollaback Girl* is a great example, as the song has topped both the realtone and online digital download charts, but did not make it into the top 20 for mono/polyphonic ringtone charts.”

“The desire for personalization drives mobile users to pay a premium for ringtones with downloads at \$1.99 as compared to \$0.99 they pay for the entire track online. Realtones’ high revenue share shows consumers are willing to pay even more at \$2.99 for tones that sound more like a real music track,” added Agarwal.

¹*A realtone is a ringtone with MP3 quality sound and vocals*

²*A callback tone is the sound the caller hears when calling someone vs. the tone the called party hears on their device*

About Telephia

Founded in 1999, Telephia provides syndicated performance measurement information to the leaders of the mobile industry. Telephia serves more than 50 mobile industry clients, including carriers, device manufacturers, content and application providers, retailers, infrastructure vendors and investment analysts. Telephia is the industry standard measure of subscriber share, customer satisfaction, device share, network quality, revenue share, advertising effectiveness, content audience and many other key performance indicators.

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