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One in Five Wireless Phone Users Subscribe to Data Packages, According to Telephia Corporation

Average Data Package Charges Rose Five Percent to \$7.86 since January 2005

SAN FRANCISCO – September 27, 2005 – Telephia, the leading provider of performance information to the mobile communications industry, reports that wireless data package adoption among the top five service providers showed a 22 percent penetration rate for the first half of 2005. According to Customer Value Metrics, Telephia's new wireless bill tracking product, among users who purchased a data package the average package charges increased almost five percent to \$7.86 in Q2 2005, as compared to \$7.51 during the first three months of the year. Wireless data packages include bulk pricing on SMS, Picture mail (MMS) and Web/WAP access.

The coveted 18-34 age demographic show the highest penetration, according to Telephia. Mobile users subscribing to wireless data packages show a 45 percent penetration rate for consumers age 18-24, and a 32 percent penetration rate for the 25-36 demographic age group (see Table 1). Among the different ethnic demographic groups, African-American mobile users had a penetration rate of 36 percent during Q1-Q2, 2005, while Hispanics posted a 30 percent penetration rate.

"The fact that one-fifth of all mobile users are now paying nearly \$8 per month to subscribe to data services proves that US mobile operators are beginning to deliver compelling data service offerings and marketing them effectively," said Sid Gorham, President, Telephia. "And with penetration twice as high among young mobile subscribers, we can see that this market has tremendous potential for future growth."

Table 1: Penetration of Data Packages by Demographic Group, Q1 & Q2 2005

Demographic Group	Industry Penetration
Age 18-24	45%
Age 25-36	32%
Age 37-55	21%
Age 56+	12%
Hispanic Origin	30%
White	19%
Black/African American	36%
Asian or Pacific Islander	16%

Source: Telephia Customer Value Metrics, Q1-Q2 2005

About Customer Value Metrics

The Telephia Customer Value Metrics product is the industry's largest wireless bill collection panel, gathering and analyzing detailed billing records monthly for more than 30,000 mobile phone users for the top five wireless service providers. Based on the company's proprietary tracking technology, actual billed charges and consumption information collected from this panel are used to measure differences in wireless consumer usage and spending, as well as handset and plan preferences. Telephia's Customer Value Metrics also uses extensive profiling surveys to collect demographic and satisfaction information from panelists which are combined together to drive key marketing decisions such as plan design and features, market segmentation and retention programs.

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. Telephia helps clients use information to drive superior business results by providing high-quality measurement products and integrated analysis.

For further information, please visit our website at www.telephia.com or call 415-395-0500.

Sourcing guidelines: All Telephia charts, data tables and analysis must be cited as, "Source: Telephia Customer Value Metrics" or "According to Telephia..."

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