



FOR IMMEDIATE RELEASE

Contact: Brian Monighetti
Telephia, Inc.
bmonighetti@telephia.com
415/395-0500, Ext. 1632

Women Buy More Games on Their Mobile Phones

Women Prefer Bejeweled, Men Buy Buzztime

SAN FRANCISCO – June 6, 2005 – Newly released data from Telephia, the leading provider of performance information to the mobile communications industry, reveals that women buy more games for their mobile phones than men, and that certain games are much more popular among women. During the three months of February through April 2005, women bought 60% of mobile games compared to 40% for men.

Telephia Audience Metrics, a recently launched product from Telephia, measures monthly mobile content purchase activity from the phone bills of 30,000 panelists. Supplemental information is captured through surveys. Telephia Audience Metrics allows wireless carriers, mobile media companies, and mobile device manufacturers to deliver better and more targeted content to their customers' mobile phones.

Telephia reveals that the top mobile game titles purchased are often familiar names from computer or console game playing. The most purchased game overall was JAMDAT's poker game *Downtown Texas Hold'em*. Second on the list was the classic puzzle game *Tetris*. *Downtown Texas Hold'em* and *Tetris* were popular among both sexes, and were purchased by approximately equal numbers of men and women.

Other top game titles show sharp differences among the sexes. *Bejeweled*, a popular internet puzzle game, was purchased by almost three times as many women as men. *Buzztime*, a trivia game made famous in sports bars, is purchased by almost twice as many men as women.

Telephia's data, which is weighted to accurately represent the US population, shows that 6.3 million people, or 3.5% of the 180 million wireless phone users in the United States, purchased at least one game for their mobile phone during the February through April 2005 period. Women make about half of mobile phone users, but purchase a disproportionate share of games for their mobile phones.

“As mobile phone content consumption, including playing of games, becomes more popular the demand for better information about consumers’ preferences increases,” says Sid Gorham, president of Telephia. “Telephia, as the leading provider of information to the wireless industry, provides the most detailed and comprehensive information on mobile content.”

Top Mobile Phone Game Titles Purchased

Overall rank	Game title	Publisher
1	Downtown Texas Hold'em	JAMDAT
2	Tetris	JAMDAT
3	Bejeweled	JAMDAT
4	JAMDAT Bowling	JAMDAT
5	Buzztime	Airborne Entertainment
6	Pac-Man	Namco
7	Blue Blocks	JAMDAT
8	JAMDAT Solitaire	JAMDAT
9	Wheel of Fortune	Sony
10	Ms. Pac-Man	Namco

Source: Telephia Audience Metrics, February - April 2005

JAMDAT, including its recently acquired Blue Lava division, publishes six of the top ten mobile game titles.

About Telephia Audience Metrics

Telephia Audience Metrics contains detailed information on the consumption and the audiences of mobile content, including games, mobile internet, mobile email, mobile instant messaging, and ringtones.

The monthly Telephia Audience Metrics Report is based on information from the wireless phone bills of over 30,000 people. Telephia also uses large-scale surveys to collect information about mobile content consumption that does not appear on a phone bill, such as wireless internet usage. Later in 2005, Telephia will begin reporting additional mobile content consumption information from its patent-protected measuring software embedded in panelists’ phones.

About Telephia

Telephia is the leading source of performance information for the global wireless industry. Telephia’s portfolio of marketing and service quality information products helps clients turn data into superior business results. Based in San Francisco, Telephia is a privately held company. For further information, visit www.telephia.com or call 415-395-0500.

###