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Mobile Messaging Clearly On the Rise, But What Will Drive It?

By Staff
WirelessWeek - January 01, 2003

Just as SMS has changed the way people use their mobile phones, particularly in Europe, mobile messaging in general is poised to grow exponentially as a category. And it's becoming clear that messaging is evolving into a variety of formats, fueling messaging growth on a number of fronts.

Two of the distinct messaging platforms have unique potential to make a real impact, and both Multimedia Messaging Service (MMS) and Mobile Instant Messaging (MIM) will have particular impact over the long haul, at least according to new predictions from researcher Telecom Trends International.

Young Guns to Drive Immediate SMS Growth

| | User Demographic | Q4 2001 | Q4 2002 |
|---------------------|----------------------|---------|---------|
| SMS Interest | Young adults (18-24) | 49% | 50% |
| | All users | 32% | 35% |
| SMS Users | Young adults (18-24) | 22% | 45% |
| | All users | 12% | 20% |
| Frequent SMS Users* | Young adults (18-24) | n/a | 38% |
| | All users | n/a | 28% |

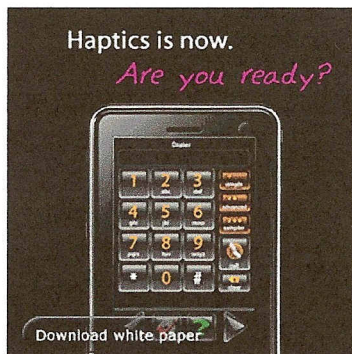
* Send/receive message at least once daily
Source: Q4 2002 Telephia Attitude and Behavior Study, conducted jointly with Harris Interactive.

Just as in other markets around the world, it's a youth movement that will drive adoption of messaging, as we've seen with SMS over the last year or so. Younger users have catalyzed a tangible shift in user behavior, as they become ever more comfortable with SMS and other text messaging services. New data about youth adoption of messaging from Telephia, listed above, shows that young people not only are developing an interest in SMS, but a growing number of them are becoming frequent users of the service.

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