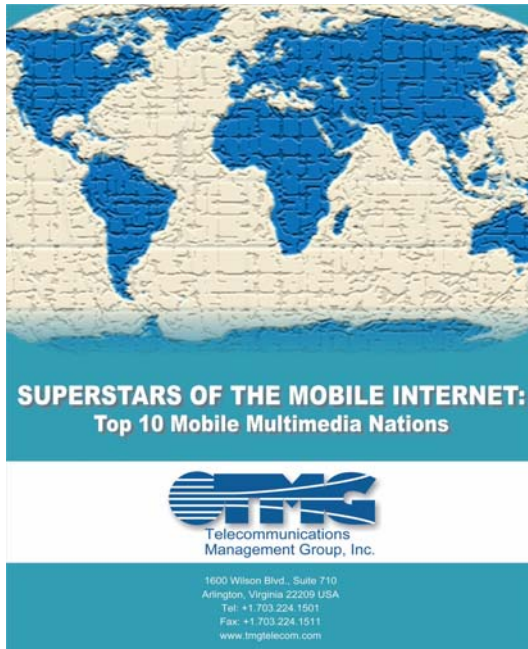


# SUPERSTARS OF THE MOBILE INTERNET: Top 10 Mobile Multimedia Nations



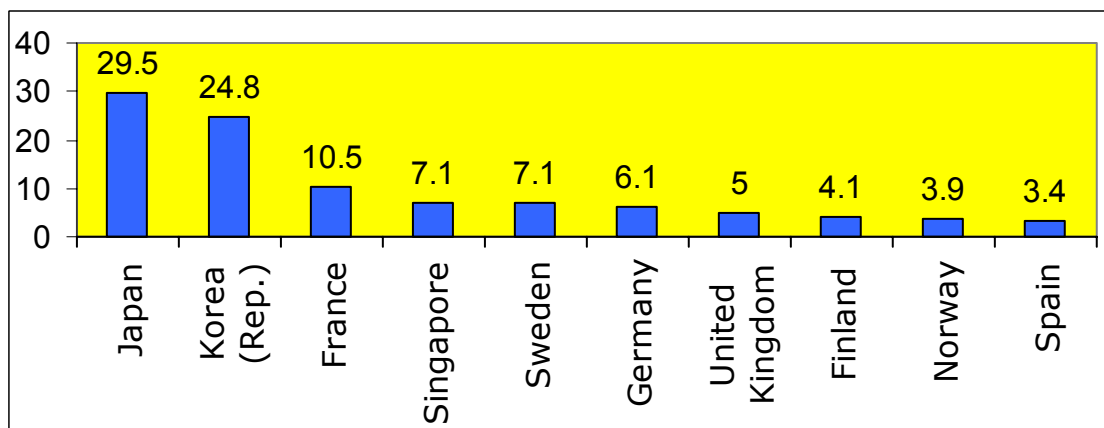
- *The number of mobile multimedia users exceeds 100 million in 2004*
- *Japan and South Korea lead the world in mobile multimedia usage*



In a new report, Telecommunications Management Group, Inc. (TMG) identifies the leading nations in mobile multimedia. Entitled "Superstars of the Mobile Internet," the publication provides the statistical basis to show which countries lead in using mobile handsets to download entertainment, exchange picture messages and access the Internet. The report compares often conflicting, exaggerated or vaguely defined mobile operator statistics with government surveys on mobile Internet use to arrive at its conclusions.

Japan and South Korea are neck and neck, leading the world in mobile multimedia use. The only other nation with double-digit penetration is France, part of a quartet of large European countries in the top ten (along with Germany, Spain and the United Kingdom). The tech-savvy Nordic nations are also present in the list, represented by Finland, Norway and Sweden. The only other Asian country in the top ten is Singapore, ranked number four.

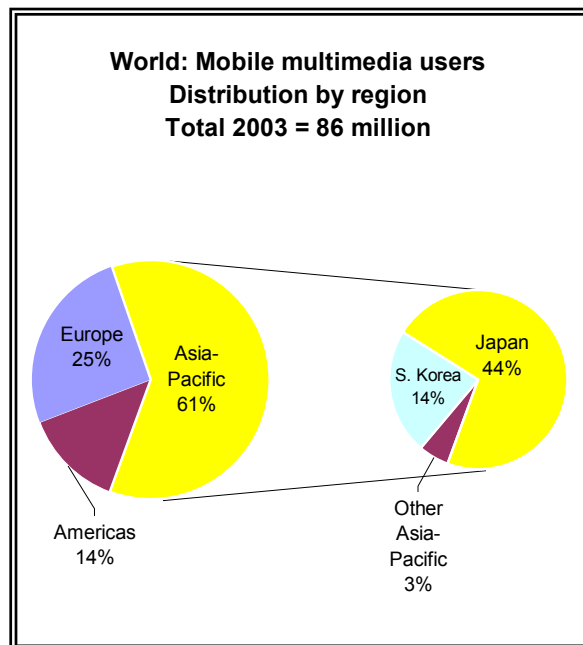
**TOP TEN NATIONS BY PERCENTAGE OF POPULATION USING MOBILE PHONES TO ACCESS THE INTERNET, 2003**



Japan and South Korea accounted for over three quarters of all mobile multimedia users in 2000; by 2003, their share had declined to 57% of the 86 million mobile multimedia users around the world. TMG forecasts that the number of mobile multimedia users around the world will near 110 million in 2004.

Michael Minges, Senior Market Analyst at TMG notes "the launch of higher-speed mobile networks around the world is finally beginning to have an impact on mobile multimedia usage. Greater bandwidth coupled with a growing proportion of Internet-enabled handsets is leading to more compelling content and starting to increase demand for mobile multimedia."

TMG estimates that mobile multimedia and text messaging services generated US\$45 billion in revenues for mobile operators in 2003.



**ECONOMIES COVERED IN THIS REPORT:**

Argentina	Hungary	Philippines
Australia	Iceland	Poland
Austria	India	Portugal
Belgium	Indonesia	Russia
Brazil	Ireland	Singapore
Canada	Israel	South Africa
Chile	Italy	Spain
China	Japan	Sweden
Czech Republic	Korea (Rep.)	Switzerland
Denmark	Luxembourg	Taiwan
Finland	Malaysia	Thailand
France	Mexico	Turkey
Germany	Netherlands	United Kingdom
Greece	New Zealand	United States
Hong Kong	Norway	Venezuela

For more information about the report, including ordering details, see  
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