



**FROM MOBILE TO YOUTUBE: NEARLY EIGHT MILLION U.S. MOBILE SUBSCRIBERS ARE CAPTURING VIDEOS ON THEIR MOBILE PHONES, ACCORDING TO TELEPHIA**

*Motorola RAZR is Most Popular Handset for Capturing Videos; Spaniards and Italians Outpace Americans by a Five to One Margin in Using Their Phones to Take Videos*

**SAN FRANCISCO—October 12, 2006**—The mobile industry is buzzing around the enormous popularity of Web 2.0 services that generate user content, like YouTube, MySpace and Facebook. Google’s recent acquisition of YouTube and what it could mean for the mobile community is prompting heightened discussion. According to Telephia, three percent of U.S. mobile subscribers, representing nearly eight million consumers, use their cell phones to take personal videos. This adoption rate for mobile video capture doubles to six percent among mobile subscribers who recently purchased a new handset, revealing a rapid upward trend.

“Google upped the ante this week by paying \$1.65 billion for YouTube, validating the success and future potential of user-generated video content. The mobile phone is a unique and rich source of on-the-move, spontaneous, personal videos— the kind that made YouTube a worldwide phenomenon to begin with. It is your tube on the move,” said Kanishka Agarwal, VP of New Products, Telephia.

The Motorola RAZR is the top handset choice among recent handset buyers who take videos with their phones, securing a 21 percent share and besting the next top device by nearly four to one (see Table 1). The Nokia 6101, Motorola E815, Sony Ericsson Z525 and the LG VX8100 were also favorites.

**Table 1: Top Device Among Recent Handset Buyers Who Capture Videos (U.S.)**

Device	Share %
1. RAZR V3 series (V3, V3c, V3m, V3i)	21%
2. Nokia 6101 series (6101,6102)	6%
3. Motorola E815 series	3%
4. Sony Ericsson Z525	3%
5. LG VX8100 series	3%

*Source: Observed rankings from the Telephia U.S. Device Report (Q2 2006)*

*\*Note: Data is based on mobile subscribers who recently purchased a new device during the last six months*

## Europeans Have Higher Adoption Rates for Video Capture on their Mobile Phones

While more and more U.S. mobile consumers use their phones to capture videos, they still lag behind Europeans. Among the six European countries Telephia measures, Italy and Spain secured the highest adoption rates at 15 and 14 percent, respectively (see Table 2). The U.K. and Sweden also posted double-digit penetration, while both France and Germany secured a nine percent penetration rate.

**Table 2: Adoption Rate for Mobile Phone Video Capture (Europe, U.S. and Canada)**

Country	Share %
Spain	15%
Italy	14%
UK	12%
Sweden	10%
France	9%
Germany	9%
Canada	4%
US	3%

*Source: Observed share from Telephia European Subscriber and Device Report and U.S. Device Report (Q2 and Q3 2006)*

Please join Telephia at the following industry events:

- IIR Mobile Broadband Americas (Las Vegas, NV October 18-20, 2006). For more information, visit: [iirusa.com](http://iirusa.com)
- IQPC Mobile Content Partnership Summit (Palm Springs, CA October 23-25, 2006). For more information, visit: [iqpc.com](http://iqpc.com)

## About Telephia

Telephia is the largest provider of syndicated consumer research to the communications and new media markets. Telephia is your connection to the digital consumer.

Since 1998, executives at service providers, device manufacturers, content providers, and retailers have relied on Telephia data to make confident competitive strategy, marketing and resource allocation decisions. Telephia uses its unique measurement tools and large-scale consumer panels to completely understand the digital consumer's behavior, attitudes and experience.

To learn how Telephia data can help you understand the digital consumer and track your competitive performance, please contact us at (415) 395-0500 or [sales@telephia.com](mailto:sales@telephia.com).

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