



BBC AND SKY DOMINATE THE THIRD SCREEN IN THE U.K. WITH LEADING MOBILE VIDEO AND WEB OFFERINGS, ACCORDING TO TELEPHIA

Telephia Launches Most Comprehensive Mobile Audience Measurement in the U.K.

SAN FRANCISCO and LONDON—October 25, 2006—Broadcasting giants, BBC and Sky, dominate the third screen in the U.K., according to Telephia, the largest provider of consumer research to the communications and new media markets. Telephia recently expanded its consumer research program in the U.K. to track mobile content consumption at the channel, website and content title level. The first wave of findings shows 33 percent of all mobile TV/video viewers watched BBC 1 (see table 1). Twenty-nine percent watched Sky Sports. The BBC also secured the top ranking among mobile Internet sites, with 28 percent of all mobile web users visiting the site. The Sky Sports website secured a 23 percent reach among mobile Internet users.

“The big broadcasting brands in the U.K. have extended their footprint to reach the mobile population, and the strategy is clearly working,” said Reza Chady, Managing Director Europe, Telephia. “Consumers are tapping into three screens—television, PC and mobile phone—for their news and entertainment. Broadcasters must develop an integrated strategy across the three screens to reach, maintain and expand their audience.”

Table 1: Top Mobile TV/Video Channels and Mobile Web/Internet Sites (U.K.)

Channel	% of Mobile TV Viewers	Internet Site	% of Mobile Web Users
BBC 1	33%	BBC	28%
Sky Sports	29%	Sky Sports	23%
Discovery Channel	24%	BBC Sports	22%
BBC 3	22%	BBC Weather	20%
BBC 2	22%	Google Search	18%
BBC 4	22%	Jamster	13%
ITV 1	22%	Sky	11%
Cartoon Network	21%	MSN Games	10%
ITV 2	21%	eBay	10%
UK TV gold	17%	AA	8%

Source: Telephia Audience Measurement Report U.K. (Q3 2006)

Note: Data represents responses about mobile activity in the last 30 days. Differences in share between mobile TV channels and mobile Internet sites may not be statistically significant.

Among all U.K. mobile subscribers, there is an even 50/50 gender split. However, both mobile TV and Internet users are more likely to be men. Three percent of U.K. mobile subscribers watch mobile TV or video content, with 70 percent of the audience being male (see Table 2). Penetration of mobile Internet/web is higher at 19 percent, with men comprising 64 percent of the audience. Text and picture messaging still reign supreme with penetration rates of 85 and 35 percent, respectively. In contrast, demographics for text and picture messaging skew female.

Table 2: Penetration and Gender Breakdown for Mobile Data Services (U.K.)

Mobile Activity	% of Subscribers	% Male	% Female
Sent or received a Text Message	85%	49%	51%
Sent or received a Picture Message (MMS)	35%	47%	53%
Played or downloaded Games	26%	53%	47%
Accessed the Wireless Internet	19%	64%	36%
Downloaded Ringtones	15%	53%	47%
Played or downloaded Full Track Music (MP3s)	14%	59%	41%
Sent or received an Instant Message	14%	57%	43%
Sent or received an Email	11%	64%	36%
Downloaded Wallpaper or Images	10%	61%	39%
Listened to or paid for Mobile Radio	7%	62%	38%
Used or downloaded Applications	6%	68%	32%
Uploaded pictures, videos or blogs to an Internet website	4%	56%	44%
Downloaded, watched, or paid for Mobile TV-Video	3%	70%	30%

Source: Telephia Audience Measurement Report U.K. (Q3 2006)

Telephia Launches Detailed Mobile Content Measurement Service for the U.K.

Today, Telephia launched the most comprehensive mobile audience measurement service in the U.K. The Telephia Audience Measurement service (TAM UK) delivers the most detailed tracking of mobile content and application consumption, including mobile TV and radio channels, Internet sites, games, ringtones and applications titles. Surveying 8,000 mobile subscribers per month, TAM UK also provides information on both on-portal and off-portal download volume, carrier and device analysis and detailed consumer demographics.

For more information about TAM UK and other Telephia European products, please contact Reza Chady at rchady@telephia.com.

Please join Telephia at the following industry events:

- The World Digital Publishing Conference and Expo (London October 26-27). For more information, visit: www.wan-press.org
- TV2Mobile '06 Conference (Santa Clara, CA October 30-November 2). For more information, visit: www.gsp.com
- Digital Music Wire LA Games Conference (Los Angeles, CA November 7-8). For more information, visit: www.lagamesconference.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.

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