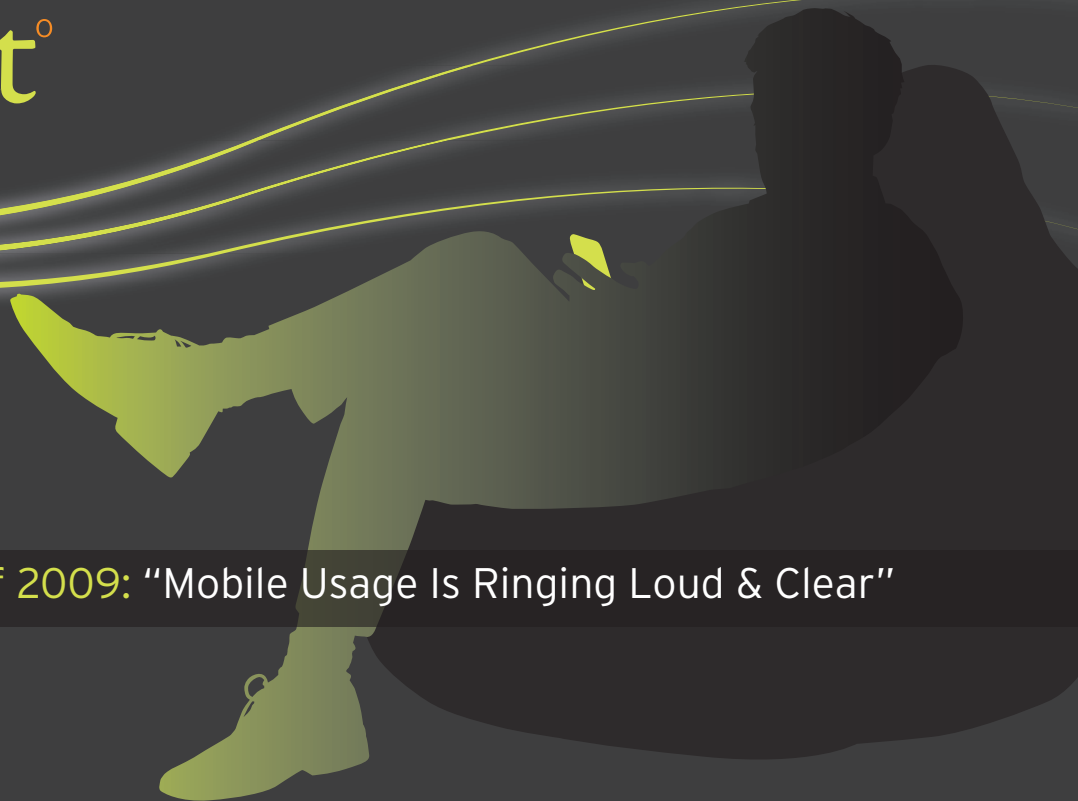


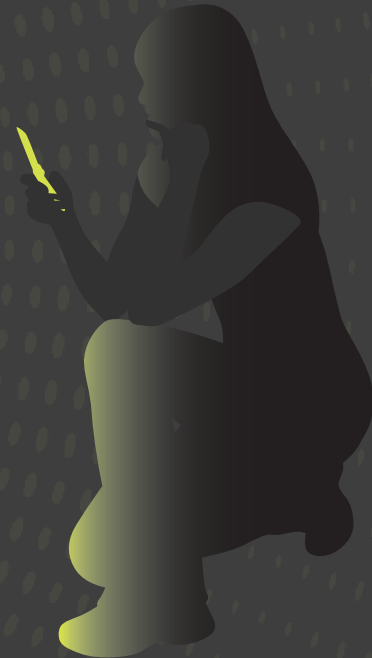
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Special Report of 2009: "Mobile Usage Is Ringing Loud & Clear"

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> Mobile Marketing in the UAE: Is it relevant and engaged?

This Special Report was based on a survey conducted on 100 male and 100 female participants aged 20 to 40 years old, from the UAE, examining in detail their mobile phone usage and behaviour. Crucial information was gained to identify mobile marketing opportunities for brand marketers in the UAE.

With a mobile marketing growth boom imminent and global estimates indicating that the mobile is now where internet advertising spend was 10 years ago, the potential for marketing on the mobile platform is unrivaled. However, the majority of brands have yet to harness this opportunity within the mobile marketing structure, nationally or globally.



> Mobile Users

While the mobile users surveyed may be uncertain about their exact network connections, almost 1/3 of the respondents confirmed WiFi and/or Bluetooth connection capabilities. The stats also showed that 60% of respondents operate with one phone and 30% have two phones at their disposal. However, every second female user tends to own two phones.

Mobile devices frequently used by surveyed participants:

33% Nokia

20% Blackberry

19% iPhone

14% Sony Ericsson

5% Samsung

<2% Motorola

> Services & Usage

The following section indicates the key mobile services and usage rates by the surveyed participants:

Mobile Applications

In the UAE, mobile users are talking, texting, surfing, researching and social networking while on the go. This clearly demonstrates an obvious consumer reach for brand marketers.

The survey indicated that SMS text messaging was the most popular mobile service currently used among the UAE survey respondents. SMS being an increasing form of simple communication across the globe. Female users were more eager to use SMS, as their usage exceeds voice calls by a third of the average usage.

The third most used application being the phone calendar. Closely followed by the camera, email, web searching, music, games and social media applications.

The majority of users who bought applications were happy to pay more than \$1, while just over half, had not paid for any of the applications.

With regard to applications that feature transaction services, such as, phone banking or other deliveries, only 27% of users are currently using their mobile device to make these transactions or use these services. However, 47% of the users surveyed would buy goods using their mobile phone. This is a promising statistic.

Overall, our study revealed that SMS is not a desirable platform for sweepstakes or games, as 90% of users do not participate. Also, the MMS service seems to be the least popular indigenous service, as 50% do not use MMS while the other half only use it sparingly.

> Services & Usage

Mobile Internet

70% of the surveyed participants demonstrated that they actively use their mobile handsets to browse and surf the Internet, with 90% of those using their phone to research online up to twice a day.

On browsing satisfaction, 50% of users able to access the internet rated their browsing experience as good, while only 23% seem to be totally satisfied and a further 19% were not satisfied at all.

Majority of the complaints focused on slow connection and browser loading speeds. However, a common complaint highlighted by users was the inaccessibility of some websites on mobile phones due to missing plug-ins, large file sizes or poor screen resolution.

Accessibility is the number one issue in the region when it comes to the mobile browsing of websites. Mobile-optimized websites from top brands in the UAE are hard to find, yet the high-impact marketing potential for the region's top brands to reach and engage with mobile users is still largely underestimated.

However, 77% of those surveyed use social media applications on their mobile phones to post images and updates. Sites such as Facebook, Twitter, blogs and the like are gaining popularity.

Mobile Advertising

Statistically, 77% of mobile internet users do not click on advertising banners. Considering the users' sensitivity to loading time and a lack of mobile websites that have acceptable browsing speeds, there is an obvious need for a more robust infrastructure that can serve banner advertising in a reliable and efficient manner.

International advertising networks report up to 20 million impressions per month within the UAE, but the local mobile users surveyed were unwilling to click on localized banners, as they were less pervasive and historically take longer to load than international banner adverts.

> Mobile Marketing Opportunities

Our Special Report highlights that mobile devices have become critically important to the modern lifestyle in the UAE. From simple communication to research to on-the-go socializing, it is clear that mobile phone handsets are a portal to the world.

Successful mobile services for brand marketers to consider for their next campaign are:

Mobile Applications

Regional brands can influence the power of customer engagement through the mobile application channel if they can create an application that not only makes the customers lives easier, but has added value by making local information and services more accessible.

For social media marketers, it is important to make distributed content accessible on such mobile devices whenever possible. Marketers who are active on these social networks have the opportunity promote their brands to a highly accessible group of interactive users.

Mobile Advertising

Building on the success of mobile Internet usage in the UAE, mobile advertising can achieve a high level of success with local mobile users in the future.

Although this form of media will not displace the more, well-established media channels that are currently being used to communicate brand messages, it is definitely a new distribution channel to consider for the future, as UAE audiences become savvy with online experiences.

Achieving Success through Omnia Connect

At Omnia Connect, we understand the importance of the mobile platform as a new channel of communication to UAE audiences. Through a consultative approach, we look to help our clients with the creation of unique mobile marketing tools, which will deliver on brand, content, accessibility and efficiency whilst connecting with the people who matter the most - your customers.

For further information or details, email us on:

inbox@omniaconnect.net

connect^o

> Appendix: Mobile Marketing Terms



Mobile Applications:

A mobile application is mobile software is designed to run on mobile devices and can be an exceptional tactic to strengthen brand engagement and customer loyalty.

Two types of mobile applications that have been classified in this report are:

1. Branded Applications

- a. This application can be branded by customers and provided to customers as an incentive to the overall brand experience offering. As one-way communication tools, success of these applications is measured by the number of unique installations, frequency / time of usage and other user interactions. Examples of such applications include games, tools or other entertainment programs.

2. Other Applications

- b. These are tools that allow users to get in touch with the brand directly through the use of a service offering. As two-way communication tool with customers, success of these tools is measured by the number of transactions, reliability and overall efficiency. Examples include: Internet banking, financial tools, product ordering amongst others.

Social Media

Software tools that allow groups to generate content and engage in peer-to-peer conversations and exchange of content (examples are YouTube, Flickr, Facebook, MySpace etc)

Mobile Advertising

A form of advertng through mobile devices.