



Mobile Portals (Pan-European)

Product Assessments | Wireless Services - Europe

Current Analysis provides Competitive Response solutions that enable companies to effectively anticipate and counter competitive threats, and win more business.

MOBILE PORTAL BUYING CRITERIA ANALYSED

- Integrated Services
- Customer Segmentation
- Personalization
- Recommendation
- Mobile Search

DETAILED PRODUCTS METRICS

- Reach
- Key Portal Services
- Customer Segmentation Level
- Personalization
- Recommendation
- Mobile Search Functionality
- Web Presence
- Level of On-Portal Mobile Advertising

It's never been a more exciting moment for mobile data and content. After years of consumer indifference, mobile data usage is starting to see signs of life, with monthly exponential increases in both data and content consumption.

The stage is set for a mobile portal revival. Data pricing and international data roaming pricing are now falling around 30-50% year-on-year, go-faster HSPA is re-defining consumer expectations of 'mobile broadband' speeds, and operators' new 'access model' marketing strategies have produced a new generation of voice-and-data, and data flat-rate data packages. Service providers are keen to retain their dominance in this space, but the prerogatives of 'co-opetition' with Internet players such as Google and Yahoo! have forced a revision of priorities.

Compare Mobile Portal offerings from:

- 3 Group
- O2
- Orange
- T-Mobile
- Vodafone

What will become of the mobile portal? This new **Current Analysis** Product Assessment class charts the development of the key Service Provider mobile portals across Europe; Vodafone live!, T-Mobile's Web'n'Walk, Planet3, Orange World and O2 Active, with a focus on functionalities and features. Competition in

this space is no longer merely a question of the breadth and variety of the portal content menus. Marketing science has arrived, and new influences in the areas of personalization, self-customization, mobile advertising, location-based recommendation, search and behavioural targeting are all new areas of competitive differentiation.

Current Analysis Analyst



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In particular, these Product Assessments offer insight into:

- The increasing use of **operator-led content recommendation** based on the user's historical purchasing history.
- The role of **mobile search** (standard, contextual and location-based) as a competitive differentiation.
- The **level of recommendation**, both user-driven and operator-led, offered by each portal experience.
- The **key services** driving consumer eyeballs to the portal.
- The profusion of **self-service tools, homepage personalization tools, bookmarks** and other 'click reduction' techniques.

Contact your **Current Analysis** Sales Representative for more information.

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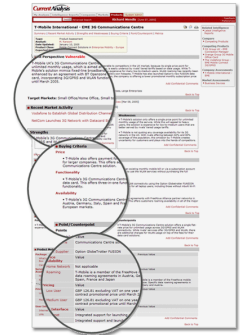
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BENEFITS OF ANALYSIS

- Increase awareness and knowledge of competing products
- Stay informed of recent market developments and product enhancements
- Compete more effectively by understanding buying criteria
- Improve messaging by understanding how to attack and defend against competitive positioning
- Save time comparing your most important competitors' strengths and weaknesses

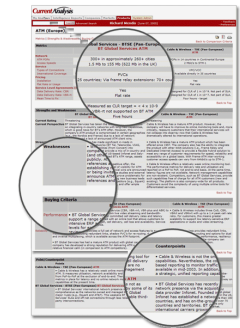
Anatomy of a **Current Analysis** Product Assessment

- View **in-depth product evaluations**, with analyst perspectives, recent company activity, and product strengths and weaknesses.
- Examine **detailed buying criteria** across several categories including price, functionality, availability, deployment, and more.
- Read **point and counterpoint arguments** to understand how to position against or defend from.
- Study **relevant product metrics** and recent enhancements.



Perform Powerful Product Comparisons

- Compare selected products, with **side-by-side listings** of product metrics and other factors, with a focus on actionable intelligence.
- View **analyst perspectives** on each product, including strengths, weaknesses, and buying criteria.
- **Point and counterpoint** arguments help you understand how to position or defend against competitive products.



About Current Analysis

Current Analysis is the preeminent source for tactical competitive intelligence and analysis. Our CurrentCOMPETE™ platform provides real-time analysis of breaking industry events, as well as intelligence reports on the markets, companies and products that are shaping the telecom, networking, and business software industries. By providing timely and comprehensive intelligence, we enable organizations to successfully counter competitive threats, and offer effective solutions to emerging challenges.

Our business model and solutions are built on the foundation of solid, quality intelligence and data, making Current Analysis the leader for competitive intelligence demands. We serve more than 40,000 users at over 250 enterprise clients, representing preeminent firms in the telecommunications, information technology and consumer electronics industries.

Current Analysis retains over 40 worldwide industry experts. Their frontline perspective and industry experience ensures you receive the best market information and analysis available - delivered within 48 hours of major industry events.

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