

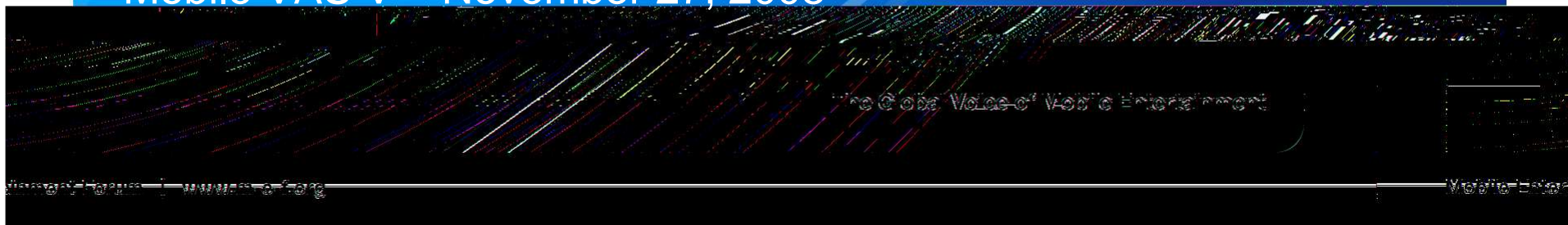


# Mobile Social Networking and UGC – Hype or Reality?

Rimma Perelmuter

Executive Director, Mobile Entertainment Forum

Mobile VAS V – November 27, 2008





## MEF on Mobile Social Networking

### Background:

- o In 2006, MEF and Informa forecast that Mobile Communities & UGC would be worth \$13.2 billion by 2011
- o By 2008, MEF's membership survey identified social networking as a priority for 60% of our members

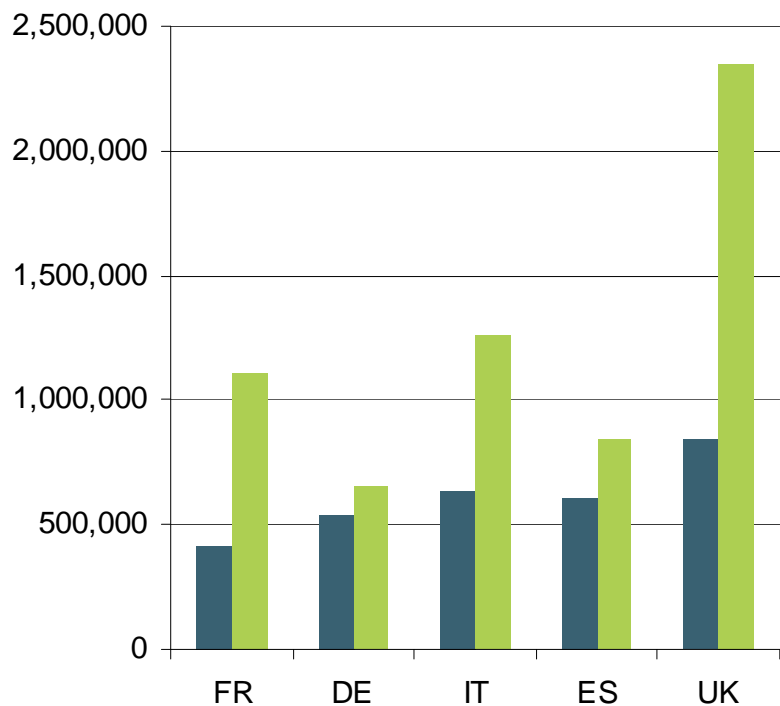
### MEF's Objectives w/in Mobile Social Networking

- o Identify the different ways mobile social networks can best be monetised
- o Provide clear regulatory guidance on how to operate them in compliance with local Regulations

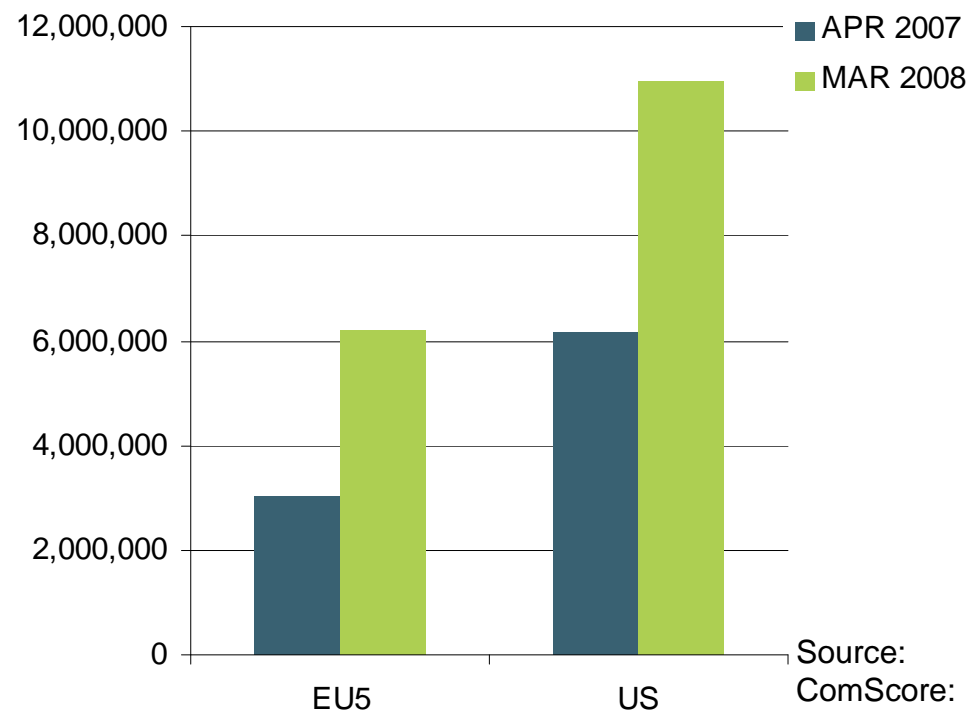


# Social Networking boom extends to mobile

Accessed a social networking site or blog: EU5



Accessed a social networking site or blog: EU5 vs US



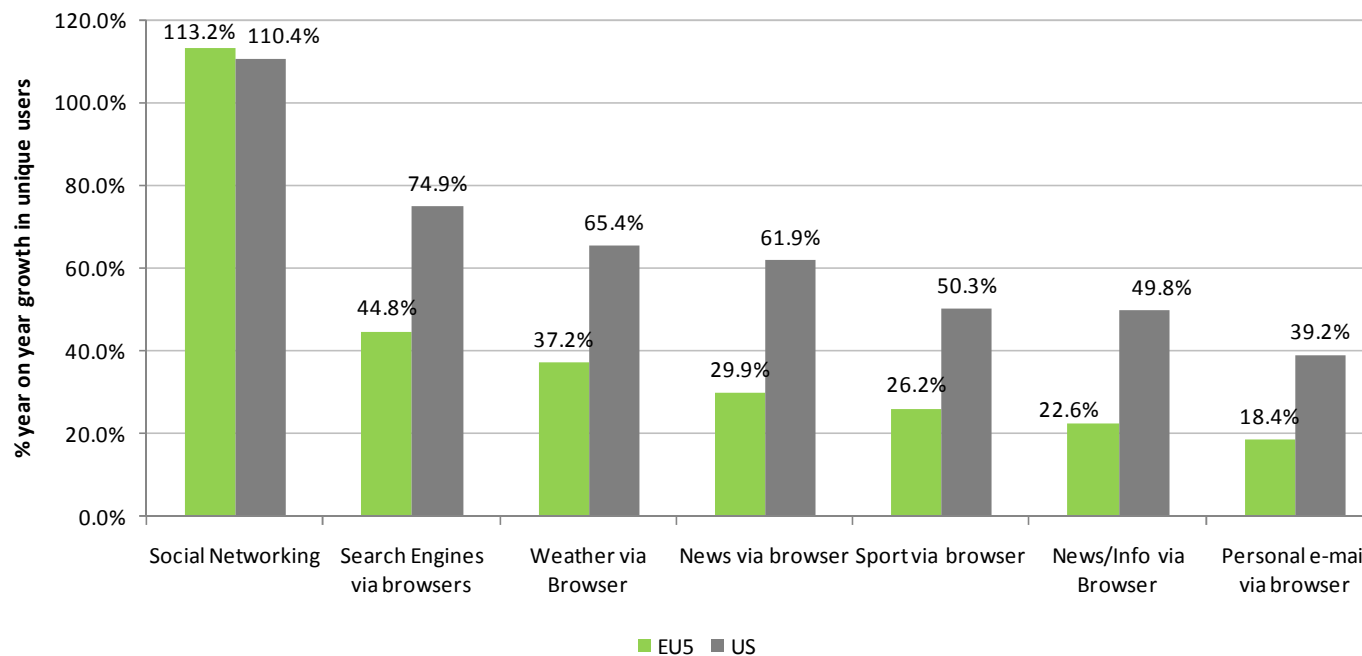
Source:  
ComScore:  
M-Metrics  
2007



# Social networking fastest growing mobile internet genre

Search becoming more important as the entry point to the mobile internet

## Mobile Internet Genres – Year on Year Growth, July 07 to July 08

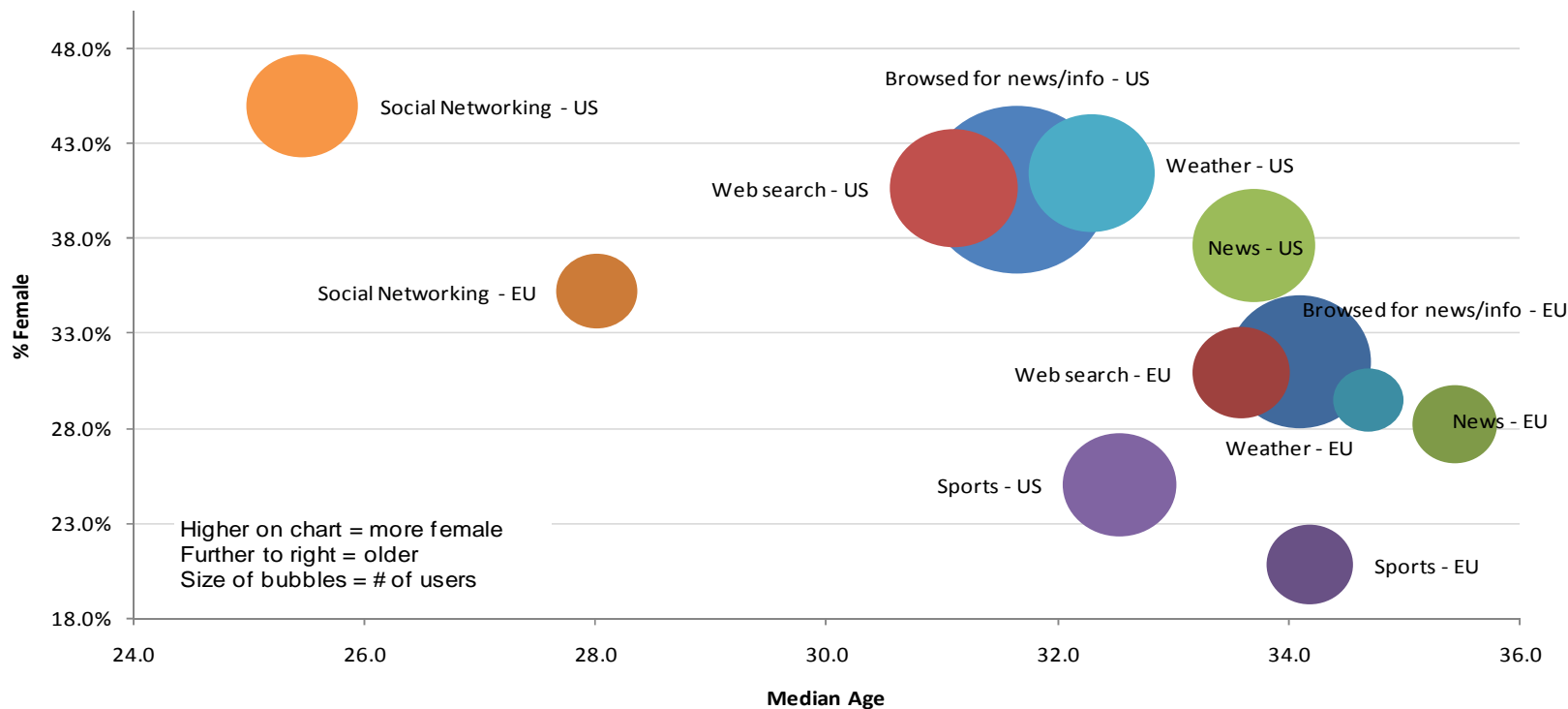


Source: ComScore: M-Metrics  
•3 month average ending July 2008



# Mobile social networking users younger and slightly more female than other genres

## Mobile Internet Genres Demographics



Source:  
ComScore:  
M-Metrics  
•3 month  
average  
ending June  
2008



## Established global social networks popular on mobile in most countries

- Most EU countries have popular home grown service, e.g. StudiVZ and Skyblog.
- Live Spaces more popular in EU away from home turf

### Mobile Social Networking Brand Rankings

	US	UK	ES	IT	DE	FR
Myspace	1	3	3	3	2	5
Facebook	2	1	5	5		4
YouTube	3	2	2	2	3	2
Flickr	4					
Yahoo! Groups	5					
Windows Live Spaces		4	1	1		1
Bebo		5				
Fotolog			4			
Badoo				4		
StudiVZ					1	
schuelerVZ					4	
MyVideo					5	
Skyblog						3

Source:  
ComScore: M-  
Metrics  
3 month average  
ending June  
2008



# Can the rise of mobile social networking be supported by a sustainable revenue model?

What role does content and brand affinity play?

Do SMS based services play a big role?

Are subscription services the answer or will users demand free access?

Will an ad-funded model pay high CPMs for attracting mass audiences?

Finally, is it all a fad that has been overhyped or does the future look bright? ...



## Russia Mobile VAS Event 2008: Panel on Social Networking and UGC

*Moderated by Rimma Perelmuter, MEF Executive Director*

### Panelists:

Khachatyr Arushanov, Adviser to CEO, Kosmos-TV

Andrew Borisevich, Business Development Director, Russia & CIS,  
SUP Fabric

Maxim Trukhin, Executive Director, Mambo





The Global Voice of Mobile Entertainment

Thank You!  
[www.m-e-f.org](http://www.m-e-f.org)