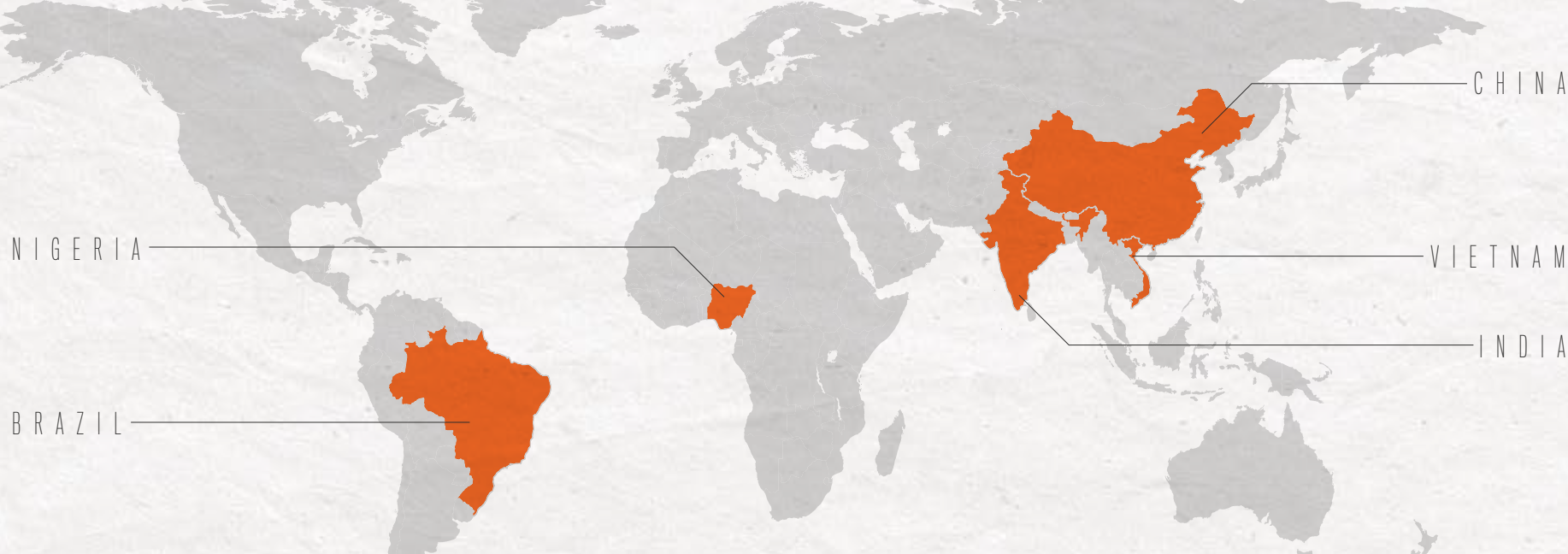


THE NEXT MOBILE FRONTIER

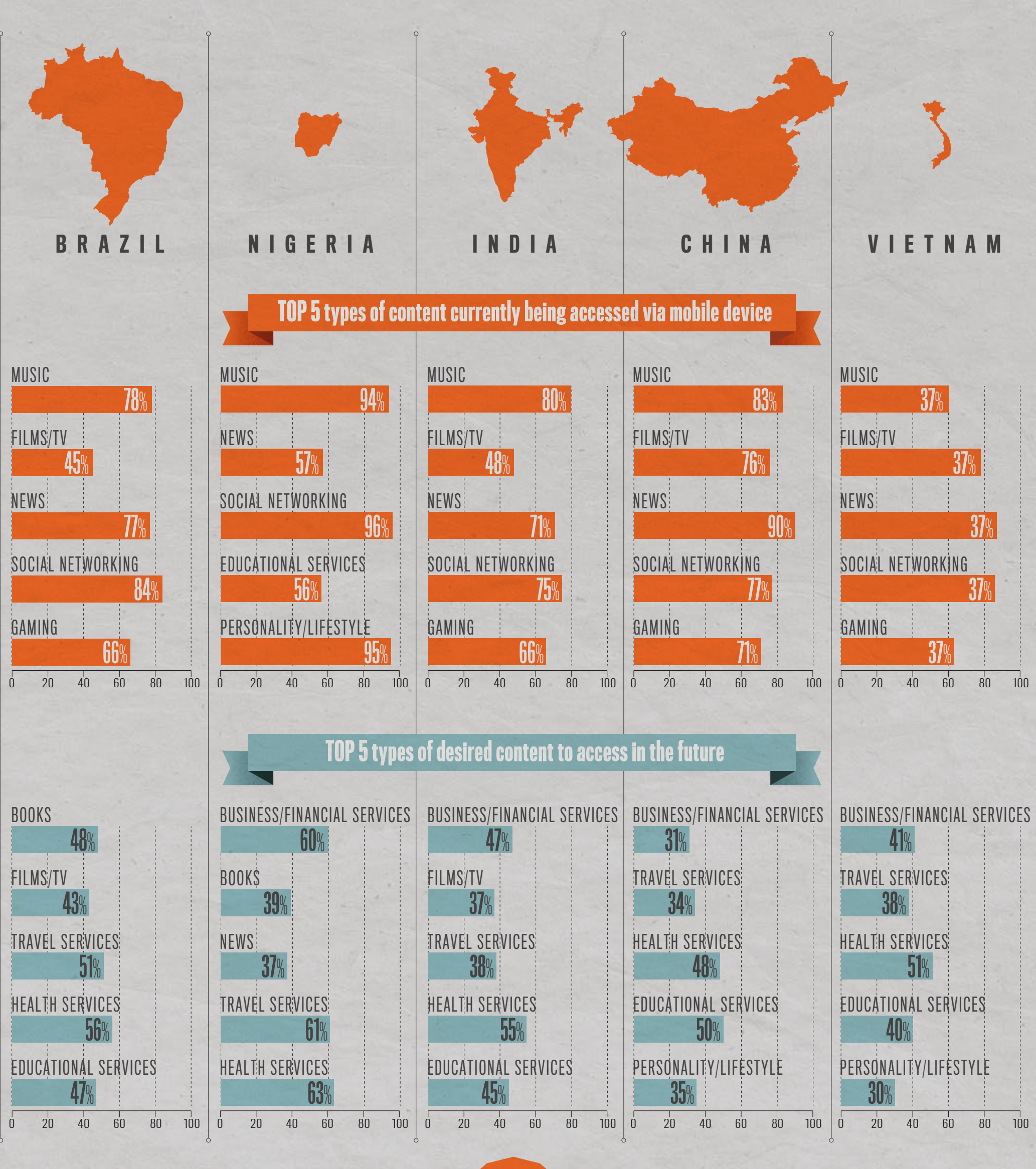
CONTENT IS KING



1

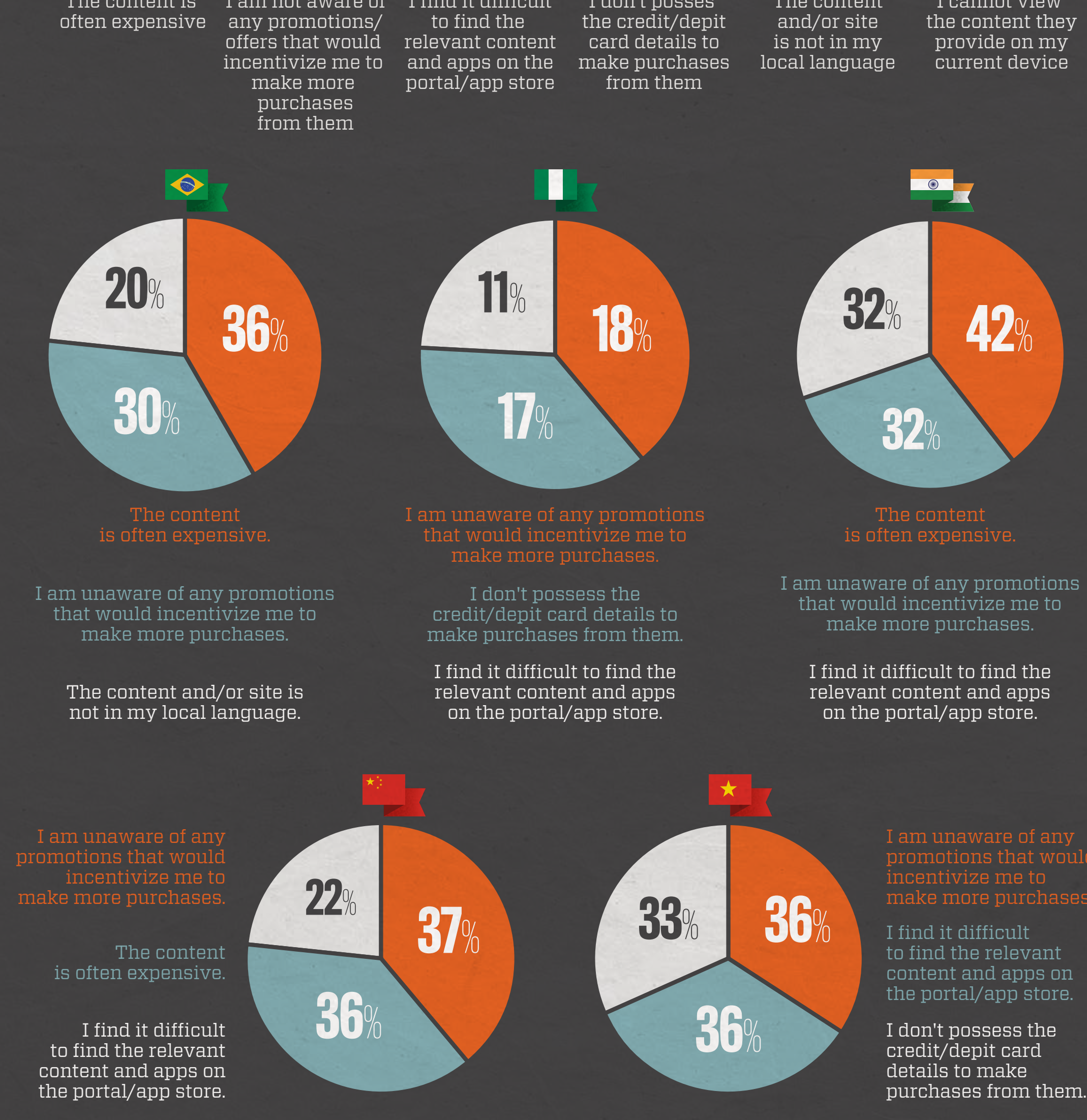
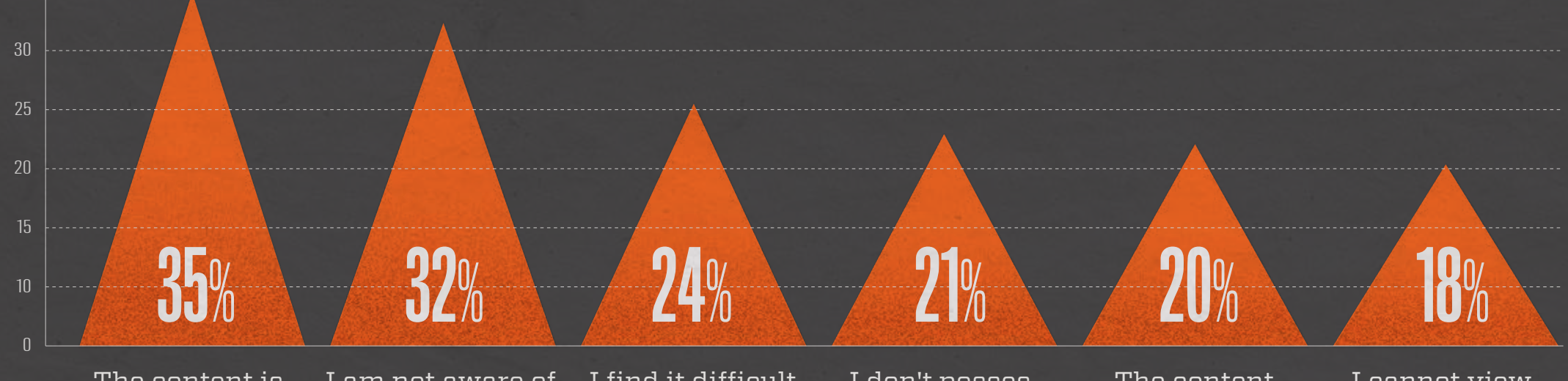
WHICH TYPE OF CONTENT AND APPS DO YOU CURRENTLY ACCESS VIA YOUR MOBILE DEVICE?

WHICH WOULD YOU LIKE TO ACCESS IN THE NEXT 12 MONTHS?



2

WHICH OF THE FOLLOWING APPLY TO YOUR EXPERIENCE OF BUYING MOBILE CONTENT AND APPS OVER YOUR MOBILE PHONE?



3

WHAT IS YOUR PREFERRED WAY OF BUYING MOBILE CONTENT?

