

Mobile at Heart – Opportunities and Threats for the Youth Market

Janette C. Toral
DigitalFilipino.com

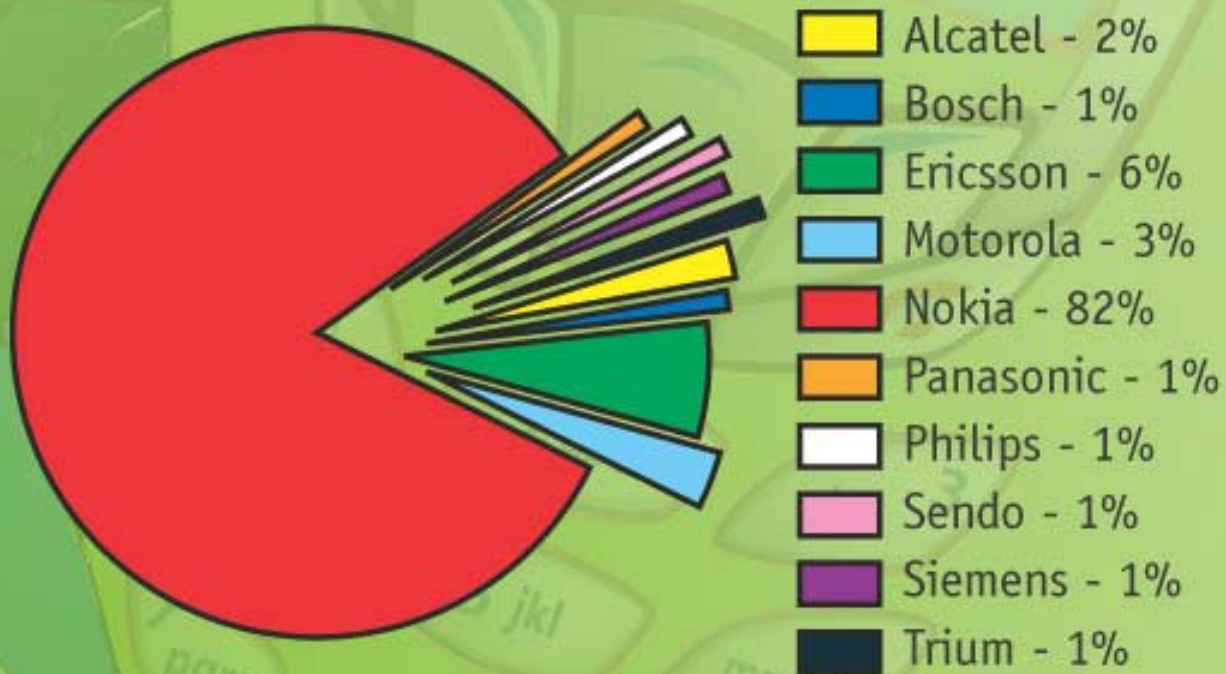
The Philippines Mobile Phone Market

- 22 million cellphone users
- 92% to 95% are on prepaid subscription.

USER HABITS

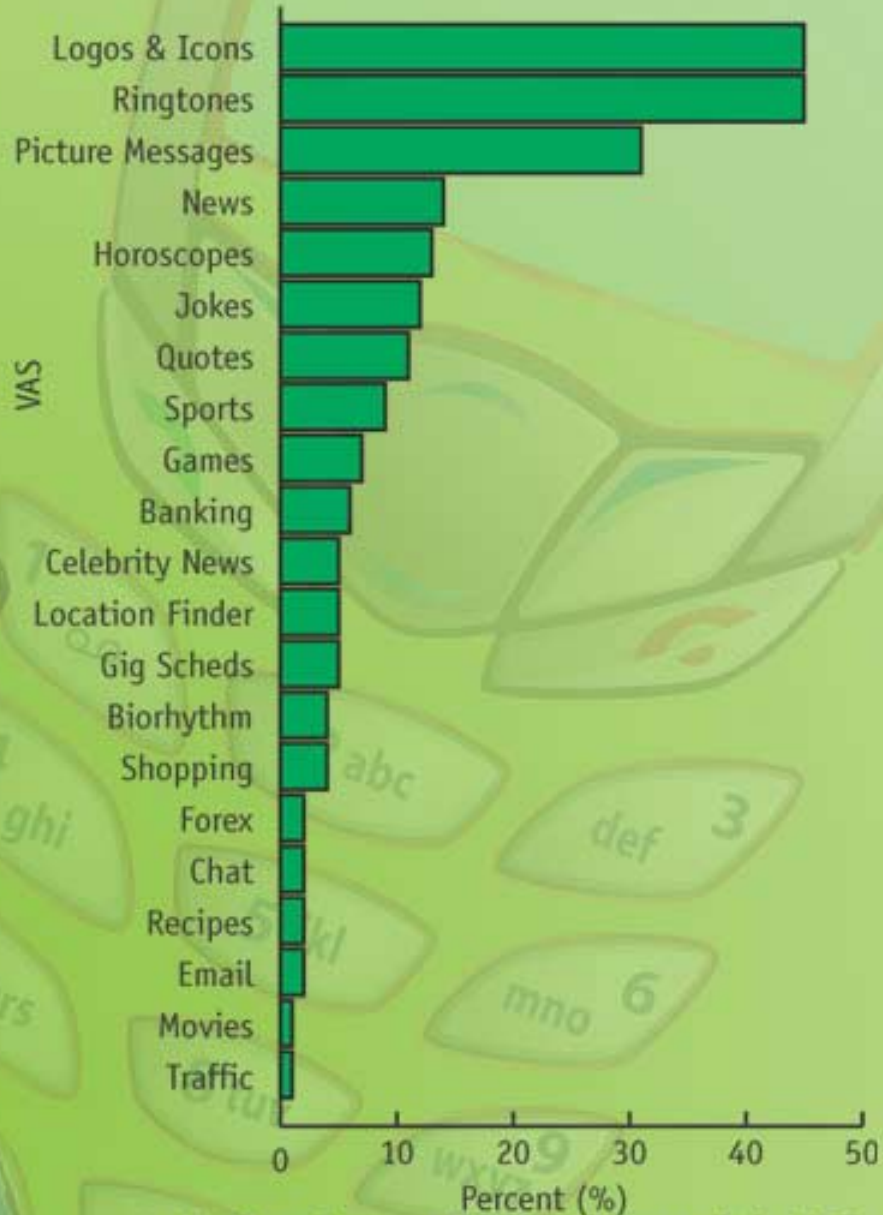
- 20 text messages sent per day.
- Spends an average of P1037 per month

Brand Ownership of Mobile Phones



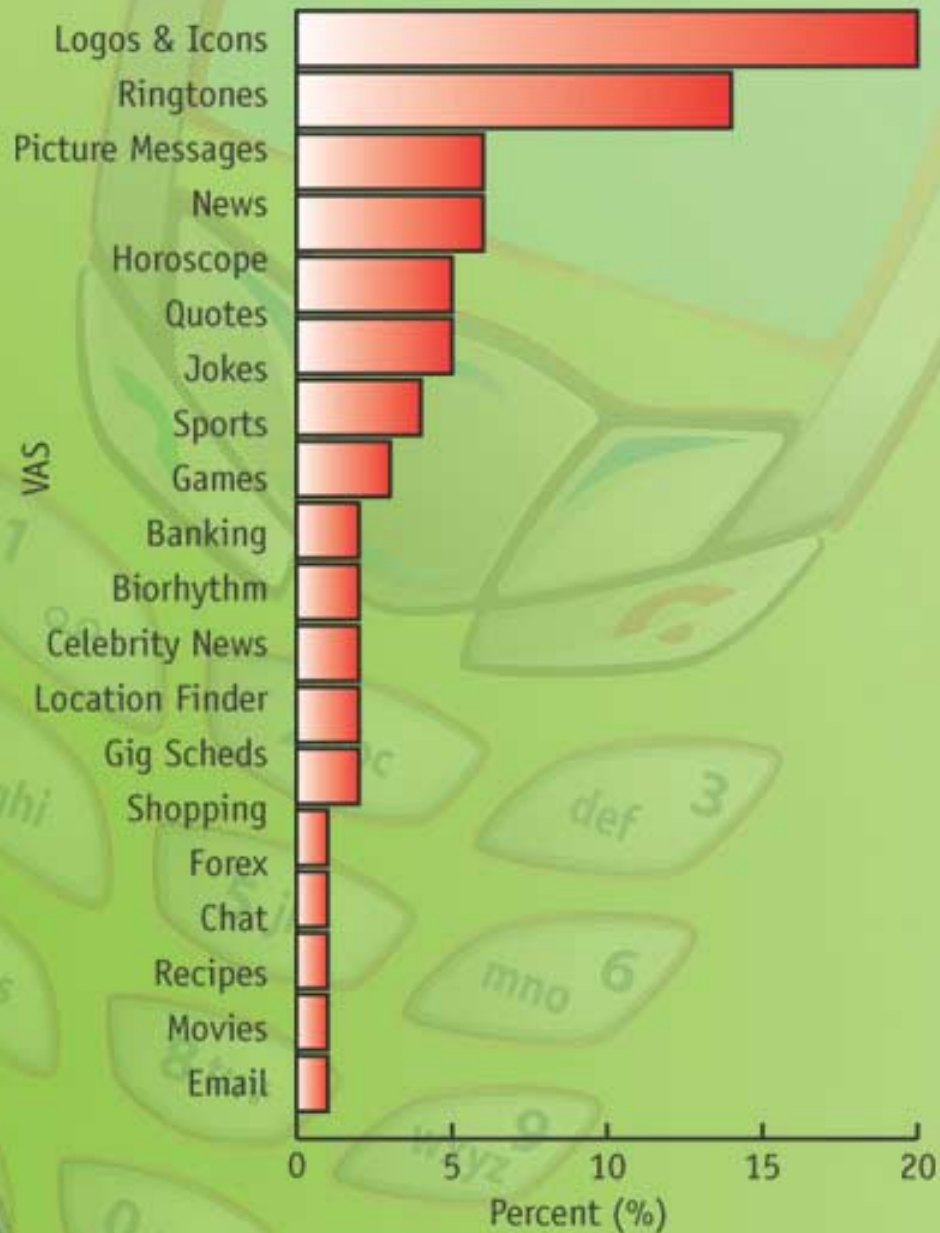


Use of Value-Added Services



Number of respondents that have used the VAS

Popularity of Value-Added Services



Logos and Icons

16 and below

17-20

21-24

25-28

29-32

33-36

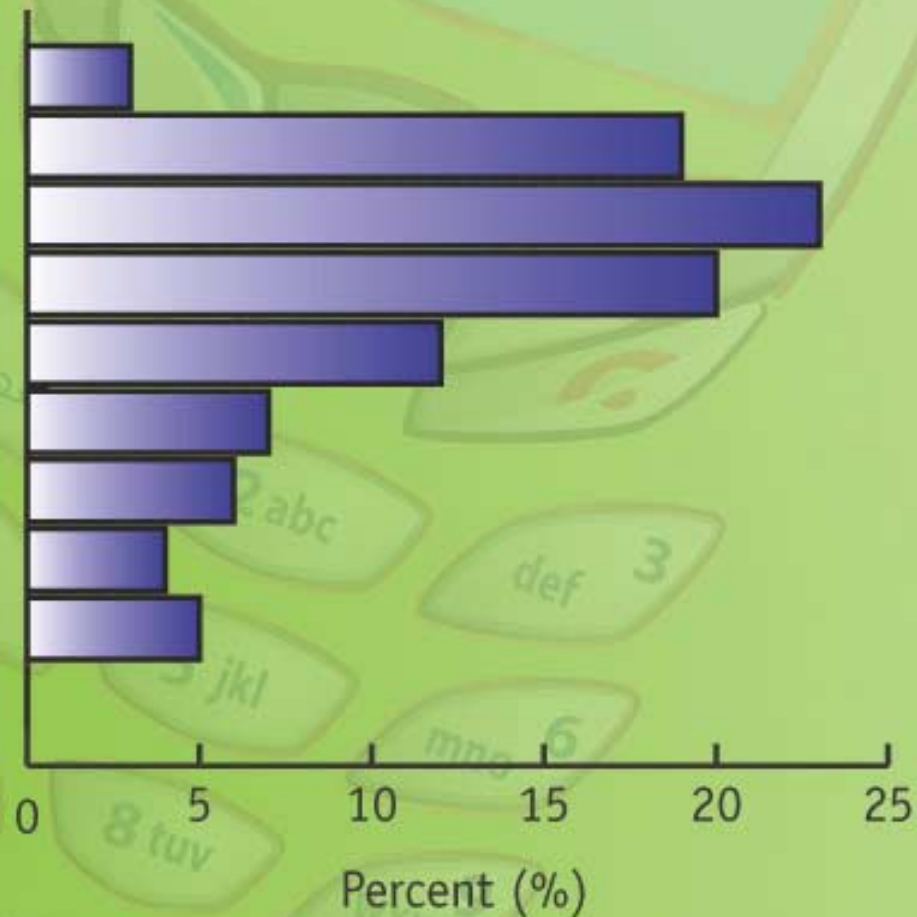
37-40

41-45

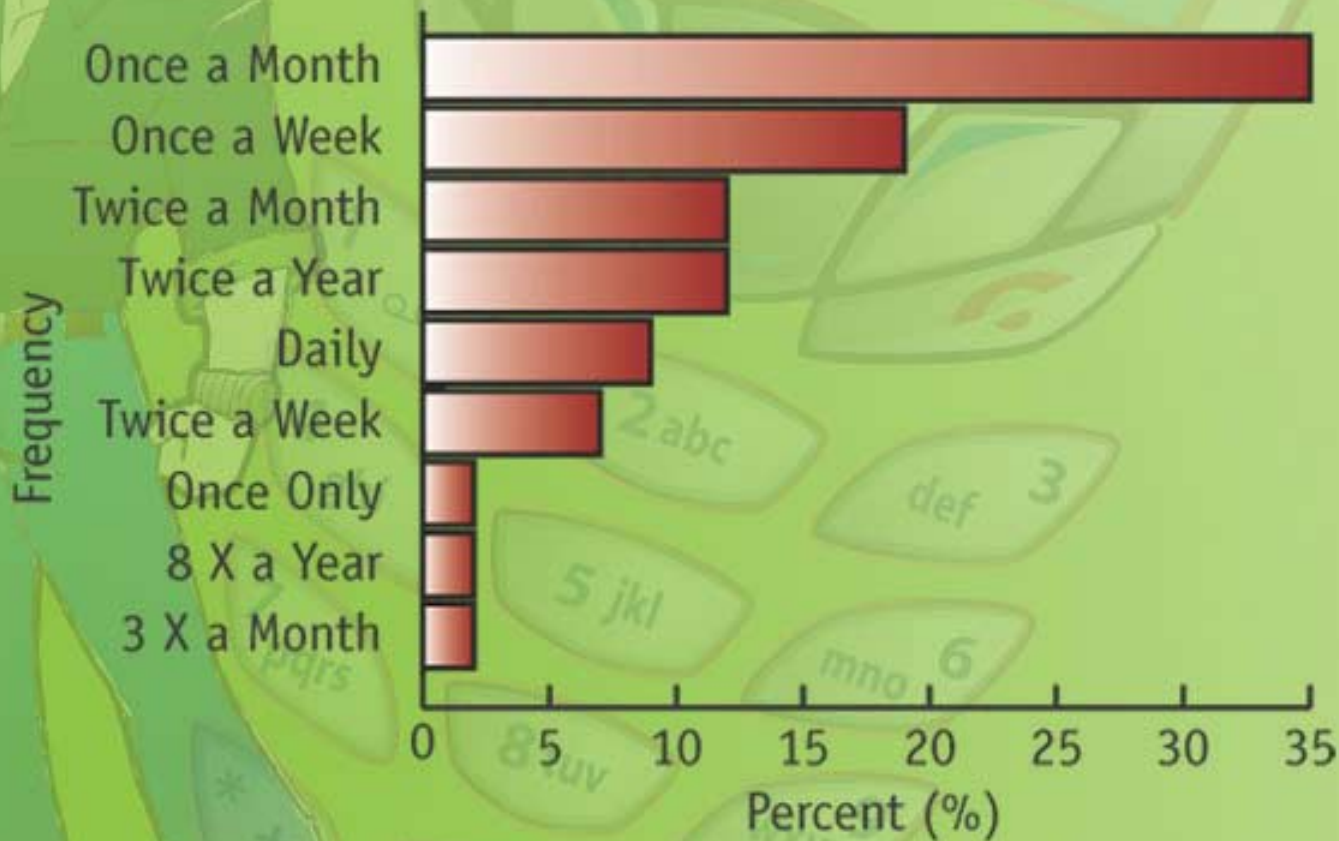
46-55

56 and up

Age Group



Logos & Icons - Frequency



Ringtones

16 and below

17-20

21-24

25-28

29-32

33-36

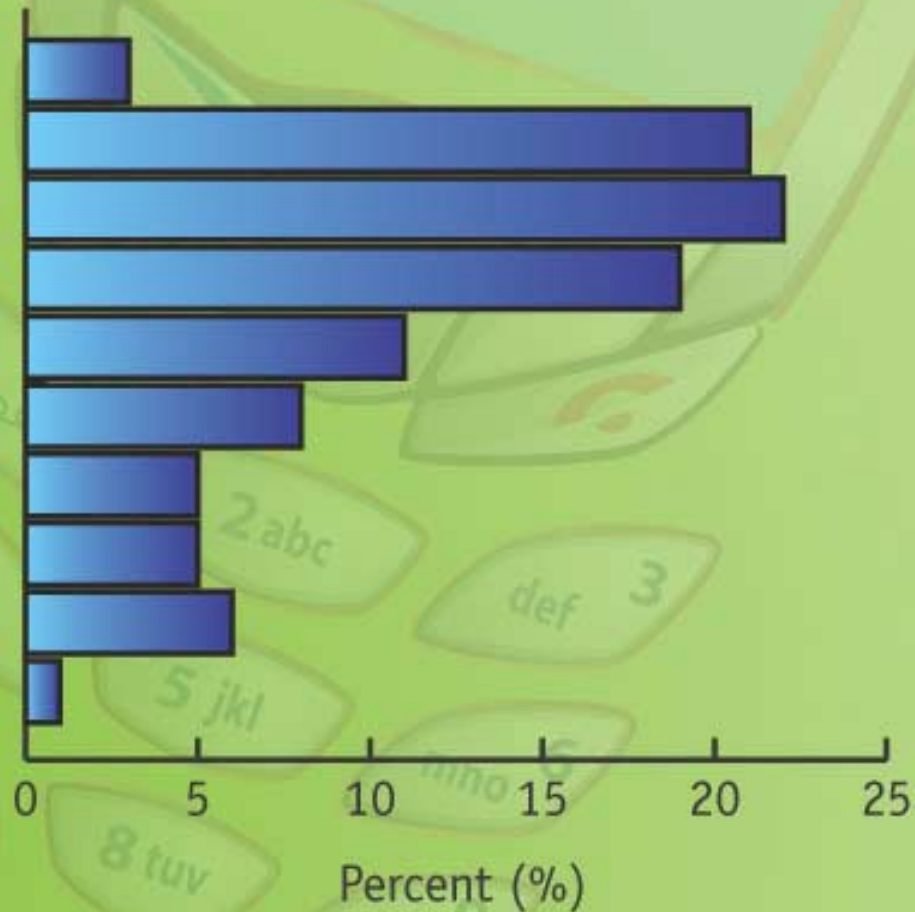
37-40

41-45

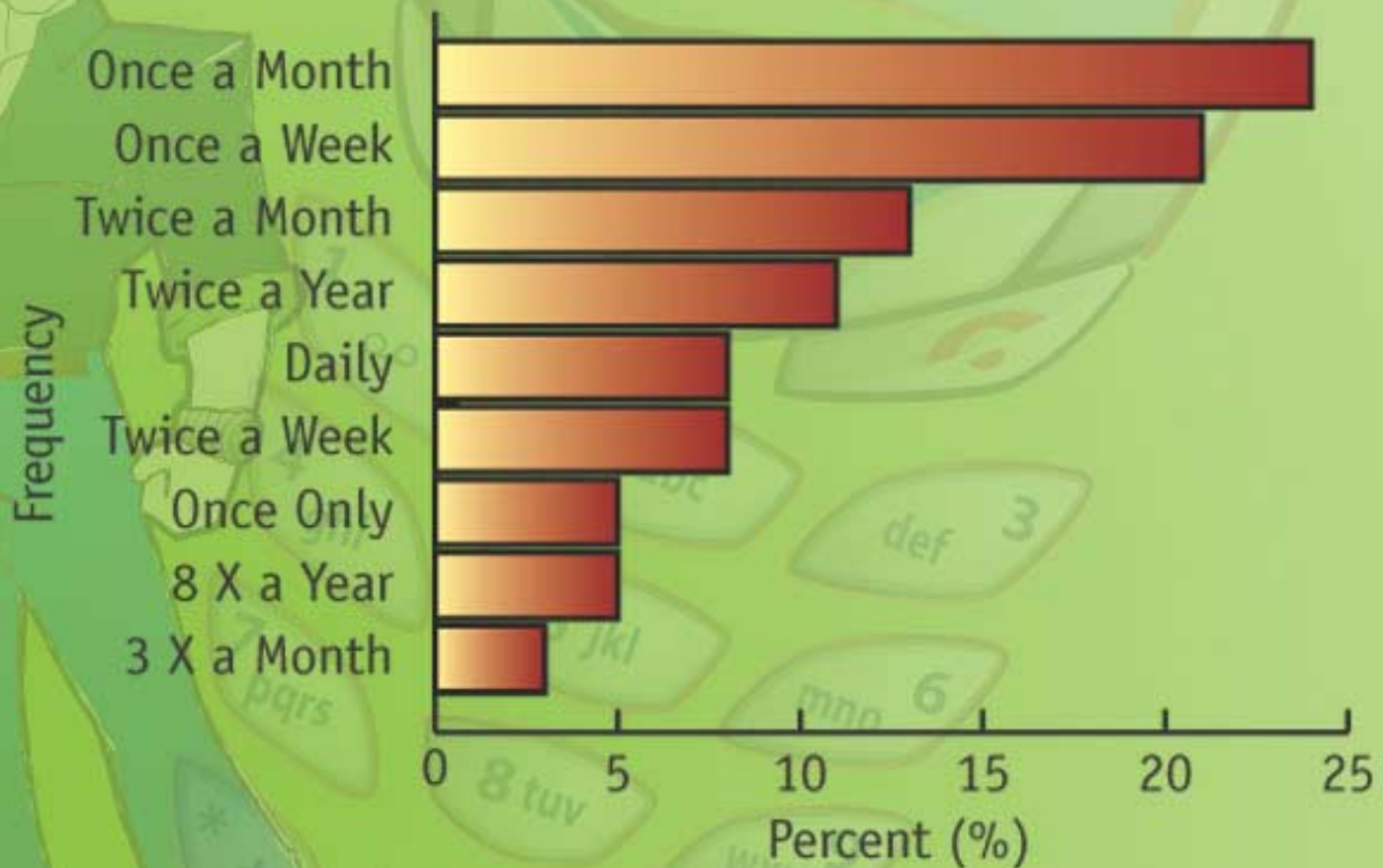
46-55

56 and up

Age Group



Ringtones - Frequency



Picture Messages

16 and below

17-20

21-24

25-28

29-32

33-36

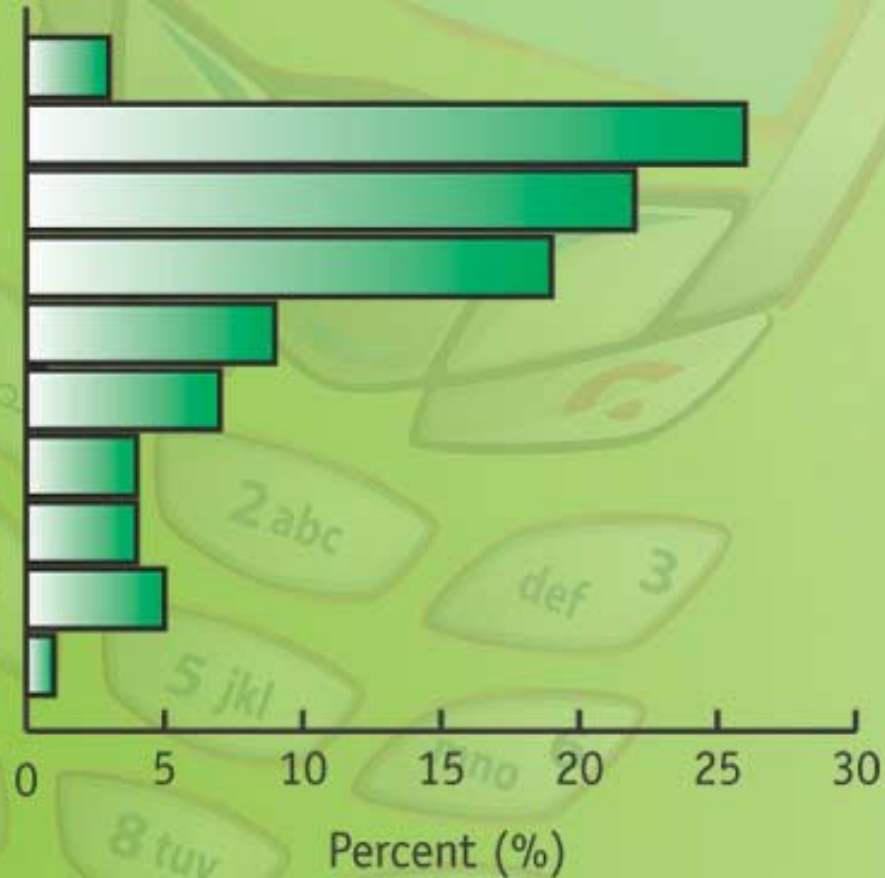
37-40

41-45

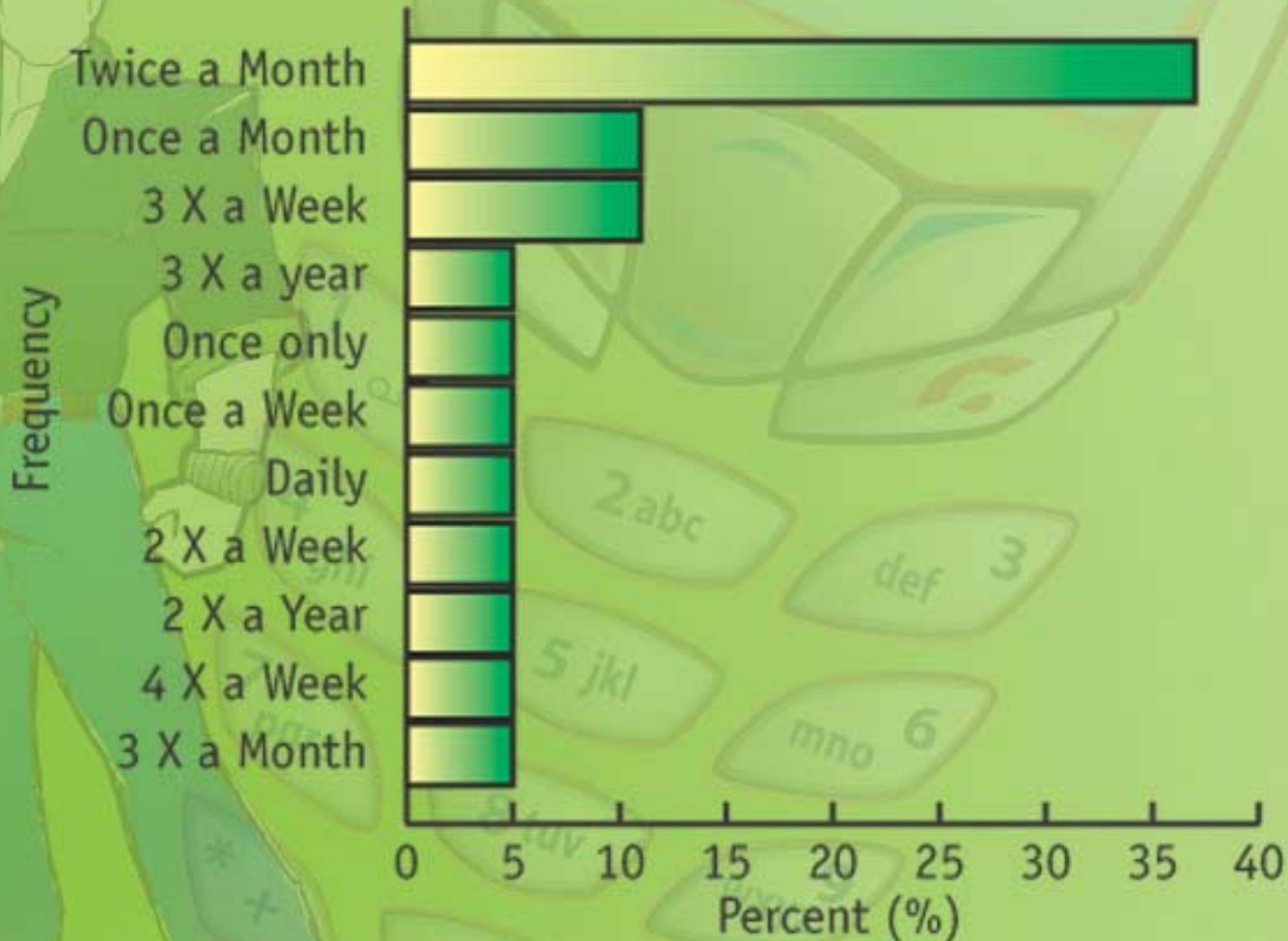
46-55

56 and up

Age Group



Picture Messages - Frequency



News

Age Group

16 and below

17-20

21-24

25-28

29-32

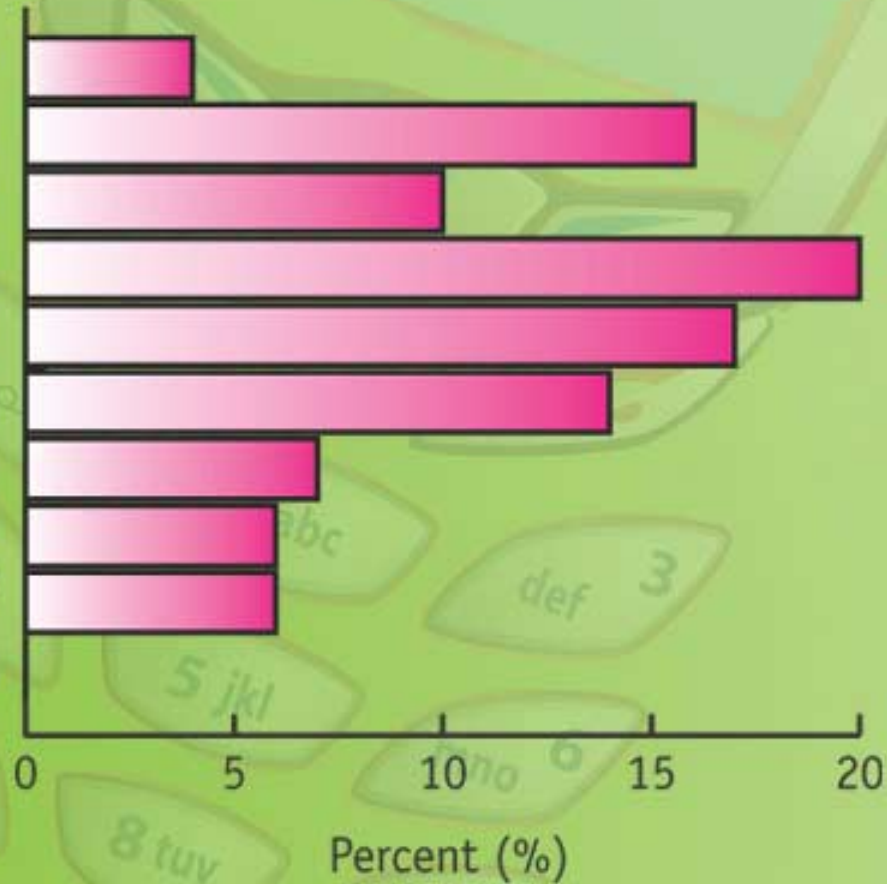
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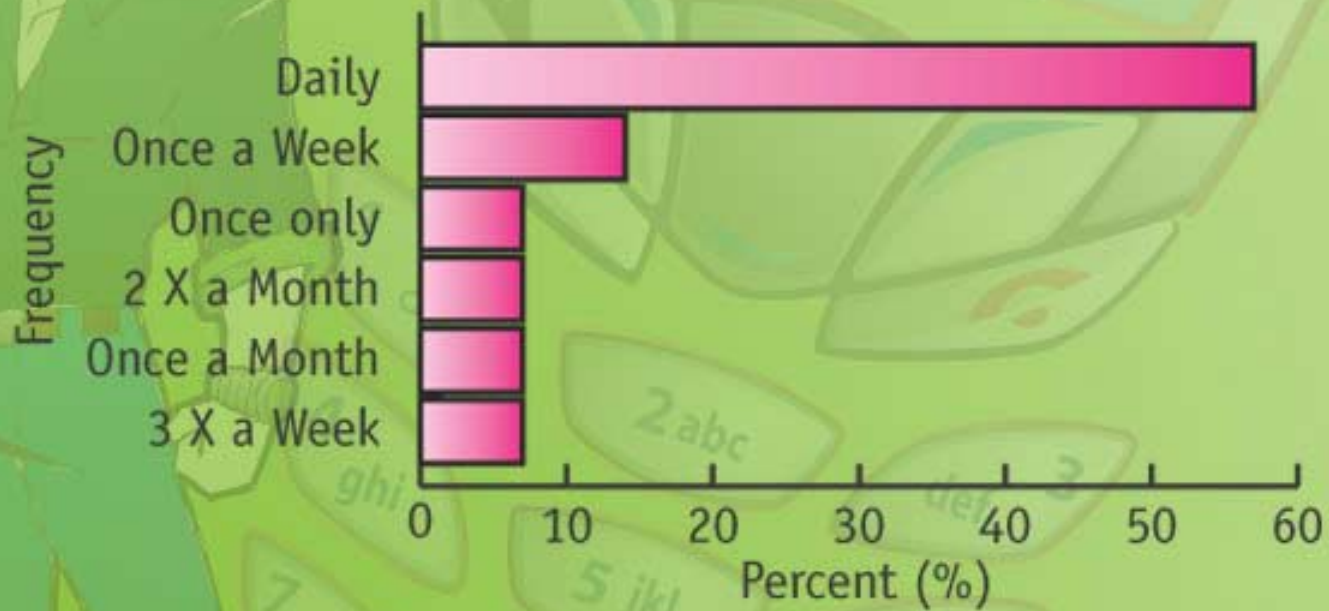
41-45

46-55

56 and up



News - Frequency



2002

Age Group Mobile Phone User Habits

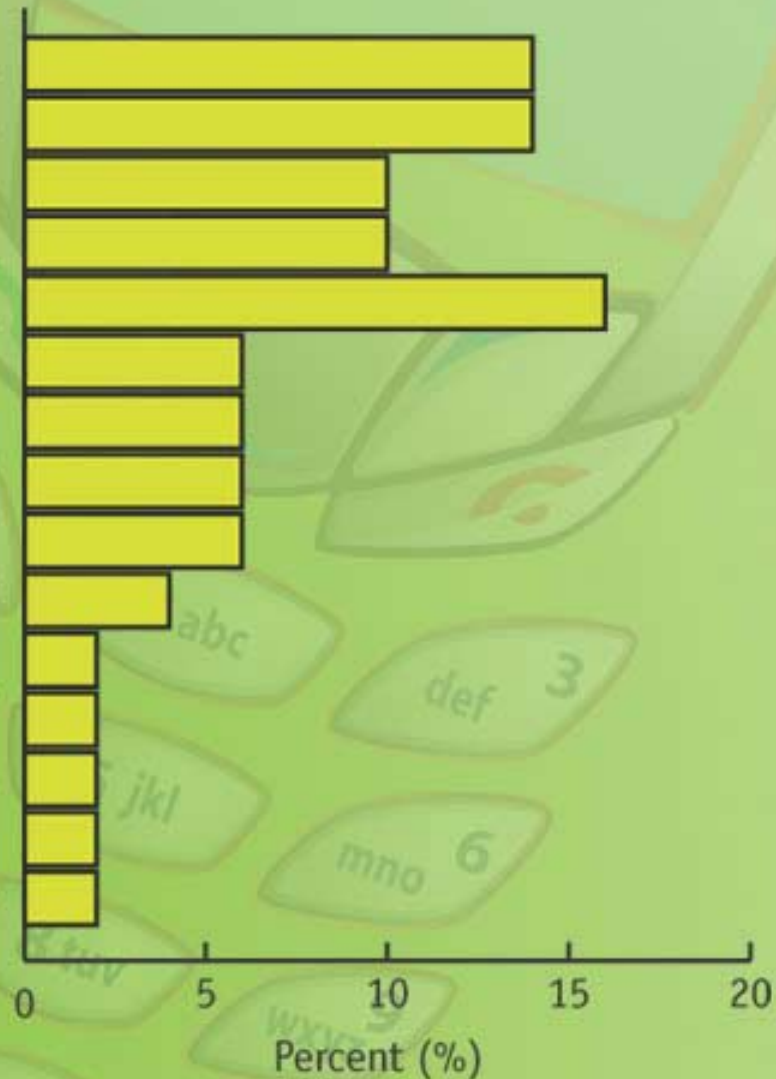


Mobile Phone User Habits

- 16 and below
 - Nokia 3310 most popular mobile phone
 - 60% Smart subscribers (40% - Globe)
 - Average of 20 text messages a day.

16 and Below

- Logos & Icons
- Ringtones
- Picture Messages
- Jokes
- Horoscope
- Biorhythm
- News
- Quotes
- Celebrity News
- Banking
- Location Finder
- Gig Schedules
- Shopping
- Chat



16 and below

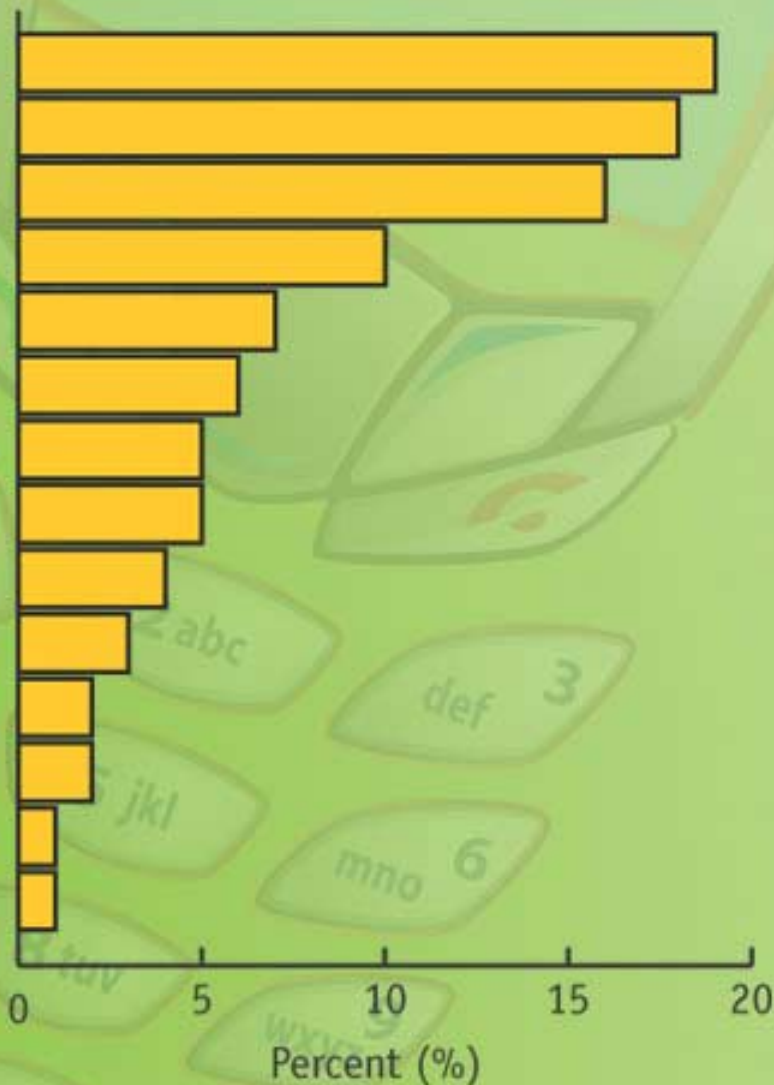
- Top websites
 - Yahoo
 - Google
 - MSN
- 33% are PC owners
- 50% go online primarily at Internet cafes.

Mobile Phone User Habits

- 17 to 20
 - Nokia 3210 most popular mobile phone
 - 71% Smart subscribers
 - 24% - Globe, 5% - Talk & Text
 - Average of 21 text messages a day.
 - Spends P640 on cellular payments.
 - 100% prepaid.

17 to 20

- Ringtones
- Logos & Icons
- Picture Messages
- Horoscope
- Jokes
- Quotes
- News
- Sports
- Gig Schedules
- Celebrity News
- Games
- Shopping
- Biorhythm
- Recipes



17 to 20

- Top websites
 - Yahoo
 - Hotmail
 - Google
 - MTVAsia
 - PinoyCentral.com
 - Yehey.com
- 50% are PC owners
- 52% access the Internet primarily from schools

Siemens Survey (12/2003)

- 59% of Filipinos would rather give up a day of surfing the internet and computer gaming than be without their mobile phones.
- More than half (54%) of Filipino cell phone users surveyed said they call or send text messages to their loved ones more than once a day.
- 77% start checking their phones constantly if they do not receive a call or text message (short message service) for a considerable period.
- Filipino cell phone users are less bothered about privacy, with 67% saying they do not have qualms about partners looking at their SMS messages

Siemens Survey (12/2003)

- Asians use their phones to plan their social lives
 - something done by 53% of Filipinos, 43% of Malaysians and 63% of Chinese.
- Latest handsets
 - 68% of users of India want the latest and most fashionable models, the percentages are lower for the rest.
 - 29% in the Philippines, 17% in Hong Kong and 30% in Indonesia.

Siemens Survey (12/2003)

- PC vs. cellphone
 - 42% would rather go for their mobile phone than the PC.
 - Filipinos - 59%
 - Chinese - 54%
 - Taiwanese - 48%
 - Thais and Hong Kong nationals - 45%

Siemens Survey (12/2003)

- Almost half of the wireless subscribers in Asia Pacific see their mobile phones as a technology extension of their personality.
- More than half people in Asia Pacific just cannot leave their homes without their mobile phones in hand.

Internet User Respondents by Age Group

Age Group

16 and below - 1%

17 to 20 - 51%

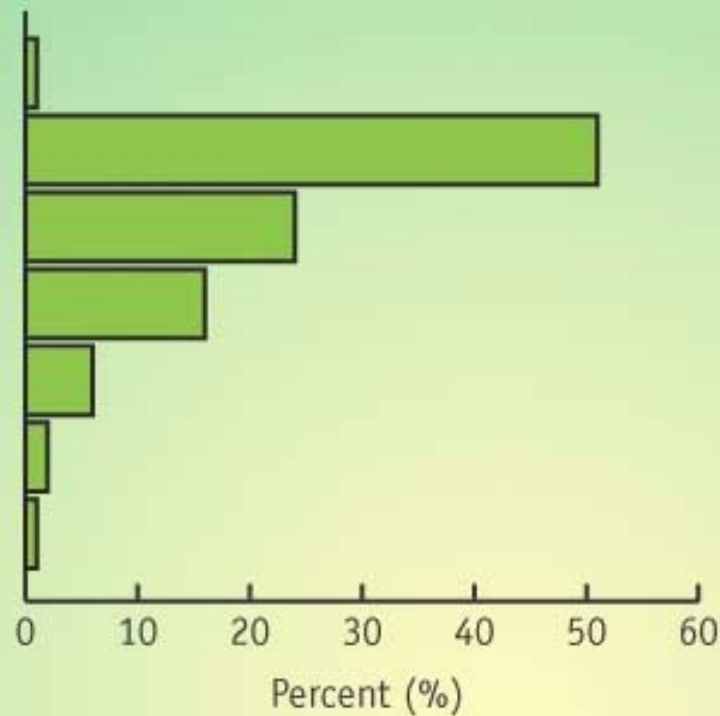
21 to 24 - 24%

25 to 35 - 16%

36 to 45 - 6%

46 to 55 - 2%

56 and up - 1%



DigitalFilipino.com 2003 (draft)

- 86% mobile phone ownership by Metro Manila youth, 20 years old and below.
- Internet usage influence
 - 34% recognizes the Internet gives one political power (50% are neutral)
 - 52% believe they have more say on what the government does. (37% are neutral)
 - 45% say they have better understanding of political issues. (40% are neutral)
 - 20% think public officials should listen to them more. (54% neutral)

DigitalFilipino.com 2003 (draft)

- 86% mobile phone ownership by Metro Manila youth, 20 years old and below.
- Trust on institutions
 - 75% - major companies (22% neutral)
 - 59% - organized religion (37% neutral)
 - 88% - educational institutions (14% neutral)
 - 48% - government (24% neutral)

DigitalFilipino.com 2003 (draft)

- 86% mobile phone ownership by Metro Manila youth, 20 years old and below.
- Trust on media
 - 66% - TV (28% neutral)
 - 63% - newspaper (34% neutral)
 - 84% - Internet (14% neutral)
 - 75% - scientific community (21% neutral)

VAS and Opportunities



Tools Select Tools

Search GO

Login
Register if you're not yet a member
Reset password



myGlobe G-TV: The First Mobile TV Service In The Country
Enjoy 100% TV viewing pleasure right on your Globe Handyphone!
For Nokia 7650 users, G-TV requires installation of RealOne player.

Other Features
myGlobe Escapade Raffle Promo
Express yourself with MMS
myGlobe MMS Prints

Multi-Media Messaging Service
Retrieve Multi-Media Messages
Access Mobile Mail

CONTENT GUIDE

- My Interests
Entertainment
Fun and Games
Messaging
Tones & Icons
News and Information
Money

WHAT'S HOT

GlobeAutoLoad MAX: Loaded ka MAXki saan



Learn more about Globe's newest electronic loading service...

Be an AUTOLOAD ADVANTAGE Member



Enjoy the AUTOLOAD ADVANTAGE and easy earnings with every reload!

Text Promos

- * JCB's US\$1M Worldwide Campaign
* Goldilocks Everybody Swerte
* Surevue Cash Back Trial
* myGlobe Music Central Promo

Contact Us
Wallpapers & Screensavers
Preview myGlobe PDA

GLOBE QUICK INFO

- FAQs
Mobile OFW Services
Using Your Phone's Email Client
Customer Support
Rates
Roaming Partners

WHAT'S HAPPENING

Globe MMS sending to other Telecom carrier
Starting October 15, 2003, Globe and Touch Mobile subscribers may now send MMS to SMART/Talk & Text subscribers and vice versa.

The Gentxt-Informatics IT Promo
Flash you Gentxt card when you enroll in an IT course from December 5, 2003 to March 31, 2004 at any of the 47 Informatics branches nationwide and get a P500 discount on your course fees.

Bookmark myGlobe!
Make myGlobe my default homepage
Recommend this site to a friend
Enter email here GO

Poll: Are you happy with the decision of the Supreme Court allowing FPJ to seek the presidency?

Yes
No
I can't care any less
VOTE

View Today's Result Previous Polls

zed Java Games

Pick of the Week

Ringtones

Logos

Picture Messages

MMS Colored Graphics

Games

Horoscopes

Love Match

Fortune

Fun Messaging

Daily Nuggets

News

Sports

Entertainment

Travel

Government

Locator Services

Reference Information



get a daily calendar logo of ur fave girl things! **CALGal**  **CALGUY**  get a daily calendar logo of cool guy stuff!

TOP 10 Ringtones

TOP 10 Logos

[click for more zed Ringtones](#)

ONLY P15 EACH

[click for more zed Logos](#)

- | | |
|---|---|
| 1. I'll Be - Edwin McCain, TOIE IBE | 6. It Might Be You - Stephen Bishop, TOIE MYTBU |
| 2. Otso-otso - Bayani Agbayani, TOIE OTSO | 7. Happy - Rolling Stones, TOIE HAPPY |
| 3. Where is the Love - Black-Eyed Pea, TOIE WERISLUV | 8. Maybe - Enrique Iglesias, TOIE MAYBE |
| 4. Forever's Not Enough - Sarah Geronimo, TOIE JEVERSIHOT | 9. TOIE SPAG |
| 5. Hey Ya - Outkast, TOIE HEYYA | 10. Powerless - Nelly Furtadp, TOIE POWERLESS |



SMART

chunky  **creamy**  "what a bunch of %#@&-ing wimps!" 

Here's one cookie that always has something to say. **fortunekookie**

pop star game

get a daily pic message then guess who that pop star is!



soulmate

find your perfect partner now! click here...



eagle's blinditem

Showbiz GOSSIP straight from EAGLE's rumor mill!





A Member of the eLopez Group

- .BUILDING
- .BUSINESS
- .CHURCH
- .GOVT OFFICES
- .HOSPITAL
- .PEOPLE
- .RESTAURANT
- .SCHOOL
- .STORE
- .STREET



- Virtual Tour
- Games
- Other Services
- About FindMe

Street Name

City

Find

Fri March 5, 2004



What's New



SecureMe: a location-aware security solution by FindMe. [Click here](#) for more information.



Disable your car through text messaging. Impossible? Find out more about FindMe's latest

MyFindMe I.D.

Experience FindMe's interactive site features and services and take advantage of the **free VCard registration**. The VCard (Virtual Calling Card) gives people access to your information whether it is for your business or personal use <<see details>>

Sign up Now!

If you already have a FindMe ID, [click here](#) to sign-in and go directly to your **FindMe Room**.

Announcements



Premiere location-based services FindMe LBS joins Smart Communications in introducing Vehicle Locator and Home Security System to the Cebuanos on May 16 at the Waterfront Hotel in Lahug, Cebu City. [[Read full story](#)]

News



AIRPORT
8:47:06 AM Along Tramo from EDSA to Andrews all well

- MMDA constructs emergency centers
- Oil slips farther as Iraq accepts UN resolution
- Malaya has huge...





RUI OF US?

GENTXTPolls

What do you think about the new Gentxt application via SMS service?

- It rocks!
- Cool
- Hmmm...

Vote

View Results

Advisory: The Membership section is temporarily unavailable

- refer to friends
- make us your homepage
- bookmark us

GENTXTNews

GENTXT (jen'tekst)

n. 1 A breed of humans that has grown up with cellphones. 2 A text culture defined thru constant balitaan, yayaan and bonding. 3 The first, purely connected generation.

We live among you, hidden in plain sight.

There's a new breed of humanity out there, indistinguishable from others before it - unless you know what to look for. Like subtle differences in outlook. Odd skills. Curious behavior. And a strange attachment to cellphones.

We have a different language, but we don't speak it.

It's a society that prefers the hypnotic clicking of keypads to actual speech, and treats texting as its very own secret language. It understands that text messages, unlike mere words, can be saved, hidden away in black and white.

We are special, but we don't flaunt it.

Search the Site

Search input field and Search button

- > terms and conditions
- > privacy policy
- > contact us



[SEARCH](#) | [BROWSE](#) | [CUSTOMER SERVICE](#) | [SIGN IN](#)

[Home](#) [Register](#) [Sell](#) [My Page](#) [Help](#)

Sign In

Username

Password

[Sign In!](#)

[Forgot password?](#)

Search

[Find It!](#)

[Advanced Search](#)

Categories

- Anime
- Books
- Clothing & Jewelry
- Collectibles
- Communication
- Computers
- Electronics
- Home & Office
- Lifestyle & Leisure
- Miscellaneous
- Mobile Phones
- Movies
- Music

New to **Auctions?** [Click here and learn!](#)

HOTshots

[more](#)



NEWauctions

[more](#)

Smart Amazing Phone & 5210	P 16,000.00
3310 and 5110i boxes	P 100.00
Whiplash,Roboto & Two Bad 4 Nico	P 1.00
Nokia 3100	P 7,500.00
LADIES FOSSIL WALLET-NR	P 800.00
PENTAX OPTIO S4i "NEW"	P 18,000.00
NINE WEST DEMI PURSE- NR	P 650.00
GLOBE AUTOLOAD MAX SIM	P 120.00
Nokia 7250 (SWAP only)	P 12,000.00
Canon Powershot A60+ 128 MB CF	P 14,000.00



? what's inside

- hot shots
- ending soon
- most wanted
- [text messaging power!](#)
- free image gallery
- safety & security



- Home
- The Winners
- The Program
- The Company
- Cellphone Users
- Landline Users
- Mobile Services
- News

Member Log-in:

Cell. Number

Password

Forgot Password:

Cell. Number

March 5, 2004

KOOL ON KAM

imGAME CHAT

SMS ASTROLOGY NOW AVAILABLE

IN LIVING COLOR MMS SCORE!



[Make us your default homepage](#)

March 5, 2004

Search Go

- Home
 - Entertainment
 - ABS-CBN News
 - Mobile
 - PinoyCentral
 - ABS-CBN Now!
- SMS Keywords
 - Mobile MYX
 - Logos
 - Picture Messages
 - MMS
 - Games
 - Video
 - WAP

Mobile Feature

Mobile treasures!

2366.

MOBILEMYX

Carry your favorite tunes in your cellphone!
 Just text in **TONE SUB-KEYWORD** (corresponding to your tone of choice) and send to 2366. Ex. **TONE CANTLOSEU** Download your favorite tunes now!

title	subkeyword	artist
Can't Help Falling	mgtheme	Harlem Yu
Ask For More	ask4more	F4
Who Made You Cry	madeucry	Vanness Wu
Here We Are	hereweare	F4
Only I	onlyi	F4

[Click here for more ringtones](#)

MMS (Multi-media Messaging Service)



Cindy Kurleto
 Download Cindy's multi-media images and colored wallpapers for your mobile phone.

To download, type **MMS** and send to 2366. Available for MMS-enabled cellular phones only.

Logos and Picture Messages



Diether Ocampo
 He has graced the big screen with such hits as "Soltera," "Dahil Mahal na Mahal Kita," "Bakit Pa," "Mula sa Puso," "Calvento Files," "Magandang Hatinggabi" and "G-mik: The Movie." Download him now!

[Click here for more logos and picture messages](#)

Operator Logos and Picture Messages More..

[Click here for more logos and picture messages](#)

Games



Game KNB? Play the fun TV game on your phone! more

[More Games here](#)

WAP (Wireless Application Protocol)



Browse PinoyCentral via your mobile phone!
 Imagine having the internet on your phone. You are able to surf and download different sites and services on a smaller screen. This is what WAP (Wireless Application Protocol) allows you to do. more.

Friday • March 5, 2004

TWIN HEARTS Monday - Friday 7:30pm

Te Amo
MAGING SINO KA MAN
Monday to Friday • After Twin Hearts
GMA

interactive

- Snapshot
- Entertainment
- News & Public Affairs
- Programs
- Celebrities
- Corporate Information
- Interactive

- Home
- Snapshot
- Entertainment
- News & Public Affairs
- Programs
- Celebrities
- Corporate Information
- Interactive



INTERACTIVE:

Shows & Promos | Mobile Downloads

- BUBBLE GANG
- CLICK
- DEBATE
- DIGITAL LG QUIZ
- EAT BULAGA
- EXTRA CHALLENGE
- FANATXT
- GTV ~~new~~
- K!
- KAY SUSAN TAYO!
- LOVE TO LOVE
- SEARCH FOR A STAR
- SOP FRONTACT



crushcow.com Mobile Personals

HOME SEARCH MOOO COWPICKS THE BARNYARD GO MOOBILE UDDER MATTERS SITEMAP FAQ's

Friday, March 5, 2004, Philippines

JOIN THE FARM!

Mobile or Email

Password

[Forgot Password](#)

[Register](#)

MOOO!

Send
CRUSHCOW
to Globe **2343**
Smart **253**



HOTTEST THREADS!

- What do you think of the new website?

SpeaCOW! Join Crushcow's Online Commoonity!



cowPICKS

BULL'S EYE

FEATURED PERSONAL

HOT COWS



Dannielle
19
Audio Junkie

I think I'm nice, all of my friends told me that. I guess you just have to talk to me so you will know if it's really true. I'm half Filipina and half German.

Top five hottest cows by demand



SEARCH MOOO!

COW FINDER

I'm seeking a

Age to

Lives near

I'm more of a

With pictures only **MOOO!**

We've added new personality categories just for you. Update your profile now!

- FASHIONISTA
- MOVIE BUFF
- FOOD FANATIC
- SPORTSFAN
- AUDIO JUNKIE

• Cow Mooments is back! **HOT!**

Share special moments with your fellow Cool Cows in Crushcow's very own photo gallery. Take a pic, post it here, and browse through our other photos.

• Written in the stars?

**HESays,
SHEsays,**

- Would you go for the one who loves you or the one you love?

Threats and Challenges

Entertainment

- When is enough?
- Educating the youth about the risks

SMS for political campaigns

- *'Cell phones and SMS are not mass media and should not be treated as such ...' -- Smart Communications, Inc. public affairs head Ramon Isberto*
- A handset is "a private space" and unsolicited messages would most likely elicit a negative response instead of working for the candidate.

Viruses

- The increasing pervasiveness of mobile computing now makes these gadgets more attractive and more prone to virus attacks.

Carrier monopoly

- Call for lower flat rates

The screenshot shows a Microsoft Internet Explorer browser window displaying the 'it matters' news website. The address bar shows the URL: http://www.itmatters.com.ph/news/news_002004b.html. The page header includes the 'it matters' logo with the tagline 'more than the bits and bytes' and a banner for 'Philippine Banking Line up or Get online'. The date and location are 'Manila, Philippines | Tuesday, January 20, 2004'. The main content area is titled 'NEWS' and features the article 'Consumer group readies petition for lower call rates'. The article text reads: 'Amid continuous lowering of call rates brought about by market competition, consumer advocacy group TiKTPower is planning to file a petition before the end of the month to the House Committee on Transportation and Communications to investigate whether firms including Sun Cellular, Globe Telecom, Smart Communications, Touchmobile, and TalkNText are reflecting "true cost" of their services. Globe and Smart recently announced it reduced its rates from PHP8.00 to PHP6.50 per minute on local calls while Touch Mobile and TalkNText from PHP5.50 to PHP5.50 per minute. However, initial study of the consumer group revealed that these firms could still lower call rates to PHP4.00 per minute and still "reap profits" that it planned to bring the issue up to the National Telecommunications Commission (NTC) for review. In a telephone interview, TiKTPower spokesperson Anthony Ian Cruz said they are just waiting for the'. To the right of the article is a 'stories' section with headlines: 'Asia's phone users to surpass one billion in 2004: report-- AFP', 'Consumer group readies petition for lower call rates', 'PeopleSoft warns workers of Oracle Corp. "disruption"-- Reuters', 'Samsung top execs pay damages to chip unit-- Reuters', and 'Google plans advertising service for e-mail-- Reuters'. At the bottom of the page, there is an 'archives' section with 'Archives by date' and 'Archives by'. On the left side, there are navigation links for 'Jump to other BusinessWorld Online Web sites', 'BusinessWorld Online's 2003 RP IT Industry report', and an Amazon.com banner for 'Find what you want' with categories for Books, Music, and Toys.

Security

- Cellphones utilized for coordination of bank robberies, kidnapping, bombing, and intelligence gathering.
- LBS not picking up on consumers.

References

- http://www.digitalfilipino.com/press_article.cfm?id=26
- http://www.itmatters.com.ph/news/news_02022004a.html
- http://www.itmatters.com.ph/news/news_02032004a.html
- http://www.itmatters.com.ph/news/news_02122004h.html
- http://www.itmatters.com.ph/news/news_02172004e.html
- http://www.itmatters.com.ph/news/news_01282004a.html
- <http://www.itnetcentral.com/computerworld/article.asp?id=13050&info=Computerworld&leveli=0>
- <http://www.itnetcentral.com/computerworld/article.asp?id=13091&info=Computerworld&leveli=0>

Thank you

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- <http://www.digitalfilipino.com>