Empowering

Asian eMarketing

Asia's Electronic Marketers

HIGHLIGHTS

- The ABCs of Mobile Marketing, Pg. 1

- Human safety hazards in mobile IT, Pg. 10

- Mobile Monday ringing a successful tune in Singapore, Pg. 15

- Getting up close and personal with Mobile Spam, legislation and mobile marketing, Pg. 20

WHY MOBILE MARKETING?

There is no doubt that the world is getting more mobile advanced. In the digital age, companies that want to stay ahead need the right tools to do so. Mobile marketing is one of those. This method of advertising allows businesses to connect to those that they need to, effectively. It allows an organization to send targeted messages to mobile phones to promote a product or a service. Mobile marketing is an excellent means to connect to an intended audience in an effective manner, every time. However, many marketers in this region have yet to discover or even appreciate the potential of mobile marketing and its effectiveness. So we come to an important question – just what are the benefits of mobile marketing?

THE ABCs OF MOBILE MARKETING

Mobile marketing is the new kid on the block in the media mix, promising great opportunities for direct interaction with customers and its advocates say "a more cost-effective means of data collection".

Some of its supporters describe the service as "a personal channel enabling spontaneous, direct, interactive and/or targeted communications, any time, any place. "

Mobile marketing is still in the infancy stage in many parts of Asia (excluding countries such as Korea of course) and unfortunately, many people here tend to assume that mobile marketing is the sending out of junk text messages to get people to unwittingly subscribe to a mobile content subscription service (hence its sometimes bad reputation) and/or that Mobile marketing = marketing using SMS (text messaging).

BREVITY IS THE SOUL OF WIT– BUT IS IT MOBILE MARKETING'S GENERAL SECRET OF SUCCESS?

More and more successful mobile marketing campaigns demonstrate that it is possible to dispose an advertising message with only 160 signs - but what is its real secret of success?

Mobile marketing is based on concepts that aim at having forceful One-to-One marketing taking into account the whereabouts and the personal predilections of the customer.

Technically involved are mainly the three mobile transfer protocols GSM, WAP and GPRS as well as in the near future UMTS technology. From a user's point of view the protocols differ primarily by the used bandwidths and the respective transfer rates but vary as well regarding educible signs.

According to experts, mobile marketing has the potential to initiate a new era.

BEST PRACTICES & STRATEGIES

CONTENTS

PLEASE NOTE

THE CONTENTS LIST AND ALL OTHER SUPPORTIVE INFORMATION (ITALICS) GIVEN IN THIS ISSUE ARE INTERACTIVE.

SIMPLY CLICK ON IT!

It's personal

One of the main advantages of mobile marketing is that it is personal in nature.

Don't underestimate just how powerful this direct touch is. It allows companies to better build a relationship with their customers, track preferences and highly target their marketing.

It's immediate.

It has an almost instantaneous speed of delivery, execution and response. One of the hardest tasks in marketing is getting the message out and then making it stick. Mobile marketing works well as action by the user can be taken immediately. In addition, it enables marketers to maximize the timing of their campaigns.

It's targeted

Mobile marketing is targeted advertising. Because there is an activation process, the marketing goes to those who it will work for, those who are interested in the products and services available. There are few other mediums that can do this as easily.

It's convenient

It's a fast and convenient way of placing your company's brand in

the user's pocket. How many people that you know don't take their phone with them?

It's interactive

Mobile marketing allows direct two-way dialogue with the customer. It can then be integrated with tradi-tional media. Research has shown that mobile marketing can achieve up to 15 times more response rates that traditional media.

High reach

The number of mobile users is growing steadily around the world and this does not show signs of abating yet.

Helps brand awareness

Mobile marketing can achieve a high level of brand awareness and recall. Research has also shown that this form of marketing im-proves brand experience among teenagers and 20-somethings in a high-impact environment.

Higher visibility of advertising messages

This form of marketing almost guar-antees visibility of advertising mes-sages unlike email or direct mail as an SMS messages cannot be de-leted from a phone without first be-ing opened and read.

Yes, mobile marketing is an excel-lent type of marketing tool that we can count on seeing more of down the road. Because of how well it works, more and more companies are beginning to understand that this is the marketing of the future. Yet, in Asia we are still at the tip of the iceberg. However, with the popularity of mobile phones in the region, mobile marketing here is surely poised to take off in a big way.♦

By Shanti Anne Morais

From Page 1— The ABCs of Mobile Marketing

A basic definition of mobile marketing is the use of the mobile medium as a communications and entertainment channel between a brand and an end-user. While text messaging is still an important element of mobile marketing, it is not the only one. Other mobile marketing applications include:

Text and win

This is a very convenient way to manage a competition or prize draw and popular with users.

Text Voting

Voting is an exciting way to engage an audience and let them have their say. It is fast becoming an additional revenue stream for television and event newspapers and magazines.

Quizzes

This is a popular mechanic used by marketers to engage their customers, and they seem to work very well on mobile phones be it a simple text message based quiz or a fancier java application (using the same technology behind mobile games) which offers a deeper level of interactivity using graphics, sound and animation, score keeping and so on.

Mobile content/mobile media

Examples of this include pictures, wallpaper, ringtones and video. The ever-growing popularity of ringtones shows no sign of stemming, so much so that brand-names are starting to jump on the bandwagon
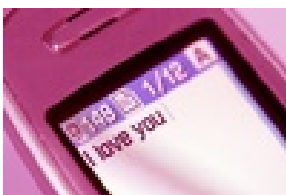
and capitalize on the popularity of mobile content, very often using it as part of their marketing efforts. A key success factor for this particular industry is its ease of payment.

Mobile games

There is no looking back for this industry. Mobile gaming is of course a continually growing, industry, fast gaining and carving for itself its own voice. What with 3G phones hitting the markets in a big way, the Nokia n-Gage which was designed with gaming in mind, and Sony's PSP, which isn't a mobile phone but which does have Wi-Fi, thereby allowing it full internet access, users are certainly beginning to be spoilt with choice. There is no doubt that different brand names will try to get their heads around where revenues may or may not be made on mobile devices.

Mobile Applications

Be it software to help you plan your day, an instant messenger service, a daily horoscope service, the list of mobile applications is steadily becoming longer and longer. Good news for users!

Customer Relationship Management (CRM)

What it all boils down to is that, the mobile phone is essentially a communications tool and therefore a 2-way device. After all, it is not just about pushing content or a one-way message, customers can call or text you back (at least, they should be able too!). Therefore, the ubiquitous mobile phone should definitely be one of the channels to use when building relationships with customers.

Interactive Voice Response (IVR)

Yes, this is the very same engine behind those annoying 'press 1 for

"English", 2 for "Mandarin" systems. However, it is also used for paying for services such as mobile content, phone voting, car park tickets, etc. It definitely has potential for great creativity and should not be overlooked in mobile marketing efforts.

Multi-media messaging (MMS)

This is another service that is steadily showing its potential as it becomes more readily available on handsets. While it is true that MMS can incur higher costs than simple text messages, there is always the cheaper option of 'virtual MMS' or WAP push, which can be just as effective and where one can send a link to the customer who can then download it to view or save. WAP push is also the technique used to deliver mobile content.

Direct ad-response (also known as Red Button Mobile)

This is based on a shortcode available, optionally coupled with different keywords whose relevancy is dependent on the response mechanism. This therefore allows interactivity with static media such as print. Options include:

- Text to screen – in the case of TV, comments texted in can be automatically populated on-screen such as on the series Singapore Idol.

- Text to email – where one can text in their email address to a shortcode and an automatic HTML email is generated and sent to the respondent.

- Text to mobile content – Content such as ringtones or wallpapers are received through texting a shortcode.

- Text to WAP – This enables the respondent to be directed to an advertiser's WAP site through a link where they can access content, or opt-in.

- Text to post – where one can text your address, postcode and/or street number.

Mobile Internet

Also known as WAP portals or WAP sites, these are mobile versions of websites where users can access videos, pictures, ringtones, and information. It also offers the opportunity to buy mobile content and to get customers to opt-in for further information.

Mobile Search

All the main search providers such as Yahoo! and Google have mobile (WAP) specific versions of their search engines, which again are becoming more and more sophisticated. Some issues users face however include slow data speeds and the limitation of tiny screens.

Mobile music

Many handsets are now designed to play and store MP3 music files. However, buying music from your mobile phone is still a costly affair.

Java magazine/Java portals

This is an application that one can download on their mobile phone, and which is like an electronic magazine.

Podcasting

This involves streamed delivery of audio programs, tunes, speech and even videos (called vlogs).

These can be accessed on any device with the appropriate MP3 capabilities and can be managed using an RSS feed.

Blogging /Moblogging

Yes, this has now become a reality on mobile phones and is available through mobile RSS feeds. Although it is usually text-based, images and video-clips can also be submitted by MMS or WAP.

Bluetooth/infra-red

Enables data to be sent from one electronic device to another. Marketers are slowly seeing the value of this technology, however, until better Bluetooth systems are available and some security issues addressed, it will be some time before this technology becomes mass market.

Barcodes

Barcodes can be sent to a mobile phone and then redeemed in stores using EPOS systems. A new take on barcodes is 'camera codes' where a user takes a picture of the barcode from a TV screen, poster, newspaper, magazine, website, etc. This then initiates the response mechanism. This technology still works best on Symbian or Smartphones.

Location-based services (LBS)

An example of this are services offered to parents whose children's whereabouts can be tracked via their mobile phone.

Mobile Marketing Benefits

Mobile Marketing on its own or as a part of a media mix has several unique benefits as follows:

- Immediacy – the marketing message is delivered in seconds.

- Interactivity - Possible to engage the consumer in a dialogue.

- Proximity - Mobiles are almost always within close reach.

- Digital - A medium allowing for deep campaign analysis.

- High reach - Over one billion mobile subscribers globally.

- Personal – Enables close personal communication to an individual.

Leading brands in Asia are beginning to adopt this medium in their marketing campaigns and the number of companies actively using mobile marketing in their marketing strategies is steadily growing. However, it is vital to bear in mind that selecting a mobile marketing service provider that understands the medium as well your company's requirements is the key to mobile marketing success. ♦

By Shanti Anne Morais

From Page 1 — Brevity is the soul of wit

One reason for the optimism is for sure the growing number of mobile phone owners. Gartner estimates that there will be around three billion mobile subscribers in the world by 2010, a doubling of current subscriber levels. Moreover, the largest proportion of growth will come from the Asia Pacific region.

An eMarketer report supports this prediction by claiming that 39 percent of Asian mobile owners received the highest number of commercial SMS. Could this mean that advertisers in Asia are actually embracing the mobile marketing trend more than the rest of the world?

Even though marketers still agonize over how to reach people on a device that's very personal, mobile marketing could be the "silver bullet" if done right.

Mobile marketing should be timely, relevant, valuable, and requested to be effective

What's true for email marketing applies analogously to mobile marketing. Let the spam problem in email marketing be a lesson to us and let's send out commercial SMS only to consumers who agreed to receive it.

The Mobile Marketing Association reacted fast and created its own code of practice for content providers, advertisers, brands, technology partners and carriers to master the threat and released the so-called Six C's of privacy:

- **Choice**: mobile marketing is acceptable only to consumers that opt-in to receive it.

- **Control**: consumers who opt-in must have any easy way to opt-out of all mobile marketing.

- **Constraint**: consumers should be able to set limitations on messages received.

- **Customization:** analytical segmentation tools will help advertisers optimize message volume, ROI and relevancy to the consumer.

- **Consideration:** consumers must perceive value in any mobile marketing campaign.

- **Confidentiality:** Privacy policies must be aligned between the carrier and the brand.

As in email marketing, the only way to fight the perception of mobile spam and stop it from the beginning is to cooperate and embrace generally accepted guidelines which are supported by creative enforcement mechanisms and technology that closes private carrier gateways to unsolicited marketing while opening them to messages consumers want to receive.

In order to guarantee a perfect mobile marketing campaign, customers should receive messages at a time when it is of most value to them, for instance, sport news during the game or real estate news on a Sunday afternoon at peak time for the property market. In addition, please always take into consideration the different time zones when planning mobile marketing activities and only send relevant messages to consumers or at least those that are valuable in the literal sense such as a coupon or digital content.

Mobile marketing is an excellent channel for consumer response

Mobile is an ideal medium for consumer response as it allows a consumer to respond to the campaign instantly from wherever they happen to be. No more manual data entry. No more delays from postal mail. Higher response rates because it is immediate and simple to do.

With mobile as the response channel, brands can build a relationship with both new consumers and current customers. Mobile campaigns can capture the same types of data as from a post card — from e-mail addresses to post codes— and can instantly send feedback that their response has been received. Even mobile content as an incentive can be delivered immediately.

Mobile Marketing is the perfect new media for Customer Relationship Management (CRM)

Developing customer loyalty is one of the most valuable and challenging tasks in marketing. Whereas television or print media campaigns offer only one way communication, a mobile marketing campaign offers consumers the choice to respond and provides a new way to initiate communication for service, support, comment or anything else. Messages can easily be personalized and communications can be directed to either automated or live customer response agents. For consumers it's better than waiting on hold and for service centres, and in addition, it is an easier way to manage the quantity of calls. By using mobile marketing, brands and marketers very obviously get the chance to communicate directly with their customers, develop an opt-in database and use mobile phones as a channel.

The reverse after careful consideration

Despite all positive predictions in favor of the new marketing form it has to cope with some obstacles to set the ball rolling. In particular, the still technically poorly conceived formats prevent the breakthrough. Today's WAP mobile phones with their small displays and slow transfer rates would tax user's patience and smart phones have still to come more into vogue. In addition company databases haven't yet collected enough detailed customer information to allow direct address. And a lack of information slows down the development of mobile commerce as well.

Besides this, policies and/or legislation currently still blocks out the application of mobile advertising messages on a grand scale, although there is no unequivocal ban up to now – only the mentioned Code of Conduct. But as long as the question of legitimacy for mobile advertisements isn't finally cleared, many enterprises are still reluctant to use the medium. Only if it is guaranteed that the data control remains in the hands of the citizens can the necessary mutual trust be created to push mobile marketing a step forward.

However, not only end users have reservations. The lack of trust on the part of some businessmen is often caused by the fact that mobile marketing is often still misunderstood as a "direct-mailing via SMS", according to Berlecon Research. But mobile marketing is capable of doing much more.

While traditional advertising communication mainly aims at influencing the consumer prior to the purchase - developing the image of a brand, creating needs, and communicating stimuli - mobile marketing allows customers to have an impact on the whole process.
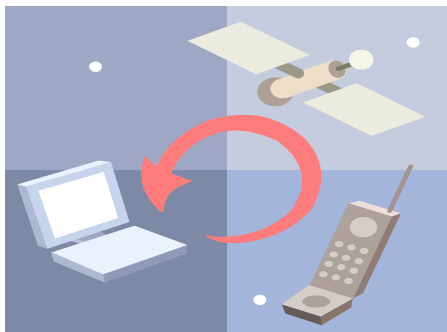
Let me give you an example:

1. Through mobile marketing it is possible that a customer ad libitum gathers information about attractive holiday resorts via the mobile phone.

2. At the push of a button he is connected with the Call Centre of the tour operator where he receives further information,

3. And can confirm finally the offer with another push of the button,

4. The payment procedure is also very comfortable as the accounting takes place via the invoice for the mobile phone usage,

5. And at the airport the SIM card serves as a ticket,

6. After the journey the customer can be interviewed about the service and quality of the offer via SMS.

Here mobile add-on services contribute in developing customer loyalty and introducing new target groups to the company's offers. Furthermore, image and brand generation as well as market research are other promising areas of applications for mobile marketing. And due to the fact that the actual purchase can be conducted via the mobile or the consumer has the choice to use the mobile phone in every store in order to receive relevant information and to clinch the deal, mobile marketing has a high standing in the product policy. If we last but not least take into consideration that particularly the intuitive decisions, which precede approx. 70% of all transactions, can be controlled in this manner there is no doubt anymore that mobile marketing works.

You have only to understand that mobile marketing has the power to enhance existing marketing by adding a dynamic and interactive consumer response mechanism and then continuing the communication offering consumers a personalized dialogue - then doubts will disappear and businesses can start to take credit and revenue for mobile marketing. ♦

By Daniela La Marca

MOBILE MARKETING: THE JEWEL IN A MARKETER'S CROWN

Mobile marketing is much more than just a trendy new channel, it is a powerful communication tool.

Deploying a mobile front in a marketing effort transforms a passive, one-way campaign into a dynamic, challenging, interactive experience. As a complementary channel to traditional media, mobile marketing interacts with users as a powerful response mechanism, bridging the gap between where traditional marketing efforts end and the purchasing decision takes place.

Essentially, mobile marketing is about bridging mobile technology with the business of branding. After all, at the moment, the power and reach that this kind of "always-on-you" device gives businesses is unparalleled by any other communication medium. The statistics say it all: Mobile phones are fast becoming an integral part of everyday life. In Singapore, mobile phone penetration rates are already above 80% and in Thailand, they already are at 36% and steadily increasing with around 2 million new users a year.

Text messaging's pervasiveness has resulted in its crossing the age, gender and cultural boundaries it previously faced, and surveys show that it is practiced by almost 100% of mobile phone users. Thailand for example, sees close to 11 million messages a day. The reason for text messaging's popularity? Users find SMS (short message sending) to be flexible, immediate, non-vocal and therefore a less intrusive form of communication.

Currently, more than 90% of traffic over the SMS networks is primarily person-to-person, but businesses are steadily jumping on the bandwagon and finding this technology an effective means to connect with mobile individuals. Businesses have found it an effective tool in acquiring, engaging and above all, retaining customers.

Over the past few years, the industry has gone through a phase of experimentation and cautious adoption, and has now become a mainstream supplementary tool for marketing, The SMS message has cropped up in many different forms of implementations such as:

- TV voting, game participation (e.g. Singapore Idol)
- Mall-based permission marketing (e.g. in Jurong Point, Singapore)
- Mobile database marketing
- Song dedications (e.g. in Singapore and Thailand)
- Charity donations (e.g. the National Kidney Foundation, Singapore)
- Premium online content access via SMS micro-payments
- Opt-in mobile clubs built into product packaging
- Ticket bookings (e.g. Thailand)
- SMS contests (e.g. Stop & Play, Thailand)
- News updates by SMS (e.g. Channel News Asia, Singapore)
- Contest entry and registrations
- Conference registrations (e.g. Adobe Singapore)
- Info updates and alerts (e.g. KK Women & Childrens' Hospital, Singapore)

Adopting the right mobile marketing mix

As seen from the above, there are various types of mobile marketing campaigns that if executed properly, can be very effective. There are basically 3 broad categories of the mobile marketing mix:

Integrated mixing:

This is when mobility is integrated with traditional media and advertising campaigns as a value-added component, thereby extending the way mobile users communicate with a peer, to even communicating with a business.

Contextual marketing:

Refers to pure-play contextual mobile advertising as a discreet piece of the marketing or communications mix. An example of this is when mobile users request for score updates for the latest soccer news and receive the scores with sponsorship information.

Profiled Database Marketing

Acquiring new customers through mobile direct marketing on permission-based databases that contain mobile users that are profiled by demographics, lifestyle, needs or interests.

All 3 of the above forms of mobile marketing share some similarities such as:

- The use of SMS technologies as the main protocol for carrying the message from the business to the consumer
- Are either permission-based or user-initiated
- Typically micro-targeted and personalized
- Is the progressive extension of traditional marketing activities
- Focused on user-privacy, with strict rules over the use and resale of mobile marketing information.

Integrated mobile marketing systems have the potential to turn every advertisement into an interactive starting point for customers to communicate directly with marketers.

From Page 7 — Mobile Marketing: The Jewel in a Marketer's Crown

When executing an integrated mobile marketing campaign, the following should be taken into account:

Choice
Mobile users want to be involved in the interaction process

Control
Mobile users should be able to opt-out easily

Mutual benefit
Mobile users want something back in return for their participation, for example, a reduction in the cost of products or services.

Content Sponsorships

In surveys conducted, mobile users have indicated that if message costs and content are sponsored, they would in fact increase the use of such services. When employed appropriately and tastefully, this gives competitive brands an opportunity to contextually reach their audience with a commercial message.

Studies have demonstrated that brand recall and response from mobile marketing is 20 times greater than web advertising, and 10 times that of direct mailing. Therefore, this gives businesses the opportunity to keep their brands at the top of the consumers' mind and has the highest possible ratio of contact opportunities, and the lowest possible cost.

These studies also show that mobile users interpret content sponsors to be:

- Premium brands that are highly-recalled with the content area.
- Companies with an enlightened corporate philosophy that are not solely determined by narrow self-interest and economic values.
- Associated closely with the content sponsored beyond the mobile world.

A closer look at profiled database advertising

A crucial point to remember is that a database of mobile numbers is quite different from all other forms of direct database marketing because the mobile phone is an extremely personal device and any form of unsolicited advertising (or spam) is intolerable. Therefore, any mobile database must ensure that they have:

- Explicit user-permission;
- Clear instructions to opt-out and the assurance of the removal of the users' mobile number from the database
- Preferably a demographic, lifestyle and needs profile of each individual for selective targeting or contact.

As businesses move towards this system of profiled push-advertising, the success factor of the effectiveness of this form of advertising is the identification of the profile of the target audience and then the planning of a compelling message that would cause them to act on it.

According to Ovum research, in well run mobile marketing campaigns, response rates have been as high as 30% with typical response rates hovering between 10%-15%. Due to the personal nature of the message, recipients tend to also respond more rapidly and visibly to the advertising than any other forms of direct advertising.

This is not to say that the deployment of mobile marketing and other SMS-based applications are without its challenges. Some issues that mobile marketers face today include:

- The need to work with many entities to coordinate any sort of deployments including application and content providers, hosting gateways, mobile operators and government regulators, which in turn make any campaign or application significantly more difficult and even more expensive to deploy.
- The lack of tolerance by the general public for unsolicited commercial SMS-messages (in other words, spam).
- Limitations of the SMS-protocol which impairs the creativity of marketers and developers in deploying pure-play mobile campaigns and applications.

However, in spite of the challenges mentioned, the tremendous potential of mobile marketing to both communicate and help build relationships with users has led many brands to dabble with it.

Always bear in mind the golden rules of Mobile Marketing:

Permission-based
1. User opts to receive advertising messages
2. Ability to indicate their availability to receive messages

Relevant/Personalized Content
Messages must be relevant to the audience

Plan your campaign
Set your objectives, define your audience, and roll out your mobile services coherently. Make your messages creative.

Select the right provider
It is important to choose a provider with an operating system that is able to support multiple channels and which is also able to grow with the technology trend. ♦

By Shanti Anne Morais

MOBILE CRM:
SNAP AT THE CHANCE THAT YOUR TARGET GROUP IS MOBILE

Bearing the status of the most interactive, personal mass media of our time, the mobile phone simply can't be compared to any other product.

The number of mobile phone owners has enormously risen during the past years and serves today not only as a communicative device, but as a provider of information and entertainment. Communication via SMS or MMS is more popular than ever as it is fast, easy, efficient and convenient. Therefore, it makes good business sense to use these means to Inform and entertain your customers and thus develop a deeper relationship with them.

In these times of growing competitive pressure, it is becoming more and more difficult for many companies to create a longer term relationship between customers and the enterprise or the product/ service. The application of mobile technologies offers the company an additional channel for professional support of information. Consumers can be reached directly via Mobile Customer Relationship Management (CRM) applications.

Mobile CRM contributes to raising customer satisfaction and customer loyalty. To take into account the concept of money, more and more companies are focusing on building up mobile communities, which they use to inform or entertain via SMS and MMS.

A crucial requirement for long-term success is the consent of every receiver. The deliberate contact with data and the compliance with permission marketing are essential for achieving success.

Mobile Couponing as a new and attractive form of One-to-One marketing is based on the concepts of addressing customers on their mobile at all times and everywhere, and to close the sales approach cycle, thereby offering customers added value and then luring them to the Point-of-Sale (POS) or a venue.

The technology brings vouchers directly to the mobile phone of your customer and in this way creates new possibilities of innovative communication. A virtual voucher can be redeemed with the mobile phone and therefore the tedious manual cutting out and keeping of paper coupons is relegated to the past.

In order to "cash-in" the coupon the mobile phone owner must go – in the automated version- to the suitable POS or event and hold his mobile phone with the indicated coupon in front of the bar code scanner to check the validity and decipher the code. In this way,

mobile couponing allows the formation of communities and connects Customer Relationship Management with a fun element for the end customer.

Nowadays, almost every customer always carries around a mobile phone and consequently his voucher when he comes to the Point-of-Sale. In this way cross-promotions are possible too as the marketer knows when, which customer, where and in which shop he has redeemed a voucher; so that a precise response control is possible.

Your customers are highly involved and your company stands out from the competition. Mobile Couponing is an innovative and entertaining way to brand your image and mobile vouchers offer unequivocal allocation and are forgery-proof. ♦

By Daniela La Marca

All-around display format:

- By SMS code: For this purpose a PIN generator can be used. The PIN has to be requested by the mobile radio customer via SMS, Internet, WAP or the like. Then this PIN code is delivered by SMS and is deleted from the register or collected by WAP.

- By 2-dimensional barcode: The delivery of a so-called data matrix occurs by EMS (Enhanced Messaging services) and can be delivered to all kind of mobile phones

HUMAN SAFETY HAZARDS IN MOBILE IT

Gartner analysts predict that wireless security will remain on top of the list of concerns in the next few years and assume that the biggest threat to the enterprise will come from the increasing demand for access from new devices owned by employees that cannot be locked down and secured appropriately.

It's a fact that we depend more and more on wireless connections - one interrupted line and the data are either lost or inconsistent. However, this is by far not the worst that could jeopardize the security in mobile computing. Mobile end devices are in general more threatened than the systems in an office and this is not a platitude but a fact. Of course there could be a burglary in an office and PCs could be damaged or stolen, but mobile devices are more susceptible to falling prey to theft and manipulation, and have a higher risk of data destruction. They often suffer from weak security features and operating systems or users extinguish data by mistake, for instance, when the accumulator or battery is empty. Often users don't even know whether the infra-red or Bluetooth interface is active, or how and why it is wide open for attacks if it is activated.

Remote access on confidential data takes place without being blocked by the company firewall, either because suitable infrastructure is deficient or checks and encoding are avoided. Access to the Internet occurs mostly through public access points. Without doubt, there is a huge need for extra protection for mobile devices and their connections to the enterprise. However, in reality, mobile security is hugely neglected or misunderstood. Those in charge tend to be put in place without resources, training or at least given the time to get informed. A lack of training is quite often responsible for the careless handling of security mechanisms. Thus, it happens over and over again that sales representatives don't download necessary security-patches when hearing news about security leaks or the function is deactivated, just like the virus scanner which hinders the installation of a PC play.

Updates of the operating system are an absolute necessity for laptops, on top of anti-virus software and a firewall which can be loaded either remotely or from the official websites. In addition, auto-logins should be outrightly banned.

And as there are more and more mobile components I can only warn those who don't protect their radio network! It can be monitored from more than 100 meters with special cardioids microphones even up to kilometers. Also hotspots can be hacked. When a user logs on to the company net via a hotspot, a virus can easily creep in even before a Virtual Private Network (VPN) is built up.

Unmindful dealing with mobile technology bears the risks of far-reaching damages.

According to Gartner, nearly 75 percent of Global 2000 enterprises will align with their strategic application portfolios by employing a mobile component within this year. In most instances it will be about extensions of existing systems of the Enterprise Resource Planning (ERP), sales support and Customer Relationship management (CRM).

The market research institute assumes further that worldwide, 90 percent of all mobile applications are inherently "synchronized", meaning that data is reconciled with a server by means of a docking station, by cable or by WLAN. But by 2007/2008 this portion will decline by 30 to 40 percent in favor of wireless stable connections. Presently around 80 percent of all sold mobile phones are equipped with multimedia functions and you can imagine that they are a perfect target for hackers.
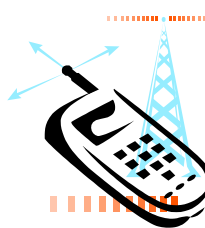
"Scull" for instance was a Trojan that turned up first in November, 2004. This virus substituted icons of system applications with death's-heads on mobile phones with the Symbian operating system. Again, in April 2005, "Frontal.A" crashed Symbian mobile phones if switched on etc. and since then attacks are continuously rising.

More to the point, identity thefts are counted among the fastest growing crimes that have already caused damage of several mil-

THE FUTURE LOOKS ROSY FOR WIRELESS COMMUNICATION

The global telecommunications industry revenue will reach $1.2 trillion by the close of 2006, with continued strong growth in wireless communications leading the way, says a new market analysis report from Insight Research.

According to the new industry study, wireless revenue will approach almost 49 percent of all telecommunications services revenue by the close of 2006 and will grow to 55.6 percent of all telecommunications industry revenue by 2010. By the beginning of 2006, over 1.8 billion subscribers worldwide will be depending on mobile wireless telephones.

As stated in the study, worldwide telecommunications services revenue is expected to grow at a compounded annual rate of 5.9 percent from 2005 through 2010, which reflects the level of sustainable growth enjoyed by the telecom segment prior to the technology bubble burst of the late 1990s. While the first part of the decade was brutal for the telecommunications industry, "The 2006 Telecom Industry Review" predicts that worldwide telecommunications industry services revenue will grow from $1.2 trillion in 2006 to almost $1.6 trillion in 2010, bringing an end to the industry slump.

The study highlights rapidly growing industry segments such as VoIP, WiFi, fixed-mobile convergence, IMS, and streaming media, as well as technological innovations such as grid computing and DWDM and WDM in fiber optics.

"Asia-Pacific and Latin-America/ Caribbean are forecasted to enjoy the fastest overall broadband growth, while North America and Europe will experience a lag", said Insight Research president Robert Rosenberg and predicts furthermore that "wireless communications will continue to displace fixed line communications for voice calling and as the number of wireless 2.5G and 3G data services increases, wireless will continue to squeeze traditional landline calling." ♦

Source:
Insight Research Corporation

From Page 10— Human Safety Hazards in Mobile IT

lions. The security company Aladdin Knowledge Systems observed that already more than 70 percent of the worldwide operating virus programmers concentrate upon the production and spreading of spyware.

The malicious programmers cooperate and earn on data spying. In one year, at least one quarter of the commercially used workstations will be infested with spyware, say Forrester analysts. Yet, the combination of phishing and spam, as for instance from the Nigeria Connection, only amounted up to an average of approximately 1 percent in 2005.

That's small comfort, as enterprises are apparently ill-prepared. 62 percent possess no adequate protection against phishing attacks and 60 percent can't avert hackers. Furthermore, 56 percent don't recognize if P2P applications are running on their network; 35 percent are powerless against spyware, according to security experts of Websense.

But due to the fact that the market for mobile devices is rapidly growing at about 40 percent, there has to be a focus on security.

It's expected that in 2006, 70 percent of mobile workstations and devices used outside the office will not be backed up sufficiently. If a laptop, PDA or mobile phone is stolen, or accessed improperly from the Internet or a shared network, the organization and the user have to struggle with much more than just the cost of the machine. Information in mobile devices is important and timely and exposing that information to external parties is catastrophic. In addition, depending on the content, exposing that information may violate civil and criminal laws and may invalidate necessary monitoring and investigations. A new 'tolerated' security zone is emerging where devices which are not owned by the business are allowed controlled access to the corporate system in ways which will not compromise security. In our innovative and technology driven time it should be possible to fully secure business data through a range of tools and services designed to address mobile security risks. ♦

By Daniela La Marca

BLUETOOTH SECURITY HOLES IN THE LIMELIGHT

In their annual IT prediction roundup late last year and earlier this year, IT security analysts seemed to agree that 2006 will see a significant rise in the number of global mobile threats. Already this seems to be ringing true.

Most security experts also agreed that it will not be easy to convince consumers to install mobile security as users do not yet view mobile threats as risky as compared to PC threats. However, in light of the latest developments, mobile device users should definitely sit up and take notice especially now that Nokia has admitted that a number of its Bluetooth handsets are vulnerable to bluesnarfing, in which data can be stolen from a phone without the owner's knowledge and without leaving any trace of intrusion.

This news first broke when networking and security firm AL Digital's revealed that at least ten handsets from Nokia, Sony Ericsson and Ericsson were vulnerable to a bluesnarfing attack.

Following this revelation, Nokia was quick to admit that some of their Bluetooth-enabled phones were particularly vulnerable to this type of attack including the Nokia 6310, 6310i, 7650, 8910 and 8910i phones.

However, the handset giant said that these attacks are only possible if the phones mentioned are in 'visible mode' where it is set to actively search for other Bluetooth devices, and the Bluetooth functionality is switched on (see article on 'A closer look at Bluetooth inspired vulnerabilities', Page 14).

According to Nokia, if an attacker had physical access to the 7650, the bluesnarf attack would not only be possible, but it would also allow the attacker's Bluetooth device to "read the data on the attacked device and also send SMS messages and browse the Web via it." The company said it had not been able to recreate this "backdoor" attack on the 6310, but would not yet confirm if the other models were vulnerable.

Nokia also admitted that its 6310i handset is vulnerable to a Denial of Service attack when it receives a "corrupted" Bluetooth message. However, the company sought to reassure its customers by saying that following the crash, the phone will reset and function normally.

Nokia is not planning to release a fix for the devices in the near future because it said the attacks are limited to "only a few models" and it does not expect them to "happen at large".

The company advises customers in public places to set their phones to "invisible" or switch the Bluetooth functionality off: "In public places, where the above mentioned devices with Bluetooth technology might be targets of malicious attacks, at least in theory, the safest way to prevent hackers is to set the device in non-discoverable mode -- 'hidden' -- or switch off the Bluetooth functionality. This does not affect other functionalities of the phone.♦

By Shanti Anne Morais

VOICE-OVER-IP (VOIP) WILL OUST FIXED AND MOBILE NETWORKS

From the point of view of the German Internet Economy Association, Voice-over-IP (Internet telephony) will largely displace the conventional telephone network and the standard mobile telephone system in the next few years.

According to their survey one third of the experts are convinced that the classical telephone network will be dead by 2015.

In their study, 25 percent of the respondents believe that Voice-over-IP will most probably have ousted them as well the common mobile telephony. However, 43 percent of the interviewees don't go to such lengths, but think, that till then Internet telephony will have won a substantial share of the market.
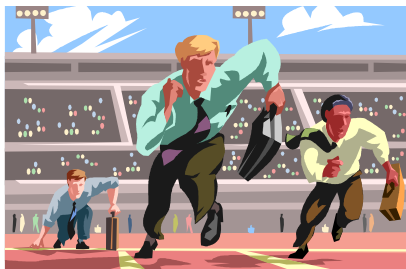
Besides, 58 percent of the experts believe that Internet telephony will entail a standardization of the devices: therefore, smart phones which combine phoning and Internet use in one device should become part of the population's everyday life in the upcoming years.♦

By Daniela La Marca

NECK-TO-NECK RACE OF WIRELESS NETWORK TECHNOLOGIES

While the WLAN device suppliers undertake all possibilities to further speed up the use of the net, UMTS, CDMA-EV-DO and WiMAX are enjoying a short run before jumping.

However, whether they will be able to outrun today's WLAN depends not only on technology. Well, the short reach of WLAN is responsible for its poor propagation and is one of the biggest stumbling blocks regarding its area-wide acceptance. Proprietary nets can virtually be built up in closed infrastructures, like hotels, shopping centers, airports or coffee shops despite its short range. The networks correspond technically to the open 802.11 standard, but there is often only one net operator available as the received signals of nearby competing nets are not strong enough. Many LAN providers even make exclusive contracts with the operators of the infrastructure, so that for years no other WLANs could be set off.

An effective alternative to this proprietary action are radio nets which guarantee a broader reach, penetrate buildings and are used there together with narrow, locally installed WLAN. For this, data transfer by mobile telephone system can offer for instance one good solution.

There already are a huge number of mobile phones software modems on the market which allow users to dial via a PC on the Internet. Well, only with a modest 9.6 Kbit/s, but enough to handle a few e-mails. And as there is widespread roaming among the mobile phone providers, this net access works even worldwide. However, for the general Internet user's expectations as well as when it comes to handling the present-day volume of GSM connection, it is much too slow. The next-in-line solution GPRS is an essential improvement. GPRS operates on the existing GSM frequency, but uses for the data transport an additional multiplex procedure. Theoretically 171.2 Kbit/s is possible but unfortunately it reaches only 50 Kbit/s in reality, which makes it approximately as fast as a good analog modem. Almost all big providers offer GPRS and their rates are quantity-dependent.

A wise decision is the use of PCMCIA cards as in this way the mobile phone will not be blocked with the data transfer. In addition, the PC cards are better designed for the communication with the PC and you can avoid the time consuming, annoying cable connection.

GPRS is a worldwide available data service which due to the use of the existing GSM frequency enjoys low royalties. ♦

By Daniela La Marca

MOBILE MARKETING ON THE ROAD TO SUCCESS

Although the advertising market is again growing, traditional advertising forms like print, TV & radio, as well as banners increasingly lose ground compared to internet and mobile advertisements.

There is a noticeable obvious shift from the old towards the new media and from more classical to non-classical communication, according to a study by Booz Allen Hamilton.

With non-classical communication an increase of 6.7 percent could be achieved during the past years in spite of an all in all stagnating and slightly falling market environment.

This trend will carry on and lead the whole advertising market to a healthy growth of about 2.3 percent per year till 2008, whereas Internet advertise-

ment revenue will rise about eleven to twelve percent yearly.

Mobile marketing as well is registering strong increase rates and it is expected that it will grow five times compared to now till 2008. In the same time, email-direct marketing will more than double its profits.

Opting-in and opting-out are called the new trends. 70 percent of the media users appreciate products which block advertisements. They deliberately "opt-out", which essentially means that they are surfing channels during TV commercial breaks, ignore online banner advertising and block pop-ups. Instead specific "opt-in", personalized advertisement and offers which are based on customer data evaluation, is perceived to be attractive by the audi-

ence. 55 percent of the consumers are even willing to spend money on it. Thus, for instance, Amazon points to other products which fit to the customer's profile of preferences during the online purchase process. Advertisement with a high entertainment value gets good acceptance as well. A perfect example of this is the launch of the BMW 1 series. The center of this campaign is the Internet platform www.prinzip-freude.de (which means translated www.principle-enjoyment) where users can win among other things, extraordinary test drives, but where customers can also download mobile phone and PDA offers. The objectives excelled in terms of both the registration of prospective customers as well as the sales figures. ♦

By Daniela La Marca

A CLOSER LOOK AT BLUETOOTH INSPIRED VULNERABILITIES

Mobile devices are fast becoming an integral tool for businesses which are increasingly benefiting from the advances in technology, convenience and functionality of these gadgets.

Personal digital assistants (PDAs), mobile phones and lately smartphones have evolved from simple mobile phones into sophisticated yet compact minicomputers which can connect to a wide spectrum of networks, including the Internet and corporate intranets. Just as with desktop computers, the world of mobile devices is no longer immune to malicious attacks. In fact, their very popularity is what makes them attractive targets for malware writers as well as for criminals scheming to make illicit profits.

While mobile viruses and hacker attacks are still in their infancy, solution providers as well as vendors have predicted that the threats are quickly becoming bigger and bolder than anything the industry has seen so far.

Mobile users in Asia should not be complacent and think they are safe. After all, the world's very first mobile virus, the Cabir virus originated in the Philippines. This virus spreads through Bluetooth wireless technology and drains the batteries of infected phones. About 15 variations of this insidious virus have been found so far.

Designed to link up devices that are in close proximity of their hosting system, Bluetooth today is used in many leading mobile phones and smartphones including those built on the Windows Mobile, Palm, Symbian and RIM Blackberry platforms. It is Bluetooth technology that is used when connecting to a wireless headset and transferring files and music.

There is no doubt that Bluetooth is a useful technology but there are certain vulnerabilities associated with it. The more well-known Bluetooth security vulnerabilities have been dubbed Bluesnarfing and Bluejacking.

Bluejacking

Refers to an unsolicited message which is sent to a Bluetooth phone and is essentially Bluetooth spam.

With a Bluetooth device, other enabled devices that are in the range of your device show up on your screen. Once your Bluetooth device is visible to other Bluetooth devices, they can send messages to you whether you want them to or not.

Bluetooth was designed so that users could trade contact information with another Bluetooth user. Bluejackers send the unsolicited message from their contacts list but instead of putting in a contact name, they type in the message.

Bluesnarfing

This also exploits the contacts list. When a Bluetooth device is in visible mode, actively searching other Bluetooth devices, the capability to obtain the other devices entire contact list exists. Not only can users copy another person's contact list without them knowing it, they can also modify their phone numbers, email addresses and any other information on the contact list, basically destroying all this information.

Private identity information is not the only item at risk from one's contact list because many people tend to store other kinds of information on their mobile devices as well. For example, if credit card numbers are stored in your contact database, they can be pilfered by other Bluetooth users without you knowing it.

Bluesnarfing is said to affect a number of Sony Ericsson, Ericsson and Nokia handsets, but some models are at greater risk because they invite attack even when in 'invisible mode' -- in which the handset is not supposed to broadcast its identity and should refuse connections from other Bluetooth devices.

The list of holes grows longer...

Bluetooth devices are vulnerable to battery degradation Denial of Service attacks too. How this happens is if other Bluetooth devices continually connect with your Bluetooth device. This wears down the battery very quickly, and you may not realize that this is happening until it is too late.

More users are also now becoming aware that their Bluetooth devices are vulnerable to viruses and worms. The Cabir mobile worm for example, infects Bluetooth devices by passing a file from one Bluetooth devices to another through the Bluetooth connection.

In addition, many security analysts/ investigators are now predicting that spyware on mobile devices will be the next big threat.

Precautions

One of the best ways to mitigate threats is to become aware that the threats exist and that your Bluetooth device is susceptible to them. Organizations that allow their employees to use the Bluetooth devices should include information about Bluetooth risks in their security awareness and training programs.

A main reason why viruses and worms can pass so easily is because many users leave their Bluetooth device in visible mode unknowingly.

MOBILE MONDAY RINGING A SUCCESSFUL TUNE IN SINGAPORE

Since its sessions started in Singapore in September 2005, *Mobile-Monday*, an open community promoting the mobile industry, has been creating a buzz on the scene here, attracting an enthusiastic crowd of mobile professionals, with the number of attendees steadily increasing each time and showing no signs of abating.

According to Chris Chandler, Mobile-Monday Singapore (MMOS) co-founder and regional product manager for Yahoo! Mobile, what started the ball rolling were 2 impromptu sessions held in 2004, which spurred him and the rest of the Singapore chapter's co-founders - Arpit Agarwal, producer & business development manager, Starcut Asia Pacific, Heikki Leskinen, Vice President, Mobile Entertainment Channels, Starcut Asia Pacific and Loh

Chris Chandler

Mun Yew, business development manager, Starcut Asia Pacific, to carry on with the monthly collaborative and networking sessions.

Besides a close-knit team of co-founders who share a similar vision and enjoy a great sense of camaraderie-ship, here lies the secret of MMOS' success – offering the platform to foster and build an informal community of mobile professionals, allowing them to meet, network and collaborate in a casual manner.

"*MMOS* is the event you should attend if you are on the hunt for new industry trends, looking for a new partner to expand your business, or seeking new career opportunities" says Chandler. "We make room for all participants in the mobile industry from operators and handset manufacturers to startups and content providers, and everyone in between."

Agarwal adds that one of the reasons he was so keen to get MMOS going was in order to connect and stay connected with the mobile in-

dustry. "MMOS aims to be the waterhole of the industry", puts in Chandler, laughingly.

Agarwal also notes that Singapore has lots of companies in the mobile ecosystem and that all the co-founders believe that it is an industry with a good career path. This is a key message which MMOS

Arpit Agarwal

wants to drive this year, hoping to target students in tertiary education. In fact, the next MMOS session should see a group of NUS students attending. To steamroll this idea of theirs ahead, the group is thinking of organizing a contest for developing wireless applications.

Another objective of this year is to drive "some more thought in the industry and be even more active in the mobile community," says Chandler.

From Page 14— A closer look at Bluetooth inspired vulnerabilities

If you configure your Bluetooth device to remain in invisible mode (with discoverable mode turned off) and leave it in this mode until you actually need to use Bluetooth for something, you will reduce your risks considerably. However, it is important to note that even when your Bluetooth device is operating in invisible mode, certain brute force attacks that make use of the device's MAC address are still possible. Again, experts advice that one of the safest things to do is to switch off the Bluetooth functionality until it is needed.

Bluetooth operates in three different security modes:

- Mode 1 offers no security whatsoever.
- Mode 2 offers some security of services after the session has already been established.
- Mode 3 operates at the link level and offers the strongest security. It offers enhanced security by establishing an initialization key that is used for authentication between two Bluetooth devices. However, the initial key exchange is not encrypted, and therefore, there is still a small window of opportunity when data on the Bluetooth device is vulnerable. However, even with this exploit window, you are still better off using Bluetooth in Mode 3 than either of the other two modes.

Bluetooth devices allow you to establish a PIN for key exchanges. Users therefore should always select a PIN that does not spell a word and one that consists of both letters and numbers. In this way, if a Bluetooth sniffer obtains your key length, it will make it more difficult for the intruder to perform a brute force dictionary attack.

It is important to note that some Bluetooth devices are more vulnerable than others. Before purchasing a Bluetooth enabled phone, do some research and find out what Bluetooth vulnerabilities have been reported for the particular model you are considering.♦

By Shanti Anne Morais

From Page 15 — Mobile Monday ringing a successful tune in Singapore

These are not just mere ideas thrown up on a whim because MMOS is endorsing Terrapin's Mobile Content World which will be in April this year. The group also wants to bring in more venture capitalists (VCs), telcos, content providers, start-ups, analysts, press and students into their monthly sessions. Agarwal states that a key driver of MMOS is that they want to help the mobile start-up industry, aid companies identify new business opportunities as well as offer a platform to entrepreneurs seeking investment. Yet another burning goal of the group is to foster innovation in the industry.

They point out that the mobile industry in Singapore is evolving. "In the past it was all about the operators and the handset manufacturers. Now, companies that provide content, interface and applications are an important part of the value chain, and though still small are dynamic, making their presence felt and are definitely growing. This is a core group that MMOS is targeting," elaborates Chandler.

The MMOS co-founders are very modest about the success of the chapter here, but they actually do have something to crow about. For their very first session in September 2005, they pooled together their address books and had 80 members sign up. With just four sessions having gone-by, this number has grown to around 500-strong, and better still, is still growing. Agarwal says that basically each session has attracted about a 100 new members. Due to the overwhelming response, registration for the monthly event is now compul-

Loh Mun Yew

sory (closing a day before the actual event). However, the founders' feel that the success of MMOS is not only because their membership has grown mainly through word of mouth, but also because its members comprise of a good mix of people including CTOs, CEOs and "ordinary people too," chime Chandler and Agarwal together.

Commenting on the secret to this success, Chandler attributes it to their ability of keeping the sessions informal, but yet ensuring effective people-to-people interaction. Agarwal adds, "We have kept the organization very light. We offer a good platform to meet and interact but we do not have a commercial aspect, and people like this because they see the passion behind it and do not feel threatened at all. In fact, we constantly receive a lot of encouragement from the industry and we have quite a few volunteers." He admits that the fact that MMOS has consistently been held so far and has been able to grow in terms of the number of attendees is an achievement they are all proud of.

He adds that when they first started MMOS, he was a little apprehensive about the thought of helping rivals and therefore had to make a conscious effort to separate StarCut's business from MMOS vision. However, he says that this separation somehow came naturally once they held their first session and they are all able to wear two different hats now.

MMOS' co-founders have put in effort to make their chapter's sessions different from the rest of the Mobile-Mondays' around. Chandler says that they have kept it well-organized, yet have conscientiously kept it a fun, informal, social networking event, close to the original Mobile Monday. In addition, they ensure

that presentations are kept short (no more than 10 minutes) because they want to keep to the concept of having a teaser presentation, allowing companies the opportunity to make a short presentation, and then focus on having them mingle with the audience. They also try to make sure that presentations are more industry specific rather than company or product-based.

A challenge the organizers face is the need to constantly look for sponsors for their monthly session, with Agarwal explaining that this is hard to juggle sometimes with their day jobs but adding that "we have been lucky so far." Typically, once a sponsor is confirmed, they work on making the event relevant to not only the sponsor but of course the audience and the industry on the whole.

That the group of four co-founders are an enterprising lot is also apparent. Right now, they are working on the chapter's local website and want to make it foremost, a useful tool for all their members and

Heikki Leskinen

easy for people who want to find out more about the MMOS, its activities and especially the mobile industry in Singapore. They are even thinking of introducing web-blogs and want to in Chandler's words, "walk the talk", aiming to have the MMOS invite go out over members' mobiles eventually.

They also stress that everyone is welcome to the monthly event; that if people have any ideas about the sessions, they should not hesitate to contact the group and that they are happy to share the breakdown of

AGILECO: THE MOBILE WORLD IS THEIR OYSTER

A few days ago, AgileCO an American based company attracted Asian eMarketing's attention, when Mr. Ed Pimentel, Founder of AgileCO presented very detailed information about their innovative, numerous and notable products, services and solutions. The company provides unique, value-add Advanced Services that bridge Applications, Services, and IP Communication and will for sure soon cause a stir in the Asian mobile marketing industry

We take a look at some of the company's products and solutions that we believe can take Asia by storm.

Late last month AgileCO announced the launch of two new services - **GooGaYa** and **MobileCentral**. Both services boast a variety of offerings for all - consumers, businesses, resellers, publishers, and affiliates. GooGaYa (http://GooGaYa.com) is a "mashup" of cutting-edge, Open Source technologies including Multi-Modal Messaging, Real-Time Mapping/GPS, Photo Sharing, Content Management, Customer Relationship Management (CRM), Social Networking, SMS Campaigning, MultiModal Collaboration (Skype, AIM, MSN, ENUM, Jabber, Pulver FWD,

Presence with GeoLocation and Mapping, P2P, SMS/MMS, Wap-Push Email, Plaxo vCard, iCal, Tom-Tom POI, Events/Calendar), Media Sharing/Streaming (PodCasting, RSS, MP3, ITunes PlayList), and Blogging (Flickr, RSS). The possibilities GooGaYa offers are endless, such as:

- building an online community (journals, blogs, buddy/contact lists, play lists, albums, forums);
- locating others with similar interests/products/industry/business; sharing/streaming/downloading/organizing multimedia 3GP content such as ring tones, music, movies, and images; buying/selling/advertising goods and services (eBay, Amazon, Yahoo!, PayPal, Mobile Payment, Google Maps,); and much more!

GooGaYa is the premier place for Mobile Entertainment, GeoLocation, Presence, Social Networks, and Multimodal Messaging.

Recently, the company introduced **GooBar,** a Firefox extension that allows users quick access to GooGaYa features - anytime - no matter what site is being visited.

It provides users with Real-Time

Communication and access to their contacts (Presence / IM / Locate / Skype / SMS / FWD), Media (iTunes/stream/share/video/ringtones/games/pictures/Flickr), Events (schedule/plan/map), and Content (blogs/ratings/reviews).

What GooBar does is that it facilitates communication via the **R**ich **P**resence **I**nformation **D**ocument Format (RPID), thereby providing more information about presence, contacts, and communication protocols via standards-based XML Web-Services. This functionality allows virtually any GooGaYa member, affiliate, or partner to have access to their GooGaYa content. For example, an external call via the RPID API can provide content providers with a list of all members who subscribe to their content. Similarly, members can integrate GooGaYa with their favorite contact (ex - Outlook) or music (ex - iTunes) directory by contextually synchronizing data seamlessly between their applications.

Additionally, mobile application providers can now develop customized solutions using GooGaYa content and services, bundled with their own offering.

From Page 16 — Mobile Monday ringing a successful tune in Singapore

their audience (but not the actual mailing list itself of course).

Reinforcing their strong sense of community, the MMOS co-founders reiterate that they believe in giving a sense of ownership to their members and making them equal stakeholders of MMOS. "This way MMOS will thrive." Somehow, one has no doubts about this. The quest of being the beacon of the mobile industry here has been secured.

MobileMonday was established in September 2000 in Finland by mobile, telecom and media industry

professionals. Its primary activities are the community's face-to-face gatherings on every first Monday of the month and virtual networking on the *MobileMonday*.net website and newsletter. The unprecedented success of *MobileMonday* Finland spawned similar informal groups to mushroom the world over. Today, regular *MobileMonday* events are organized in Helsinki, San Francisco and Tokyo.

There is even talk of a Mobile Monday in Kuala Lumpur sometime this year. ♦

By Shanti Anne Morais

The February 2006 session of Mobile Monday was skipped in view of the Chinese New Year & 3GSM World Congress.

Invitations for the March session will be sent out later.

For more information, email singapore@mobilemonday.net

From Page 17 — AgileCo: The mobile world is their oyster

Another of the company's recent solutions is also right down mobile marketing's alley - **MobileCentral** - which offers global marketing and sales capabilities through Mobile Coupons/Offers, SMS Campaigns, 3GP Content/Product Reselling, and Affiliate Management. MobileCentral mobile eCommerce solutions provide content publishers and sellers the ability to price and tag their content based on locale, currency, and payment type to make it easier for others to bundle, market, and resell. Affiliates can use customizable and personalized MobileCentral micro and mini sites to embed the MobileCentral sales engine within their websites and generate immediate revenues. MobileCentral marketing services such as Mobile Interactive Campaigns, GooSMS, CRM SMS, and Database Intelligence Marketing provide a cost-effective means for sellers to target and reach a market segment, resulting in a high ROI.

A fascinating solution of AgileCO's is the **VNAP** (Virtual Network Application Peering/Point) that has been architected to support both traditional and Voice over IP and wireless mobile carriers' unique business and technical requirements.
This technology offers xSPs and Virtual Operators great support as it reduces their pressure to guarantee access anywhere, anytime.

VNAP focuses on large enterprise and startup carriers in the emerging markets. Their target group are Next Generation Telco's (NGT's) , Mobile, Wireless and cable Service Providers (xSP's) Virtual Operators/ Application Service Providers (ASP's), Web-Services Application Providers, Competitive Local Exchange Carriers (CLEC's), Large Enterprises, and Government which want to take advantage of greater bandwidth efficiency, lower capital requirements,

and faster time to market typical of the Internet.

Another innovation of AgileCo, ViaSIP, allows Virtual Network Operators (VNO) to offer truly differentiated IMS/3G services as well as iTV, iHollywood / Gaming to Wireless/ Mobile and Fixed customers using the same infrastructure thus significantly reduce OPEX/CAPEX and CHURN while increasing ARPU and LTV.

ViaSIP offers a suite of solutions that simplifies the exchange and management of funds among consumers, merchants, content providers, and clearing channels. Consumers are able to make secure electronic payments in real time for mobile applications such as electronic top up, gambling, games, ticketing, infotainment, parking, and vending. The ViaSIP platform is a flexible payment solution that enables mobile operators to profitably create a dynamic portfolio of value-based services and manage them from end to end. ViaSIP's payment platform allows operators to do the following:

- Create and deliver new services without adding new payment systems .
- Consolidate all payment systems into a single platform, eliminating the costs and inefficiencies of disparate systems.
- Bill in real time to recognize instant revenue.
- Manage the revenue stream from transaction to collection to settlement.
- Make it easy for consumers to purchase what they want when they want it.
- Provide streamlined customer care, reducing churn.

Applications
More than 100 content and service providers who deliver applications

and services worldwide are using the ViaSIP solution. Here are some of the innovative applications they have deployed.

- Loyalty Programs: Reward your long-term or most-valued customers with better terms, exclusive previews of new services and content and other perks.
- Mobile Ticketing: Provides a quick, easy way for event promoters to connect with their mobile audience in a secure and convenient environment.
- Mobile Gaming: Operators offer consumers the ability to buy online games and play interactive, multiplayer games using their mobile phones.
- Mobile Parking: Offers municipalities and parking garage owners a mobile parking payment service that lets consumers pay for parking using a mobile phone.

VIASIP's mPayment platform enables carriers to:
- Increases revenue streams by encouraging mCommerce activity;
- Operators can participate in the interoperability scheme.
- Converged charging to entire pre-paid and post-paid subscriber base for all services.
- Open "walled garden" to 3rd party content providers .
- Increases subscriber retention.
- Introduces advice of charge and customer authentication to allow high-value transactions.
- Reduces total cost of content and pricing management.
- Reduces total cost of new merchants integration and new service introduction.
- Easily manages thousands of 3rd party content and service providers in a scalable manner.
- Reduces handling costs of disputes and refunds.

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- Increases cost-effectiveness via a single platform for charging management and monitoring.
- Leverages existing infrastructure.
- Reduces fraud and risk associated with current charging methods through comprehensive security.

MicroPayments

ViaSIP's e-Payment platform is perfectly suited to handle micropayments - small transaction amounts - quickly, easily and securely while maintaining a low transaction overhead.

Key micropayment issues addressed by ViaSIP's platform include:

- Support for suitable payment channels that entail no additional collection costs, such as, post-paid, pre-paid and stored value accounts.

- Aggregation to overcome minimum transaction amount limitations instituted by credit/debit cards and direct debit systems.
- Enables low transaction-processing overheads due to the platform's minimal processing and storage requirements per transaction. This enables a cost effective operation and minimizes the carrier's Total Cost of Ownership (TCO).
- Messaging commerce functionality that enables SMS/EMS/MMS transactions (the major portion of the mobile carriers' micropayment activities).

SMS ViaSIP

It is no secret that Asia is the top SMS continent in the world. AgileCo's EnterpriseSMS Online tool

enables individuals to setup and manage their SMS compaigns online. Its features include:

- Interactive Campaign Management - Use ICM to set up a once-off marketing campaign or to create a new service. Changes can be made at any time.
- Keywords and sub-keyword support - allows for both Keyword and sub-keyword management. E.g. Keyword SPORT can include sub-keywords FOOTBALL, TENNIS, etc.
- Flexible and robust - utilises ViaSIP's carrier-grade Gateway for Two-Way messaging, ensuring fast and reliable delivery.
- Subscriber Management - manage your mobile users. Import from your existing contacts or add users when they respond to a campaign. Includes Opt-in and Opt-out features.
- Multi-users with feature access control - ViaSIP ICM provides sub-user management on each account, which allows for multiple user access and rights management.
- Integrates with existing applications - Each Keyword or sub-Keyword can have a reply text associated with it, and can be obtained from an external web source via a URL.
- Bulk Messaging - send bulk campaigns to subscriber lists, making it a great solution for outbound marketing or to initiate campaigns or services.

ViaSIP Mobile Ticket

AgileTicket is a fully featured box office ticketing application that enables event organizers to market, sell, distribute and redeem tickets to events using text messages. The application consists of a web based Management Console, business logic, electronic or paper redemption systems to make sure any event runs smoothly on the night.

GETTING UP CLOSE AND PERSONAL WITH MOBILE SPAM, LEGISLATION AND MOBILE MARKETING

Many of us may not know that spam first became a concern way back in 1975. However, spam has definitely escalated since then, become more widespread than ever and even hogged the limelight just two years ago. At MediaBUZZ's Asian Internet Security Summit 2005, a key finding at the 'Anti-Spam' track was that most users have become more tolerant of email spam, but feel that mobile spam will become more of a nuisance in the long run and could potentially develop into a serious problem if not properly tackled. Simply defined, mobile spam is any kind of marketing or promotional message that has not been requested by the subscriber. There are three main forms of mobile spam: text messages (SMS), multi-media messages (MMS) and video messages (VMS).

A 2005 global study "Insight into mobile spam" revealed that compared to Europe, people in Asia receive more mobile spam but are not so concerned about it.

Torsten Brodt, researcher at the University of St Gallen and lead author of the study explained this by saying, "This is probably because Asians are getting used to it. But if that happens, there is also a risk of losing the mobile channel's power as a marketing tool. If people do not care, the message does not get across; you don't read it, you just ignore it and delete it."

The study also showed that Singaporeans had the highest tolerance rates for mobile spam as only 60% of Singaporeans were annoyed when they received mobile spam in comparison to about 80% of respondents from Central Europe and North America.

Additional Singapore findings include:

Experience with Mobile Spam

- 81.6% of the survey's participants reported having received mobile spam before.

From Page 19 — AgileCo: The mobile world is their oyster

AgileTicket was the world's first mobile ticketing system to securely sell, deliver and redeem a ticket to an event using only wireless technology. The application is unique in that tickets are delivered as an SMS text message and redeemed securely without the need to post a paper ticket to the end consumer.

Benefits :

- The AgileTicket application significantly reduces the logistical and financial overhead inherent in a paper based ticketing system.
- Marketing event information & ticket availability using text messages & cross network short-codes makes impulse purchases incredibly easy compared to computerized IVR telephone booking systems.
- Secure electronic ticket redemption equipment at the event reduces costly ticket fraud and streamlines queuing, making crowd control simpler.
- Customers can target end consumers with promotional text messages based on previous transaction and contact history.

Other Services

- Sends and receives SMS Text Messages, Dates, and Businesscards to mobile phones, either through a Nokia GSM phone or an internet connection.
- Enables LOW COST SMS sending (via ViaSIP) from all JAVA shipped phones including Sony Ericsson P800/P900/P910, and Nokia Series 60, Motorola, and Siemens.
- Alerts - Personal Reminders can be scheduled to display or speak reminders via your PC, or communicate messages via SMS to your mobile phone.
- Reminder service which allows users to create future text alerts for important upcoming events including birthdays, meetings, bill payments, etc.
- A web based monitoring service which allows parents to keep track of their children's online activity and receive SMS alerts when content is inappropriate.
- Web based text messaging application designed for small & medium sized businesses who need to send promotional alerts to their customers.
- Service for Non profit organisation sends SMS messages to an opt-in database to help charities and clubs.
- A new 999 eGoverment service that will allow deaf, hearing impaired and speech impaired people to contact emergency services via text messaging is currently being developed.

After reading all this, you now know why AgileCo piqued our interest. Just imagine the mobile world in Asia with their services in place. One can only keep our fingers crossed....♦

By Daniela La Marca

- 26.2% of them had received mobile spam messages requesting them to send money to a third party.

Tolerance towards Mobile Spam

- 82.5% are most concerned about SMS spam, 57.4% are most concerned about MMS spam, and only 38.7% are most concerned about VMS spam
- Singaporeans are least concerned about unsolicited messages from their mobile provider, with only 7% very bothered by it.
- Yet, 84.4% of Singaporeans believed that spam would likely hurt the mobile operators the most.
- 67% of Singaporeans felt that children should not receive mobile spam.

Singaporeans behavior in approaching Mobile Spam

- 98.3% of Singaporeans had not contacted their service provider to complain of spam received.
- However, 43.1% stated they would most likely complain to their mobile operators should they receive an unacceptable number of mobile spam messages.
- 10% of Singaporeans said they were unlikely to change mobile operators should they receive an unacceptable number of mobile spam messages.
- 55% of Singaporeans believed that the government and regulatory authorities should enact stringent policies and controls to monitor spam.
- 84% of Singaporeans would not discontinue the use of SMS as a plausible option for them to combat mobile spam

The study revealed that while Singaporeans are still generally pretty tolerant of mobile spam, if mobile spam continues to rise unabated, many would support increased governmental and regulatory intervention.

Interestingly, just three months after the results of this survey were released, the Infocomm Development Authority of Singapore (iDA), in collaboration with the Attorney-General's Chambers of Singapore (AGCS) included mobile spam in their draft spam control bill.

Their reason for the inclusion of mobile spam in the proposed spam legislation was mainly compounded by Singapore's high mobile penetration rate and the prevalent usage of mobile messaging in the country. The iDA noted that while the cost of sending mobile spam may be sufficient to deter indiscriminate mobile spamming, it is also aware of the difficulty for any mobile user to switch his mobile phone number for the purpose of avoiding mobile spam. It also pointed out that the physical closeness and personal attachment of the mobile phone to the user further amplifies the negative effects caused by indiscriminate mobile spam activities.

Mobile spam in the Spam Control Bill includes unsolicited, commercial electronic messages such as short text, graphics, video clips or sound files, sent to any mobile telecommunication devices. Consistent with email spam, an opt-out approach is recommended for mobile spam.
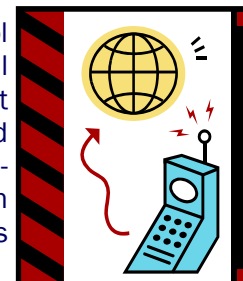
On Operators, Mobile Spam and Mobile Marketing

According to Brodt, operators are fairly well aware that mobile spam exists and that it is an issue for consumers. However, for the most part, operators are still only just starting to investigate what tools and technologies can be implemented to avoid it. At the time of the survey, only 30% of operators, many leading their markets, said they had already invested in some kind of filtering solution.

He stressed that on the other hand, operators are interested in opening up their networks to mobile marketing and gaining more acceptance and interest for it among customers. The majority of mobile marketing messages today are sent by operators directly, or on behalf of third-party providers. A small proportion of the message are sent without any control by the operator. Elaborating on this, Brodt added, "You could say that operators are looking at minimizing that part and optimizing the part they have control over. The study clearly shows that operators want to invest in mobile marketing service offerings. Take for example DoCoMo, which has a business service unit that conceptualizes mobile marketing services for third-party providers."

Operators that are reactive today usually offer support to consumers through mobile spam websites that include information on how to avoid mobile spam, phone protection and how to report unwanted spam. Many operators also say they would cancel roaming agreements if they detect a source which is sending mobile spam.

"I think we will see a similar scenario to that of internet e-mail providers that have implemented solutions to reduce the level of spam on their platforms. T-Online, for example, which is one of the biggest e-mail providers in Germany, uses its spam filter as a marketing message. This is also what the operators might want to do," added Brodt.

He also noted that establishing the credibility of the sender is important for successful mobile marketing. As soon as people get the feeling a message is about something obscure, they delete it, Brodt remarked. "It must be very clear who is sending the message and big brand names, of course, have an advantage here.

DMB (DIGITAL MULTIMEDIA BROADCASTING & DVB-H (DIGITAL VIDEO BROADCASTING - HANDHELDS)

The delivery of multimedia content including video to mobiles is beginning to become a reality with two main competing standards DMB (Digital Multimedia Broadcasting) and DVB-H (a handset version of the Digital Video Broadcasting standard). These methods avoid swamping the network by using traditional broadcasting.

DMB (Digital Multimedia Broadcasting) is a digital transmission system for sending data, radio and TV to mobile devices such as mobile phones. It can operate via satellite (S-DMB) or terrestrial (T-DMB) transmission. DMB is based on the Eureka 147 DAB (Digital Audio Broadcasting) standard and has some similarities with the competing mobile TV standard DVB-H (see next).

Currently, DMB is being put into use in a number of countries. South Korea, in particular, started S-DMB and T-DMB service on May 1 and December 1, 2005 respectively.

DVB-H (Digital Video Broadcasting - Handhelds) is a technical specification for bringing broadcast services to handheld receivers and was formally adopted as ETSI standard EN 302 304 in November 2004.

It is the latest development within the set of DVB transmission standards. Its technology adapts the successful DVB-T system for digital terrestrial television to the specific requirements of handheld, battery-powered receivers. DVB-H can offer a downstream channel at high data rates which can be used standalone or as an enhancement of mobile telecoms networks which many typical handheld terminals are able to access anyway. Time slicing technology is employed to reduce power consumption for small handheld terminals. IP datagrams are transmitted as data bursts in small time slots. The front end of the receiver switches on only for the time interval when the data burst of a selected service is on air. Within this short period of time a high data rate is received which can be stored in a buffer. This buffer can either store the downloaded applications or play-out live streams. The achievable power saving depends on the relation of the on/off-time. If there are approximately ten or more "bursted" services in a DVB-H stream, the rate of the power saving for the front end could be up to 90%.

The term IP Datacast is used by DVB for the technical elements required to create DVB-H based services and those that are necessary to integrate DVB-H in a hybrid network structure consisting of both a mobile communications network such as GPRS or UMTS and an additional DVB-H downstream. The set of specifications for IP Datacast (phase1) was approved by DVB in October 2005.

IP Datacast Specifications: With the advent of DVB-H, there are significant challenges for the systems which underlie DVB broadcast services. Amongst the issues are the harmonization of service discovery and selection, purchase and protection between the broadcast and the mobile telecommunications worlds. In the IP world of DVB-H, such issues need to build upon the stability of the broadcast world, and embrace the successful methods of the telecommunications world. If there are 30 DVB-H services available, one will need to ensure that there are appropriate electronic program guidelines and service protection arrangements. In November 2005 DVB finalized a set of specifications for the IP datacasting domain which will be published by ETSI at the beginning of 2006.

DVB-H Service Launches: Commercial launches of DVB-H services are expected in 2006 in Italy and the USA. ♦

From Page 21 — Getting up close and personal with Mobile Spam, legislation and mobile marketing

One problem is that the space is limited, so you have to be very clear and consistent about what you are offering. Building concepts or integrated campaigns are often the most successful ways to market on the mobile." Brodt believes that with the right business model, the mobile channel has many advantages compared to other marketing channels. "It is more interactive, people can give an instant reply; it is more personal because you know who is receiving the message, which enables group segmentation. "

The awareness is high because people tend to look at messages straight away, and it is anywhere, anytime. Prime time is not between 8pm and 10pm in front of the TV any more. If operators learn how to use these strengths, the mobile marketing concept has a huge potential. We have only seen the beginning of this and the next step is multimedia messaging, which makes it possible to convey bigger, more emotional messages." ♦

By Shanti Anne Morais

EDITORIAL

Dear Reader,

People have become more and more comfortable with and reliant on mobile communication. In fact, there are now more mobile phone subscribers in the world (1.4 billion), than there are landline phones subscribers.

This issue of Asian eMarketing tracks how mobile technology is being used in marketing and how you can put it to work to improve your business. The objectives of mobile marketing campaigns are straightforward: increasing brand awareness, generating a customer profile opt-in database, encouraging people to attend events or visit venues, improving customer loyalty and increase revenues. It is in general not a stand alone marketing activity, rather it leverages traditional promotional channels - such as TV, radio, paper media or even the Internet - that consist of campaign sponsor (the brand), marketing agency, content provider, and traditional promotional channel.

Mobile Marketing consists of a unique, complex, mix of technologies, business skills, and marketing expertise and it is vital that today's marketers grasp its significance as it will soon become a key instrument for reaching out to customers.

Enjoy reading!

Best Regards

Daniela La Marca
Editor, Asian e-Marketing

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