



Telsyte

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Quarter Million Australian iPhone Users by Christmas, Predicts Telsyte

Sydney, 7th July 2008 - Telsyte's latest research into Australia's consumer mobile market points to a rosy future for vendors of next-generation mobile devices featuring large touch screens, intuitive interface and full multimedia, with nearly one in 10 Australians expressing a strong intention to purchase such devices.

"The Apple iPhone, in particular, has been singled out as the next-gen mobile handset of choice, leading us to project that a quarter of a million Australians will be iPhone users by the end of this year," said Warren Chaisatien, Telsyte Research Director. "That equates to about 1% of all mobile users and 2.4% of 3G users, which is very impressive given the device will have been in the market for only 6 months." Interestingly, the study reveals that customers of 3 Mobile, the only major carrier yet to secure a local iPhone deal, show the strongest iPhone purchase intention.

The popularity of next-generation smart phones with full Internet access, coupled with flat mobile data pricing and increasing "off deck" content, is fuelling consumer non-voice use, with spending on mobile content expected to more than triple, and mobile broadband to double, in the next five years. Excitement around those devices is also changing the way Australians select their mobile service, a decision that has previously been led by carrier's plan choice.

The study finds strong interest in fixed-mobile convergence (FMC) handsets and that one in four households do not have a particular reason to keep a landline at home, thus representing great opportunities for FMC providers. Australians are also receptive to mobile advertising and are highly open to the idea of free handsets and free calls subsidised by advertising. "We found location-based services will be extremely powerful not only as a stand-alone offering, but also as a critical element behind advertising and other emerging applications," said Mr. Chaisatien. Meanwhile, although the underlying demand is strong, Australians remain cautious about mobile banking and are reluctant to conduct large financial transactions through their mobile phones for a number of reasons.

Telsyte completed the "Show Me The Money: Telsyte's 2008 Australian Consumer Mobile Market Custom Study" in response to strong market demand for up-to-date insight into the highly dynamic and competitive consumer mobile market. The study involved interviews with over 800 Australian mobile phone users across all age groups on their usage and preferences for current and future mobile technologies. Overall survey results yield a highly reliable accuracy level of 95% +/- 3.5%.

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About Telsyte

[Telsyte](#) is an Australian-based market research consultancy specialised in the competitive intelligence of the converged communications market. Telsyte's expertise is centred on the three core competency areas of Carrier & Broadband, Mobile & Wireless and Enterprise Communications. Telsyte provides industry insights through custom research and consulting as well as ongoing research, which includes market reports and online databases. Telsyte is a business unit of Australia's largest independent telecom consulting company, [Gibson Quai-AAS Pty Ltd.](#)