

Hitwise Industry Report for Entertainment - Mobile Phones

Based on New Zealand Internet usage
for the week ending February 27, 2010



Hitwise Industry Report for Entertainment - Mobile Phones

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About Hitwise

Hitwise is the leading online competitive intelligence service. Only Hitwise provides its 1,500 global clients with daily insights on how their customers interact with a broad range of competitive websites, and how their competitors use different tactics to attract online customers.

Since 1997, Hitwise has pioneered a unique, network-based approach to Internet measurement. Through relationships with ISPs around the world, Hitwise's patented methodology captures the anonymous online usage, search, and conversion behavior of 25 million Internet users. This unprecedented volume of Internet usage data is seamlessly integrated into our easy to use, web-based service, designed to help marketers better plan, implement, and report on a range of online marketing programs.

Hitwise, a subsidiary of Experian (FTS: EXPN) www.experiangroup.com and operates in the United States, United Kingdom, Australia, New Zealand, Hong Kong, and Singapore. More information about Hitwise is available at www.hitwise.com/nz.

For up to date analysis of online trends and statistics, please visit the Hitwise Intelligence Analyst Weblogs at weblogs.hitwise.com and the Hitwise Data Center at www.hitwise.com/nz/resources/data-center/.

About Hitwise Industry Reports

This Hitwise Industry Report provides a concise analysis of market trends within the online 'Entertainment - Mobile Phones' industry. Hitwise monitored 485 websites in the 'Entertainment - Mobile Phones' industry for the week ending 27/02/2010. The industry report includes analysis of traffic levels across days, traffic distribution across the category, traffic to international websites within the category, rankings of the key players within the industry and a range of other key insights into the 'Entertainment - Mobile Phones' industry. This type of report is available across any one of the industries monitored by Hitwise.

This report is based on a sample of Internet traffic within the New Zealand market. It does not include traffic a website or industry may generate from overseas visitors. This report should not be compared with site-centric statistics due to significant differences in data collection methods. For more information on the Hitwise methodology please visit www.hitwise.com/nz.

Hitwise Methodology

Hitwise monitors a range of Internet Service Provider (ISP) networks to capture the usage patterns of Internet users. The ISPs represent a diverse range of metropolitan and regional areas including Internet access from home, work and educational institutions.

Each day, Hitwise extracts from its partner ISP networks a list of websites visited and ranks them according to a range of industry standard metrics - including 'Visits', 'Pages' and 'Average Visit Time'. Hitwise also extracts Clickstream data which analyzes the movements of visitors between websites.

Hitwise abides by local and international privacy legislation and analyzes all data in aggregate form. The Hitwise methodology is audited by PricewaterhouseCoopers on a quarterly basis. To view the Hitwise privacy policy and methodology in full please visit www.hitwise.com/nz.



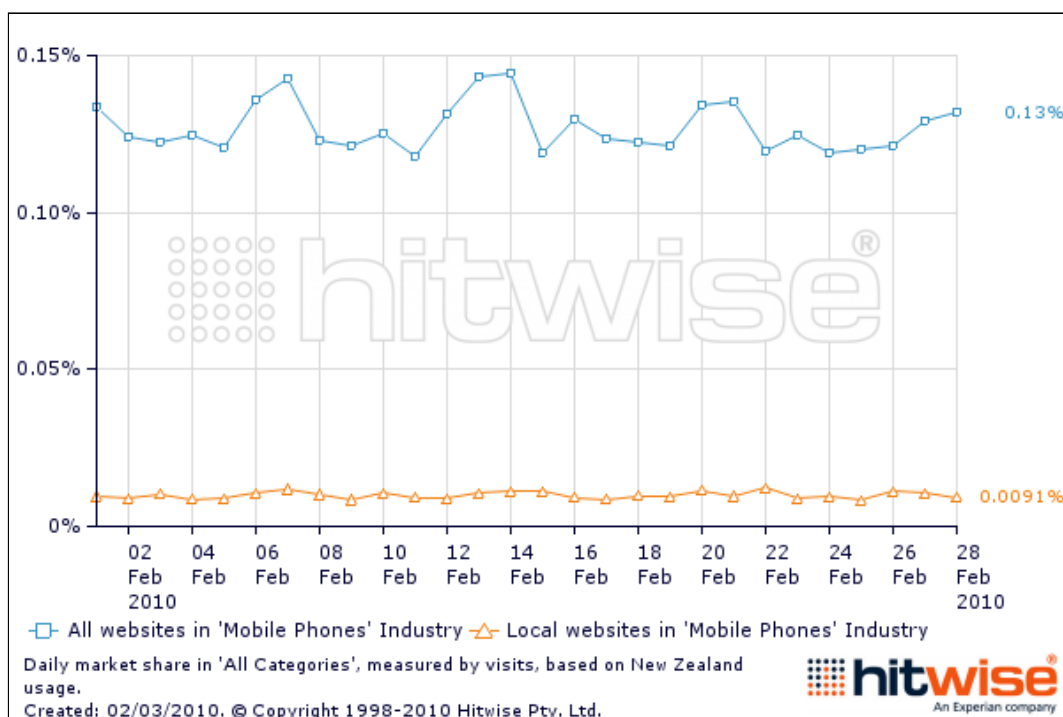
Industry Description

Entertainment - Mobile Phones

This category is for sites providing SMS services and downloadable logos, games and ringtones for mobile phones.

Traffic Analysis

The chart below represents the market share of all websites in the 'Entertainment - Mobile Phones' industry out of all Internet traffic, compared to the market share of local websites only. Of all Internet traffic to the 'All Categories' industry during the month of February, 2010, all websites in the 'Entertainment - Mobile Phones' industry captured an average of 0.13% of visits, while local websites in the 'Entertainment - Mobile Phones' industry received 0.0097% of visits. Local websites contributed 7.63% of all traffic to the 'Entertainment - Mobile Phones' industry, which means New Zealand Internet users prefer global to local websites.



Traffic Distribution Analysis

45.86% of all visits to the online 'Entertainment - Mobile Phones' industry went to the top 10 websites for the week ending 27/02/2010. 60.99% went to the top 20 websites and 89.55% went to the top 100 websites.

Visit Duration Analysis

The average visit duration for visits to the online 'Entertainment - Mobile Phones' industry was 7 minutes, 0 seconds for the week ending 27/02/2010. This is a minimal decrease from last weeks average visit duration of 7 minutes, 21 seconds.

Websites That Entered and Left the Top 100

The weekly churn in the Top 100 in the 'Entertainment - Mobile Phones' industry for the week ending 27/02/2010 based on visits was 13.0%, which means that 13 websites in this industry's Top 100 rankings have changed since 20/02/2010.

Websites that entered the Top 100 were:

20/02/2010 Rank	27/02/2010 Rank	Website	Domain
DNR	6	Skype Outside	outside.skype.com
280	66	Jamba Deutschland	www.jamba.de
130	75	Audiko	www.audiko.net
121	79	IT168.com - Nokia	nokia.it168.com
109	84	ePrice	hk.phonedaily.com
132	85	Txt2Day.com	www.txt2day.com
104	89	Textually.org	www.textually.org
108	91	Sohu Mobile	m.sohu.com
125	94	SymbianThemes.us	www.symbianthemes.us
123	96	KuGou Ringtones	ring.kugou.com
141	97	Yahoo! UK for Mobile	uk.m.yahoo.com
133	98	TextVouchers.com	www.textvouchers.com
110	99	Phone Scoop	www.phonescoop.com

Websites That Entered and Left the Top 100 (continued)

Websites that have left the Top 100 were:

20/02/2010 Rank	27/02/2010 Rank	Website	Domain
54	132	mbuzzy.com	www.mbuzzy.com
71	116	The Age - Mobile	m.theage.com.au
79	124	SMS4Smile.com	www.sms4smile.com
81	126	Sina China SMS	sms.sina.com.cn
84	104	N.Gage.com	www.n-gage.com
86	111	Dada.net - United States	us.dada.net
88	133	Samsung mobile UK	uk.samsungmobile.com
92	125	txt2nite	www.txt2nite.com
93	127	3533	game.3533.com
94	129	Mobiledia.com	www.mobiledia.com
96	122	NZiPhone.com	www.nziphone.com
99	120	Samsung Mobile	www.samsungmobile.com
100	119	Mobility Site	www.mobilitysite.com

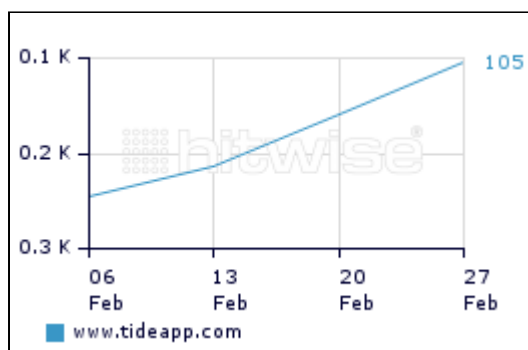
* Note: DNR = Did Not Rank

Fast Movers

Fast Movers indicates websites which have witnessed substantial increases in rank in the 'Entertainment - Mobile Phones' online industry. Charts show rank in the 'Entertainment - Mobile Phones' online industry for the four weeks ending 27/02/2010.

tideApp

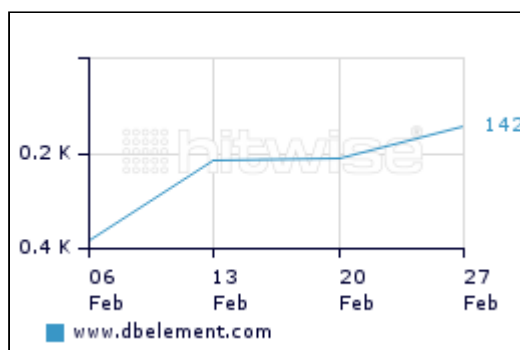
<http://www.tideapp.com/>



tideApp is a provider of free mobile tide predictions.

dBelement

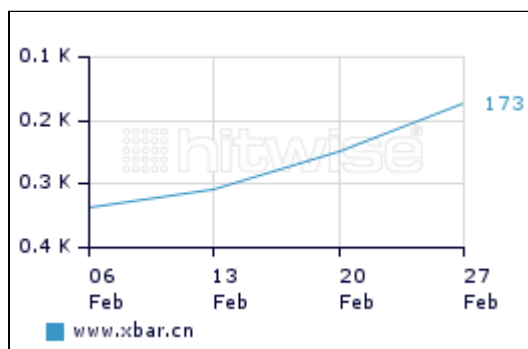
<http://www.dbelement.com/>



The dBelement website contains applications for the Apple iPhone and iTouch.

xbar.cn

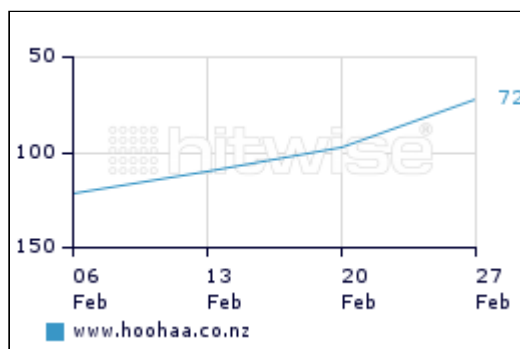
<http://www.xbar.cn/>



xbar.cn offers searching of mobile ringtones, wallpapers and games.

Hoojaa NZ

<http://www.hoojaa.co.nz/>



Hoojaa allows users to earn mobile phone credit in exchange for receiving advertisements via sms.

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Top 30 Websites - By Visits

The table below shows the Top 30 websites in the 'Entertainment - Mobile Phones' online industry for the week ending 27/02/2010 based on visits.

This category is for sites providing SMS services and downloadable logos, games and ringtones for mobile phones.

Total websites that ranked with currently selected options: 485

Category Contribution Percentage: 0.12%

Rank	Website	Domain	Market Share	20/02	13/02	06/02
1.	Chikka	www.chikka.com	12.09%	1	1	1
△	2. GSMArena.com	www.gsmarena.com	6.71%	3	3	2
▽	3. Yahoo! for Mobile	m.yahoo.com	6.51%	2	2	3
△	4. QQ Mobilephone World	m.qq.com	3.64%	6	6	7
▽	5. Windows Live Mobile	mobile.live.com	3.34%	4	4	4
△	6. Skype Outside	outside.skype.com	3.01%	DNR	DNR	DNR
▽	7. Epic Pet Wars	www.epicpetwars.com	2.93%	5	5	6
▽	8. SMS Contacts New Zealand	www.sms-contacts.co.nz	2.83%	7	7	5
▽	9. Music Store - Vodafone NZ	music.vodafone.co.nz	2.73%	8	8	20
	10. Zedge	www.zedge.net	2.09%	10	9	8
	11. Touch Arcade	www.toucharcade.com	1.91%	11	12	10
	12. mobile9	www.mobile9.com	1.89%	12	10	9
▽	13. Assinatura SMS - Globo Celular	assinaturasms.globo.com	1.81%	9	11	12
	14. China.com - SMS	sms.china.com	1.66%	14	14	17
▽	15. WeeWorld	www.weeworld.com	1.59%	13	17	11
	16. vodafone PTX World login New Zealand	www.pxtworld.co.nz	1.50%	16	15	15
▽	17. natta!	ie.natta.com	1.35%	15	13	16
▽	18. Dospy BBS	bbs.dospy.com	1.34%	17	16	18
▽	19. SMSFun	www.smsfun.com.au	1.19%	18	18	19
△	20. gsm forum	forum.gsmhosting.com	0.90%	24	23	24
▽	21. ESPN Mobile	m.espn.go.com	0.89%	19	19	13
△	22. Yahoo! Mobile	mobile.yahoo.com	0.87%	27	31	26
△	23. Fring	www.fring.com	0.86%	32	44	36
▽	24. BBC Mobile	www.bbc.co.uk/mobile	0.80%	20	21	25
▽	25. WeiPhone.com	www.weiphone.com	0.76%	23	20	23
▽	26. Phone Arena	www.phonearena.com	0.75%	25	24	27
▽	27. All About Symbian	www.allaboutsymbian.com	0.73%	21	30	32
△	28. Mozes	www.mozes.com	0.73%	30	34	28
△	29. MMScode	mmscode.0cai.cn	0.73%	36	39	40
▽	30. Mobiles24.com	www.mobiles24.com	0.71%	22	27	29

Note: DNR = Did Not Rank

Industry Search Terms

The following report lists the most popular search terms for the **24 weeks** ending **27/02/2010**, that resulted in traffic to websites classified by Hitwise within the '**Entertainment - Mobile Phones**' industry. For example, the most popular search term was '**zedge**' representing **0.88%** of all search terms that delivered users to websites classified by Hitwise within the '**Entertainment - Mobile Phones**' industry.

Displaying 1 to 30 of 49,319 search terms.

Rank	Search Term	Clicks
1.	zedge	0.88%
2.	mocospace	0.71%
3.	mobile9	0.58%
4.	gsarena	0.44%
5.	3jam	0.34%
6.	gsm arena	0.34%
7.	weeworld	0.29%
8.	yahoo	0.29%
9.	ringtones	0.27%
10.	free ringtones	0.23%
11.	mobile 9	0.23%
12.	lg gw300	0.22%
13.	chikka	0.22%
14.	moco	0.22%
15.	smsfun	0.21%
16.	hotmail	0.19%
17.	fring	0.19%
18.	sms contacts	0.17%
19.	facebook	0.17%
20.	myspace	0.17%
21.	yahoo mail	0.16%
22.	www.pxtworld.co.nz	0.16%
23.	mocospace login	0.14%
24.	mbuzzy	0.14%
25.	sexing	0.13%
26.	nokia e63	0.12%
27.	zedge.net	0.12%
28.	mig33 login	0.12%
29.	bbc	0.11%
30.	samsung f480	0.11%

Report Glossary

All Categories: All Categories is an industry that contains all of the websites categorized in the Hitwise database, excluding websites in the Adult, Internet Service Providers (ISPs), and Ad Server industries. All Categories also temporarily contains websites that Hitwise has not yet categorized into a sub-category and/or parent category

All Sites: The collection of all Local and International Sites, as visited by local Internet users in all Hitwise industries except Adult, ISPs and Ad Servers.

Average Visit Time: The elapsed time from the first to the last page request that constitutes a visit, adding the average time per page for such a visit.

Churn: The movement of top ranking websites within an industry.

Clickstream: Hitwise Clickstream data shows the proportion of traffic that comes from (upstream) and goes to (downstream) the subject website, industry, or custom category.

Demographic Variable: An aggregate term used to refer to age, gender, household income, or region (state).

Domain: The unique name that forms the basis of a URL, such as www.yahoo.com.

Downstream: Downstream websites or industries are those visited immediately after leaving the subject website.

Fast Mover: The set of websites in a specific industry that have increased in rank based on visits, ordered by the increase in rank over the last period.

Index: An index value indicates strength or weakness in comparison to an average.

Industry: Websites that Hitwise has grouped for analysis as a vertical market sector, based on subjective matter, content, market orientation and competitive context.

Industry Clickstream: Clickstream data that shows the proportion of traffic that comes from (upstream) and goes down to (downstream) the subject industry or custom category.

Keyword: One word entered into a search engine. For example: 'car', 'engine', 'motor'.

Local Site: The collection of websites that are categorized as published in the local market, ie Australian sites in Hitwise AU, UK sites in Hitwise UK, etc.

Market Share: The percentage of all traffic to a particular online industry category that is received by an individual website.

MOSAIC™ Group: Behavioral segments, as defined by MOSAIC™ from Experian. They are used by the Hitwise Lifestyle tool in the Hitwise Australia and United Kingdom services. MOSAIC groups are based on multiple characteristics, including religion, ancestry, and language.

MOSAIC Type: Behavioral segments broken out from MOSAIC™ groups. MOSAIC™ types are based on multiple characteristics, including religion, ancestry, and language.

Organic Traffic: Traffic to a website from search engines that are not part of a pay-per-click (PPC) advertising campaign.

Report Glossary (continued)

Page Impression: A measurement of responses from a Web server to a page request from the user's browser.

Page Request: An opportunity for an HTML document to be displayed within a browser window. Hitwise does not count un-requested pop-ups served from the same domain, or panels or frames that make up a page. Hitwise counts a page request once regardless of the number of frames making up the page. Hitwise currently does not count those page requests that emanate from the browser cache.

Paid Traffic: Traffic to a website from search engines that are part of a pay-per-click (PPC) advertising campaign.

PRIZM NE Lifestage: A collection of PRIZM NE behavioral segments grouped by life stage (age and presence of children in the home). They are used in the Hitwise Lifestyle tool (Hitwise US service only).

PRIZM NE Segment: Behavioral segments, as defined by PRIZM NE. They are used in the Hitwise Lifestyle tool (Hitwise US service only). PRIZM NE segments are based on multiple characteristics, including education, occupation, and marital status.

PRIZM NE Social Group: A collection of PRIZM NE behavioral segments, grouped by social group (population density of the areas in which people live). They are used in the Hitwise Lifestyle tool (Hitwise US service only).

Representation: A method of comparing two groups or audience, and expressing the difference between the two as an index.

Search Engine: An online service that assists users to search and find information on the Internet. Popular search engines include Google, Yahoo! Search, MSN Search (Live.com) and Ask.com.

Search Term: Multiple keywords entered into a search engine. For example, 'toyota used car'.

Session: See Visit.

Social Grade: A behavioral segment as defined by MOSAIC™ from Experian. Social Grade is provided by the Hitwise Lifestyle tool in the Hitwise UK service. Social Grade is based on ABC1 demographics, which provide an indication of the occupation of the chief income earner within a household.

Social Group: A sub-group of a behavioral segment known as a 'PRIZM NE Segment'. They are used by the Hitwise Lifestyle tool in the Hitwise US service. Social Groups are based on population density.

Swing Comparison: A method of comparing two groups or audience, and expressing the difference in percentage between the two.

Traffic: Website activity. The type of activity measured depends on the report. For example, visits from a set of search terms (Website Search Terms report), or visits from a custom category (Rankings report).

Traffic Share: Activity on a website or industry by a particular group, expressed as a percentage of the total activity to that website or industry.

Upstream: Websites or industries that users visited immediately prior to the subject website or industry.

Visit: A series of one or more page requests by a visitor without 30 consecutive minutes of inactivity.

Website: A distinct set of URLs that make up a particular content offering.