

Viral Triggers



SMS

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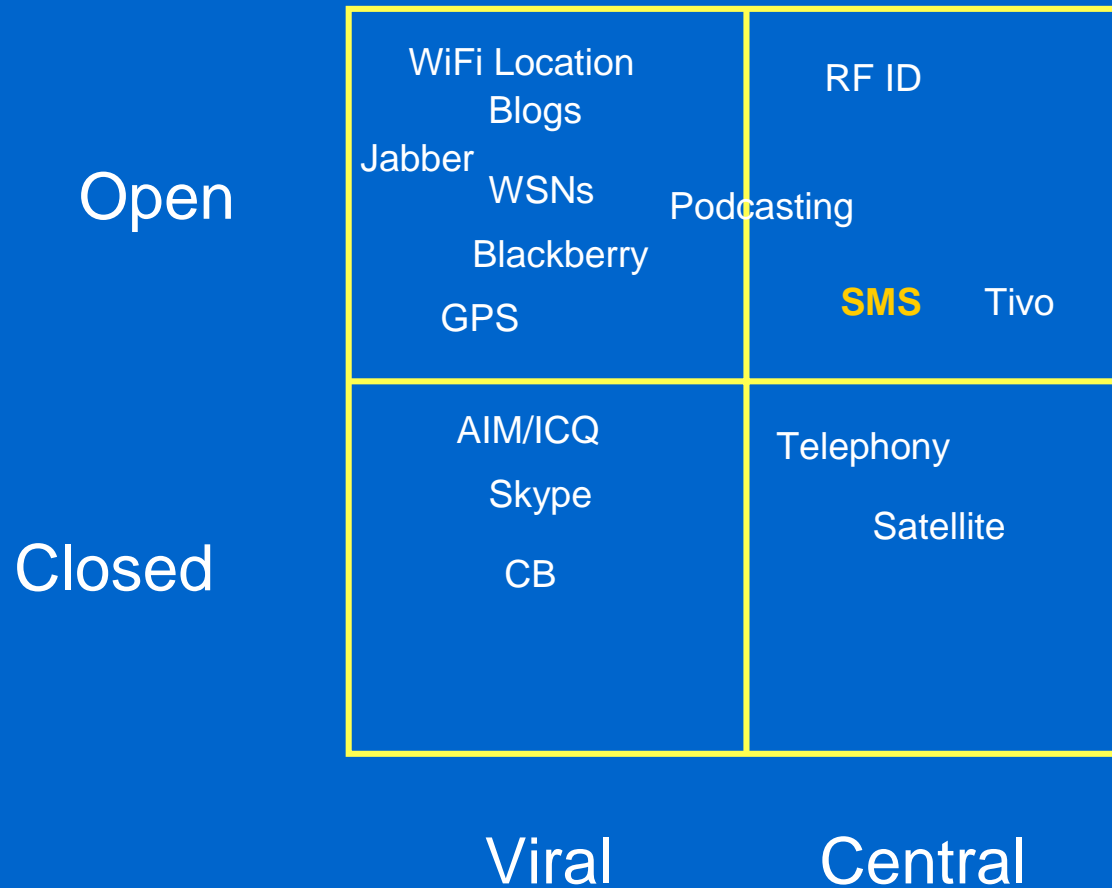
Frameworks

Architecture

Open	Blogs WiFi-Location	Podcasting Tivo Blackberry Jabber
Closed	CB Skype WSNs	RF ID Satellite GPS AIM/ICQ Telephony SMS
	Viral	Central

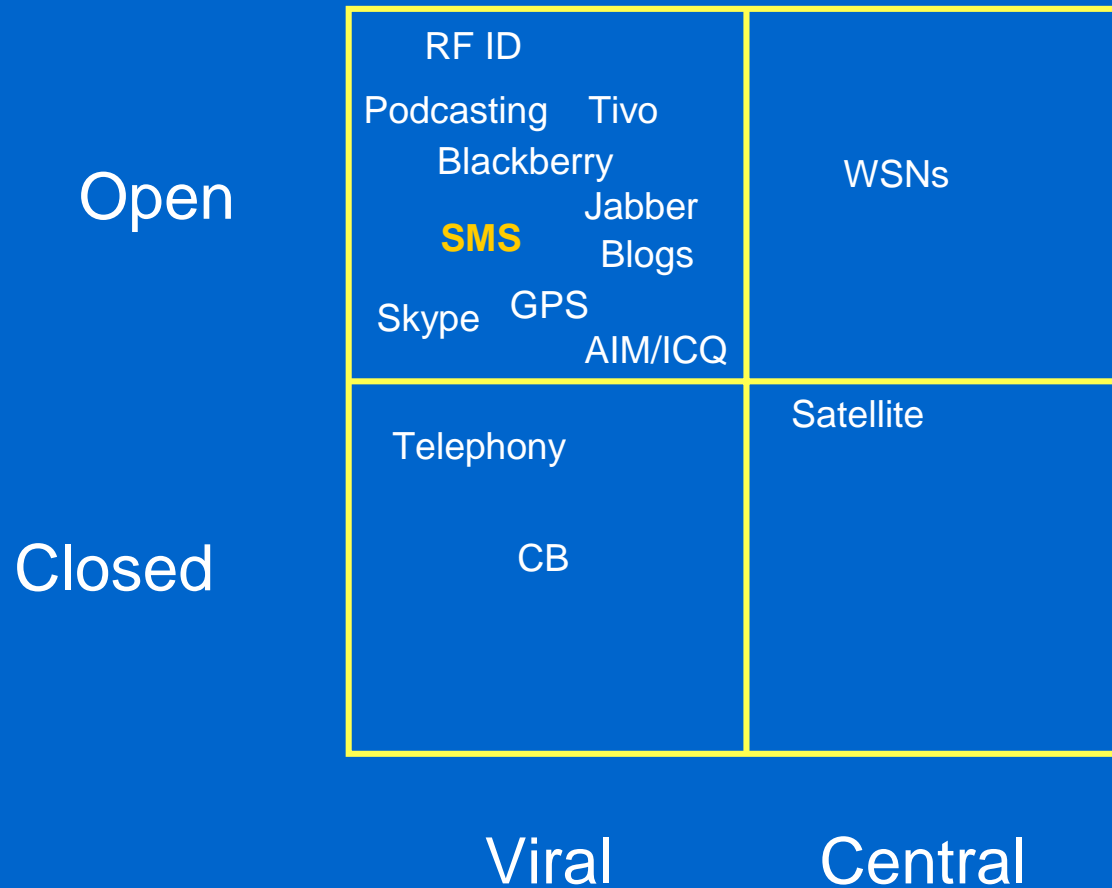
Frameworks

Interfaces



Frameworks

Marketing



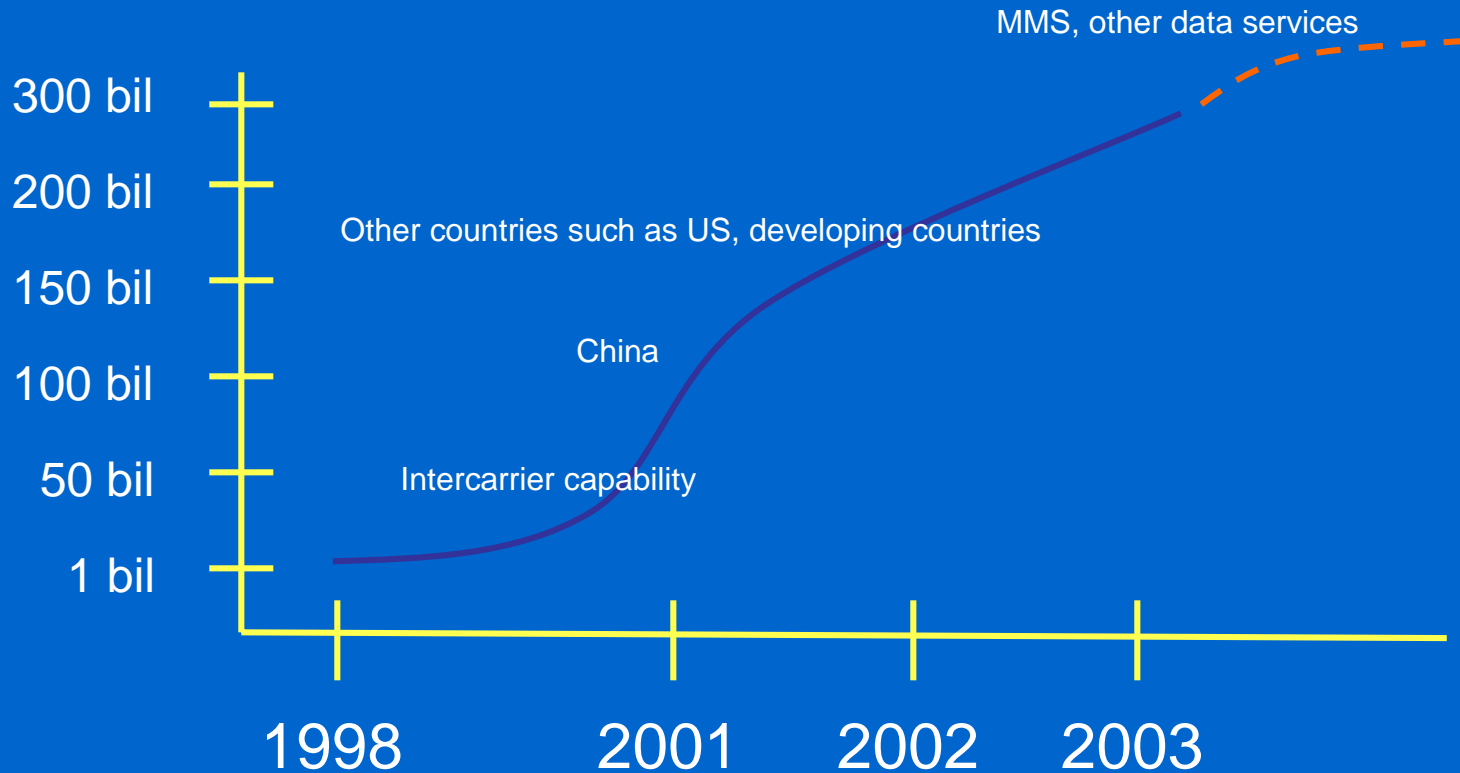
SMS

	UK	Finland	China
1999	1 billion	705 million	
2000	6.2 billion	992 million	2 billion
2001	12.2 billion	1.202 billion	10 billion
2002	16.8 billion	1.3 billion	50 billion
2003	20.5 billion	1.65 billion	150 billion
2004	25 billion		250 billion

SMS

- 1992 First text message was sent in UK
- First recorded monthly text message total was 5.4 million, in April 1998 (UK)
- August 2001 - one billion (/month) messages sent in the UK.
- December 2002 - 1 billion SMS per day were exchanged globally
- Most messages in New Years
- Inter carrier SMS capability: 2002 in US, 1998 in UK
- Rise of two way SMS capable handsets
- Rise of SMS in China from 2001
 - Per month: 2002, 1 billion SMS message exchanged globally. 2004, 5 billion just in China
 - 1/3 of global SMS message from China

SMS Message Volume Growth



Issues

- 160 character limit
- China mobile penetration is about 15%
 - Easier newer SMS input methods being developed
- Instant messaging integration on phone, e-mail integration
- Multimedia Message Service (MMS)
 - SMS is 35% in Japan, 30% in Korea of mobile data

Viral Triggers



Blackberry

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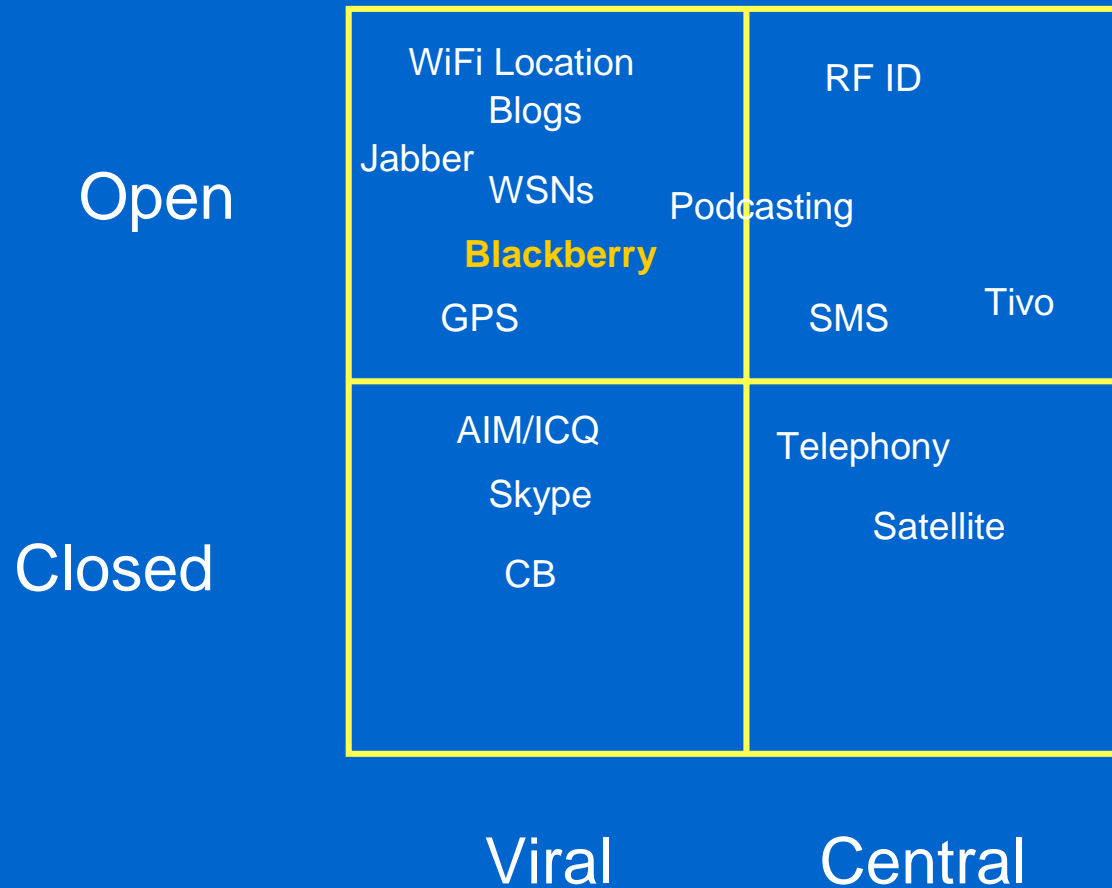
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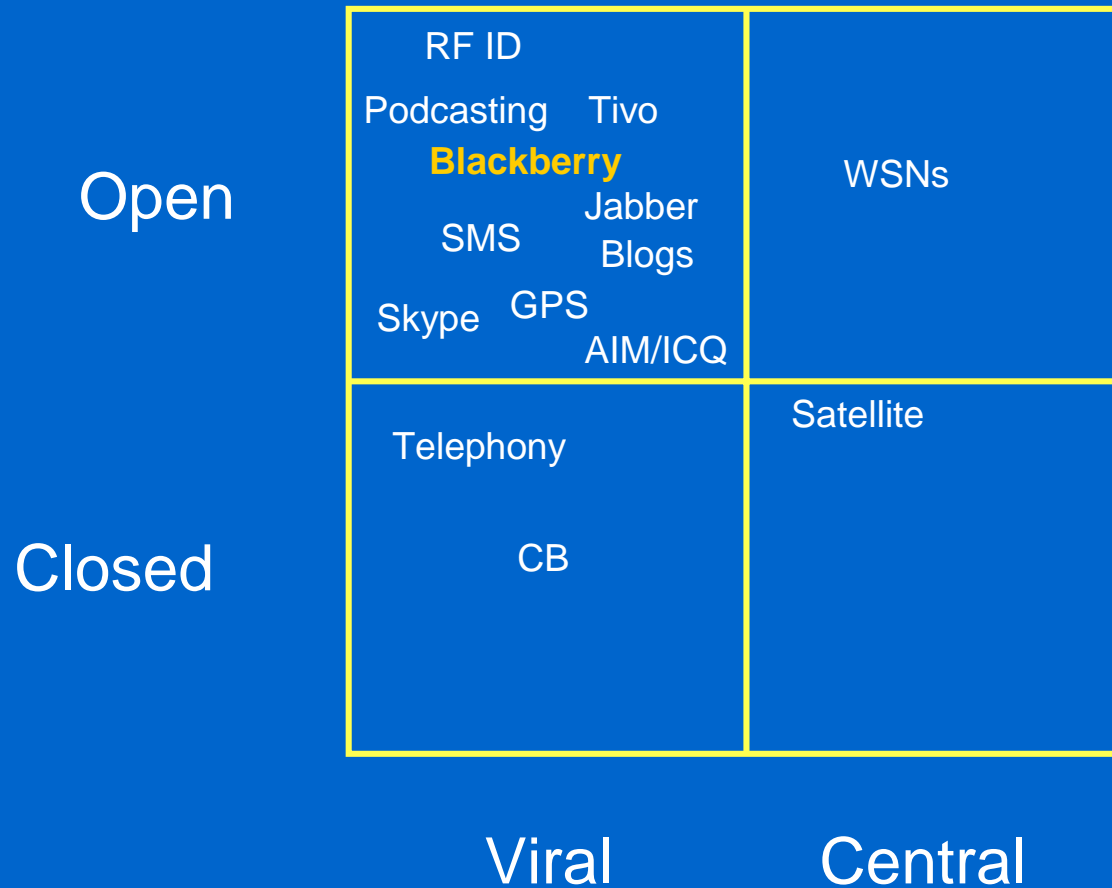
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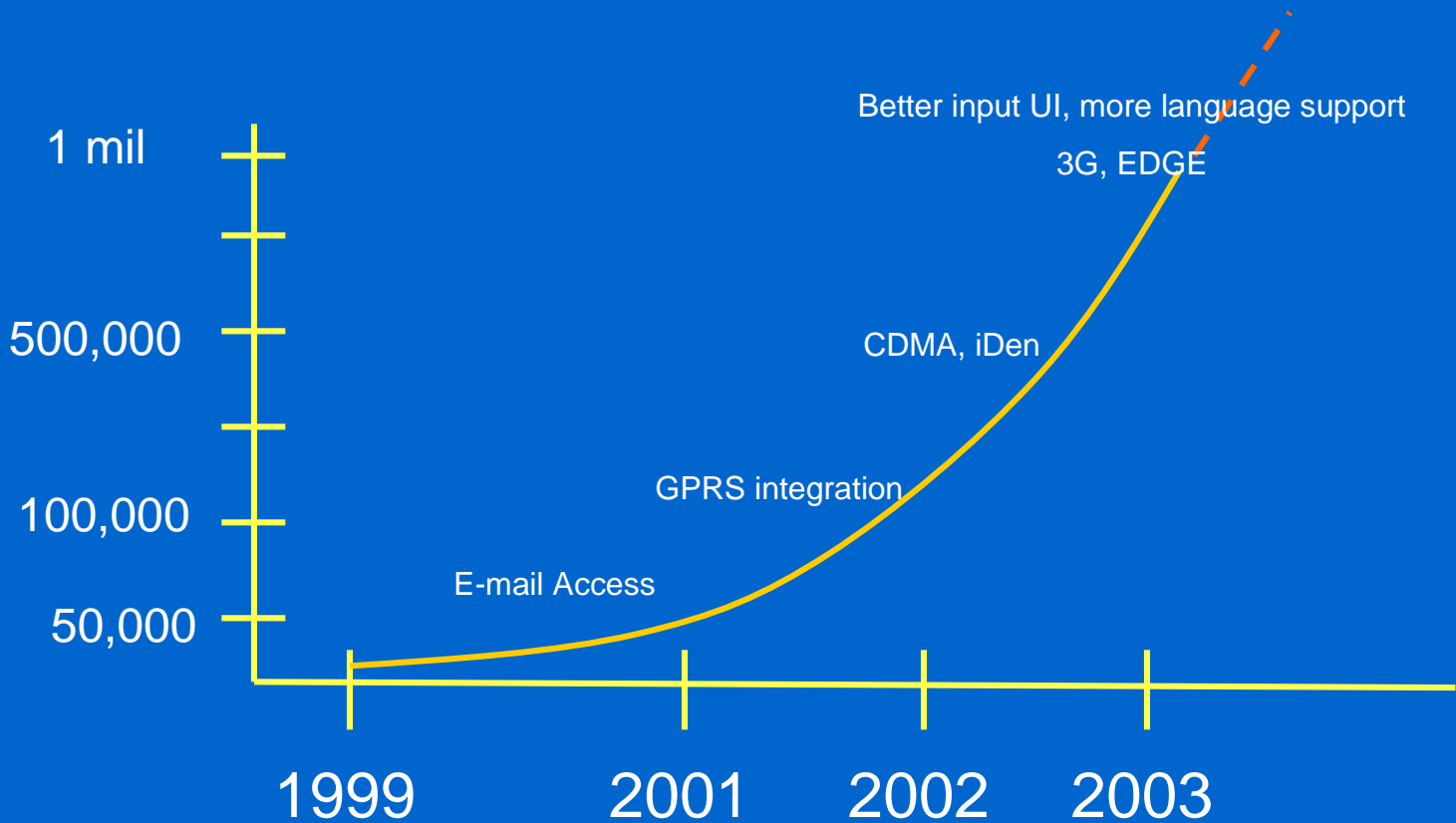
Marketing



Blackberry

- 1999
 - Blackberry first introduced, Internet edition, two way pager, full keyboard
- 2000
 - 25000 RIM wireless handhelds (AOL, Cingular) more than twice Blackberry's,
 - OEM Radio Modem (25%)
 - Mobitex, DataTAC,
 - Integration with Microsoft Exchange, synchronization through docking
- 2001
 - 165000 Blackberry takes off, Lotus Domino integration, first GPRS, auto synchronization
- 2002
 - 321000 GSM/GPRS, Java based third party apps. NTP \$35mil legal patent
- 2003
 - 534000 30 countries, CDMA, iDen, went profitable
- 2004
 - 1069000 manufacturing facility doubled, planning to enable with 3G, EDGE

Blackberry Growth



This is a device!

References

- RIM Annual Reports
- UBS China SMS Research
- FCC Report on Wireless Industry
- GSM World
- <http://www.text.it>