

Press Release



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Aligning Content with Consumers is Key to Mastering the Mobile Video Market

New Market dBrief™ from The Diffusion Group Confirms Importance of Creating Targeted Content Offerings

October 18, 2005 (Dallas, Texas) - The key to success in the early mobile video services market is aligning content offerings with the needs of specific consumer segments. According to a new Market dBrief™ from The Diffusion group, [Mastering Content in the Mobile Video Market](#), developing targeted content offerings is preferable to pushing a broad range of content intended to meet the tastes of all viewers. The Market dBrief™ is available free of charge at TDG's website.

Mobile Video Consumer Segments by Content Preferences

Category	Educated Self-Improvers	"Reality" Hunters	Cheerers & Jeerers	RealTime Information Junkies
Motivation	"Teach Me"	"Take Me Away"	"Amuse Me"	"Inform Me"
Content Preferences (in order of importance)	Documentaries Health Arts & Culture How-To Programs Adventure/Travel	Reality Shows Talk Shows Soap Operas	Comedy Movies Sports	News Sports

"There is an abundance of research suggesting that consumers are 'interested' in viewing video on their mobile phones. But this data only tells part of the story," said Dale Gilliam, director of primary research at TDG. "It is not simply a question of general interest; rather, it is a question of what percentage of consumers would actually pay to receive such a service - making this determination is the real challenge."

TDG's research found that both general interest in and proclivity to purchase mobile video services varies relative to the types of content offered. In fact, knowing which

content offerings to offer specific groups of consumers will actually increase the likelihood that these consumers will sign up and pay for the service.

"Securing a wide range of brand-name content will no doubt help to attract new users," Gilliam continued. "Focusing on breadth of content over high-quality targeted content, however, would be a huge mistake, a move that could dilute the quality of those efforts that stand the best chance of success."

TDG's latest Market dBrief, [Mastering Content in the Mobile Video Market](#), highlights data from August 2005 interviews with more than 2,100 US mobile phone users regarding their usage of and interest in a variety of mobile multimedia platforms and services including mobile phones, portable multimedia players, and portable gaming devices, as well as a variety of associated services.

The complimentary Market dBrief™ is available at TDG's website or by contacting the firm at 469.287.8050.

About TDG

The Diffusion Group is a market planning and research firm dedicated to keeping our clients *In Front of the Curve*.™ Since 2004, TDG has helped more than 250 technology leaders, media companies, and service providers to understand and manage the quantum shifts now impacting how consumers access, navigate, distribute and consume media – whenever and wherever they may be.

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