

15 April 2005

By:



[Americans are throwing bags of money on cell phones](#)

Epecially ringtones

The conclusion of a study carried out by Wireless World Forum was that American teenagers and youths spend the most on cell phones. Wireless World Forum is a consortium oriented on technology and having the headquarters in Great Britain. In the United States, over 50 million cell phone users are under 25, and the cumulated expenditures for cell phones exceed 20 billion dollars. A significant percentage of that sum comes from supplementary services: ring tones, wall papers or games compatible with the latest models of cell phones. The analysts announce that the sums invested by the Americans greatly exceed the ones paid everywhere in the world. According to information supplied by Wireless World Forum, the Americans spend much more than the most important European countries: France, Great Britain, Germany, Italy and Spain produce. From another report, mobileYouth 2005, published at the beginning of March, results that 1 dollar from 10 spent by the American youths is related to the cell phone. M:Metrics studies the quantity of applications, content and phones processed by users, and from the recently published information we find out that the area which gets most of the attention is the one of mobile services of data. Among the services, mobile gaming is the winner, having an increase of 8% compared to the report published a month ago. Instant messaging is close behind, the leader of this category being AOL (America Online) which has the highest number of subscribers (46%). Yahoo is on the second place with 3% less, and MSN is on the third place with 21 percents. The popularity increasing trend of the cell phone services was also noticed in February, when 23 million users downloaded ring tones, 65.7 millions received text messages, and 12.2 millions sent a photograph to an email address.