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## **Users Dissatisfied with World Cup Mobile Data Services**

*Pricing and ease of set up and use are key barriers to mobile data uptake during the 2006 football World Cup*

A new NOP survey commissioned by Olista reveals that nearly half of the mobile data consumers who used a service for the first time during the 2006 football World Cup in Germany would not use it again. According to the survey of 999 adults carried out during the final weekend of the competition, an encouraging 29% of world cup mobile data users have used a service for the first time but worryingly for operators 44% claimed they would not use the service again. A closer look into the views of UK mobile data users reveal that only 49% of consumers were satisfied with the cost of the mobile data service they used. On top of this, 19% believe that if mobile data services were easier to set up and use they would have been encouraged to use the services on offer during 2006 football world cup. The survey also asked the question, if the ease of access and quality of service was not a problem which mobile data services would potential users have considered using. Of the services on offer during the 2006 tournament, text alerts (22%), video clips (16%) and picture messages (16%) were the most appealing to users. Only 11% of potential mobile data users would have been interested in mobile TV. This is disappointing reading for mobile operators and content providers, who were banking on the tournament to bring mobile TV to the forefront of data service offerings. Oren Glanz, CEO of Olista says, "The survey illustrates that operators are succeeding in getting consumers interested in mobile data services with an encouraging amount of first time users attempting to use a services during the 2006 tournament. The disappointing part of this survey is that after interest has been achieved the customer is often left disappointed and does not become a repeat customer" states Glanz. "Operators need to anticipate, detect and resolve potential user problems to ensure users enjoy a flawless first time experience every time or they can forget about repeat customers".