Common Short Codes: Cracking The Mobile Marketing Code

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Executive Summary

Although at an early stage when compared with more mature advertising mediums such as television, radio, print, and even the Internet, mobile is quickly emerging as an impactful advertising channel. According to industry estimates, well over one billion dollars will be spent on mobile advertising globally in 2007, and by all accounts the mobile advertising market is poised for exponential growth over the next several years.

There are several obvious reasons for this growth; the most often cited is the rate of mobile phone adoption itself, with global penetration of mobile phones on track to surpass three billion in the next few years, according to industry estimates. As is often the case with advertising, it is the lure of massive numbers of eyeballs fixed on a "third screen" that is drawing brand marketers to this medium.

The attraction here is not merely about the sheer number of devices in the marketplace, it is about the specific nature of the mobile phone as a potential marketing medium. And, like the Internet before it, the mobile phone has the potential to be an unprecedented platform for marketing. Its portable, intimate, and data-intensive nature makes the mobile device the perfect personal connecting point in an increasingly digital world.

The question advertisers ask about mobile, as they did when television, cable, and the Internet started to aggregate audiences, is: What type of advertising should I buy, and what type of marketing activities is this new medium best suited for, given my products/services and target market segments? This white paper lays out the numerous options for a marketer seeking to interact with mobile subscribers:

- Messaging (SMS, MMS)
- WAP (Search and Banner Ads)
- Downloadable Applications (e.g., Games)
- Mobile Video (Broadcast TV)

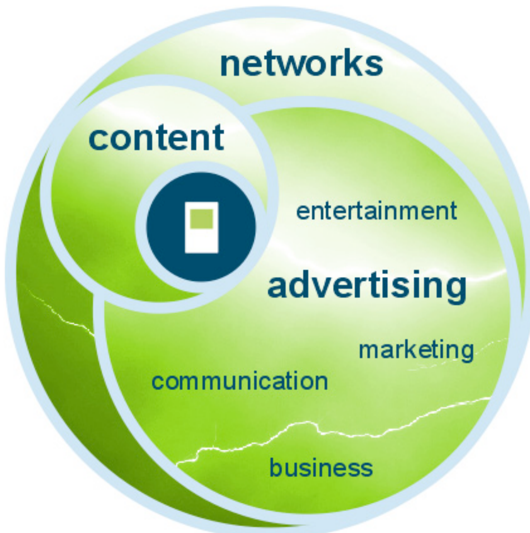
Few methods can make as compelling a case for adoption and usage than Common Short Code (CSC)-based messaging outreach. Among the many advantages CSCs provide a brand advertiser today are:

- Easy access to large, addressable audiences
- Integrated marketing communications around a prevalent, ubiquitous activity (text messaging) vs. a niche one (e.g., mobile browsing)
- Unique advantages in terms of simplicity of use and cost to execute
- Demonstrated impact and effectiveness across a host of campaign types and objectives — a proven method

Note: Unless otherwise noted, all data herein is from M:Metrics Mobi Lens Product for (3 month avg) ending AUG 2007 (n = 33,271 Mobile Phone Users), US. In several instances here, we use a benchmark Index. Such indexes simply compare a group against a specific market average. Average = 100

1. The Mobile Marketing Opportunity: Breaking Through Gridlock

Mobile Phones: Unique, Personal Connection to the Digital World



As convergence disrupts multiple sectors, the mobile phone emerges as the key personal connection to the digital world.

Consumers are increasingly inundated with advertisements: each of us sees more ads in one day than people of 50 years ago saw in an entire lifetime. In this world of increasing competition for both eyeballs and mindshare, the mobile phone - almost always switched on and accessible - presents a unique opportunity for brands to cut through the clutter and engage consumers in meaningful, one-on-one dialogues.

- **It Is Digital:** As mobile devices become more like miniature PCs and less like phones, their ability to facilitate marketing objectives only grows, including everything from storing credit card data enabling mobile payments to tracking complex click-streams of consumer responses to ads. Such an ability puts the mobile platform, along with the Internet, far ahead of more traditional media options (such as television and print), which are less measurable. The digitization of content also allows brands to make advertising messages more personalized and more interactive.
- **It Is Targeted:** The vast reach of the medium, combined with its potential to offer location and presence-based targeting, combined with behavioral/purchasing habits, offers marketers the opportunity to deliver on the fabled mantra of reaching the "right consumer with the right message at the right time."
- **It Is Convergent:** Sitting at the nexus of voice, the Internet, and media, the mobile phone is unique in its position as the convergent device that will be the consumer's main connection point for friends, their favorite content and entertainment, and engaging in a host of activities and interactions. Today, technology is being woven into the very fabric of our social culture, offering advertisers the ability to extend their reach to consumers much more effectively and immediately.

- **It Is Uniquely Personal and Portable:** Given media fragmentation and consumers' increasing desire to control their media and entertainment consumption, advertisers are recognizing that they must have closer interactions between their brand and the consumer to get their message across. The portable and personal nature of the phone combined with its expanding capabilities places it prominently among consumers' most important possessions. This unique combination creates fertile ground for brands to want to place relevant, contextual messages.

The Mobile Revolution: Personally Connecting with the Next Billion People

The past five years have borne witness to a mobile revolution around the world, with penetration levels exceeding 80 percent in most developed countries. Underlying this growth are several key developments, which together have driven many marketers to begin reviewing the role mobile has to play in their marketing mix. Primary factors contributing to the growth of this marketplace include:

- **Global Footprint of Mobile Phones to Grow to More Than 3 Billion:** The phone's ability to provide global reach to consumers is only increasing: the global market for mobile phones is poised for strong growth over the next several years, with several projections estimating 40 percent growth between now and 2011.
- **Mobile Phone Penetration Passed Critical Mass in United States and Western Europe:** According to M:Metrics, approximately 86 percent of the population (age 13+) in the United States own a mobile device (as of Aug '07). In The EU 5, the penetration numbers are equally high: 89 percent for the UK, 88 percent for Italy, 87 percent for France, 85 percent for Spain, and 65% for Germany.

Not only is mobile phone penetration experiencing strong growth, mobile advertising and marketing is experiencing exceptional growth as well. According to IDC, well over one billion dollars will be spent on the medium globally in 2007, and by all accounts the mobile advertising market is poised for exponential growth over the next several years: E-Marketer values the global mobile ad market at over $16 billion by 2011.

Table 1: Mobile Marketing Opportunity, by the Numbers

Mobile Marketing Opportunity, by the Numbers	(in billions)
Global Mobile Marketing Ad Spend, 2011	$16
US Mobile Marketing Ad Spend, 2011	$2.9
Total # Mobile Subscribers, 2007	2.7
Total # Mobile Subscribers, 2011	3.9

Source: M:Metrics (based on aggregation and averaging of various industry projections)

Marketing spend is predicted to be widely distributed across several types of mobile marketing methods — from in-video advertising to WAP-based banner ads.

2. The Mobile Marketing Tool Box: Many Options to Reach Consumers on Their Cell Phones

As with any new media vehicle, mobile offers a wide variety of marketing and advertising options available to brands, each with its own strengths, weakness, limitations, and unique selling proposition (USP). In the mobile arena there are currently four major types of mobile advertising:

- **Messaging (Text, SMS & MMS):** This category covers any advertising message that can be delivered by the various messaging formats available. Today the messaging modality is predominantly text-based but over time it will increasingly include rich multimedia messages, called MMS, which offer the ability to offer optimal ad inventory through the incorporation of sound and video. Messaging enables brands and enterprises to deliver their messaging/content and connect with consumers in a variety of ways, including sweepstakes, surveys, voting, and even product purchases.
- **Mobile Web Advertising:** This category includes a host of activities that comprise mobile Web browsing (i.e., mobile search, banner ads). Very similar to Internet banner ads, WAP banner advertising is considered a rich media form that is only displayed in browsing environments, and is the predominant format for mobile Web advertising today. Mobile search in particular has attracted a good deal of advertiser attention, because it allows for contextual advertising and can prompt immediate call-to-action. For example, a search for "pizza" could return paid, location-specific results, initiate a call and offer a mobile coupon.
- **Downloadable Applications:** Somewhat analogous to the sponsored application model one can find on the Internet, this model requires software resident on the mobile device. These are most often interactive, entertainment-based experiences such as games, but can also be value-added services as well. Such a model is complex: consumers not only have to know how to download an application on their phone, but downloads require the consumer to incur data usage charges and/or subscribe to a data plan, and many consumers are unaware and wary of costs associated with this type of content, which limits its reach as an advertising medium.
- **Mobile Video Ads:** Somewhat of a holy grail, this is the placement of short (10-30 second) video advertisements or interstitial screens before, after, or during the viewing of mobile TV content on mobile phones. Due to the potential TV-like impact such ads could have, this has been an area of keen interest to advertisers.

CSCs: The Predominant Way Brands Can Reach and Interact with Consumers Today

SMS, also known as text messaging, is built into over 95 percent of all mobile phones in the market place today. Common Short Codes (CSCs) are a short string of numbers, typically fewer digits than the standard phone number format in any given country, to which a mobile user can send a message, usually in anticipation of receiving information or content in return. In the United States, CSCs consist of five or six digits, instead of the standard 10 digits associated with a phone number. In the United States, CSCs represent the only universal way for brands to connect with most all mobile users. The term "common" refers to the ability of a single short code to work across all major wireless carriers. For any brand or enterprise, this translates into "one common address, one call to action."

- **Ubiquity of Common Short Codes (CSCs) as a Marketing Platform in the US:** Currently CSCs represent the most scalable vehicle for brands to connect with almost all mobile users, since SMS is built into most every cell phone. In the United States, M:Metrics estimates availability to 205,975,056 of 213,000,000 unique American mobile phone users age 13 and above.[1]

- **Current Usage of Short Codes:** Today, more than 92.5 million consumers actively text message in United States providing a fairly accurate estimate of potential audience size for a given messaging campaign. (See Table 6 for further details.)

Stacking the Various Options Up Against Each Other: With so many options, what criteria is a marketer to employ in choosing the optimal format? We believe it is useful to look at each of these applications today across a series of key attributes and functions (see Table 2) to best evaluate their current role in the marketing mix.

There is a strong case to be made that a combination of factors must be addressed in order to find the optimal choice or mix of mobile advertising formats for any particular brand given the audience and context for interaction.

Table 2: Ranking Mobile Adverting Forms

Ranking Mobile Adverting Forms (Scale: 1 = worst, 5 = best)					
	Current Reach	**Ease of Creative Execution**	**Cost of Execution**	**Reporting**	**Ease of Channel Integration**
1. Mobile Web ads (generally)	3	2	2	2	2
2. Mobile search	3	2	2	2	2
3. In-video ads	1	3	1	2	2
4. Downloadable applications	3	1	1	2	3
5. Messaging (Text, SMS & MMS) ads	5	5	5	3	4

(Scale 1 = worst, 5 = best)

1. **Current Reach:** Very few of the current options are able to automatically reach a wide sampling of mobile users. Mobile video, for example is used by less than two percent of the mobile population. (For additional information refer to Table 3: Benchmarking Current Reach & Frequency of Mobile Marketing Channels (US).) The Mobile Web is limited not only by handset capabilities, but, more important, by the lower percentage of the US population subscribing to a data plan.

2. **Ease of Creative Execution:** As with the Internet before it, a new medium brings its own unique creative challenges to the table, in this case to scale images and campaigns to fit a wide range of mobile screens, formats, and carrier standards. In considering any format to pursue, marketers must weigh the complexity of their creative execution. For mobile browsing, for example, the diversity of sizes and standards makes ease of creative execution an extreme issue. There are more than 845 devices in the US market alone, with

[1] M:Metrics mobile users numbers exclude both consumers using multiple devices and children under the age of 13. By this definition 213M represents 86 percent of the total market of 247M.

minimal consistency in screen size and colors supported, not to mention the diversity in operating systems and operator on-deck environments.

3. **Cost of Execution:** Related to the previous point, developing multiple versions of interactive creative that work on a majority of devices is expensive, as is making more complex creative such as mobile video ads. Time to market also becomes a limiting factor given the requirements needed to develop and launch the differing media forms.

4. **Reporting & Measurement:** As with all advertising mediums, measuring impact and effectiveness of campaigns is of key importance. And while, in general, all mobile activities are not where they need to be with regard to measurement, some formats are quite conducive to measurement, while others are not.[2]

5. **Ease of Channel Integration:** Given the advertising trend toward campaign integration across multiple channels and the relative finite amount of advertising one can put on a phone, it is commonly thought that ease of integration between mobile and other advertising formats will be a key component in driving value. In many cases, marketers can "prove in the case" for mobile, just by the ability to turn their traditional advertising into a more interactive, engaging opportunity with their customers.[3]

3. Key Drivers of CSC Adoption and Usage

Each of these mobile advertising formats and types are being adopted at different rates today by brand managers. A review of relevant data (as detailed in Table 3) makes a compelling case for the advantages of using CSCs

Table 3a: Benchmarking Current Reach & Frequency of Mobile Marketing Channels (US)

Conversion of Installed Base (potential reach) to Usage (actual)

Type of Advertising	Defining Ability	Platform Install Base	Usage	Conversion
CSCS	To send/receive text messages	100%	43.2%	43.2%
Mobile (WAP) banner advertising	To browse	68%	14.3%	21.1%
Mobile search	To browse	68%	4.6%	6.7%
In- Video	To Watch Video	56%	1.4%	3.0%

Table 3b: Frequency of Sending a Text Message to Another Phone (US)

Sent Text Message to Another Phone	Subscribers	As % of Texters
Almost every day	43,186,135	46.5%
At least once a week	24,750,713	26.6%
Once to three times throughout the month	24,915,312	26.8%
Ever in month	92,852,161	100%

[2] For additional information refer to Table 6, CSC Global Response Rates to CSC: Effective by Any Yard Stick.
[3] For additional information refer to Table 9: Cross Media Interactivity a Key Part of CSC Value Proposition: TV Ideal Platform for CSC Integration.

- **Platform Installed Base—Other Advertising Options Need to Catch Up to the 100 Percent:** Excluding voice, few features and applications are standard on all phones. Each of these platforms need particular technological requirements to function and in some cases require consumers to subscribe to mobile data plans for full functionality. For CSCs, a phone must be able to send and receive text messaging; for video ads, it must be able to play video; for WAP ads, a browser must be installed on the phone. It is therefore crucial to understand the degree to which a particular advertising platform is currently available on phones for usage. Currently CSCs offer almost a 100 percent installed base, while other advertising options such as mobile search and video ads have yet to reach this type of critical mass (68 and 56 percent, respectively).
- **Marketplace:** The platform's installed base is only part of the equation for mobile marketers. Equally important is the degree to which the platform is being utilized by consumers. As previously stated, few formats of communication are as ubiquitous or as actively used as text. In the US marketplace alone over 92.5 million, or approximately 43 percent, of all mobile phone owners can be defined as active text messengers (i.e., those who do so more than once a month). Additionally, this is a highly active user base: over 41 million text almost every day! Not only is this number impressive as a stand-alone figure, but it is exponentially higher than the potential reach of the next available mobile advertising environment, mobile browsing, in which 14.3 percent of all users engaged in during the month of August 2007.
- **Adoption Rates:** It is also interesting to look at the relationship between platform installed base and current usage in terms of rate of conversion, that is the percent of potential users who actually use the platform in question. While text messaging has managed to convert almost 50 percent of its potential audience into active users, the figures for search (7 percent), WAP (17 percent), and video (3 percent) are far less encouraging.

Table 4: Recent Growth: Text Messaging Continues to Grow as Many Other Applications Stall (US)

Growth Rates, Select Activities	Q2 '06	Q1 '07	Q2 '07	YOY	QOQ
Sent text message to another phone	70,186,380	82,027,709	88,674,053	26.3%	8.1%
Used major instant messaging service	12,692,417	13,718,101	14,214,981	12.0%	3.6%
Watched broadcast TV programming	NA	1,214,875	1,250,127	NA	2.9%
Played native/preloaded games	35,216,298	31,437,587	31,086,928	-11.7%	-1.1%
Purchased ringtones	2,444,747	1,950,024	1,694,372	-30.6%	-13.1%
Purchased graphics	965,564	838,890	855,182	-11.4%	1.9%
Accessed via mobile browser	24,674,575	22,553,053	23,575,869	-4.4%	4.5%

- **Growth:** Over the past year, text messaging has seen explosive growth, in terms of sheer numbers (from 70.1 million in Q2 '06 to 88.6 million in Q2 '07), year over year growth (26 percent) and quarter-over-quarter growth (8.1 percent). During the same time period, other mobile ad environments either have shown much less aggressive uptake (mobile video) or an overall decline in usage (mobile browsing).

4. Impact & Effectiveness of CSCs

The advantage of CSCs supersedes the more basic attributes of having a robust, addressable marketplace. An analysis of M:Metrics MobiLens data sheds light on the real ability of CSCs to drive a diverse range of interactions with a highly desirable (and responsive) group of consumers.

Table 5a: Current Usage of Short Code Usage (US)

Received SMS Ads in Month	Users	As % (Texters)	As % (Overall)
	39,922,672	43%	18.6%

Table 5b: Current Promotional Focus Characterizes Short Code Usage (US)*

SMS Ads: Offer Type Received	Users	As % of Total
Contest	8,548,239	17.2%
Coupon or discount	7,401,207	14.9%
Info about product/service/brand	20,614,307	41.5%
Donation to charity/non-profit	1,293,609	2.6%
Other/unknown	11,773,684	23.7%

**Respondents can make multiple selections*

Consumers Remember and Respond to Short Codes: In the month of August '07, almost 40 million US consumers (18.6 percent of total mobile subscribers overall and fully 43 percent of all who actively text) recall receiving SMS ads. Of this group, 4.3 million, or 12 percent, responded to an SMS ad. Certainly the level of interaction is impressive compared to almost any advertising vehicle available today, and especially to other available mobile ad formats when compared with an average response base.

Table 6. Global Response Rates to Short Codes: Effective by Any Yard Stick

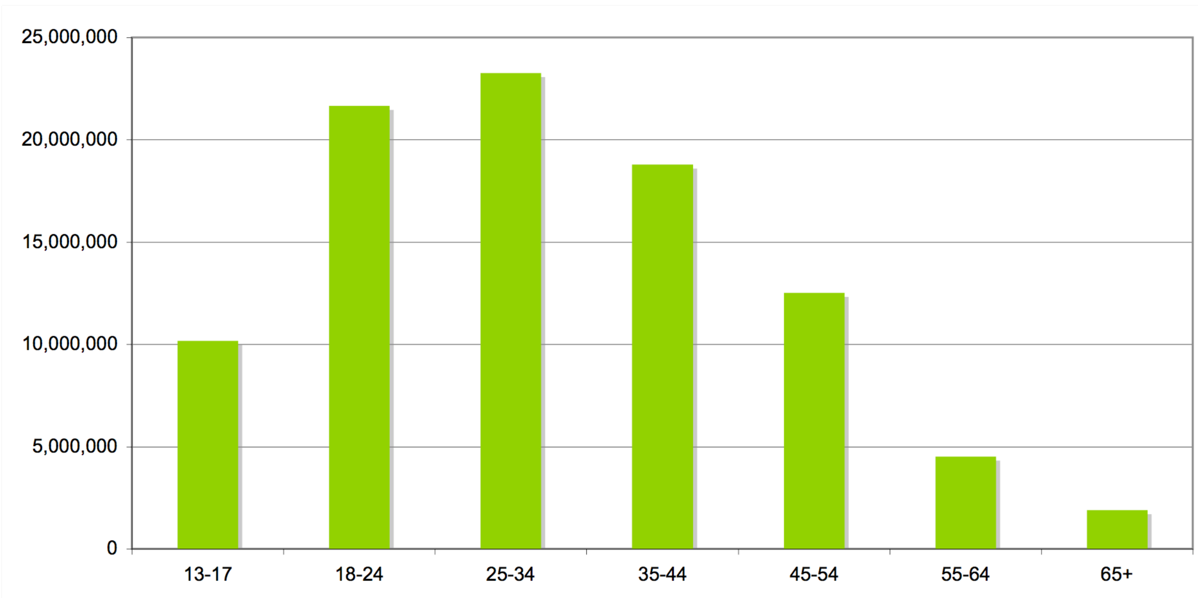
Global SMS Ad Reach/Response Rates							
Country	Total Sub-scribers	% of Total Market	Received SMS Ad	% Mobile Subscribers Receiving SMS Ad	% Responding to SMS Ad	Responded to Short Code on Non-mobile Ad*	% Subscribers Responding to Non-mobile Ad
France	45.0m	87%	27,743,916	62.3%	7.6%	627,651	1.4%
Germany	47.5m	65%	15,089,753	32.5%	5.7%	849,395	1.8%
Italy	44.5m	88%	25,567,895	56.8%	8.0%	1,832,114	4.1%
Spain	32.5m	85%	24,122,581	75.4%	6.1%	1,992,508	6.2%
United Kingdom	45.5m	89%	18,648,786	41.4%	9.2%	1,484,218	3.3%
United States	215m	86%	36,671,828	17.2%	12.0%	3,758,207	1.8%

**Refers to a short code found on a non-mobile medium, such as a print ad or billboard.*

- **CSCs Allow Advertisers to Hit a Highly Desirable Demographic:** Critical to evaluating advertising impact is understanding the individual who responded to an ad. Upon analysis of the consumer demographics of regular text messages, several compelling characteristics stand out:
    - **A Young, Desirable Audience:** As outlined in Table 7, an examination of the demographic Benchmark Indices of CSC users shows heavy representation and over-indexing among the key 18-35-year-old age group. This trend is true regardless of whether the subscriber is an active user of text messaging or not.

Table 7: CSCs Give Advertisers Ability to Hit Millennial Hard (and They Are)

Benchmarks: Sent Text Messages (US)



Demographic Age	Subscribers	As %	Benchmark
13-17	10,178,635	10.9%	146
18-24	21,664,018	23.3%	172
25-34	23,265,406	25.0%	142
35-44	18,804,193	20.2%	107
45-54	12,536,644	13.5%	78
55-64	4,512,949	4.8%	41
65+	1,890,315	2.0%	15
Total	92,852,161	100%	

Benchmark index compares group against market average. Average = 100

- **Above-Average Wallet Share:** Additionally, while there is no exact proxy for a consumer's propensity to "open his or her wallet" in response to mobile offers, it is interesting to note that a significant percentage of texters are willing to pay for more expensive phone plans.

Table 8: Text Messaging Follows the Money: A Channel to Top Tier Subscribers

Subscribers by Monthly Fee (Text Messaging Only) (US)

Monthly Fee	Subscribers	Percent	Benchmark Index
$20 or less	4,010,100	4.3%	45
Between $21-$40	8,644,939	9.3%	70
Between $41 and $60	19,706,880	21.2%	97
Between $61 and $80	16,940,453	18.2%	101
Between $81 and $100	16,444,294	17.7%	120
More than $100	22,806,750	24.6%	144
Unspecified	4,298,745	4.6%	85
Total	92,852,161	100.0%	

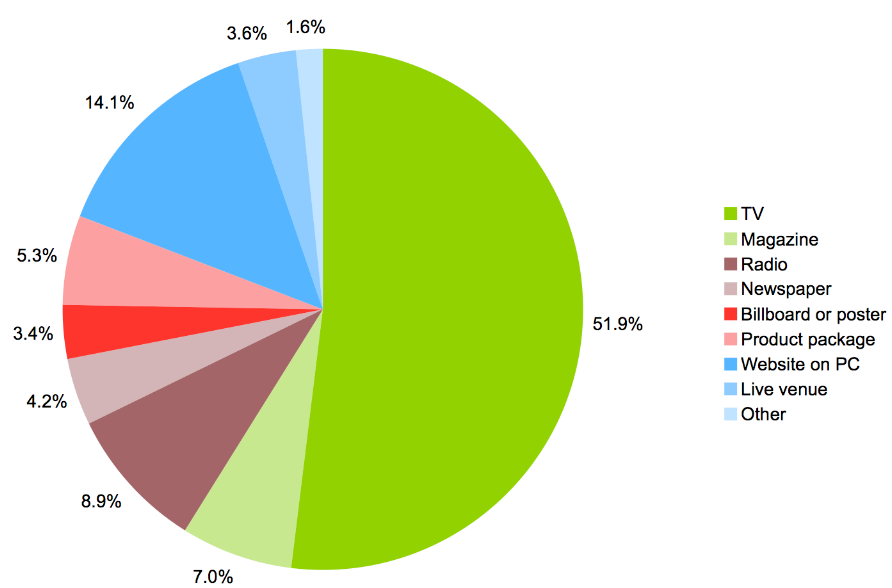
- **Current Offers Straddle Branding and Direct Response Objectives:** While many in the industry question whether the third screen is a place an advertiser can brand and drive response, many placing CSC ads seem to believe it can clearly do both. As outlined in Table 5b, 41 percent of SMS offers received by consumers in Aug '07 were focused on brand-building activities, primarily the transmission of general information about a product, service, and/or brand. Next in overall volume of activity were promotional ads built around contests, couponing, etc., accounting for approximately 32 percent of total volume in the month.

- **Cross-Media Bulls Eyes Key:** The Internet is often credited with heralding two monumental trends in advertising: a "new" era of accountability as well as a move toward "360^0" advertising campaigns where the integration of messages across multiple platforms (TV, print, interactive) would become an increasingly important component of campaigns. At this preliminary stage, there is a strong case to be made that CSCs offer this same advantage. Take for example the case of polls. As detailed in Table 9, In addition to measuring consumer response to text ads they receive on their phones, M:Metrics also measures consumer recall of a non-mobile call-to-action (i.e., ads in TV, magazine, print, etc.) that asks consumers to participate in mobile polls of the type made famous by *American Idol*. In the month of August, M:Metrics tracked over 11 million such recollections. They pointed to a wide and heavy interaction across a wide variety of platforms, running an impressive gamut from billboards (3.3 percent) and live venues (3.5 percent) to television (51 percent).

  What can we take away from this? To start, this data makes it clear that consumers will be driven by promotions in the physical world to use the mobile device as a response mechanism. Second, this points to a cost-effective way for marketers to integrate mobile into their marketing mix. Much of this activity is very similar to the URL tagging of existing promotional materials we witnessed during the onset of the Internet in the mid-'90s (where marketers added their brands' URLs onto their brochures, collateral and marketing outreach). Today marketers can similarly get the same impact by adding their brand's or campaign's CSC, where appropriate, to drive interactivity into their overall marketing strategy and mobilize traditional advertising. Consumers have demonstrated positive acceptance of crossing between media types, offering the degree of cross-platform integration that many advertisers currently seek.

Table 9: Cross Media Interactivity a Key Part of CSC Value Proposition: TV Ideal Platform for CSC Integration

Consumer Response to Non-mobile Call's to Action [n = 11mm(projected)](US)



5. Factors That Will Drive Spending to Mobile Going Forward

Most of what has been discussed so far has been the importance of mobile marketing and the variety of formats available to marketers. It is evident that CSCs are effective today; and, in looking forward, there are several indications that point to an equally robust future for short codes, both in terms of consumer usage and advertiser adoption. Specifically:

1. **Global Reach:** Short codes are a widely accepted and deployed ad form in most major non-US mobile markets, especially in Europe. We believe that the United States will eventually achieve the CSC advertising levels seen in Europe, and that advertisers will eventually be able to reach a global audience via a singular ad format. This will be viewed as an inherently attractive element in driving uptake of short codes going forward.
2. **Technology:** CSCs thrive in low and high-tech environments. One of the primary lures of CSCs as a marketing vehicle is the ubiquity of SMS and the fact that it is widely available in low-tech environments. However, as we move to a market where smartphones are more the rule than the exception, it would be logical to be concerned that a so-called low-tech activity like text messaging might decline. To provide a window into the future, we reviewed the texting activities of current smartphone users in the United States. In these high-tech, early-adopter environments, this low-tech activity flourishes, with consumers 40 percent more likely to text message if they are using a smartphone than a mobile subscriber chosen at random.
3. **Scalability:** A frequent complaint of brands investigating mobile advertising opportunities is that the medium is "too complicated" and that individual campaigns require customization to make the effort effective. Uniquely, CSCs are not impacted by this issue: the term "common" refers to the ability of a single short code to work across all major wireless carriers. For any brand or enterprise, this translates into "one common address, one call to action."
4. **Engagement:** Using the same messaging channel through which mobile users communicate with each other, CSCs are ideal for creating engagement and dialog with audiences through a familiar and highly personal medium.
5. **Return on Investment (ROI):** Mobile marketing campaigns using CSCs can demonstrate an almost immediate ROI. CSCs are relatively inexpensive to implement, allow brands to further leverage existing media spends, and directly reach over 86 percent percent the US population that M:Metrics estimates own mobile phones.

In Summary

Mobile marketing is one of the fastest growing advertising channels today. Ongoing debates regarding what format or type of mobile marketing is best suited for a particular brand or campaign will continue as vendors all vie for the title of "tool best suited for brand interaction." Since adding new elements into a brand's marketing mix requires testing, companies should begin trying various mobile marketing formats and initiatives now in order to understand the power and impact that the third screen can have. As stated earlier, CSCs are easy to obtain and simple use, and offer the greatest reach and potential. More and more consumers are recognizing and responding to these short codes in television shows, on consumer goods, and in various advertisements. No organization or brand can afford to be left behind in the rapidly evolving mobile marketplace, so the most important thing for brands to take away from this report is to start today and begin to realize the potential of this powerful new medium.

Appendix: Methodology

This White paper was commissioned by NeuStar. The data and analysis was provided by M:Metrics.

About M:Metrics Data: Based on continually refreshed samples of nationally representative mobile phone consumers, M:Metrics reports summaries market size, device reach, and key demographic and mobile phone usage characteristics. The data presented here is drawn from an extensive survey questionnaire that collects specific device model and carrier subscription information from each month’s sample of mobile phone subscribers, and also drills down into specific details related to current and past usage of various mobile phone applications and content. Data collected from each sample are statistically balanced and projected to the total national population of mobile phone subscribers.