

Anywhere Consumer Survey Suite



About Yankee Group Attitude & Behavior Surveys

Yankee Group Attitude & Behavior Surveys contain fresh, forward-looking data and contextual analysis by our research thought leaders to help guide our clients through the evolution of Anywhere connectivity.

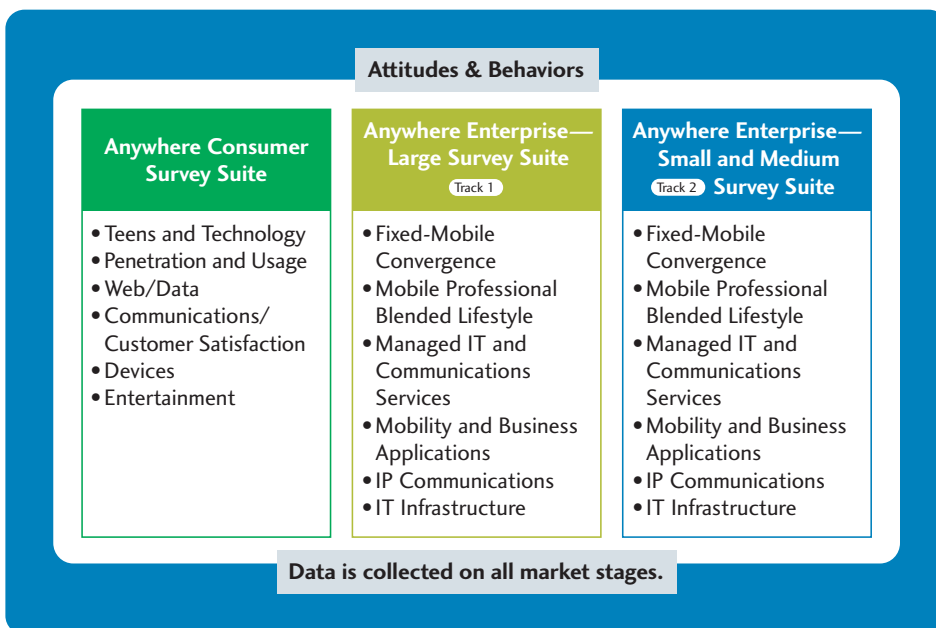
Yankee Group Attitude & Behavior Surveys put your fingers on the pulse of the market. Our specially designed survey suites give you the answers to the questions most important to you from dozens of surveys with tens of thousands of enterprises and consumers worldwide.

The Yankee Group Anywhere Consumer Survey Suite provides a comprehensive examination of the attitudes and behaviors of the Anywhere Consumer™ regarding technology adoption and interest.

Market Insight Yields Better Business Strategies

Data is critical. Yankee Group analysts are directly involved in the development and the analysis of our survey products. Analysts ensure the most relevant questions are asked, and when the results come in, they review and interpret the data. The primary data from our survey modules enables you to examine market trends and fine-tune your market strategies. The Yankee Group Anywhere Consumer Survey Suite delivers primary market data that answers the following questions:

- Which types of mobile applications, entertainment and devices are teens most interested in?
- What is the penetration and usage of devices and communications services among adult consumers?
- How are consumers using web and data applications?
- Are consumers satisfied with fixed, mobile, voice and messaging products and services?
- What devices are consumers using for communications and entertainment?
- How is consumer usage of internet and mobile entertainment applications and services creating market opportunities?



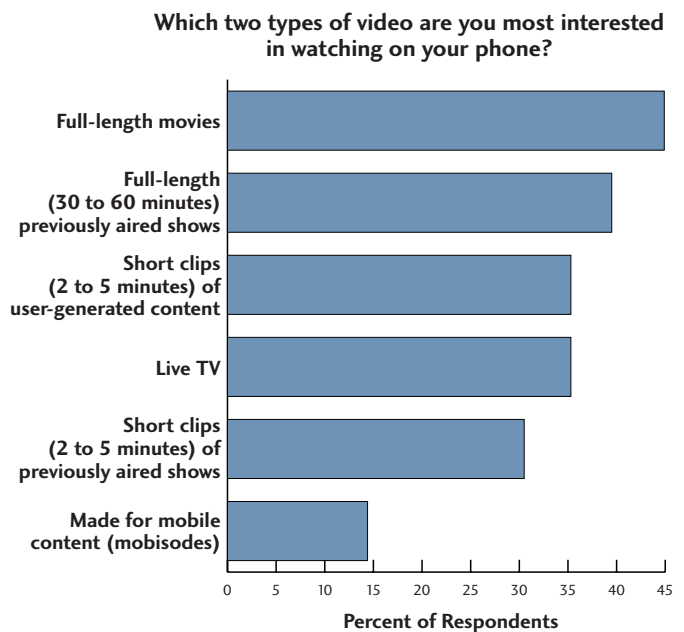
Yankee Group Anywhere Consumer Survey Suite Overview

With more than 25 years of national and global consumer survey research experience, Yankee Group provides clients with the most in-depth understanding of the continuing evolution of the consumer market. The Yankee Group Anywhere Consumer Survey Suite is an extensive series of survey modules dedicated to:

- Teens and Technology
- Penetration and Usage
- Web/Data
- Communications/Customer Satisfaction
- Devices
- Entertainment

Teens and Technology Survey Module Focus

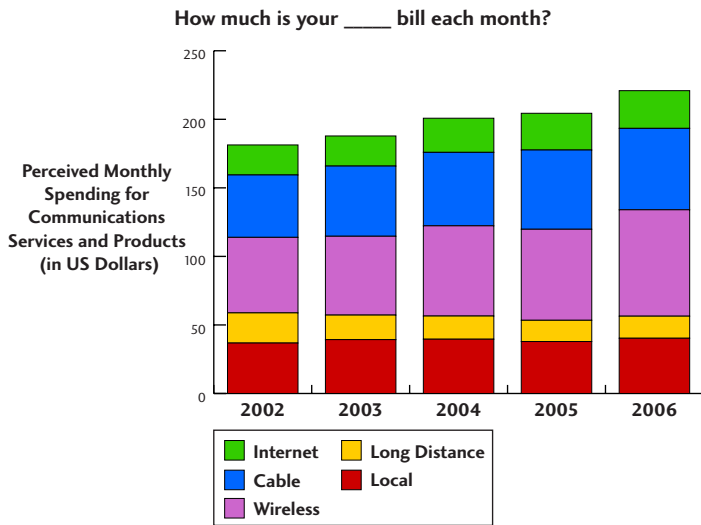
- How are service providers selected and rated?
- What key influencers affect purchase decisions?
- What device is preferred?
- How are voice service plans, spending and payment roles (e.g., teen versus parent liability) determined?
- What is the current and future usage and spending for mobile data services?
- What are the current preferences for internet access and device usage?
- What influences online activities and experiences (e.g., mobile versus PC)?
- What are the barriers to ownership?



Sample for illustrative purposes only.

Penetration and Usage Survey Module Focus

- How are mobile and fixed communications services (e.g., mobile, fixed voice, broadband and devices as well as DVD, DVR, TV, etc.) used?
- What are consumers' requirements for services and devices?
- What factors into provider selection and bundling preferences?
- How will consumers plan to purchase or adopt convergence services and devices?
- What affects consumer spending?

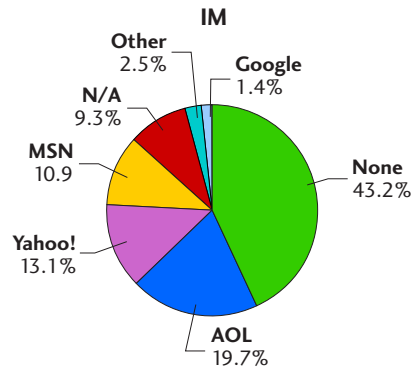
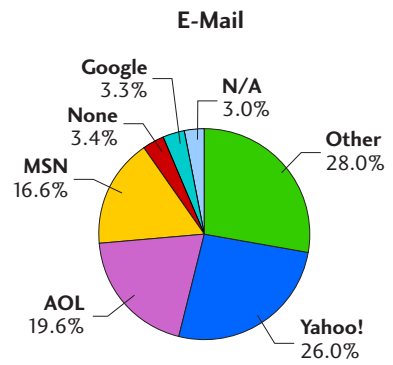


Sample for illustrative purposes only.

Web/Data Survey Module Focus

- How are consumers using PC and mobile web applications and data?
- Who is using social networks and communities (e.g., blogs, podcasts, user-generated content) and how can you monetize them?
- Are consumers interested in and willing to pay for new/emerging mobile and web applications (e.g., VoIP, Web 2.0)?
- What is the consumer tolerance for advertising in Web 2.0 and mobile applications and services?
- How much of their personal information are consumers willing to share online?
- What is the behavior and demographic segmentation?

Which internet site do you use the most for the following activities?

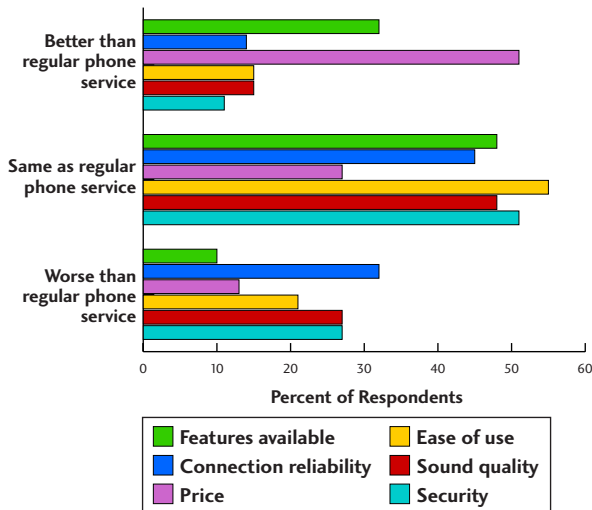


Sample for illustrative purposes only.

Communications/Customer Satisfaction Survey Module Focus

- What is consumers' service provider and vendor satisfaction and loyalty?
- What is the criteria for choosing an operator or service provider (e.g., pricing, services, network, device, retail experience, customer service)?
- What are the key reasons why consumers leave an operator or service provider?
- What is the churn history and satisfaction post-switch?
- What are the anticipated changes in communications usage, service convergence and elimination and spending?
- What are consumers' preferences for customer service channel and usage history (e.g., web site, chat, e-mail, telephone, in-store)?

What is your opinion of how VoIP telephone service compares to regular phone service?

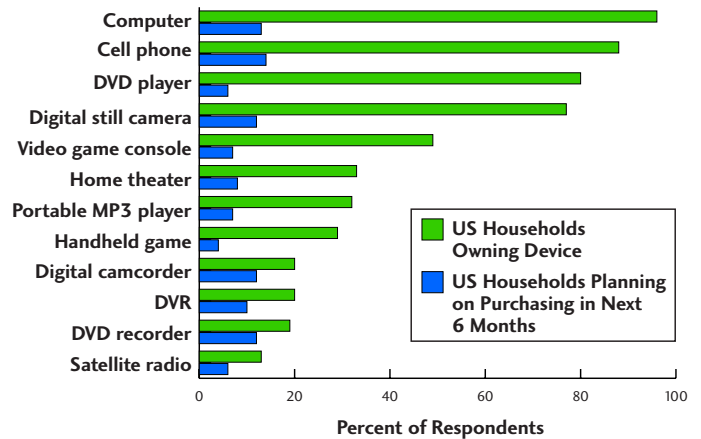


Sample for illustrative purposes only.

Devices Survey Module Focus

- Will music phones replace MP3 players?
- What features will enable competitors to build an iPod killer?
- What is driving in-home connectivity?
- What will serve as the impetus for consumers to stream content to the TV?
- What devices do consumers own and what business models will they enable?
- What do consumers buy and where? Can e-tailers compete in the high-end segment?
- Do new form factors play a critical role or is it the feature set?
- Do consumers prefer best of breed or convergence?
- Will the HD revolution push consumers to upgrade more than their TVs?
- What is the behavioral and demographic segmentation?

Which of the following devices does your household own? ...intend to purchase in the next 6 months?

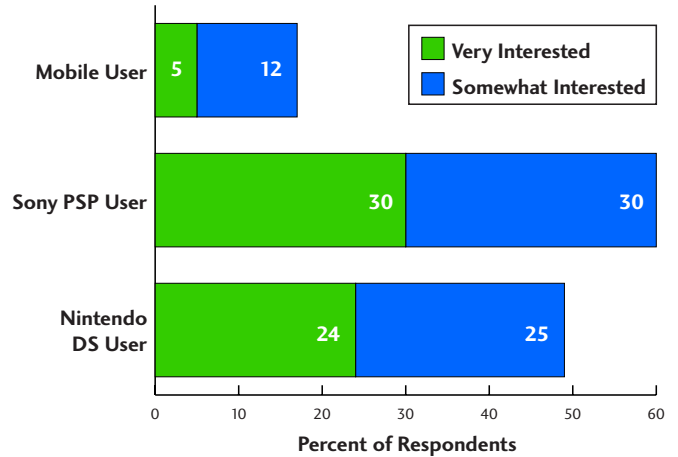


Sample for illustrative purposes only.

Entertainment Survey Module Focus

- How do consumers use internet and mobile entertainment applications and services (e.g., music, games, video)?
- Are consumers interested in or willing to pay for internet and mobile entertainment applications and services?
- Will Sony maintain its market share lead in the video game console war?
- What determines consumer adoption, interest and willingness to pay for next-generation TV services (e.g., VoD, HDTV)?
- What level of acceptance do consumers have for different business models (e.g., advertising, pay-per-use, transactional)?
- What is the behavioral and demographic segmentation?
- What are the media consumption and spending patterns?

How interested are you in watching the same programming that you would see on your TV from ABC, NBC, ESPN, MTV or CNN on your mobile phone for a monthly fee?



Sample for illustrative purposes only.

Anywhere Consumer Survey Suite Product Detail

Survey Deliverables

Standard Deliverables per Survey Module	<ul style="list-style-type: none"> • Executive Summary • Questionnaire • Main Presentation • Data Tables • Raw Data
Additional Benefits per Survey Suite	<ul style="list-style-type: none"> • 2 Inquiry Hours • Anytime Access to New and Archived Surveys

Survey Schedule

Survey Suite	Survey Modules	Region/Country	Expected Product Delivery Month
1Q07			
Consumer	Teens and Technology	United States	March 2007
2Q07			
Consumer	Penetration and Usage	<ul style="list-style-type: none"> • United States • Canada 	April 2007
		<ul style="list-style-type: none"> • Europe • Asia-Pacific • Latin America 	May 2007
	Web/Data	United States	May 2007
		<ul style="list-style-type: none"> • Europe • Asia-Pacific 	June 2007
3Q07			
Consumer	Communications/ Customer Satisfaction	<ul style="list-style-type: none"> • United States • Asia-Pacific 	July 2007
		United States	August 2007
	Devices	Europe	September 2007
4Q07			
Consumer	Entertainment	<ul style="list-style-type: none"> • United States • Europe 	October 2007
1Q08 (Cycle will restart earlier than cycle for 2007; information will be distributed once available.)			

Methodology and Regional Coverage*

		North America		Western Europe	Asia-Pacific	Latin America
Teens and Technology	Online survey	●				
Penetration and Usage	Online survey; phone supplement of offline United States/Canada	●	●	●	●	●
Web/Data	Online survey	●		●	●	
Communications/ Customer Satisfaction	Online survey	●			●	
Devices	Online survey	●		●		
Entertainment	Online survey	●		●		

● United States	● United Kingdom, Germany, France, Italy, Spain	● Brazil, Mexico, Argentina
● Canada		● China, India

* For a detailed grid that specifies the number of interviews per survey module and region, please contact Yankee Group. For additional countries, please contact Yankee Group to determine feasibility.

Contact Us

By regularly taking the pulse of the global connectivity revolution, we link you to real-time data so you can predict product or service demand, support business decisions and monitor the effect of communications change on your business.

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