



Press Release

25 August 2009

Survey identifies nation's overwhelming reliance on mobile devices

Mobile web and location-based services provide new opportunities to marketers

London: A survey into the social impact that mobile phones are having on today's society has identified some extremely interesting trends. Over a third of respondents (31 per cent) confirmed they would feel 'completely lost' and 'isolated' if they mislaid their mobile phone, with a further 25 per cent stating it would have a major impact on their social life and would make them feel out of touch or cut off from friends and family.

The survey, which was undertaken by iome, an events-based digital lifestyle services company, found that only 12 per cent of people would actually find losing their mobile a positive experience, claiming they would 'feel free', be 'less distracted' and 'lead a richer life'.

It also found that whilst 60 per cent of individuals have a negative view of text advertising, over 74 per cent were positive about receiving special offers to their mobile phone if the offer was linked to their location at that time. 84 per cent stated that 'location-based services are cool' demonstrating the opportunity for marketers to reach recipients via web-based, location-centric marketing methods.

Over two thirds of respondents are now frequently using their mobile devices to access the web, and of those 81% favouring to obtain directions or maps, and seven out of ten use it to access social media sites to connect with friends and family, such as Facebook, Twitter or MySpace.

Phil Eames, CEO, iome said: "The survey demonstrates that many people now rely on their mobile devices to connect and interact with friends and contacts – whether via text, calling or via the mobile internet. Individuals are generally receptive to receiving offers when linked to their location. This highlights an opportunity for marketers to start interacting with consumers in a more personalised way, through mobile web marketing. The use of mobile devices has



certainly evolved over the years and it is now seen as a multi-function device that enables conversation and social interaction. This creates new advertising and marketing opportunities for brands that are looking to develop closer relationships with their relevant audience.”

For further information on iome, visit www.io-me.com.

Notes to Editors:

High resolution images of Phil Eames are available on request.

About iome:

iome is a technology company providing internet and mobile services, that link activities, interests, locations, routes and places so consumers can plan and book, all based on their preferences and where they are at any time.

iome is a pioneer of location and event-based digital lifestyle services. It partners with brands, advertisers, network providers and Government, enabling them to offer dynamic digital services to end-users. iome creates new ways for organisations to engage with their customers, develop closer relationships and increase return on infrastructure investment.

iome’s services have the ability to capture and analyse user data to provide an increasingly engaging personalised experience for end-users and, in turn, a highly targeted marketing method for advertisers and brands.

The company was created in May 2005 by British Telecommunications and New Venture Partners after five years development in BT’s Research Laboratories. It has offices in London and Ipswich. www.io-me.com

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