

Pressrelease from Analyst firm Berg Insight:

Web 2.0 fuses the fixed and mobile Internet says Berg Insight

Gothenburg, Sweden 1 June 2007: According to a new research report from the analyst firm Berg Insight, the rise of Web 2.0 is fusing the fixed and mobile Internet into a single entity. The key conclusions are that the wireless Internet will principally evolve as the wired and that mobile communication should not be regarded as a separate business. "The winners on the mobile web arena will be the players that give the users what they have come to expect from the Internet", said Sabine Ehlers, Associate Analyst, Berg Insight. "This could be browsing, e-mail, IM, media and networking with the addition of the differentiators of surfing-on-the-go – such as instantaneity, personalisation and GPS location".

The report identifies price and ease-of-use as the main barriers against use of mobile Internet in the West. Berg Insight recommends operators to design their price plans so that they remove any barriers for trial usage and encourage continued usage by avoiding any unpleasant surprises come billing time. One way to achieve this is to include entry-level sticky services, such as Internet browsing and IM, in the monthly fee while premium, more bandwidth-demanding contents, is charged separately in a transparent way.

About Berg Insight

Berg Insight offers premier business intelligence to the telecom industry. We produce concise reports providing key facts and strategic insights about pivotal developments in our focus areas. Our vision is to be the most valuable source of intelligence for our customers.

For additional information, please contact:

Johan Fagerberg, Managing Director

E-mail: johan.fagerberg@berginsight.com

Phone: +46 31 711 30 91

