

Mobile Stats: Mobile Media Rocks!

According to the latest data, the use of social networking services by mobile users has increased by almost 139* percent compared to last year. Stimulated by the introduction of the iPhone, digital media consumption on mobile devices has increased by 17* percent. Not only Apple, but also Microsoft, Nokia and Samsung are driving this development. The mobile games and mobile internet sectors also profit from these trends. „M-Days – The Home of MOBILE“, the largest congress trade fair of its kind in Central Europe, will take up these topics and give the starting signal for the coming mobile year on 28th and 29th January 2010 at the BMW Welt in Munich. Subjects like mobile media, mobile content, mobile entertainment or location-based services (LBS) as well as aspects like “business solutions, applications and development” will also provide fuel for discussions. M-Days 2010: Samsung, HTC, Vodafone, Qualcomm, YOC, E-Plus group, Cellular and many more will participate.

Erding/Munich, November 20th 2009: With a growth of almost 139* percent compared to last year, mobile networking platforms are the current winners in the mobile market according to comScore. Various online portals as well as specific mobile sites provide numerous possibilities to use networking and blogging functions on mobile devices anywhere and anytime. At the M-Days these trends will be discussed in national and international panels.

Users mainly apply the mobile internet for quick search and fast information transfer. This is the subject of two discussion rounds dealing with the topics “mobile internet” and “mobile research”. The findings of the market research institute comScore confirm the enormous momentum of this trend: The number of users retrieving news and information via their mobile browsers has increased by 44* percent. News and Information via Apps have increased by 101* percent during the same period.

The iPhone is not only used for the transfer of information, but also as an entertainment medium. The use of the iPhone as a music player has increased by 65* percent. Users spend 53* percent of their time with the iPhone playing mobile games. Topics like mobile music, gaming, mobile TV and video are being addressed in the panel “Mobile Entertainment” on the second day of the M-Days.

Designated experts from all over the world will provide M-Days visitors with an extensive overview of the mobile age. In the keynote-panel (in German) on January 28th 2010 several top speakers inform about the future of the digital market. Managers and CEOs of the brand, media, advertising, mobile and telecommunication industries will share their points of view and discuss the new medium “mobile”. Mark Wächter, founder of MWC.mobi and member of the MMA Global Board: "The impressive numbers show the enormous dynamics in and around the topic of mobile as a medium. The M-Days are an excellent positioned congress to implement new mobile projects and to initiate business projects with the momentum of these growth rates. It is a must for any brand and media executive."

„We appreciate the M-Days as the designated leading congress fair for the mobile medium. Its selection of executives of large media production companies, as well as innovative start-ups from Europe, is the perfect mix for the congress and the exhibition. This is definitively the best possible start into the mobile year 2010 in Northern Europe!“ states Harald Neidhardt, Co-Founder & CMO of Smaato Inc. With estimated 1,400 visitors from all over Europe, the M-Days are the largest Central European congress trade fair for mobile communication, distribution and content solutions. On more than 6,000 square metres of congress and exhibition areas, the M-Days also deal with business solutions and application development for the first time. Subjects like “mobile devices/application stores strategies”, “business solutions”, “system integration” or “broadband solutions” are discussed in specific congress panels.

Samsung, HTC, Vodafone, Qualcomm, YOC, E-Plus Gruppe, Cellular, GS1 Germany, Sybase 365, Fjord, comScore, smaato, SIC!, dailyme.tv, Cirquent, hakromedia, haase & martin, Cybits, Gettings, Dimoco, IC3S, insertEFFECT, Madvertise, Corazon, BMW Group, M-Way Solutions and many other notable companies will partake in the M-Days. With more than 120 speakers and 70 exhibitors the congress fair is the optimal platform for information and the exchange of ideas on mobile subjects. All highlights can be experienced with a congress ticket for both days at the price of 450.00 Euro. Further information on the congress and the exhibition can be found here: www.m-days.com .

M-Days organizer - 11 Prozent Communication

11 Prozent Communication, located in Erding, Germany, has established itself as a neutral communication platform for brands, media and the mobile and digital entertainment worlds. The consulting agency provides companies with detailed and extensive information on the e-game and mobile markets. In addition, 11 Prozent organizes events (www.gfm-world.de, www.m-days.com, www.mobile-content-days.de), does PR work and is the publisher of GfM Nachrichten (www.gfm-nachrichten.de), a periodical dealing with mobile, eGames, IPTV and social media.

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