

inCode Top Ten 2011 Update

1) New Love Connections

Comments: A new block-buster device has not shown up yet but growth in the number of devices has accelerated.

URL: <http://www.fiercemobilecontent.com/press-releases/us-mobile-data-market-update-q4-2010-and-2010>

High Points:

- “Of all the segments, the connected device category registered the highest growth at 55% while the postpaid subscriptions grew by only 3% for the calendar year. Connected devices (including tablets, M2M, telematics, eReaders, etc.) now account for 7% of the base.”
- “By the end of 2011, connected devices will be commanding double digit market share.”

URL: <http://www.wirelessweek.com/By-The-Numbers/2011/02/February-2011/>

High Points:

- “The number of machine-to-machine (M2M) subscribers grew to an estimated 81.4 million by the end of 2010, and Berg Insight expects that number to reach 294.1 million connections in 2015. By then, M2M as a share of the total number of cellular connections is projected to reach 4 percent – double its size at the end of 2010.”
- “M2M and connected devices are now one of the main drivers behind the growth in mobile subscribers in Europe and North America, says Berg Insight senior analyst Tobias Ryberg. All of the world’s largest telecom operators now have several million M2M subscribers, and Berg Insight expects AT&T will become the first mobile operator to reach 10 million M2M subscribers in the first quarter of 2011.”

URL: <http://www.fierceiptv.com/story/report-1-billion-connected-ce-devices-home-2015/2011-02-18#ixzz1GcGTjDJL>

High Points:

- “Smart TVs” and Blu-ray players (that support online apps) will constitute over 50 percent of all web-enabled CE device shipments worldwide in 2015,” says Keith Nissen, principal analyst at In-Stat. “North America and Europe will remain the primary regional markets for web-enabled, stationary CE devices. Over the next five years, both the North American and European markets will exhibit a 23 percent CAGR and will account for nearly 70 percent of the global market.”
- Nissen said that by 2015, some 1 billion stationary consumer electronic devices, like Blu-ray players and connected TVs, will be in operation around the world.

2) AD-aptng to the Mobile Environment

URL: <http://www.wirelessweek.com/Articles/2011/02/Mobile-Advertising-Next-Wave/>

High Points:

- “IDC sizes up 2010’s mobile online ad spend, including search and display advertising, at \$877.2 million, up from the \$368 million spent in 2009. IDC’s preliminary estimate of the 2011 growth rate is at 120 percent, which would see total sales grow to \$1.9 billion this year.”
- “That 120 percent growth rate is in the ballpark of what Chetan Sharma Consulting found when colleagues and industry insiders were asked what they expect for mobile advertising in the coming year. About 50 percent of respondents expect growth rates of 200 percent and higher.”

URL: <http://www.fiercewireless.com/press-releases/admarvel-launches-comprehensive-mobile-advertising-solution-verizon-develop#ixzz1GcVLihms>

- AdMarvel, the leading provider of mobile advertising platform services, in cooperation with Verizon Wireless, today announced the availability of its solution for smartphone developers building mobile applications for distribution via Verizon’s VCAST App storefront.

3) Nobody Gives a “G”

URL: <http://www.wirelessweek.com/Articles/2011/01/What-Next-Telecom-2011/>

High Points:

- **“Personalizing the user experience** - Operators will place a higher priority on the subscriber experience by moving beyond bandwidth management to providing users with an experience that is better tuned to the applications and services they desire. Instead of only ensuring the sufficient bandwidth for services, operators will want to leverage other technology components that can enrich the experience. For example, in the case of a sporting events video application, this means that location information can be pulled to “localize” the experience, as well as potentially provide users with targeted sports advertising for retailers close to the subscriber.”

URL: <http://blog.connectedplanetonline.com/unfiltered/2011/02/09/atts-new-weapon-in-the-marketing-wars-unlimited-voice/>

High Points:

- AT&T's new weapon in the marketing wars: Unlimited voice
- Fine print aside, this could be a very powerful marketing tool in AT&T's arsenal.

4) Innovation Across the Nation

URL: <http://www.fiercemobilecontent.com/press-releases/sprints-4g-leadership-extends-2011-introduction-second-generation-industry->

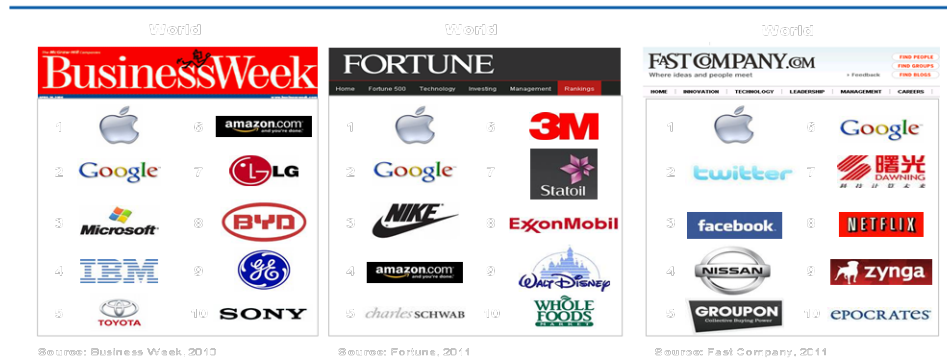
High Points:

- "Sprint has now introduced 17 4G-capable devices for consumers and business, including three phones, a 4G netbook and notebook from Dell, numerous USB modem options, and several mobile hotspots and routers." Sprint is clearly pursuing differentiation by providing a broad range of innovative 4G products."

High Points:

- Emerging competition such as Google and Apple are consistently ranked among the top innovative companies globally.

Top Innovative Companies



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- Verizon has opened the Verizon Wireless LTE Innovation Center and AT&T recently opened the first of its three planned innovation centers. As part of these initiatives the carriers will open up their platform and network to equipment and device makers and application developers
- All major US carriers have announced partnerships with various M2M platform providers. Verizon and Qualcomm created a JV called nPhase. AT&T has joined forces with Jasper and recently announced partnership with Sierra Wireless, Axeda and other M2M providers.

- The Wholesale Applications Community, a consortium of global carriers including Verizon and AT&T recently launched a platform with the goal of allowing developers to use one platform to develop and distribute Web-based mobile applications.

5) Back by Popular Demand

URL:

http://www.macobserver.com/tmo/article/analyst_a_netflix_acquisition_makes_sense_for_apple/

High Points:

- "Brian Marshall of Gleacher & Co. thinks that a Netflix acquisition would make sense for Apple. Mr. Marshall made the comments during [an interview on CNBC](#) where he was asked about ways Apple might spend its \$51 billion cash hoard. According to the analyst, Netflix's appeal for Apple is its large [movie](#) library.
- "I do think that [a Netflix] transaction could make sense," Mr. Marshall said. "You know, Apple wants to be the first company (in my opinion) to seamlessly integrate the home office and the living room. And what's limiting them in terms of doing that now now is basically content and better broadband into the home."
- He added, "If you look at content, they have over 10,000 movie titles on iTunes. Netflix obviously has over 100,000 movie titles. I think that would be a pretty interesting marriage right there."

URL: <http://www.applematters.com/article/apple-acquisition-targets-part-one-netflix/>

- Apple Acquisition Targets: Part One: Netflix
- Article highlighting why Netflix is a good target for Apple

URL:

<http://www.fierceiptv.com/story/report-says-netflix-working-facebook-integration-could-push-international-p/2011-03-11#ixzz1GcKHxmzf>

- Amazon, which last month acquired LOVEFilms, which is based in the United Kingdom and has a rather large footprint in Europe.
- "We believe Netflix is working with Facebook to tightly integrate Netflix into Facebook's platform. This could help increase time spent in Facebook and drive incremental Netflix subscribers domestically and in new international markets."
Netflix currently has 20 million subscribers in the U.S., and that number should top 23 this quarter.

URL:

<http://thenextweb.com/us/2010/09/02/hulu-may-be-the-most-attractive-acquisition-target-in-tech/>

- Hulu may be the most attractive acquisition target in tech
- Article exploring why Hulu acquisition makes sense for tech companies

6) “Over the Top” goes Over the Top

URL: <http://www.fierceiptv.com/story/operators-are-starting-define-role-ott-it-aggressive-enough/2011-02-28>

High Points:

- Last week's news that Amazon was getting into the streaming media business using its Amazon Prime delivery service as a foot in the door, was just the latest move in a flurry of activity in the space revolving around Netflix, Redbox, Roku, Amazon and Apple.
- IMS Research, meanwhile, Monday released a report that said OTT services were a major factor in the evolution of on-demand services from pay-TV operators, which "are becoming more robust each year with more free content and integration of over-the-top services."
- The research company forecast that almost three-quarters of all VOD requests via pay-TV platforms will be free transactions this year, and that OTT content delivered via set-tops will account for a fair share of free transactions, as well as generating a forecast \$48 million for pay-TV operators this year.
- While that \$48 million may not cause too many racing heartbeats, the \$436 million IMS forecasts OTT services delivered via pay-TV STBs will generate by 2016 might.

URL: <http://www.fierceiptv.com/story/cisco-unveils-its-vision-tv-future/2011-01-05#ixzz1GcJDhYCx>

High Points

- CEO John Chambers launched an upbeat description of what the company believes is the future of television--Videoscape--a TV platform for service providers that brings together digital TV and online content with social media and communications applications to create an immersive home and mobile video entertainment experience.
- Videoscape is an open platform that utilizes the cloud, the network, and client devices. In the home, its media gateway integrates voice, linear and online video, high-speed data, Wi-Fi and network traffic routing. An IP STB is engineered to support all video forms delivered to a TV, including pay TV, broadcast channels, premium channels, VoD and the Web.

- Videoscape, will allow access to any content from any device anywhere in the world with proper authorization," Chambers said. It's also designed to seamlessly transition content from device to device (smartphone to tablet to TV, for example) with no additional authentication needed. It will, he said, "redefine the video experience."
- "Video will be the next voice," Chambers said

7) Second Bite at the Apple

URL: <http://www.fiercemobilecontent.com/press-releases/att-announces-plans-deliver-nations-most-advanced-mobile-broadband-experien>

High Points:

- "AT&T plans to go live in March with a Beta program for an **HTML5 development toolkit** for AT&T devices (www.developer.att.com/HTML5). HTML5 enables developers to create apps that work on multiple operating systems instead of just one - which is frequently the case today - and will spur app proliferation."

URL: <http://www.rcrwireless.com/article/20110301/CUSTOMERS/110309995/Verizon-details-hybrid-platform-for-fixed-and-mobile-solutions-in-enterprise>

High Points:

- "Verizon Communications Inc., a parent of Verizon Wireless, has launched what it claims to be one of the industry's first cloud-based unified communications systems with a mobile component. With the launch of the new Unified Communications & Collaboration-as-a-Service platform, Verizon plans to deliver a wider suite of communication tools and capabilities to government and enterprise. The commercial offering will enable customers in business and government to adopt UC&C in fixed and mobile environments. The system will allow for seamless call transfers from fixed to mobile phones and presence awareness, which will enhance communication formats like instant messaging, audio and video conference calls on the fly."

URL:

<http://www.betanews.com/article/Network-operators-eye-HTML5-for-getting-into-the-app-store-business/1296580114>

High Points;

- Network operators eye HTML5 for getting into the app store business
- Just today, Japanese network operator NEC Biglobe launched [Andronavi](#) in the United States, saying that it's a better app store than Google's Android Market because it provides reviews and detailed information specifically from the Japanese audience.

URL:

<http://www.insidermobile.com/article/3365/the-massive-but-hidden-value-of-html5#>

- The Massive but Hidden Value of HTML5
- Article highlighting value of HTML5

URL:

<http://www.rethink-wireless.com/2011/02/15/wac-goes-live-operators-html5.htm>

High Points:

- WAC goes live with eight operators and HTML5
- These cellcos can offer their users access to about 12,000 WAC compliant widgets and mobile apps. They include China Mobile, Vodafone and Verizon Wireless, three of the four creators of WAC's predecessor, JIL (Joint Innovation Laboratory). The others are Telefonica, which announced the most fully fledged WAC compatible app store and developer program, plus MTS of Russia, Orange, the Philippines' Smart and Telenor.
- It has added HTML5 support and better multimedia capabilities, as well as functions that take advantage of the unique features of the operators' networks, such as in-app billing. Version 3.0 of the platform will arrive in September with additional features such as user profiles.

8) The Tie that Binds

URL: <http://www.fiercewireless.com/story/t-mobile-rolls-out-4g-marketing-new-data-options/2010-11-01>

High points:

- “Additionally, T-Mobile is launching a tethering option for smartphone customers. Customers must buy the \$30 data plan and a \$15 per month add-on to turn their smartphone into a wireless modem.”

URL: <http://www.fiercewireless.com/press-releases/att-details-pricing-launch-att-mobile-hotspot-app-coming-february-13>

High Points:

- “In addition, also on February 13th, to bring AT&T's smartphone tethering plan in line with the AT&T Mobile Hotspot offer, AT&T will automatically add the additional 2GB of monthly data usage to smartphone customers already on a tethering plan – at no extra charge. Customers will incur the same \$20 monthly fee they're accustomed to paying, only now they'll receive an extra 2GB of data each month.”

- "We want to extend the benefits of an additional 2GB to smartphone customers on our tethering plan. This delivers more value today for the price they're already paying – and that's what our customers want."

9) How the Mighty have Fallen

URL: <http://www.wirelessweek.com/News/2011/01/Motorola-Mobility-Disappoints-Q1-Guidance-Business/>

High Points:

- "While the company [Motorola Mobility] shipped 4.9 million smartphones in the quarter, up from 2 million in the year-ago quarter, guidance for the first quarter of 2011 was disappointing on various levels, due at least in part to the iPhone launching with Verizon Wireless."
- "Still, the company is projecting a loss of 9 to 21 cents per share in the first quarter, which disappointed analysts who had the company pegged for a profit of 1 cent per share."

URL:

<http://www.rcrwireless.com/article/20110127/DEVICES/110129959/Motorola--Nokia-suffer-at-the-hands-of-impending-Verizon-Wireless-iPhone-launch>

High Points:

- "Motorola, meanwhile, fell short of analyst expectations and only managed to ship 4.9 million Android-powered smart phones in Q4 and a total of 13.7 million smart phones for the year, with 37.3 million handsets sold in total."

10) Paradise by the Dashboard Lights

Comments: AT&T provides text message and email at usage points 65%, 90% and 100% of monthly use. No carrier has announced a dashboard function for data usage and cost yet.

URL:

<http://www.fiercewireless.com/story/wireless-struggles-against-fcc-over-possible-bill-shock-rules/2011-01-11#ixzz1GceKuZnX>

- Wireless struggles against FCC over possible 'bill shock' rules
- Article on carriers opposing "bill shock" rules

URL:

<http://www.fiercewireless.com/story/verizon-cfo-we-will-move-tiered-data-pricing-mid-summer/2011-03-01#ixzz1GcgBSchr>

- Verizon Wireless ([NYSE:VZ](#)) will unveil tiered mobile data pricing plans this summer but the company is still figuring out what exactly those pricing plans will entail. Verizon Communications CFO Fran Shammo told investors at the Morgan Stanley Technology, Media & Telecom conference Tuesday that these upcoming tiered pricing plans could be based upon consumption or speed differentiation, or both. "We are still working on the models," he said.

URL:

<http://www.fiercewireless.com/story/t-mobile-launches-10-gb-webconnect-plan-without-overages/2011-03-14#ixzz1GcgfFKLo>

- T-Mobile launches 10 GB webConnect plan without overages
- The nation's No. 4 carrier said that if customers go over 10 GB, their data speeds will be slowed down until their next billing cycle.

URL:

<http://www.fiercewireless.com/story/lawsuit-alleges-att-overcharged-iphone-ipad-data/2011-02-01#ixzz1GchAxRaW>

- AT&T regularly overbilled data charges by 7 percent to 14 percent--and sometimes by as much as 300 percent. The suit, filed in federal court in California, seeks class-action status.
- "Transparent and accurate billing is a top priority for AT&T," an AT&T spokesperson told *FierceWireless*. "In fact, we've created tools that let our customers check their voice and data usage at any time during their billing cycle to help eliminate bill surprises.

URL:

<http://www.fiercewireless.com/press-releases/sprint-helps-customers-make-informed-buying-decisions-manage-wireless-usage#ixzz1GciTZ56p>

Usage Alerts:

Sprint monitors the wireless usage of new and existing customers. If Sprint has an email address for new customers, during the first six months of service the company will notify them via email the first time they have incurred \$10 or more in voice, text or data overage

charges. Existing customers with email addresses on file will be notified if they incur \$20 or more in voice, text or data overages in two of the last six months.

Sprint also identifies and alerts customers through outbound calls or texts when they incur extremely and unusually high overages for the first time. In all cases, Sprint customer service agents will educate customers on how to avoid the overages in the future and will recommend a plan that will better meet their wireless needs.

Other alerts for mobile broadband and international usage include:

- Mobile Broadband Connection Plan Usage Status – provides mobile broadband customers email or text alerts when they reach 75 percent and 90 percent of their data caps.
- International Roaming – Sprint sends a “welcome message” when a subscriber first registers in a foreign country. It’s a text message that includes the rates for voice, texts and data in that particular country.

11) Bonus Prediction: Smartphone get plagued

URL:

<http://www.fiercewireless.com/press-releases/new-avg-study-reveals-smartphone-users-not-aware-significant-mobile-security-risks#ixzz1GclYKqkm>

High Points:

- New AVG Study Reveals Smartphone Users Not Aware of Significant Mobile Security Risks
- A new survey released today by AVG Technologies and the Ponemon Institute revealed that more than a third of surveyed smartphone users are not aware of the increasing security risks associated with using their phones for financial purposes and to store personal data.
- More than seven million Android user community members have installed AVG's free mobile security application, ANTIVIRUSFree, on their handsets to date. According to AVG, more than 50 thousand people are now downloading the world's most popular Android anti-virus application daily.

URL:

http://www.fiercetelecom.com/press_releases/cios-raise-security-concerns-around-backdoor-mobile-devices#ixzz1GcmR5Ooa

- According to the survey, 76% of CIOs say employee-owned mobile devices are creating security headaches. 78% don't even know what devices are connected to the corporate network. Consequently, 77% of enterprises have no idea what data is on all of these devices. In fact, 1 in 3 aren't able to track data on devices that they themselves issue to employees. More worryingly, in the likely event that a device is ever lost or stolen, only 56% of businesses are able to secure them.

URL:

<http://www.fiercemobilecontent.com/story/google-pushing-android-security-update-post-malware-attack/2011-03-07#ixzz1GcnFrRC7>

- Google pushing Android security update post-malware attack
- More than 50 Android apps--credited to developers Kingmall2010, we20090202 and Myournet--reportedly contained the DroidDream malware, which seeks to gain root access to the user's device, collecting a range of available data and downloading more malicious code to the smartphone without the consumer's knowledge or consent.

URL: <http://www.telegraph.co.uk/technology/google/8310689/Smartphone-virus-attacks-soar.html>

Comments: London Telegraph – 8FEB11

- McAfee report that among the new threats discovered last year was a malicious Google Android application that once downloaded would use a security vulnerability to take control and quietly begin sending premium rate text messages. The number was set up by the malware developers, netting them instant profits.

URL: <http://www.securitynewsdaily.com/hackers-hijack-android-security-update-0598/>

Comments: Security New Daily – 10MAR11

- Just four days after Google began erasing the data-stealing Android malware called "DroidDream" from users' smartphones, online criminals have hijacked and retooled Google's own security update in order to keep the scam going.
- Google brought out its Android Market Security Tool after 58 Android apps were found to secretly harbor the malicious [DroidDream](#), which allowed attackers to steal a phone's handset and user IDs and download rogue code from remote servers.

URL: <http://www.securitynewsdaily.com/google-remotely-kills-bad-android-apps-from-users-phones-0587/>

Comments: Security new Daily – 7MAR11

- [TechCrunch](#) reported that 58 malicious apps were found, and they were downloaded about 260,000 times before Google removed them from the Android Market on March 1.

URL: <http://techsling.com/2011/02/smartphone-viruses-on-the-rise/>

Comments: Tech Sling – 11FEB11

- A McAfee fourth-quarter 2010 threat report has revealed that viral attacks on smart-phone devices are on the increase as more and more people get access to mobile Internet. According to the report, malware attacks designed to collect data from iPhones and new tablet computers rose by 46% in 2010 when compared to similar 2009 results.

URL: <http://www.nytimes.com/2011/02/14/technology/14iht-srprivacy14.html>

Comments: New York Times – 13FEB11 “Hackers Go After the Smartphone”

- The number of malware problems with mobile phones has been limited. In its 2010 report, F-Secure Labs said the number of mobile malwares, about 500 groups of malware and their variants, had not increased drastically last year, but it pointed to worrying developments. Some applications made for the [Google](#) Android operating system have posed as games while spying on users; others have posed as banking applications but had no connection to a bank. The company predicted the assault would get worse this year.