

Talk



inside

- > Results of TMIA Research
- > Fall Meeting Sponsors
- > Save the Date – 8th TMIA Annual Meeting
- > Survey Results from Las Vegas
- > Photos from Fall Meeting

Visit us online: www.tmia.org

Your Source for Messaging Industry Information, News, and Events

FALL, 2005

Volume IV, Issue III

Record Attendance at TMIA Las Vegas Meeting

With 135 attendees from 46 companies, TMIA's fall meeting was the seventh consecutive record-breaking fall conference for the organization. Countries represented included Canada, Germany, Great Britain, Mexico, Sweden, and USA.



Convergence, while it may be an overused term in our industry, is an appropriate one for our membership and agenda. For starters, the convergence of networks touched nearly every agenda item, with topics delving into wireless/wireline, TDM and VoIP, product offering convergence, entertainment and telephony, voice and video. Convergence also dominated research insights, with **Comverse's** new qualitative research and **Ericsson's** findings on consumer messaging behavior. **LogicaCMG** and **TMIA** added their own content focusing on quantitative research.

Glenayre's Larry Berke extended our technical education with a well-researched and informative talk on IMS (IP Multimedia Subsystem), a widely discussed but little understood technology.

Product opportunity and product introduction successes and challenges usually present some of the most educational moments at TMIA meetings. Service providers, and hence the whole messaging community, benefit greatly from these insights into the marketplace, and this meeting provided many, including:

- Wireless notification of wireline VM, presented by **Rich McCusker** of **Verizon**;
- UC and UC Lite products, presented by **John Haspil** of **SBC**;
- The entertainment bundle, presented by **Bill Beckman** of **SaskTel**;
- Ringback tone trial, presented by **Eric Alino** of **BellSouth**;
- The launch of **Bell Canada's** Digital Voice (Bell's VoIP introduction), presented by **Kan Inaba** of **Bell Canada**;

- The launch of Videomail (3Videosvar) in Sweden, presented by **Jan Jendeby** from 3.

Our wonderful venue, was the six-month-old Renaissance, an off-the-strip, non-gambling, four-star hotel. The lack of gambling was not a problem for most except those who suffered minor withdrawal during the educational sessions. To make up for this, sponsor **uReach Technologies** provided each attendee with four monorail tickets for a "Breakout on Las Vegas."



TMIA Research Focuses on Next-Generation Feature Interest in US and Canada



In the 10th research project of TMIA Committees, and the first conducted in both US and Canada, the questions focused on:

- Next generation features that might be introduced in the next 36 months will be most appealing to consumers;
- Attributes important to interested respondents;
- Willingness to pay; and,
- Differences in interest based on technology use, family, age, and other audience differentiators.

The survey was conducted in September to random adults over age 18, including 1,500 from the US and 1,000 from Canada. The survey measured interest in features such as voice recognition capabilities, video mail, games, ringback tones, personalized features and more.

Some Interesting Results

- **Wireline abandonment continues.** Although over 90% of US and Canadian respondents above age 35 have home phone service, 26.3% of US respondents under age 25 reported no home phone. Termed wireline abandonment by some, this trend is not in fact abandonment, as most of the under 25 group likely never subscribed to wireline.

- **Differences within North America.** In Canada, half as many of the under 25 age group (13.4%) report no home phone. Two primary drivers are behind this difference, price and need. The US offers much lower cost wireless calling plans. Also, the need for a wireless phone is greater in the US, as more students leave their home area for higher education.
- **Broadband penetration** relative to dial-up is significantly higher in Canada, where subscribers are much more likely to purchase high-speed Internet access from the telephone company.
- **Interest in new concepts** or features was higher in Canada without exception.
- **Videomail, voice activation and content downloading** were all tested on wireless.
 - Videomail and downloading interest are driven by age.
 - Cell phone voice activation generated surprisingly high interest regardless of age, and was by far the most popular concept presented to respondents over 35.
- **The results of this survey are less than a month old!** The Telephone Answer committee will continue to analyze and report their findings to the membership. If you wish to join us please jot Tom a note.

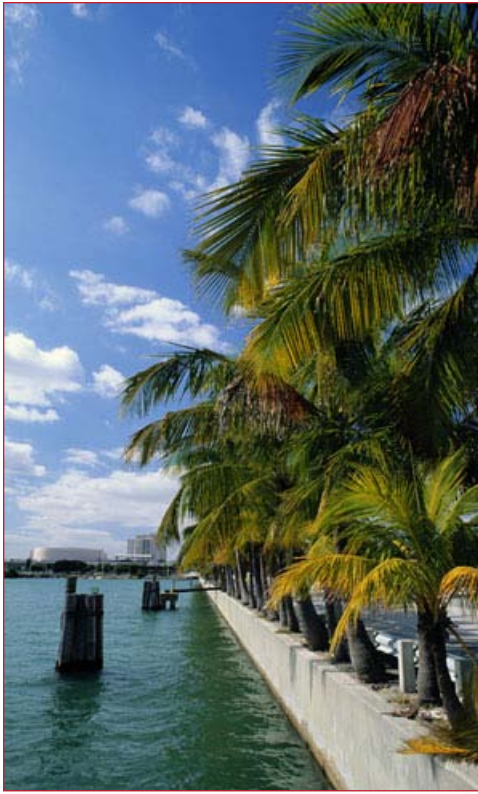


Sponsors Step Up!

All events at the fall meeting were sponsored by generous TMIA member companies. Events ranged from meals and breaks to breakouts and equipment associated with the event.



In addition, many companies contributed to the prize table. This table not only helps people to explore a variety of marketing incentives, but drawing for these prizes is a fun way of keeping the proceedings on schedule.



Save the Date - 8th TMIA Annual Meeting

Mark your calendars and dig out your resort wear, the 8th annual meeting will be held in Miami, Florida from February 27th to March 2nd. We will convene at the Radisson Hotel, with its view of the Miami skyline and likely a palm tree or two. Join us to stay up-to-date on the messaging industry, hear about future developments, and speak with over 150 of your peers from all over the world.

The meeting's schedule will provide ample time for touring the exhibition area, which will highlight the latest messaging technologies. Networking opportunities will also be plentiful - both on land and at sea!



Join us aboard the *Lady Windridge* Monday night for a repeat performance of the successful networking evening held at the 6th annual meeting in 2004. Perhaps JB Colletta, Captain of the TMIA treasury, will don his Captain's hat again.

Visit tmia.org for more details and to register.

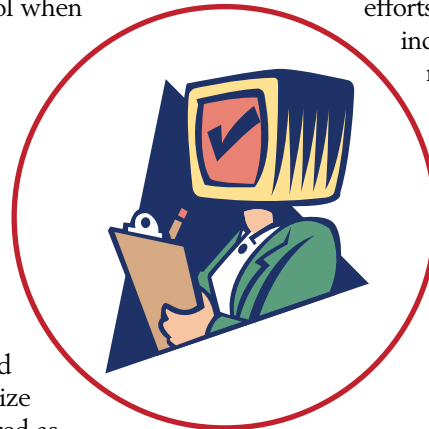
Survey Says!

TMIA continuously examines its programming and events to make sure that our work matches member expectations. We conducted an online survey of all fall meeting attendees to solicit feedback on the experience.

Thanks to all that responded - we had a 65% response rate. Your feedback identified areas for improvement and attendee preferences. The group would like more panel discussions, greater audience participation and a larger international presence among presenters. As one attendee noted, "Europe and Asia are ahead of North America in some messaging technologies; we should take the opportunity to learn from them."

Attendees most valued the service provider case histories. One attendee noted the immense value of the feedback provided by speakers such as McCusker, Haspil, Inaba, Beckman and Jendebay "when the rubber hits the road."

The venue choice was a great hit - attendees awarded the Las Vegas Renaissance an overall rating of 6.5, out of 7, and praised the selection of a non-gambling venue. One lesson learned, however, was that catering should not be used as an adjustment tool when actual attendance exceeds budgeted attendance. Tom promises to not make that mistake again! Feedback given via the survey promises to be very helpful as we plan upcoming meetings. We learned that our increasing size needs to be considered as we plan some of the logistics. A runner microphone will play a key role in the increased audience interaction that respondents would like.



TMIA events continue to attract new attendees. Newbies represented 42% of the respondents. This group remarked on the welcome extended to them and noted that the introductions made on the first day assisted with their networking efforts. The responses in general indicate that we are doing most things right, as 90% plan to attend TMIA's Annual Meeting, conference and exhibition in Miami.

Old and new friends at TMIA's seventh fall meeting

