

Research effort gathered feedback on current and past users of Advertising Ring Back Tone service.

### Research Objectives and Overview



- This study was embarked on to understand current and past users experience with an advertising ring back tone (AD-RBT) service, and was completed in January 2009. The study intended to:
  - Assess advertisement selection process including type of user interface.
  - Determine consumer acceptance and feature preference for advertising ring back tone service including: Overall usage, Frequency, Barriers & Concerns, Preference for Additional Features, Viral Impact.

### Key Findings



- Typical user is college-educated young male earning  $\leq$ \$46K(USD) with decision making responsibility and paying an average of \$31 (USD) per month for a pre-paid mobile plan.
- Web interface remains the most common for ad selection.
- Retail opportunities, targeted advertising, and automatic ad selection are extremely appealing to current users.

### Considerations for Service Providers

Ad Ring Back Tone services can lead to the many benefits for the service provider including enhanced customer loyalty and revenue from advertising agreements.

For more details on other benefits to service providers, please contact your Alcatel-Lucent account executive.