

For Immediate Release

### **YOUTH WILL DRIVE WIRELESS GROWTH**

TORONTO (June 3, 2002) — Newly-released findings from Canada's leading research firm in the Canadian entertainment market has found that with half of Canada's teens owning a cell phone, the appetite for advanced features will propel new growth in wireless services.

Nearly half (48%) of Canadian teens (aged 15 to 19) now own a cell phone, up significantly from 30% in 2001. Tweens are also coming on strong – one-in-four tweens now own a cell phone, up from a mere 6% two years ago. These are new findings from IN THE NAME OF COOL, an independent consumer trend study on technology, media and entertainment conducted by [Solutions Research Group Consultants Inc. \(SRG\)](#).

"As adults' uptake of cell phones slows down to a trickle, twice as many teens and young adults have indicated they will buy their first wireless device in the next year. Youth and young adults will provide the momentum needed to drive the integration of the new advanced communication and entertainment features coming into the market," comments Kaan Yigit, SRG Partner and Study Director.

Young Canadians who currently have cellular phones or indicate interest in owning one indicate significantly higher interest in advanced wireless features like:

- personalized ringtones (79% interested among 12 to 24 vs. 49% of 12+),
- instant messaging (70% vs. 46%)
- listening to MP3 files (69% vs. 29%)
- wireless gaming (61% vs. 25%)
- e-mailing (60% vs. 39%)
- built-in digital cameras (58% vs. 41%)
- web browsing (55% vs. 31%)

"While adults struggle with understanding the need to e-mail or access the web from their wireless rather than waiting until they get to their home or office, young people will embrace the personal empowerment that mobile connectivity provides them. The new expectation will be for instant and constant connectivity, free of the hindrance of a home or office base. The bar is about to be raised," adds Michele Erskine, a VP with SRG.

The competition for this youth market is tight. Whereas Bell Mobility has a significant lead in the older adult market, the 12-24 youth market is a four-way race with Rogers AT&T and Bell nearly tied for the lead, followed closely by Telus and Fido (Microcell).



The information for this release comes from the 2003 edition of *IN THE NAME OF COOL*, an independent consumer trend study on technology, media and entertainment. The study is based on a scientific telephone survey of 1,500 Canadians, aged 12 and older in February 2003. The sample for the study statistically reflects the regional and age/sex composition of the Canadian population. The results of the survey are accurate to  $\pm 2.5$  points for the population as a whole, 19 times out of 20.

Along with its 1996, 1998 and 2000 editions and the 2001 update, *IN THE NAME OF COOL* represents the most comprehensive independent consumer trend study on technology, media and entertainment in Canada, with over 7,500 detailed interviews conducted over a 7-year period. The emphasis of the 2003 edition is on interactive and digital technologies.

This is the third of a series of data releases from the study. Upcoming releases will cover trends in *Television & Interactive, Digital Cable & DTH, Internet, Music, Radio and Entertainment Retail*.

For more information, point your browser to... [www.inthenameofcool.com](http://www.inthenameofcool.com)

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