

Mobilize.
Measure.
Monetize.

crisp wireless

Crisp Wireless Index™

**JUNE
2008**



Summary:

Mobile web usage has grown significantly in the last quarter, demonstrated by a 24 percent increase in traffic across mobile web sites in the Crisp Mobile Publisher Network that are represented in the Crisp Wireless Index. While the narrow majority of traffic is still driven from carrier decks, off deck traffic is gaining ground. What may surprise some is that very little traffic, only 7.51 percent, is driven from search engines. Traffic driven by search trends higher within local properties, such as local newspapers and local TV.

Mobile web browsers spend more time and view more pages on sites in autos, men/sports, TV & entertainment, and online services. However, sites drawing the highest percentages of visits per unique, representing greater “stickiness,” are in women’s lifestyle, youth, and TV & entertainment.

Quick Stats and Trends:

- On sites with an optimized iPhone version, iPhone users generate 31% of the traffic.
- 29.5% of search engine traffic comes from users that searched on the property name (ie. USA Today, Elle, etc.).
- Visits per unique visitor increased 32% from Q4 2007 to Q1 2008 (1.37 Index average in Q4 to 2.02 Index average in Q1)
- Page views per visit decreased slightly from Q4 to Q1 (3.98 Index average in Q4 to 3.96 Index average in Q1)
- Percentage of traffic from search engines increased slightly from Q4 to Q1 (7.30% in Q4 to 7.51% in Q1)
- Total traffic in the Crisp Wireless Index increased by 24% between Q4 2007 and Q1 2008

Traffic Analysis by Market

For traffic analysis, the sites are divided by interest category including: National News, Local TV News, Local Newspapers, Magazines, Online Services, Women’s Lifestyle, Men/Sports, Youth, Autos, Business, and TV & Entertainment.

The average number of visits per unique visitor demonstrates the audience loyalty and site “stickiness.” In addition, the average number of page views per visit speaks to how much time a consumer spends browsing a site within a given category. The table below also specifies the percentage of overall traffic driven from search within each category.

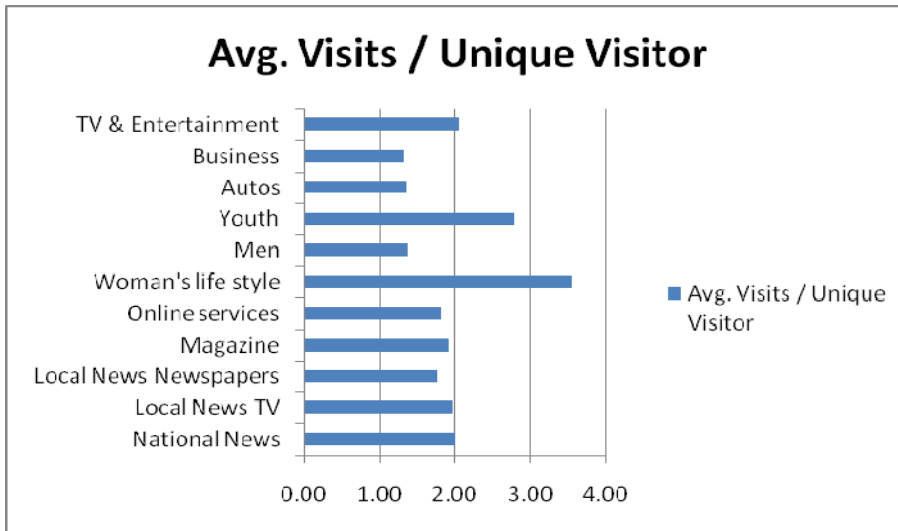


Figure 1: Average Visits per Unique Visitor by Category

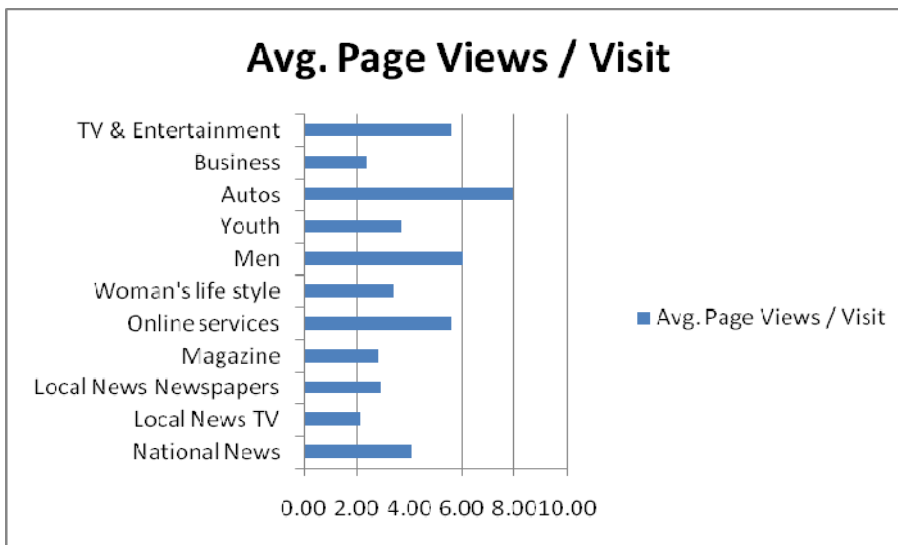


Figure 2: Average Page Views per Visit by Category

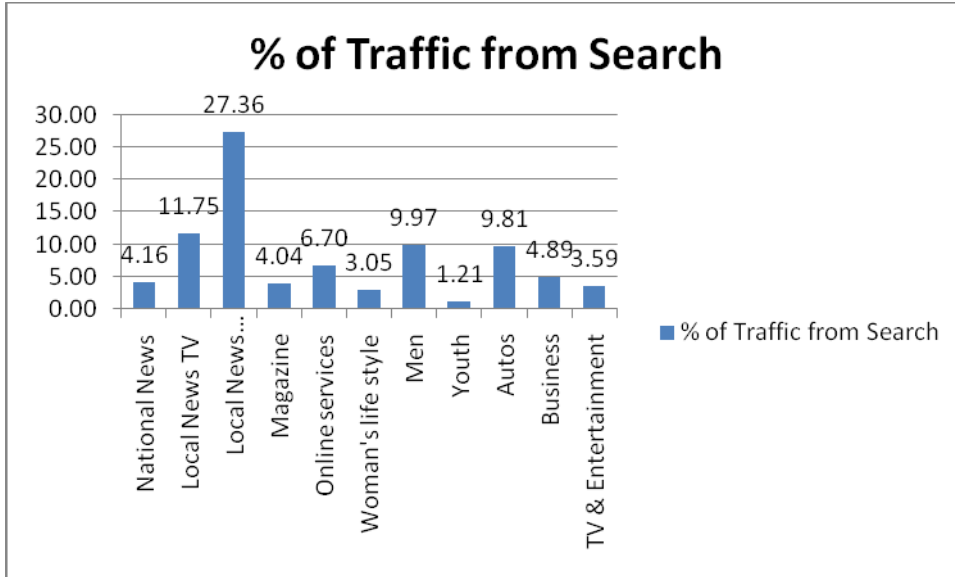


Figure 3: Percentage of Traffic driven from Search by Category

	Average Visits / Unique Visitor	Average Page Views / Visit	% of Traffic from Search
National News	2.02	4.10	4.16%
Local News TV	1.98	2.15	11.75%
Local News Newspapers	1.78	2.94	27.36%
Magazine	1.92	2.85	4.04%
Online services	1.82	5.55	6.70%
Woman's life style	3.55	3.42	3.05%
Men / Sports	1.37	6.04	9.97%
Youth	2.80	3.69	1.21%
Autos	1.36	7.94	9.81%
Business	1.32	2.38	4.89%
TV & Entertainment	2.07	5.58	3.59%

Table 1: Mobile usage by content category

Search Engine Traffic

Search engines are driving 7.51% of overall traffic. The following chart illustrates the percent of total traffic driven by individual search engines, as well as their share of search engine traffic.

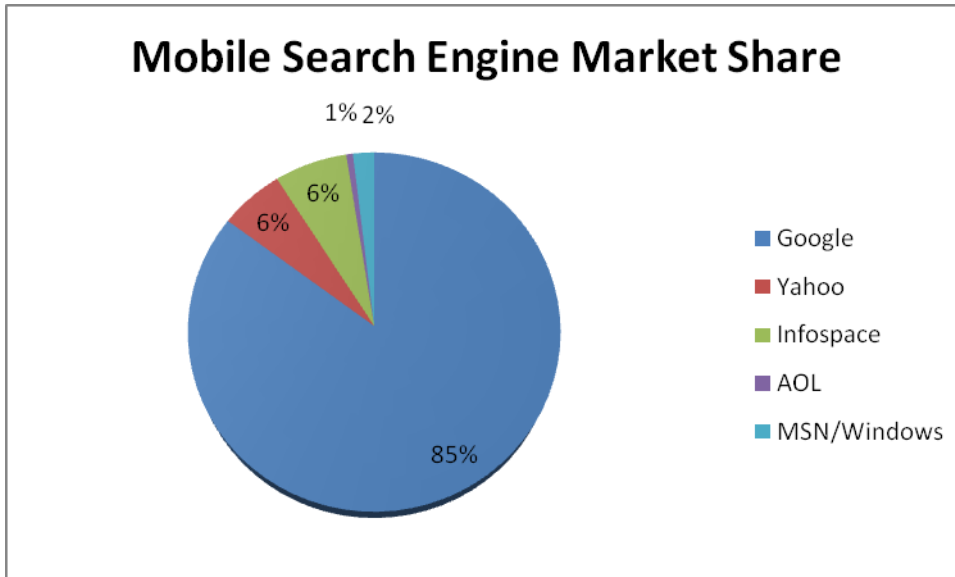


Figure 4: Percentage of traffic driven by search engines

	% of total traffic	% of search engine traffic
Google	6.40%	85.20%
Infospace	0.49%	6.53%
Yahoo	0.43%	5.78%
MSN/Windows	0.14%	1.89%
AOL	0.04%	0.60%

Table 2: Percent of total traffic and search traffic by mobile search engine

Top 20 Mobile Internet Search Terms

The following are the top 20 mobile internet search terms used to find content on the mobile web.

Rank	Search Term
1	barack obama / obama
2	movies / movie times
3	Weather
4	heath ledger
5	News
6	britney spears
7	Horoscopes
8	Sex
9	Porno
10	american idol
11	Iphone
12	brad renfro
13	lil wayne
14	hillary Clinton
15	h&m clothing
16	Nasdaq
17	Cloverfield
18	nfl playoffs
19	Spitzer
20	Apple

Table 3: Top 20 search terms driving traffic to Crisp Wireless Mobile Publisher Network (excluding site/property names)

Carrier Traffic:

For sites that have an on-deck presence on all 3 major carriers, carrier decks are driving 53.4% of overall traffic:

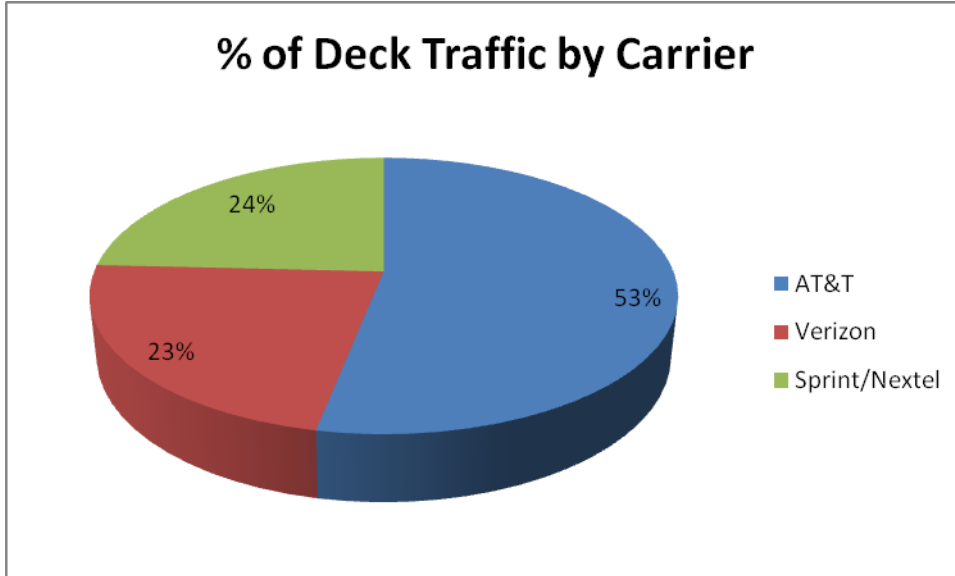


Figure 5: Percentage of On-deck Traffic driven by Carrier

Carrier	% of Total Traffic
AT&T	29.07%
Verizon	12.41%
Sprint/Nextel	13.26%

Table 4: Percentage of On-deck Traffic driven by Carrier

About the Crisp Wireless Index

The Crisp Wireless Index is an industry report that is published quarterly by Crisp Wireless. The information provided within the report is gathered from data captured across Crisp Wireless' Mobile Publisher Network of over 200 premium mobile web sites. Additional information is available to customers within the Crisp Wireless Mobile Publisher Network.

To subscribe to receive quarterly updates to the Crisp Wireless Index, register at <http://www.crispwireless.com/analytics/register>.

About Crisp Wireless

Crisp Wireless is the leader in mobile solutions and services which effectively monetize and power mobile business for top media and entertainment companies worldwide. Crisp Wireless powers and manages the largest, premiere mobile publisher network of more than 200 mobile web sites from more than 45 major media companies and their brands such as Time Warner, NBC Sports, Gannett, Tribune Interactive, A&E, Bravo Cable Network, Hearst, Discovery Communications, Hachette Filipacchi, and Paramount Pictures, among others.

Crisp Wireless plays a critical role in the mobile ad-value chain by enabling mobile advertising and commerce through its relationships with prominent mobile search providers, ad networks, carriers, and publishers, maximizing revenue for its Publisher Network and advertisers. More than one-third of all unique mobile web users pass through Crisp's network, offering advertisers and ad networks unprecedented levels of ad targeting capabilities such as behavioral, contextual, usage data and other consumer insights.

Crisp Wireless Mobile Publisher Network

Crisp Wireless powers mobile web solutions for the leading names in media and entertainment, comprising the largest premiere mobile publisher network in North America. Consisting of over 200 mobile websites from more than 45 major media companies. A sampling of sites in the Crisp Wireless Mobile Publisher Network is provided below. Note: not all sites in the Network have been included in the Crisp Wireless Index.

A&E Television	KETV—Omaha	The History Channel
Animal Planet	KNBC—Los Angeles	Tim Gunn’s Guide to Style
Biography	KNSD—San Diego	TLC
Bravo	KNTV—San Jose	Top Design
Businessweek	KRPC—Houston	USA Today
Car and Driver	KSAT—San Antonio	Washington Post
Cars.com	KSDK-TV – St. Louis	WBAL—Baltimore
Cincinnati Enquirer	KUSA-TV—Denver	WBIR-TV—Knoxville
Concierge	KVTU—Bay Area	WCAU--Philadelphia
Cosmo Girl	KVVU—Las Vegas	WCHS-TV--Maine
Cosmopolitan	KXAS—Dallas/Ft. Worth	WCVB--Boston
Des Moines Register	KXTV-TV—Sacramento	WDIV—Detroit
Detroit Free Press	Lansing State Journal	WDSU—New Orleans
Detroit News	Make Me a Supermodel	WESH – Orlando
Discovery Channel	Marie Claire	WGAL—York, PA
Discovery Health	NBC Sports	WGRZ-TV—Buffalo
Discovery Mobile	News Journal	Wired
E! Online	Newsweek	WISN—Milwaukee
Elle	NPR	WJXT—Jacksonville
Elle Girl	Paramount Pictures	WJXX-TV—Jacksonville
Elle Girl Latina	Pensacola News Journal	WKMG—Orlando
Esquire	Picturecast	WKYC-TV—Cleveland
Fandango	Planet Green	WLTX-TV—South Carolina
Florida Today	Portfolio	WLWT—Cincinnati
FotoMovil	Project Runway	WMAQ—Chicago
G4	Real Housewives	WMUR—New Hampshire
Good Housekeeping	Redbook	WNBC—New York
Greenville News	Reno Gazette-Journal	Woman’s Day
Harpers Bazaar	Rochester Democrat & Chronicle	Work Out
HBO Canada	Seventeen	WPLG—Miami
Honolulu Advertiser	Slate	WRC—Washington DC
House Beautiful	Sports Illustrated	WTAE--Pittsburgh
Indianapolis Star	Style	WTVJ—Miami
KARE-TV – Twin Cities	TBS	WVIT—Connecticut
KCCI – Des Moines	Tennessean	World Wrestling Entertainment
KCRA—Sacramento	The History Channel	WXIA-TV--Atlanta

The image features a light blue background with a large, dark blue circular graphic on the left side. A white horizontal bar with rounded ends spans across the middle of the page. The logo 'crisp wireless' is positioned on the left side of this bar, with 'crisp' in a dark blue circle and 'wireless' in a dark blue font. To the right of the logo, the contact information is displayed in a smaller, dark blue font.

crisp wireless

386 Park Avenue South, Ste. 1405 • New York, NY 10016
1.212.557.1850 • www.crispwireless.com