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SURVEY REVEALS CONSUMER INTEREST IN MOBILE VOIP SERVICE FROM MOBILE OPERATORS

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Eighteen percent of adults in the UK with a mobile phone would be interested in a mobile VoIP service offered by their mobile phone operator, and 11 percent of people who have downloaded a VoIP application onto their mobile phone use it daily, according to a YouGov omnibus survey of 2,255 adults in the UK. The survey was commissioned by [Kineto Wireless, Inc.](#), the key innovator and leading supplier of solutions that enable delivery of mobile services over broadband.

Additional highlights from the online survey conducted Aug. 28 - Sept. 1, 2009, include:

- 39 percent who have downloaded a mobile VoIP application use it for low-cost international calling; 19 percent use it to bypass international roaming charges when traveling.
- Of the respondents who have downloaded a VoIP application, 11 percent of people living in London have downloaded VoIP, the largest metropolitan area included in the survey.
- 21 percent of 18-24 year olds from those polled use their VoIP application on their mobile phone daily compared to a national average of 11 percent.
- 84 percent of survey respondents who have downloaded a mobile VoIP application have selected Skype.

“Mobile VoIP applications are becoming increasingly important to mobile phone users and the market is growing,” said Steve Shaw, vice president of corporate marketing with Kineto Wireless. “These results show us how people are using mobile VoIP applications, and operators have the opportunity to drive new service offers based on growing consumer demand.”

In an August 2009 [Unstrung Insider](#) report, Industry Analyst John Blau, writes, “Sooner or later, mobile operators will be forced to deploy their own VoIP services. In a decade or so, mobile VoIP services will be as ubiquitous as the circuit-switched telephony we use today.”

YouGov is an international, full-service research company primarily using online panels to provide quantitative and qualitative research across a range of specialties, including consumer markets, financial services, public sector, technology and telecoms and media. Through panel management expertise, flexibility and an innovative approach to recruitment, YouGov operates a quality panel of about 250,000 UK members representing all ages, socio-economic groups and other demographic types. For more information, visit <http://www.yougov.com>.

About Kineto Wireless

Kineto Wireless is the key innovator and leading supplier of standards-based solutions that enable mobile operators to embrace the cost and performance advantages of fixed and mobile broadband access networks. Kineto provides software and services to major wireless infrastructure and device vendors to enable the development of products compliant with the leading 3GPP FMC and Voice over LTE standards. Kineto customers and partners include NEC, Motorola, Samsung, LG Electronics, HTC, Qualcomm, Texas Instruments, Infineon, ST-NXP, Cisco/Linksys, Ubiquisys, Netgear and Westell. For more information about Kineto, please visit <http://www.kineto.com>.

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