



**For Immediate Release**

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## **New Research Program from Centris Helps Marketers Better Understand Next Frontier of Opportunities in Wireless Technologies**

*US Wireless Insights Program generates key intelligence on emerging consumption trends in wireless devices, plans, and services*

**Fort Washington, PA - January 28, 2009** – Today, Centris introduced its U.S. Wireless Insights Program, a new offering designed to help leaders in the communications, media, and entertainment industries better understand business opportunities and challenges in the emerging areas of wireless access devices, service plans and next generation services. Centris provides market intelligence on electronic communication services including voice, video, and data products.

According to Bill Beaumont, president of Centris, “the U.S. Wireless Insights Program is a logical extension of Centris’ research capabilities and our specialized, ongoing focus on communications, entertainment, and technology. The new wireless program clearly acknowledges the growing importance of this exciting platform in the lives of consumers, and the ways in which it affects their use of technology, across a wide array of product and service types. Wireless is a key element in many communications and technology services today, and Centris is ideally situated to provide our clients with clearer insights into preferences and behavior regarding this issue.”

The U.S. Wireless Insights Program is based on data collected through the U.S. Wireless Survey, a Centris initiative that captures intelligence on consumer behaviors and intentions at the household and individual consumer levels. In addition, because the consumer survey is a longitudinal panel and is fielded every quarter, it will track the same survey participants over time to produce meaningful trends and forecasts not available from other sources. It documents wide-ranging access and usage information for wireless services and products, and also tracks individual-specific demographics and location information, such as census block group, designated market area, and state of residency.

Centris’ U.S. Wireless Insights Program consists of quarterly syndicated reports. Clients have the option to have information included that is tailored to their specific research needs. Centris offers consulting support to assist clients in interpreting and using the market intelligence gathered by the wireless program as well as to conduct special research programs that address clients’ special needs.

Aniruddha (Andy) Banerjee, Ph.D., a communications industry research expert and Senior Vice President at Centris, will manage the U.S. Wireless Insights Program. According to Banerjee, “This is an exciting capability for our clients. As we all know, a convergence of technologies is taking place that is changing how we communicate, obtain information, and enjoy media programs. This emerging environment represents the next frontier for many media companies, content providers, platform and service providers, and OEMs. The entire Centris team looks forward to working with our clients to help them succeed in this important and exciting area.”



Banerjee's comments track closely with the latest statistics from the Federal Communications Commission:

- Mobile telephone subscribership nationwide at the end of 2006 rose to 241.8 million, implying a penetration rate of approximately 80 percent.
- The volume of text messaging almost doubled from 9.8 billion to 18.7 billion messages between December 2005 and December 2006, while photo messaging and other types of multimedia messaging traffic more than doubled, rising from 1.1 billion 2.7 billion messages over the same period.
- An estimated 10.7 percent of U.S. mobile telephone subscribers browsed the Web wirelessly for news and information in the three-month period ending May 31, 2007, up from 9.9 percent in the first quarter of 2006.

**Additional Information:**

For additional information please contact Andy Banerjee, Ph.D. at [ABanerjee@centris.com](mailto:ABanerjee@centris.com) or by calling (978) 263-9031.

**About Centris:**

Centris, headquartered in Fort Washington, Pennsylvania, is a specialized research organization owned by AUS Inc., one of the nation's top marketing research companies. Centris helps clients understand the market for digital services including voice, video and data products. The company provides Omnibus Research Programs, Syndicated Research Reports, Market Profiles and Custom Research Services. Clients use these resources to understand markets, develop strategies, track competitors' actions and optimize marketing mixes. For more information about Centris, visit [www.centris.com](http://www.centris.com), or call 267-558-3176.

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