



Transit Mobile inc.



Statistics and Facts - Mobile Media

4.1 Billion Mobile Phones World Wide - over half the global population now pays for mobile service

86% of American's and 85% of Europeans own a mobile device

Nearly 70% of them are frequent text users

80% of people surveyed feel they get the fastest response from a TEXT

97% of SMS marketing messages are opened - 83% within 1 hour

1.56 Trillion texts were sent in America last year alone which is triple that of 2007

52,083 texts are sent every second

There are twice as many cell users than internet users - 90% of all marketing related emails are not read (Spam)

Over the last decade over 9 Trillion has been spent on building the world's Mobile Infrastructure

In 2006 - \$421 Million spent on Mobile Advertising In 2007 - \$2.8 Billion. In 2008 the amount more than tripled at \$9.2 Billion Conservatively \$28.8 billion by 2015

Companies that have launched mobile campaigns in the past three years Include:

Starbucks, Sara Lee, Kraft, Coca Cola, Sara Lee, Whole Foods, ESPN, NBC, ABC, CBS, Fox, Staples, Ford, General Mills, McDonalds, Burger King, and literally 1000's more...

