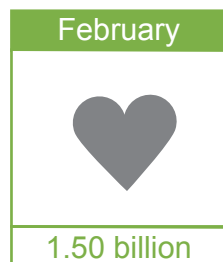
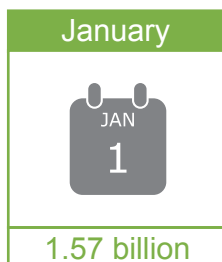
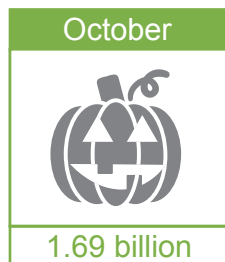
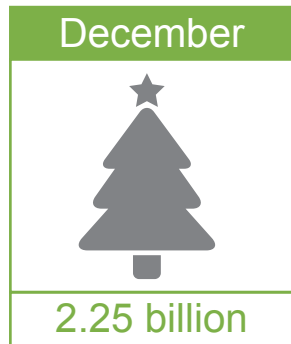


# 2010

## Syniverse Peak Messaging Days\*



## Holiday greetings drive 2010 mobile messaging growth



### The Rise of the Messaging Family

Mother's Day messages in 2010 exceeded St. Patrick's Day, Valentine's Day and New Year's messages in 2010.

- Teens sent an average of 3,146 texts per month, and kids ages 9 to 12 send 1,146.<sup>1</sup>
- 75% of 12- to 17-year olds own cell phones and 88% of them use text messaging.<sup>2</sup>
- 98% of parents of cell-owning teens say a major reason their child has the phone is that they can be in touch no matter where the teen is.<sup>3</sup>

1. Nielsen, 2010. 2. Pew, 2010. 3. Pew Research. Figures representative of United States messaging.



### Mother's Day 2010\*

1.63 billion messages



New Year's Day 2010  
1.57 billion messages



Valentine's Day 2010  
1.50 billion messages



St. Patrick's Day 2010  
1.51 billion messages



### Expect Even More Messages in 2011

Syniverse processed more mobile messages (1.96 billion) on Valentine's Day of 2011 than any other holiday in 2010, except Christmas.

\* Statistics represent approximate messaging (SMS/MMS) traffic volumes processed by Syniverse from 2010-2011.

# Christmas '10: Syniverse single-day messaging traffic doubles from '08

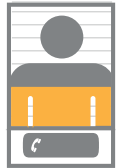
Number of messages equals more than 1/4 of Earth's population

**1.72 billion**  
messages

on average moved per day



Syniverse once again shattered its overall SMS and MMS traffic records in Q4 2010 as P2P and A2P growth remained strong—both quarter-over-quarter and year-over-year. The 1.72 billion messages moved in Q4 2010 is a testament to the continued demand by consumers and businesses alike to engage in meaningful mobile conversations via SMS and MMS.



**34% increase**  
in P2P<sup>1</sup> volumes  
year-over-year

1. Peer-to-peer messages.



**75%**  **increase**  
in MMS<sup>2</sup> traffic  
year-over-year

2. Photo or video messages.

**68%**

**more A2P<sup>3</sup>**  
messages  
year-over-year

3. Business-to-consumer messages.

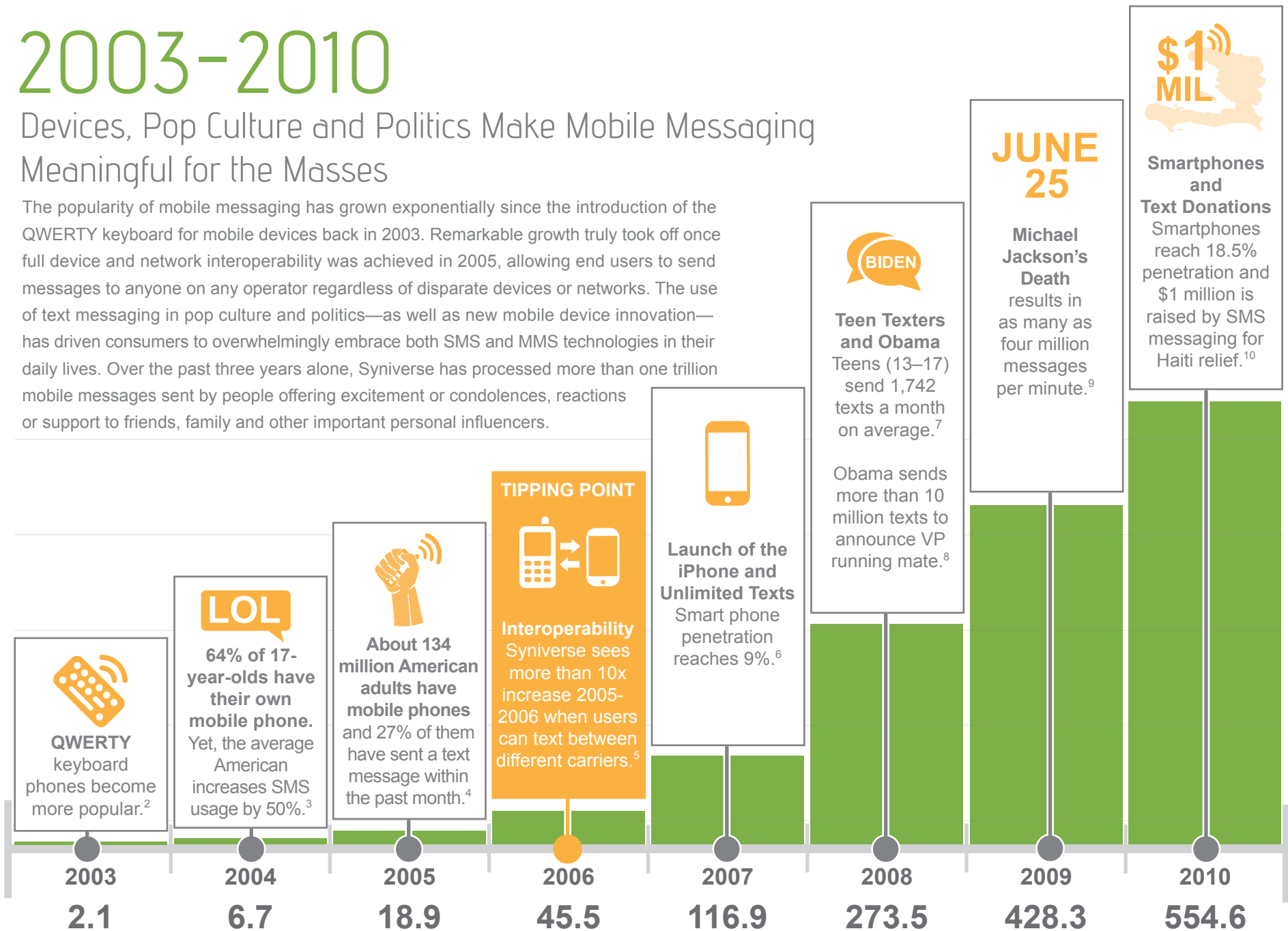


processed more than  
**2.25 billion**  
messages  
on Christmas Day

# 2003-2010

## Devices, Pop Culture and Politics Make Mobile Messaging Meaningful for the Masses

The popularity of mobile messaging has grown exponentially since the introduction of the QWERTY keyboard for mobile devices back in 2003. Remarkable growth truly took off once full device and network interoperability was achieved in 2005, allowing end users to send messages to anyone on any operator regardless of disparate devices or networks. The use of text messaging in pop culture and politics—as well as new mobile device innovation—has driven consumers to overwhelmingly embrace both SMS and MMS technologies in their daily lives. Over the past three years alone, Syniverse has processed more than one trillion mobile messages sent by people offering excitement or condolences, reactions or support to friends, family and other important personal influencers.



**Total SMS and MMS Messages Processed by Syniverse Each Year from 2003-2010 (in billions)<sup>1</sup>**

1. Statistics represent approximate messaging (SMS/MMS) traffic volumes processed by Syniverse from 2003-2010. 2. BBGeeks. 3. Pew Internet, Analysis. 4. Pew Internet. 5. Syniverse, Portio Research. 6. Apple.com, Sprint, Verizon, AT&T, Syniverse. 7. Nielsen, 2008. 8. MillennialMarketing.com. 9. Business Insider. 10. Mobile Commerce Daily.