

MocoSpace Mobile Social Networking Report

February, 2009

Hello,

Thank you for reading the first MocoSpace Mobile Social Networking Report. We hope to provide you with some worthwhile insights as to the who, what, why, where and when of mobile social networking.

Today, MocoSpace counts over 5 million members around the globe, though primarily in the US. Last year was very exciting with AOL, Hitwise, Opera and others recognizing MocoSpace's emergence as a leading destination on mobile.

We welcome any and all feedback, so that we may improve this report and deliver on our goal of providing timely, worthwhile information on a trend that we expect to grow tremendously over the coming months and years.

Regards,

Justin Siegel and Jamie Hall
Co-founders, MocoSpace



MocoSpace co-founders: Jamie Hall, CTO (left) and Justin Siegel, CEO

Questions about this report?
Contact us at marketing@corp.mocospace.com

For information about MocoSpace, visit www.injmobile.com

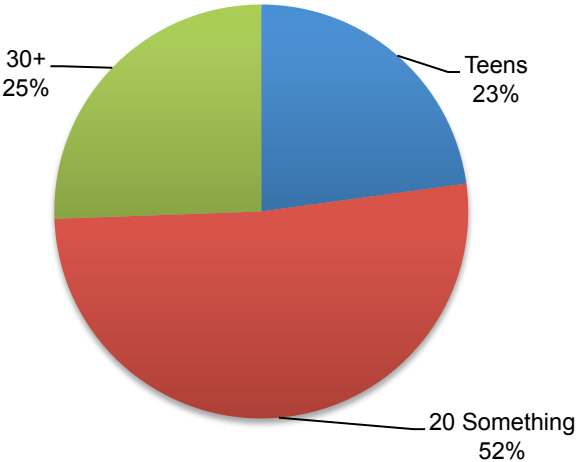
Key Highlights:

- Mobile social networkers are young especially compared to their online counterparts
- They're addicted – nearly all have their mobiles with them at all times and wont give it up
- Mobile surfing doesn't just happen on the go
- Convenience is a big driver of the appeal of social networking on the mobile, but that's not all its about
- Staying connected with friends, keeping up with family, anytime and anywhere but that's only half the story
- Shifting behavior toward mobile and away from computers continues but there's room for improvement
- Better for mobile socializing, Storm and iPhone neck and neck

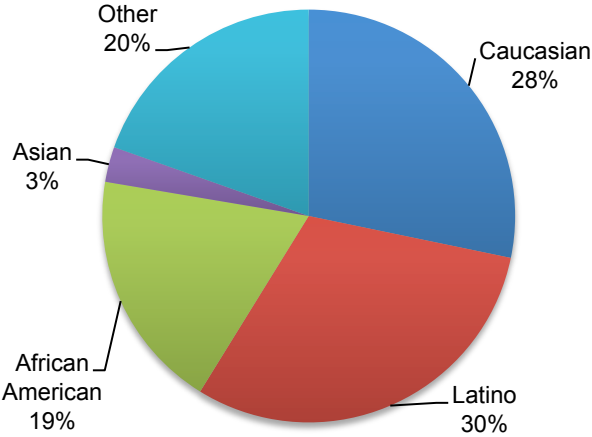
Mobile Social Networkers are Younger

Mobile social networking consumers tend to be young and ethnically diverse compared to the US population. Mobile social networkers are younger than users of social networks on a computer where only 12% are teens and most are over 25 (comScore, 2008).

They're Young...



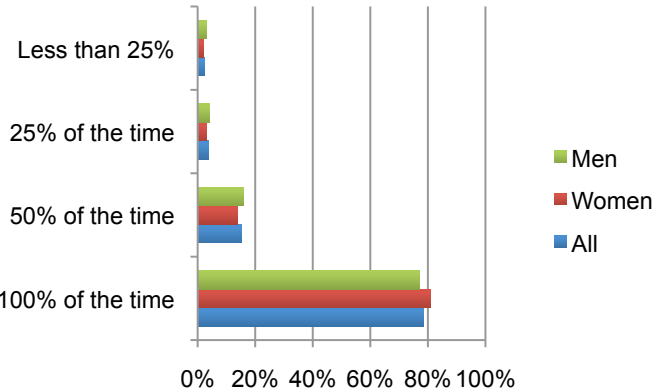
...and Ethnically Diverse



Addicted! The First 'Mobile Media' Generation?

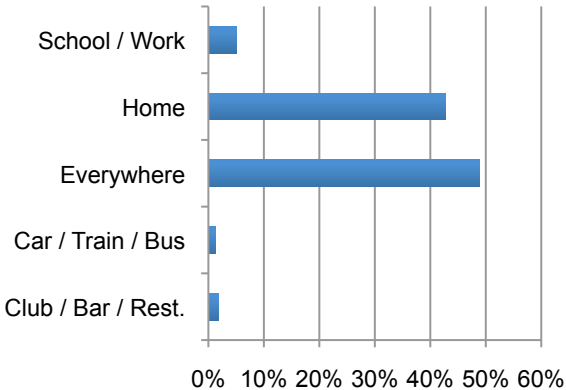
For young consumers the mobile device is an appendage – its their 'first' screen. Most (79%) have their mobile with them and turned on always and cite it as the device they're least willing to give up (68%). The most common place they use the mobile web is right at home anecdotally because of its portability and privacy but also because they may share access to a computer.

Attached to their Mobile



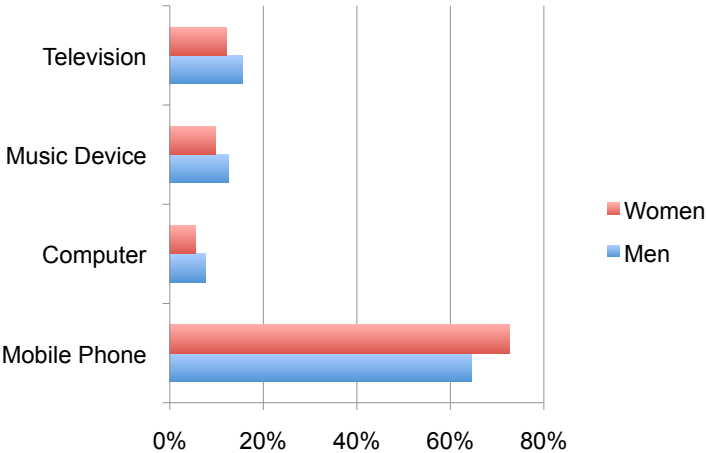
Q: Out of a 24 hour period I have my phone with me and turned on:

Mobile Surfing Happens at Home



Q: The place I surf the mobile web the most is:

Don't Want to Give up Mobile... Women are more Attached

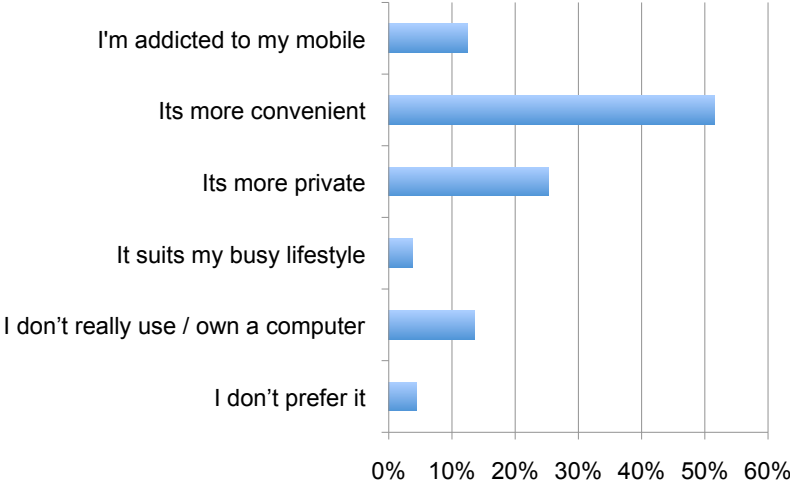


Q: Which of these devices are you LEAST willing to give up?

Socializing on Mobile is Convenient and Private

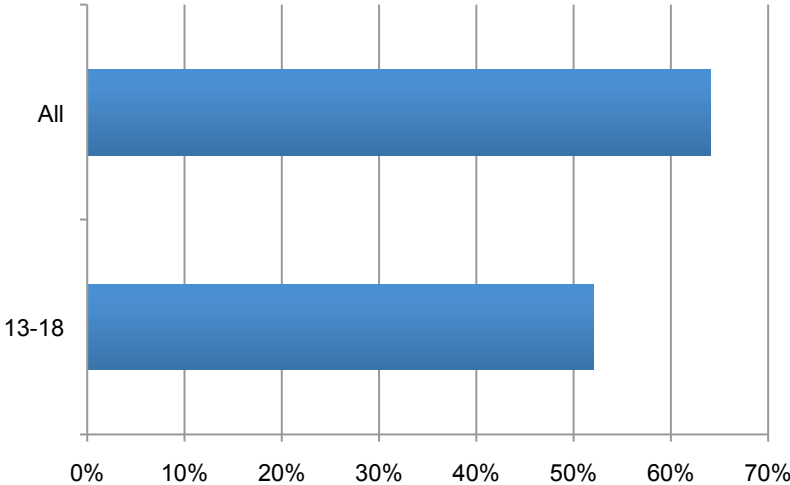
Why do they do it? Social networking on mobile is mainly about convenience but still there are other reasons for its appeal such as privacy and plain (mobile) device addiction. Teens also prefer mobile but are still more attached to the computer which is probably best explained by the economic and practical (still in school and living with parents) realities of their situation.

Convenience is Important



Q: If you prefer social networking on your mobile, tell us why.

Teens Prefer Mobile Social...But Less

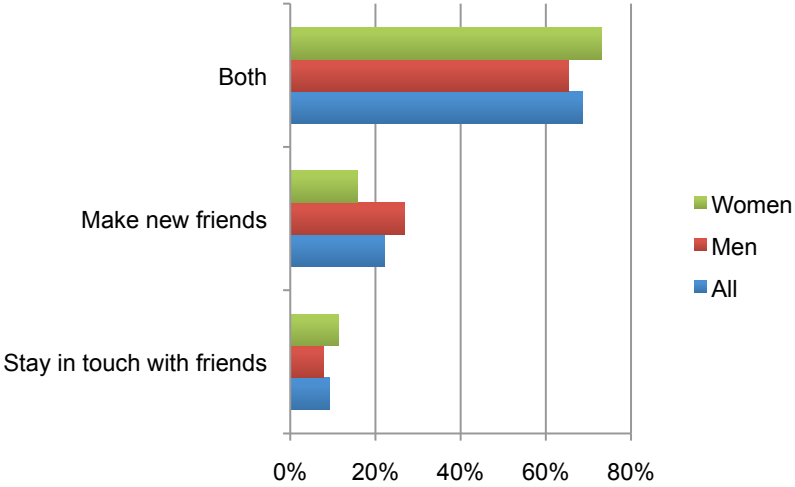


Q: I use social networking sites: mostly on my mobile

Staying Connected with Friends and Making New Ones

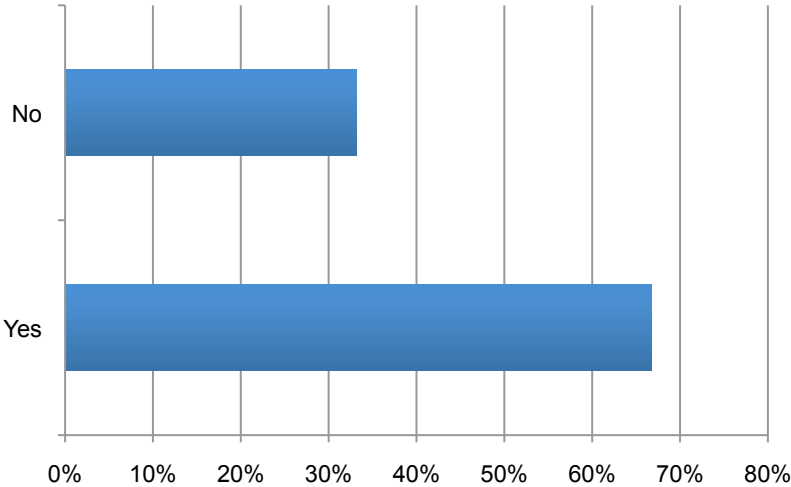
Staying connected to friends or hooking up? Young mobile social networking consumers say they do both (69%) and when it comes to mobile flirting two thirds (67%) have done it at least once.

Connecting with Old and New Friends



Q: I use mobile social networking to:.

Flirting is Common on Mobile

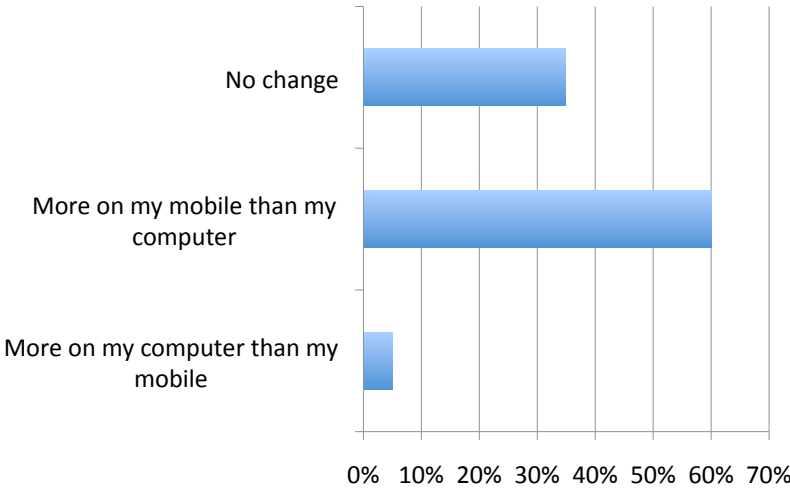


Q: At least one time I've sent a text, IM or photo to flirt with somebody..

Socializing on Mobile is on the Upswing but They Want More

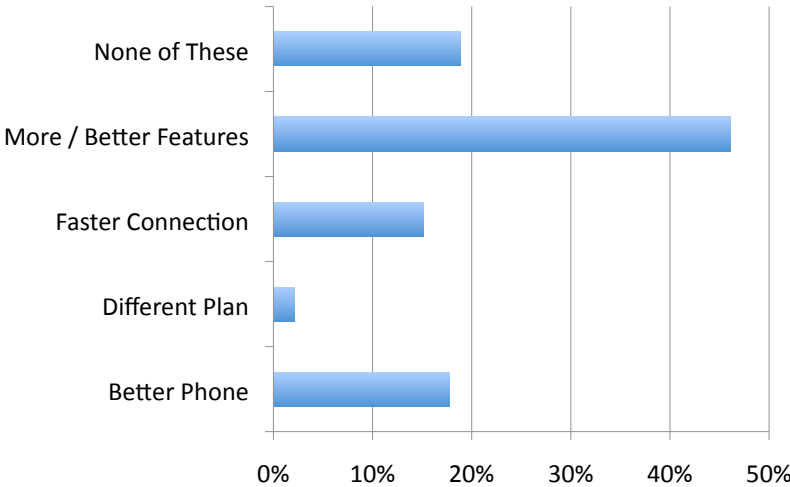
Most (60%) say they're social networking more on mobile than on a PC compared to last month but even so, the experience on the phone needs better or more features. Not surprisingly feature phone users, still the vast majority of users, more frequently say they want a faster or better handset.

Using Mobile Social More Than Last Month



Q: Compared to a month ago I use social networking:

They Want More or Better Features

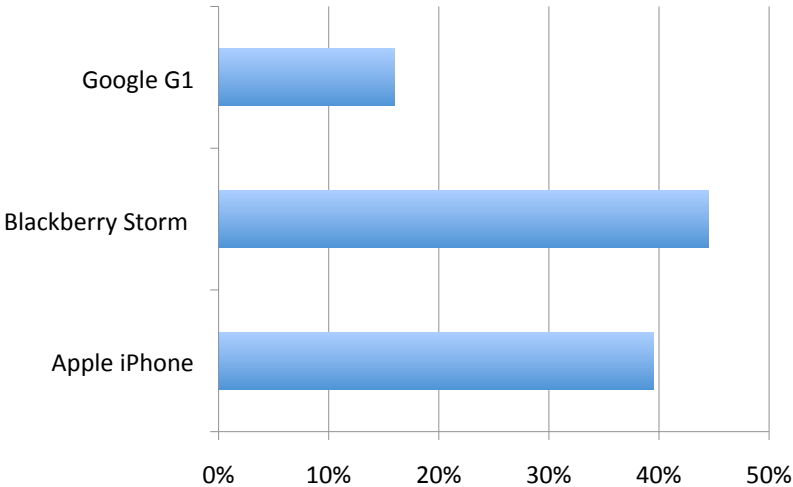


Q: What would make you use social networking on your mobile phone more?

The Storm Edges the iPhone but there's a Catch

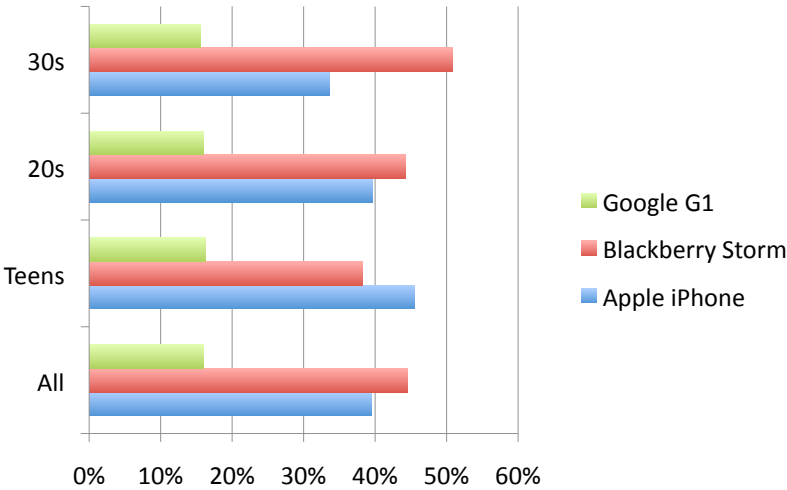
When asked which of the popular smart phones among the G1, Storm and iPhone would be the best device for social networking it's the Storm. Our take is that Blackberry has a very good name with older consumers *and* the company is benefitting from the Storm ads now. However the age bias in the results below favor Apple. Note that these results are based on perception.

Storm Edges Popular iPhone



Q: Which of these new phones do you think would make mobile social more fun?

Adults Like Storm & Teens Prefer iPhone



Q: Which of these new phones do you think would make mobile social more fun?

About the Report

This report is designed to deliver insights into how the first truly 'mobile' generation is using social networking on their favorite and most trusted device, the mobile phone. Here we examine mobile web behaviors, expectations of the mobile social networking experience and specific uses of, and attitudes toward, socializing via the mobile device.

Methodology

The MocoSpace team uses survey data from a sample of 10,000 of its active users (registered and non-registered) to create this report. The survey poses about 12 questions and also collects device data for each respondent in the sample.

About MocoSpace

MocoSpace is a leading mobile Internet company dedicated to revolutionizing the way people make friends and stay connected on their mobile device. Our team is passionate about our mobile community and believes in the game-changing potential of the mobile web.

Founded in 2005 by mobile industry veterans and long-time best friends, Jamie Hall and Justin Siegel, MocoSpace was the result of what the co-founders saw as three emerging trends: the mobile web, social networking and mobile advertising.

Since its founding Siegel and Hall have focused their mobile industry expertise and passion for great mobile products on building a high caliber team and developing MocoSpace into the most compelling and engaging community experience on the mobile web. MocoSpace is free and available to anyone with access to the mobile web.

Siegel and Hall had previously built and sold a top US mobile games publisher, JSmart Technologies, Inc, to the SK Group in 2004. In January and September of 2007 MocoSpace secured two rounds of funding from investors led by General Catalyst Partners and including Bob Pittman's Pilot Group and former eBay executive and now Stanford professor, Michael Dearing.

MocoSpace is a privately held company with offices in Boston, MA and Herzliya, Israel.

Contact

For any questions or to receive this report visit <http://www.injmobile.com/reports> or email marketing@corp.mocospace.com