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www.mda-mobiledata.org

www.text.it

mda

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About the Mobile Data Association

- Reflects the common voice of the mobile data industry.

- Provides a credible point of contact for press and end users seeking further sources of information.

- Connects end users with solutions which match their strategic and operational needs.

- Exists as a forum for members to meet and share information on technical and business issues.

- Objective is to achieve growth in the overall mobile data market.

Some of our 60+ members

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Mobile Data Association Activities

- Monthly Newsletter

- Mobile Data Guide

- Co-ordinate cross industry initiatives

- Government Lobbying

- Market Forecasters Day

- Exhibitions and Conferences

- Press and General Enquiries

- Fully dynamic Website

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text.it Campaign

SMS INITIATIVE

On behalf of the four UK GSM Network Operators the MDA:

- Announces the monthly text messaging figures on behalf of the network operators

- Facilitates the SMS Inter-Operator meetings

- Runs the successful Text.it Campaign that includes:

A fully managed web site including consumer and trade content

Proactive Media Relations

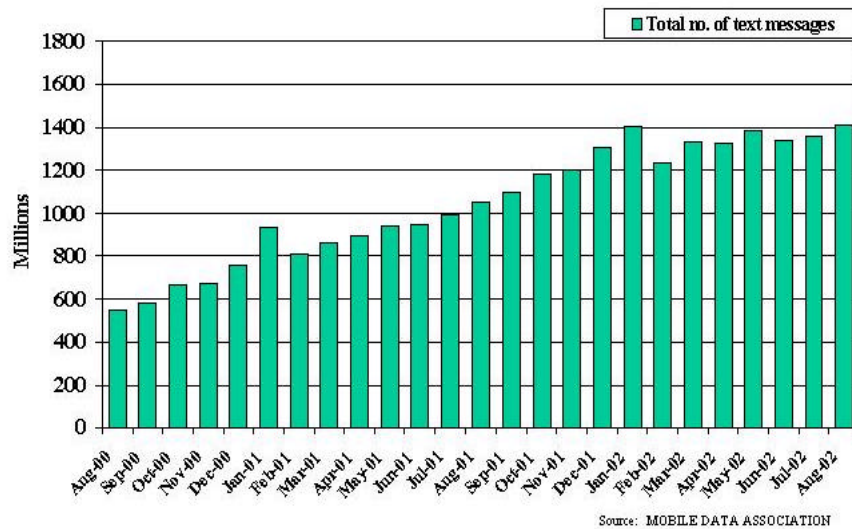Focus campaigns / Publicity

Third party associations

www.text.it
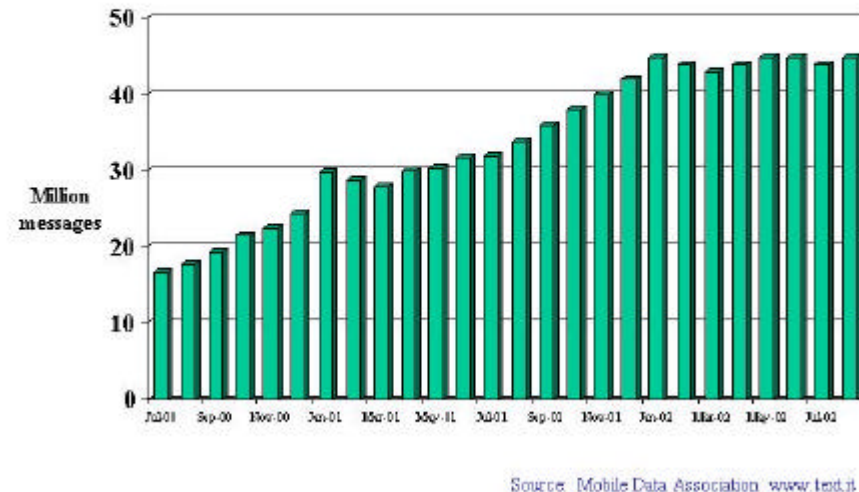
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Text Messaging Growth

TEXT MESSAGING GROWTH (SMS): UK GSM
NETWORK OPERATOR TOTALS
August 2000 – August 2002

Source: MOBILE DATA ASSOCIATION

Average number of
Text Messages sent per day in the UK

(person to person chargeable messages)

Source: Mobile Data Association www.text.it

**Source: Mobile Data
Association www.text.it**

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Where to get help

www.mda-mobiledata.org

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