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www.mda-mobiledata.org

www.text.it



about us

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.

members

Some of our 60+ members



activities

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



text.it Campaign

text.it

mda
MOBILE DATA ASSOCIATION

Q. what are the benefits of being an mda member?

welcome to the text.it website

You have just entered the only official website dedicated to text messaging in the UK!

Launched in July 2000, Text.it provides the definitive text messaging information source for consumers and the mobile industry community as well as their advisors.

Why not learn [all about texting](#), catch the [latest text news](#), find out about all the [industry players](#) or check out our [fun room](#)!

What's more, we have top text gear up for grabs in our cool [competitions](#) and [surveys](#).

For the latest **Text Messaging Figures** please [click here](#).

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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

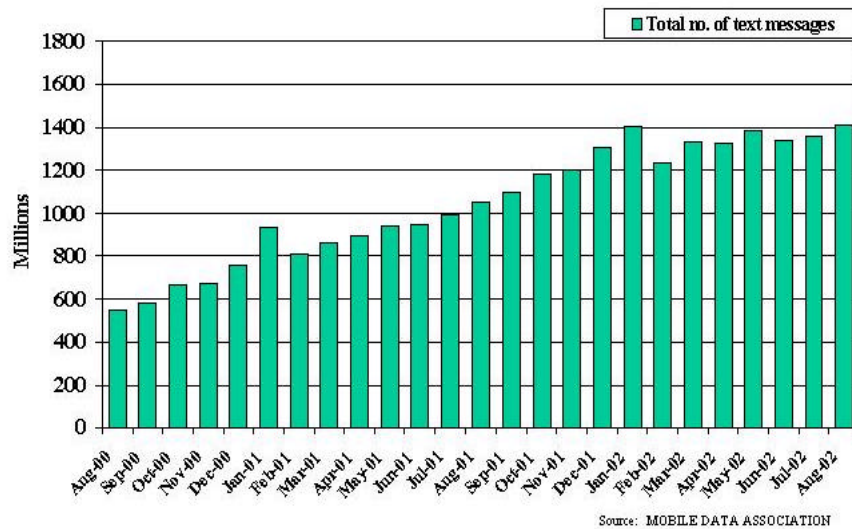
www.text.it

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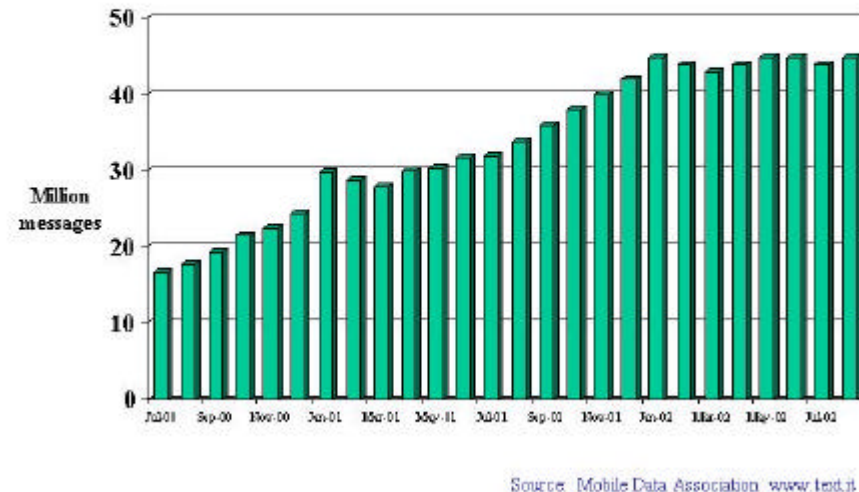
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Text Messaging Growth

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



Average number of Text Messages sent per day in the UK
(person to person chargeable messages)



Source: Mobile Data Association www.text.it

Where to get help



www.mda-mobiledata.org

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Tel: +44 (0) 704 1340235