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**Future of mobiles...** In 2006, sales of mobile phones topped one billion worldwide. As more people gain access to online data, young people in particular are finding ingenious new ways to network. But as faster, more complex services become available customers will still expect them to be reliable, safe and inclusive.

I am amazed by what  
my mobile can do...

...I am overwhelmed  
by what my  
mobile can do

## 103%

In 2007, there were more mobiles than people in Europe, with 478.4 million mobile phones in use with a penetration of 103 per cent of the population.

European Commission

O2 customers are now regularly using mobile data services including the internet, video downloads and picture messaging.

## 25 billion

In 2006, O2 customers sent over 25 billion text messages.

### Responsibilities and concerns

Fear of internet crime is on the increase, according to Get Safe Online's second annual report (2006). The report revealed that 21 per cent of people think e-crime is the type of crime they are most likely to encounter – up from 17 per cent last year – and they fear it more than mugging, car theft or burglary.



For more information go online: [www.getsafeonline.org](http://www.getsafeonline.org)

### What mobile can do

**Mobile and web technologies are getting more sophisticated. Younger users especially are embracing new sources of entertainment and social networking that are converging on to a single device.**

A research report on media literacy among children (Ofcom, 2006) found that around one third of 12-15 year olds have direct experience of creating ring-tones and play-lists. Around half have already, or would like to, set up their own website. The majority of adults have yet to explore functions beyond voice calls, alarm clock, camera and texting.

We want new services to benefit our customers in useful and fun ways. This year O2 UK's '50 To Watch in Mobile' competition, which picks out the most innovative rising companies in the industry, was topped by Yospace, a company that lets mobile users share their homemade video footage and web diaries via mobile.

As early as 2010, we expect all mobile handsets to carry email and web capabilities. This development has already proved invaluable to police, nurses and emergency workers, as well as to companies who need joined-up operations on the move.

We think there is an opportunity to tackle other social challenges too. Integrated 'telematics' systems may soon let us adjust home heating and lighting from afar; medical staff can remotely check how patients are responding to treatment; and sensors may link mobile phones to technology that can check and control pollution and traffic congestion.

With Europeans spending so much more of their work and leisure time online, we think developments in mobile and high-speed broadband will offer many benefits in our increasingly connected world.

### What more can we do?

**Our customers increasingly want fun when they interact by mobile but most will only take up new applications if they can be sure they are safe and secure. Our industry is taking measures to meet these concerns as new services emerge, for example:**

- Being clear about our customers' need for reliable service, network coverage and billing.
- Continuing to work with the police and other agencies to help prevent online crime.
- Making sure that new applications like location-based services are safe, especially for the vulnerable.
- Protecting people's privacy and personal data in accordance with the law.
- Contributing to the debate about the emergence of a 'big brother' society.
- Cooperating with industry, for example by limiting spam and combating web-based viruses.

### What you can do:

- Set up a PIN for your mobile and your voicemail so others cannot use it.
- Think twice before accepting unsolicited mail.
- Be careful nobody overhears you giving personal data, such as your address, future plans, or bank and credit card details over the phone.



For more information go online:

[www.o2.com/cr2006/safety](http://www.o2.com/cr2006/safety)  
[www.o2.com/cr2006/crime](http://www.o2.com/cr2006/crime)  
[www.o2.com/cr2006/privacy](http://www.o2.com/cr2006/privacy)

### What our employees say:

“In 2006, we extended the opening hours of our nuisance call bureau in the UK to enable our advisors to better serve customers. As a result, our response rates improved by 10 per cent.”



**Adrian Gorham**  
Group Head of  
Fraud and Security,  
Telefónica O2 Europe plc

# Looking forward to more possibilities

Mobile communication is transforming the way we work, live and learn. From mobile TV to cashless parking payments, even children's exam results are being improved thanks to a novel text-mentoring experiment...



O2 Cocoon



O2 Wireless Festival in Hyde Park, London

...A text-messaging service used as a revision aid at Cottesloe School in Buckinghamshire is improving exam results. Deputy Headmaster, David Stevinson, came up with the idea of a text-mentoring service where pupils could have instant access to their mentor's help and advice, and O2 offered technical and financial support. The web-based interface has proved popular and has improved motivation and exam results.

## Parking payment made easier

We worked with the City of York Council and a software company to provide a cashless pay-and-display solution for easy parking and enforcement. Drivers can register by phone or online, and then pay for their parking by voice or text message to a dedicated number. The system gives drivers a text reminder to 'top up' remotely if necessary, thus avoiding penalties. Enforcement is also simpler. Parking attendants use a Blackberry 7920 from O2 to access the system online and get information about vehicles in the area.

## O2 Wireless Festival

A record £100,000 worth of digital mobile 'Mobi-tickets' were sold in the first week of sale for the 2006 O2 Wireless Festival in London and Leeds, making it the highest-value mobile-ticketing event in the world.

“The overwhelming success of O2's Mobi-tickets demonstrates how mobile can truly enhance music fans' overall festival experience. Alongside the ability to stream live audio and video clips and download music tracks, delivering digital tickets direct to handsets is another example of O2 placing music in the hands of its customers.”

**Nigel Dean**  
Head of Sales, Interactive Products, O2 UK

“O2's experience was a great help in setting the service up. The scheme has had a great response from students, parents, teachers and governors.”

**David Stevinson**  
Deputy Headmaster, Cottesloe School