

BUSINESS chat

Mobile Phones

Hi, and welcome to Business Chat. Today we'll be talking about the mobile phone industry with Samuel Bracket, a business analyst.

Samuel, what's the state of the mobile phone market at the moment?

Well, **research** has shown that the number of **video calls** is slowly growing, though services are only being used by a small proportion of UK mobile phone owners - less than 3% at the moment.

*And, are there any **gender differences** when it comes to mobile phones?*

Oh, yes. Erm, mobile phone games are much more popular with men. About 1.9 million people **downloaded** a game into their phone in the last three months... and, predominantly men, 58%. On the other hand, young women are really into **ringtones**. They **make up** more than half of the 5.9 million people who downloaded a ringtone to their phone in the previous three months.

And, what does all this mean for mobile firms?

Well, it is estimated that 70 million pounds' worth of ringtones were sold in 2003. They're becoming so popular that **accountancy firm** KPMG is to **release a fortnightly chart** of the 20 most popular ringtones.

And, what about the future?

Well, mobile phone owners are **getting to grips with** the more advanced features on their phones and **going beyond SMS**. And so, but a **survey**, a recent survey found that only 40% of those with a ***3G** phone were actually using it. But we hope to see some improvement in that area.

OK, Samuel, thank you very much, that was really interesting.

No problem. It was a pleasure talking to you. *(The interview has ended)*

So, have you got any cool games on that 3G phone of yours?

No, not yet... *(the phone rings)* **whoops**, sorry, I've got a call.

Excuse me one moment.

(Samuel talks on his phone) Frank? Yeah. OK. 6 pm. No problem.

See you then.

(The call ends) Sorry about that.

My God, that has got to be the worst ringtone I've ever heard in my life.

Oh, I quite like it.

(the phone rings) Oh, sorry, call **coming in**...

Well, I can't say much for your ringtone.



CD track 22 -
Irishman and
chirpy cockney



VERBS

* Information Box - 3G

"3rd Generation". 3G phones are the latest range of powerful mobile phones which can be used for video calling (you can view both yourself and the person you've called), and for playing games. You can also leave video messages.



GLOSSARY

- research** *n*
investigation
- a video call** *n*
a video telephone call - you can see the person you are talking to
- a gender difference** *n*
a difference between men and women
- to download** *vb*
to take a programme or information from the internet and to put it on your computer
- a ringtone** *n*
the noise your phone makes when someone calls you
- to make up** *phr vb*
the parts that "make up" something, are the parts that form that thing
- an accountancy firm** *n*
a company that deals with the finances of a company
- to release** *vb*
to permit the public to see
- fortnightly** *adj*
every two weeks
- a chart** *n*
a list of things - usually showing the most popular items of a group
- to get to grips with something** *exp*
to start to understand how something works
- to go beyond** *exp*
if something "goes beyond" a stage or level, it progresses to a higher stage or level
- SMS** *abbr*
short message system - writing text messages with your mobile phone
- a survey** *n*
a series of questions about people's customs, habits and preferences
- whoops** *exp*
people say this when they make a mistake
- coming in** *exp*
arriving



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