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TREND REVIEW

## m:Metrics Stats, Age and Gender

Soapbox Mobile | 22 Jan 2007 | Jane Doe

Capsule summary of article that shows the value and relevancy. Limit this blurb to approx. 1-2 sentences. If the article is published on the Web, link to the article. If the content is from Soapbox or requires a longer blurb the headline will link to a subpage with more content. Downloadable will be available from this subpage.

### **BEST PRACTICE**

## The Seven Strategies for Mobile Ads, and Which Ones Will Work

## Venture Beat | Nov 2006 | Ken Elephant

Capsule summary of article that shows the value and relevancy. Limit this blurb to approx. 1-2 sentences. If the article is published on the Web, link to the article.

#### R&D

## The Seven Strategies for Mobile Ads, and Which Ones Will Work

#### Venture Beat | November 2006 | Ken Elephant

Capsule summary of article that shows the value and relevancy. Limit this blurb to approx. 1-2 sentences. If the article is published on the Web, link to the article.

## NEWS Wireless VoIP Threatens Telco

## Source | Date | Author

**Business** 

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### BLOG

## Latest Entry from a Very Interested Marketing Director

### Mobile U Blog | Date | Author

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strategy and campaigns.

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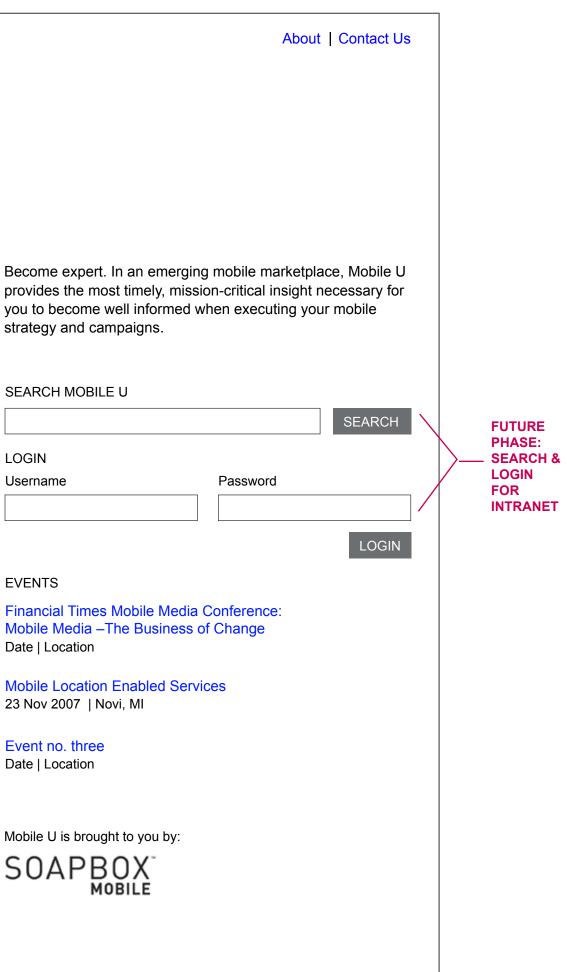
**EVENTS** 

Financial Times Mobile Media Conference: Mobile Media – The Business of Change Date | Location

Mobile Location Enabled Services 23 Nov 2007 | Novi, MI

Event no. three Date | Location

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## The US Mobile Messaging Market

#### Source | Date | Author

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## Mobile Advertising Looks Promising

#### Source | Date | Author

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## **Disney Mobile Begins Selling** Service

#### Source | Date | Author

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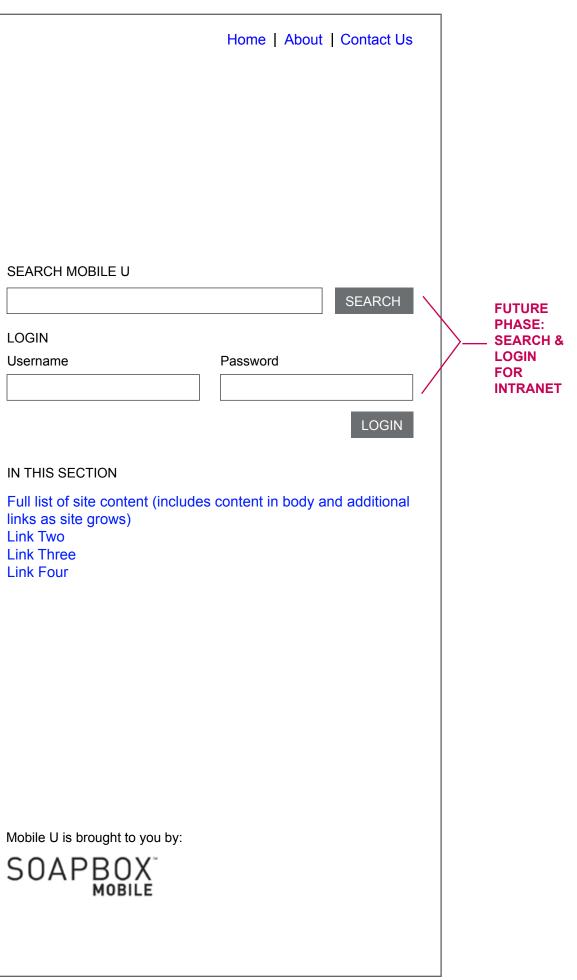
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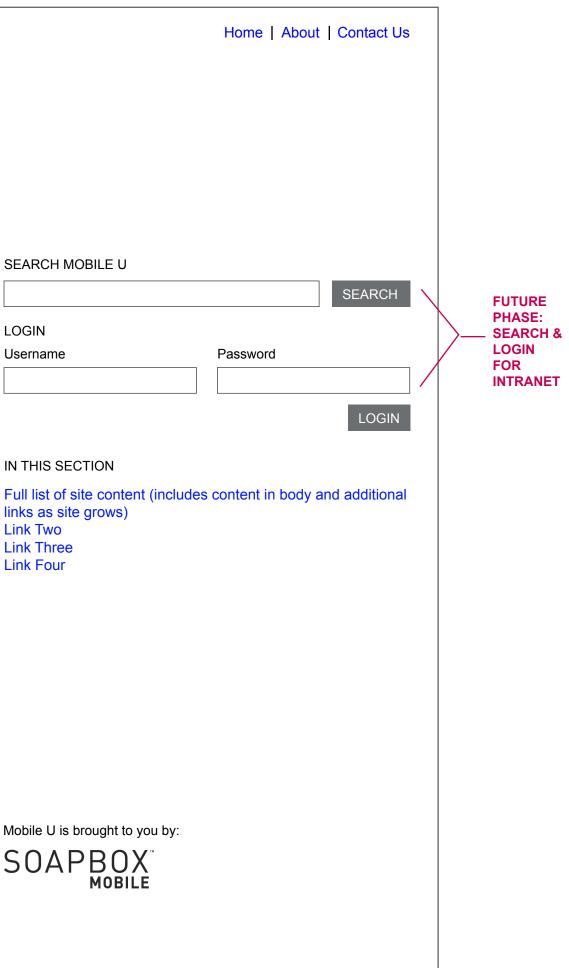
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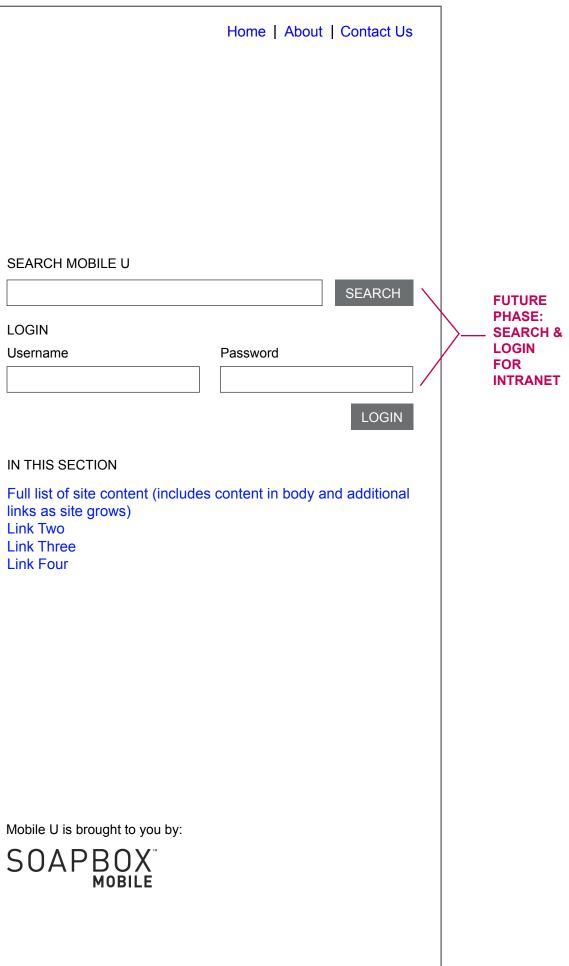
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