

# Mobile U

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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

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## NEWS

### Wireless VoIP Threatens Telco Business

Source | Date | Author

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## BLOG

### Latest Entry from a Very Interested Marketing Director

Mobile U Blog | Date | Author

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Become expert. In an emerging mobile marketplace, Mobile U provides the most timely, mission-critical insight necessary for you to become well informed when executing your mobile 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](#)

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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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### [Device Features: Impact on Media Consumption](#)

Source | Date | Author

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