

## **Wireless Capital's Wireless Update Volume 4, Issue 4: April 2007**

Welcome to the April issue of Wireless Capital's **Wireless Update Newsletter**.

Our goal is to help wireless leaseholders become more knowledgeable about the wireless industry by monitoring and summarizing the latest developments in the wireless industry that have the greatest potential landlord impact. Each monthly issue of the **Wireless Update Newsletter** summarizes the top telecom news of the month.

### **Top Telecom News**

#### **Amp'd Mobile Reaching 200,000 Subscribers**

MVNO (mobile virtual network operator) Amp'd Mobile announces that it is close to reaching the 200,000 subscriber mark, nearly doubling its customer base during the three months of the first quarter. Amp'd reported 87,000 new activations in the first quarter, and 84 percent of it is postpaid. Its average revenue per user (ARPU) remains at \$100, which is much higher than what is reported by other national carriers. Amp'd users downloaded more than 4 million videos, songs, and games in the first quarter, doubling the fourth-quarter 2006 figure of 2 million.

#### **TV Broadcasters Aim For Mobile Standard**

Nine U.S. TV broadcast groups have formed an industry alliance called the Open Mobile Video Coalition (OMVC) to speed the development and standardization of a mobile variant for digital broadcast TV. This announcement was made by the broadcasters at the National Association of Broadcasters 2007 show. Wireless carriers such as Verizon Wireless have already started offering mobile TV service through MediaFLO USA Inc., a network created by Qualcomm. The OMVC hopes to utilize the digital broadcast television spectrum for mobile applications so that local digital TV broadcasters can transmit programming to portable devices such as cell phones.

#### **Clearwire Reports Solid Q1 Subscriber Growth**

Clearwire reported a record subscriber growth of more than 25% since year-end 2006. Clearwire said that it had around 206,000 wireless broadband users at the end of 2006 and 258,000 users by the end of the first quarter of 2007, which is an improvement of 41% from the previous year. Customer churn was reported at 1.6%.

#### **Companies Eager to Begin Mobile Banking Applications**

At the most recent CTIA Wireless conference, mobile banking was one of the most popular topics discussed. Firethorn LLC, one of the providers of mobile banking for AT&T, has already announced partnerships with CheckFree Corp. to allow for mobile applications at such banks as Wachovia Corp. and SunTrust Banks Inc. The applications of mobile banking are wide-ranging and include making payments by mobile phone, and transferring funds or remittances to friends or family in other countries. Other possible applications will also cut costs for bank by reducing customer's use of the Interactive Voice Response systems and notifying customers of potential fraudulent charges.



### *In the Next Issue*

Look for more top telecom news in the May issue, and the expanded July issue will include many bonus features, including **Ask Conrad**. If you have a question about the wireless industry that you would like Conrad to answer, please email it to [moreinfo@wirelesscapital.com](mailto:moreinfo@wirelesscapital.com). The answer to the selected question will be published in our quarterly issue.