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3G video growing fast: D2see drives 50% of the video shortcode growth in the UK

D2see, the specialist mobile video technical service provider, announces it is responsible for 50% of the recent growth in video shortcode uptake. In the last 6 months, 43 video shortcodes have been ordered in the UK, and over half were by D2see on behalf of its Content Provider customers.

Jeremy Flynn, CEO of D2see commented “ It took 18 months for the first 100 services on 3G video shortcodes to be launched, and just 6 months for another 43 to be launched. The rate of growth is accelerating fast.”

Until recently the Off Portal D2C mobile video market was characterised as a market for pioneers. More recently, the demand has been from mainstream ‘Fast Follower’ content providers.

D2see is seeing the market demand move on from video portals where the user makes a video call to a shortcode, and selects from a nested menu of video clips. Content providers now also want to launch more sophisticated services like video chat, user generated content and dating, taking advantage of D2see’s Oxygen platform’s capabilities in live feed and 2-way video record and playback.

Making a plea and a prediction for the future, Flynn commented “This exciting growth market needs the active support of O2. All 4 other Mobile Operators support video shortcodes, and it is strange that O2, which used to pioneer data services, seems unable to prioritise the development. Full cross-network support of video shortcodes will drive video growth just as cross-operator support of premium SMS did in 2002.”

3G phones all have an embedded video camera - by 2010 there are forecast to be 500m 3G devices worldwide (source: Strategy Analytics).

For further information visit: www.d2see.com

D2see
The Barley Mow Centre
10 Barley Mow Passage
Chiswick
London
W4 4PH
United Kingdom

About D2see

D2see is the specialist video-to-mobile technical service provider. We work with content providers and new media publishers to enable them to deliver and commercialise video content onto mobiles. The D2see Oxygen platform streams pre-recorded and live content to and from the mobile phone - with a suite of applications for rapid service development, including interactive video portals, live-to-air TV participation and video blogging.
www.d2see.com

Contact:

Jeremy Flynn CEO +44 7753 584330 or +44 208 819 5713. jeremy.flynn@d2see.com