

**Executive Summary**

Isaac Asimov famously said, "The most exciting phrase to hear in science, the one that heralds the most discoveries, is not 'Eureka!' but, 'That's funny...'" In-Stat's recent Technology Adoption Panel (TAP) has provided much in the way of data to make us think, "That's funny."

Since we first started hearing about 3G in the late 1990s, it was touted as a way for mobile carriers to provide a broad range of multimedia content to their customers, particularly video entertainment and video conferencing. However, a recent Technology Adoption Panel survey by In-Stat revealed several unexpected results that make us say, "that's funny:"

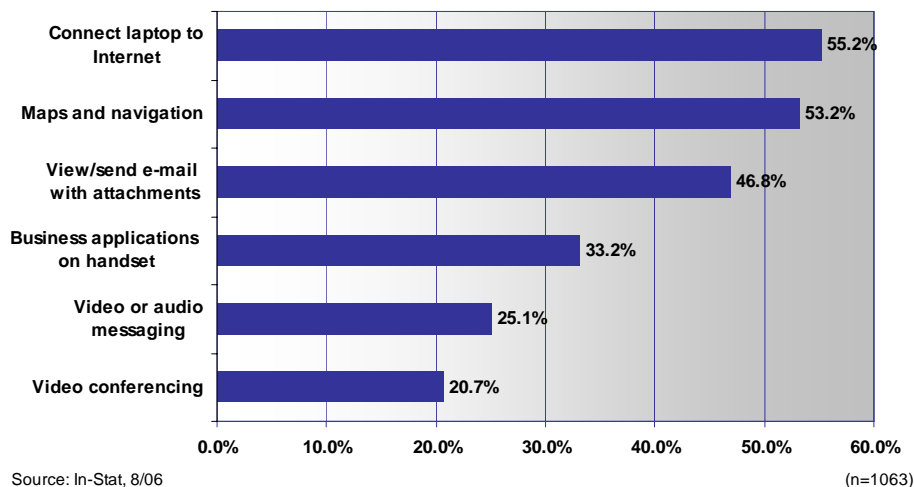
The strongest interest was from respondents who are already use 3G services.

One of the most interesting responses (Figure 1) shows the second highest interest—from over half the respondents—was in high-quality maps and navigation over the 3G network. Video messaging and conferencing, which were expected to be the most important applications for 3G, ranked 5<sup>th</sup> and 6<sup>th</sup> with less than half the response rate of navigation applications.

**HIGHLIGHTS**

- Contrary to the experience of most other mobile applications, 3G users are more enthusiastic about using it than those who haven't yet sampled 3G.
- Lack of compatible handsets is holding back adoption of what could be an important application for business and consumers: navigation and mapping
- An unprecedented number of respondents—over half—indicated that they would consider changing carriers in order to get 3G

**Figure 1. Interest in 3G Applications**



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