

How will teenagers reshape the wireless landscape?

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CTIA – The Wireless Association® and Harris Interactive Conducting In-depth Study of Teenage Market Across America

How will teenagers reshape the wireless landscape?

The teenage market continues to play a leading role in shaping the direction and future of the wireless industry, and CTIA – The Wireless Association® is working in conjunction with Harris Interactive to learn more about this vital consumer segment. CTIA and Harris Interactive are collaborating on an in-depth study of more than 2,000 teenagers around the nation, examining how today's teens feel about wireless products and services, how they are using them today and most importantly, how they would like to use them in the future.

Results of the research study will be presented in a keynote session on Friday, September 12, at CTIA WIRELESS I.T. & Entertainment 2008® at Moscone West in San Francisco. A panel of teenagers will join moderator Trip Hawkins, founder of Digital Chocolate and Electronic Arts, in what promises to be an enlightening and compelling multi-media keynote forum.

"Almost anyone with a teenager at home knows how important wireless is in their lives, and we believe it will be extremely interesting to learn how they use wireless, what it means to them today, and what they want to do with it tomorrow," said Steve Largent, CTIA-The Wireless Association President and CEO. "We are pleased to be working with Harris Interactive to provide such key insight into what teens are thinking and would like to change about wireless services and devices."

The research report, titled, Teenagers: A Generation Unplugged is slated to cover topics, including:

What are today's hottest wireless applications and features, and why?

Where is mobile gaming headed?

What is driving current social media trends and what's coming next?

A teen view of convergence – How are the pieces playing together and why?

Security and privacy – How will it impact location based services, mobile ads, and profile based mobile services?

The user interface – What will teenage reengineering look like?

Wireless devices and services in 2020 – What is the teenage roadmap?

Harris Interactive is also hosting a breakout session and panel discussion, for a more in-depth view of the study, immediately after the keynote session. There will be a group of industry and research analysts on hand to comprehensively examine the data and answer questions from attendees. That session is scheduled for Friday, September 12, at 11:30 am to 1:00 pm in Room 2004, Moscone West.

Matthew Evans, SVP, Harris Interactive technology practice, added, "The collaboration with CTIA is an invaluable component of our business and client service strategy. It is a priority for Harris Interactive to make investments on behalf of our clients and industry peers that proactively navigate imminent and dynamic shifts in the wireless arena. CTIA offers one of the richest environments in the industry for delivering intelligence to our clients, partners, peers and CTIA members."