

# Expect a Wave of Mobile Phone Upgrades



- Mobile phone upgrade intention is the highest it has been in 31 months, and a lower rate of summer acquisitions this year suggests consumers may be holding out for the holidays
- Subscribers paid an average of \$74 for a new handset, after rebates, in 2007. There are two primary reasons that consumers are holding the first half of 2008 out for the holidays:
  - Contractual upgrades and holiday device launches. Nielsen Mobile typically sees a spike in device upgrade at the 24-month mark. 24 months prior to December 2008 was December 2006, another holiday period that provided a peak for new phone acquisition
  - Consumers may be holding out for hot holiday devices. The original iPhone and its 3G brother bred a wave of compelling competitors and several of these new handsets will come out just in time for the holiday season. For example, T-Mobile's G1 by HTC, the first phone to use Google's highly anticipated Android platform and RIM's BlackBerry Bold, which some are calling an iClone because of its visual experience and style, both launch in time to go under the tree