



Press Release

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LG Doubles USA Mobile Phone Print Advertising Share in One Month

Niagara Falls, NY – IFR Monitoring reports print advertising in the USA dominated by LG in June 2009 for Mobile Phones.

In the month that saw the hyped launch of both the Apple iPhone 3GS and the Palm Pre, LG took first spot in Mobile Phone brand advertising share with a staggering 48%, doubling its share from 24% in May 2009. This is the highest monthly share a brand has held during 2009.

In second place holding 19.2% share for print advertising was Waterloo Ontario based RIM, which also held first rank in both April (27.5%) and February (31.9%) of this year.

The top advertised brand back in May 2009, Samsung (32%), took a sharp drop of almost 20% and placed third in June with an ad share of 12.4%.

IFR Monitoring reported single advertising share digits for the rest of the pack. Motorola was fourth with 5.1% followed by Nokia with 5%. Apple, Palm and HTC followed with shares 2% and lower.

Top 12 Advertised Mobile Phone Models Dominated by LG and RIM

LG and RIM ruled the top 12 advertised Mobile Phone models, mostly due to Verizon's promotional push for these two brands during the month of June 2009.

LG took 9 of the top 12 advertised models in June 2009, sharing the spotlight with RIM, advertising 3 of its BlackBerry models in 3 positions.

Rounding up the top 5 Mobile Phone models: LG's enV3 VX9200 took first place with a 7.5% advertising share at Verizon with an advertised price of \$129.99. In second place: LG enV Touch VX11000 at 7.3% advertising share with a price of \$149.99 through \$219.99 at Verizon. Following were RIM's BlackBerry Curve 8330 (5.1%) at \$169.99 and the BlackBerry Storm 9530 with 4.6% at \$199.99 through \$269.99, and in fifth place the LG VX5500 at \$79.99 with 4.5%.



Verizon Takes Over 54% of Carrier Advertising Share

Verizon was the most advertised carrier through their corporate and retail store advertisements (Best Buy, Target, etc.) with an overall carrier advertising share of 54.2% in the Mobile Phones category in June 2009.

Verizon has held first place in carrier Share for all of 2009 ranging from the high 30's to high 40's, leaving its closest competitors behind with print advertising carrier shares of 22% or lower.

A distant second was AT&T with 16.2%, followed by SPRINT (7.4%). Fourth and fifth places were held by T-Mobile and US Cellular with 5.2% and 3%, respectively.

This snapshot analysis is provided by IFR Monitoring Print Tracking service. IFR Monitoring covers the Top 100 major newspapers across the USA, including 20 key mailbox locations from the Top markets.

The actionable data provided by IFR Monitoring helps retailers and manufacturers measure critical Advertising, Internet and Shelf share across the country and around the world. IFR Monitoring exists in over 60 countries, and is part of the GfK Group, the No. 4 market research company worldwide.

For questions, please contact Volker Loetfering at vloetfering@ifrmonitoring.com