

Dynmark values 2012 UK business messaging market at £620m
Messaging aggregator forecasts SMS alerts boost with publishing 2.0

LONDON, UK, May 19 2010: The UK market value for business and non person-to-person messaging, has been valued at £600 million in *Time To Deliver*, a market-sizing report by messaging application provider, Dynmark International.

The value of the non person-to-person messaging market is the subject of regular debate, according to Dynmark CEO, Oscar Jenkins: "Because of commercial sensitivities amongst mobile data aggregators, there's no consensus on volunteering message volumes and nobody knows exactly how much the market is worth."

Produced in support of a rebranded Dynmark website and corporate examination, *Time To Deliver* has analysed Mobile Network Operator sales figures, for a top down analysis, and applied modest proportional estimations to arrive at the market size.

"Using public figures and our knowledge of the messaging market, independent desk research reveals the figure to be in the region of £530m in 2008," said Jenkins.

"Extending those trends shows that we're enjoying a current market size of £600 million today, with £620m easily achievable by 2011. "

Time To Deliver explores separate messaging market segments, divided by Key Premium Aggregator, Messaging Solutions Aggregators, Mobile Marketing Agencies and Mobile Content Providers, for a bottom up perspective.

It concludes that while Key Premium Aggregators and traditional Mobile Content Providers enjoyed major growth during the last decade, significant potential remains.

"If the publisher paywall model is to experience traction, there can be a vital role for mobile messages in alerting readers about new content," Jenkins said. "Mobile messages can direct users to mobile internet content, and with Premium SMS billing, there's an in-built micropayment mechanism already there.

"Mobile messaging has surprised everyone from day one and, as the second most popular mobile application after voice, it remains as relevant as ever."

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Notes to editors

Dynmark International Ltd

1. Dynmark International Limited is a leading UK mobile messaging and marketing services provider. Dynmark's Mobile Services Platform is a robust carrier grade messaging application platform that allows corporate clients to send and receive mobile messages from either the desktop, server applications or plug-in applications direct to and from customers' mobile handsets. Dynmark also provides specialist Mobile Marketing Services including campaign planning and management.

4. Please visit <http://www.dynmark.com> for further information.

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