



Test of MySI Mcopier

Main results

January 2003

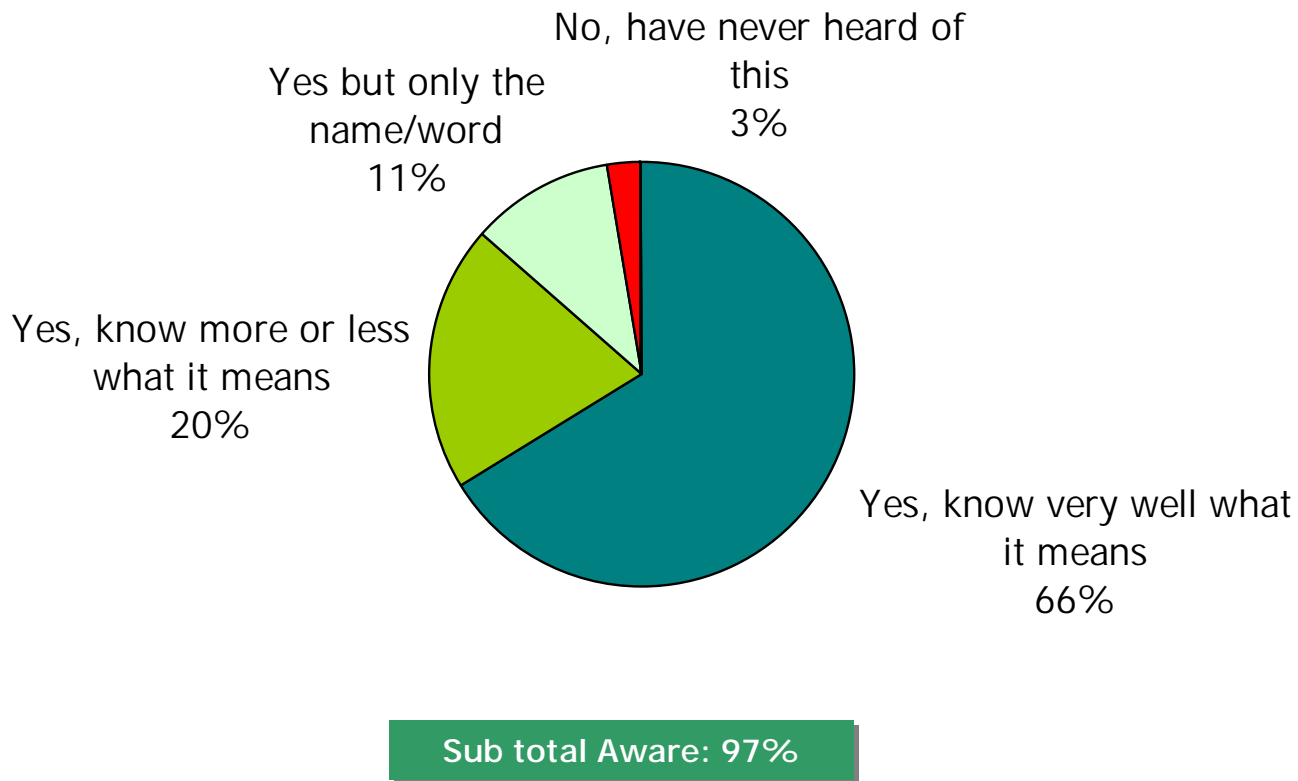


Methodology

- **333 face-to-face interviews in 4 European countries: France (82), Germany (80), Italy (87) and the UK (84)**
 - Target of mature mobile phone owners: individuals of 15 years old or more, owners for at least one year and heavy users (spending at least 20 euros per month in Germany, 24 euros in France, 19 euros in Italy and 22 euros in the UK **which rank them among the 50% heaviest consumers of each country**).
- **Double weighting of results to ensure figures representativeness:**
 - Local level: according to gender, age, profession and mobile service provider
 - European level: according to market size of each country
- **Fieldworks conducted from January 6th to 21th 2003**
 - Interviews of 15 minutes on average

An excellent familiarity with SIM card even if less robust in France

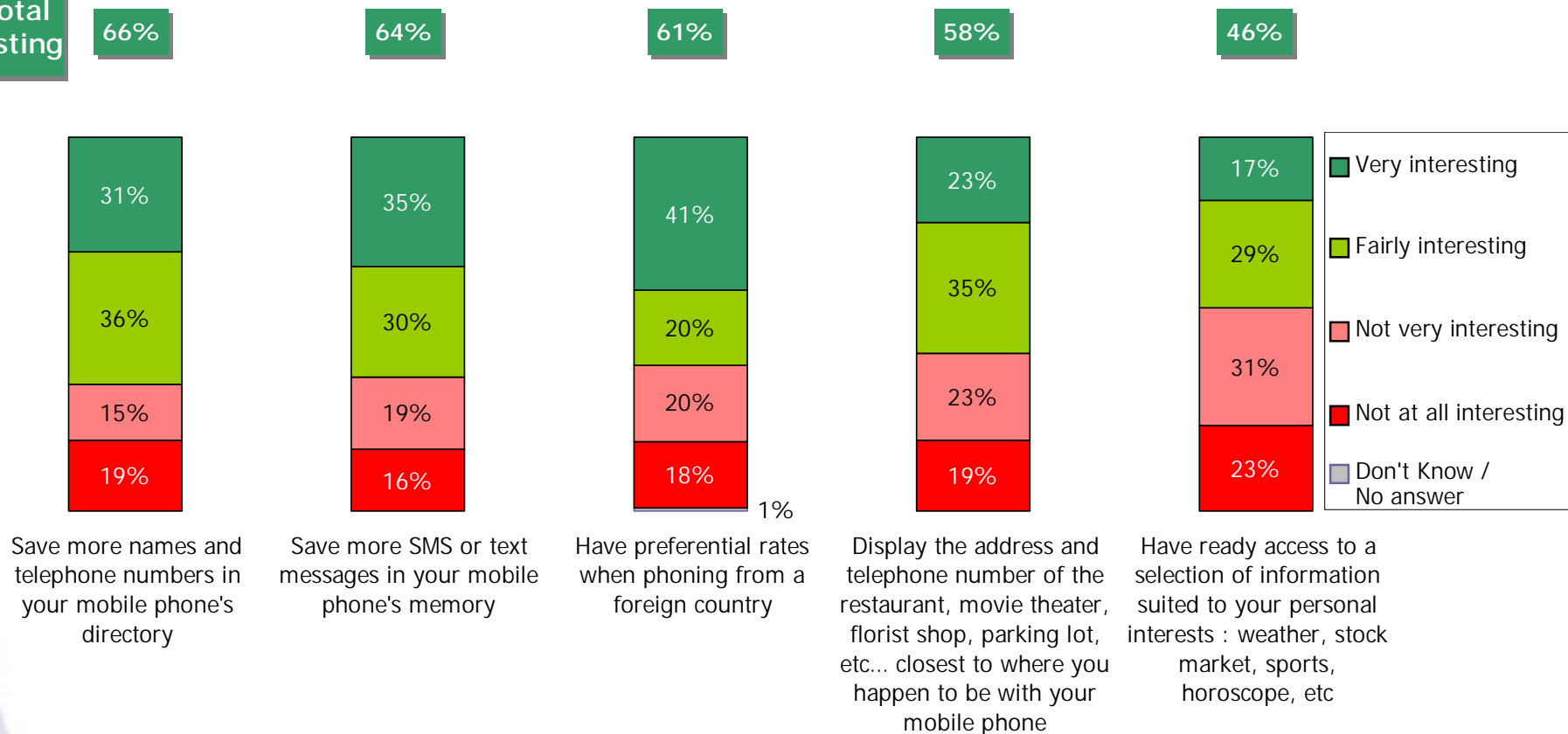
- Q1. Do you know the term "SIM card"? - Read
- Base: all n=333



Consumers prove strong interest for new SIM card enabled services. Moreover, increasing storage capacity (directory and SMS) ranks first

- Q6. For each of the following services that would be available using a new SIM card, tell me whether you think the service would be very, fairly, not very or not at all interesting
- Question asked after showing Board B
- Base: all n=333

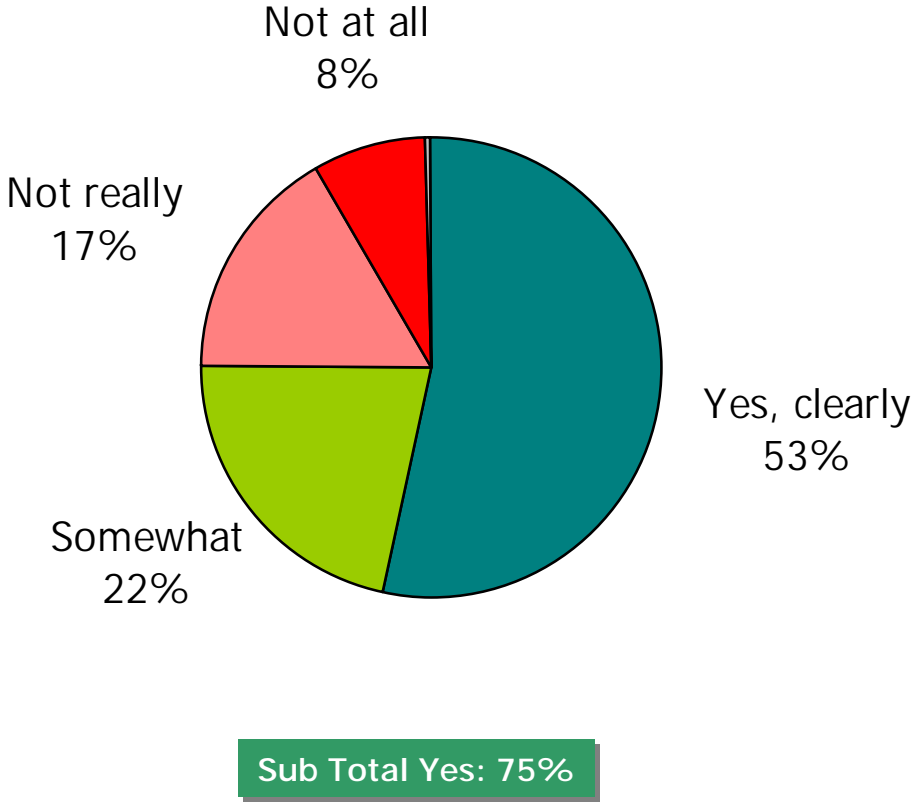
Sub total interesting



Interested by at least one service: 95%

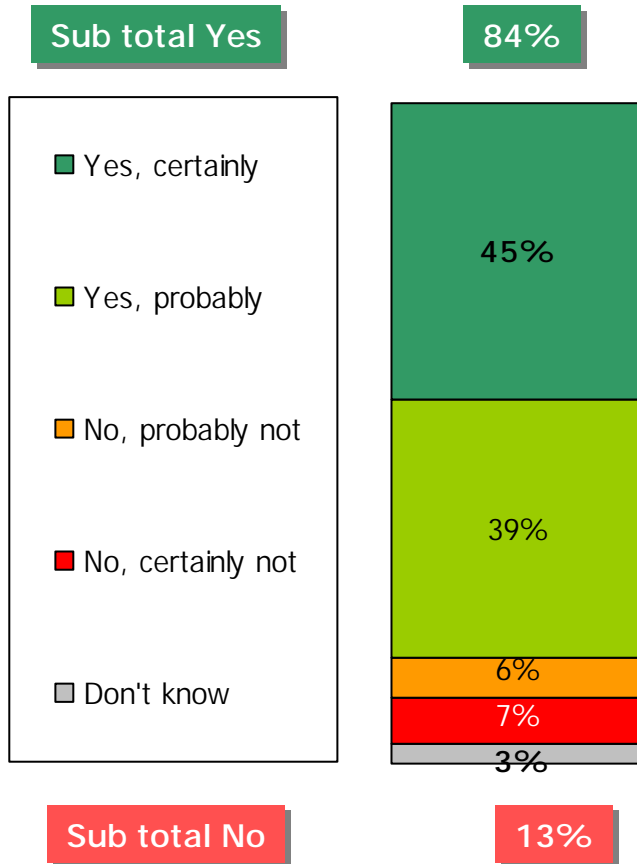
Having to re-input the entire directory: a drawback for 3/4

- Q9. Does the fact of having to re-input your entire telephone directory represent a drawback for you? –Read – One answer only
- Base: all n=333



Intention of changing SIM card is very high : 84% would do it and even 45% "certainly"

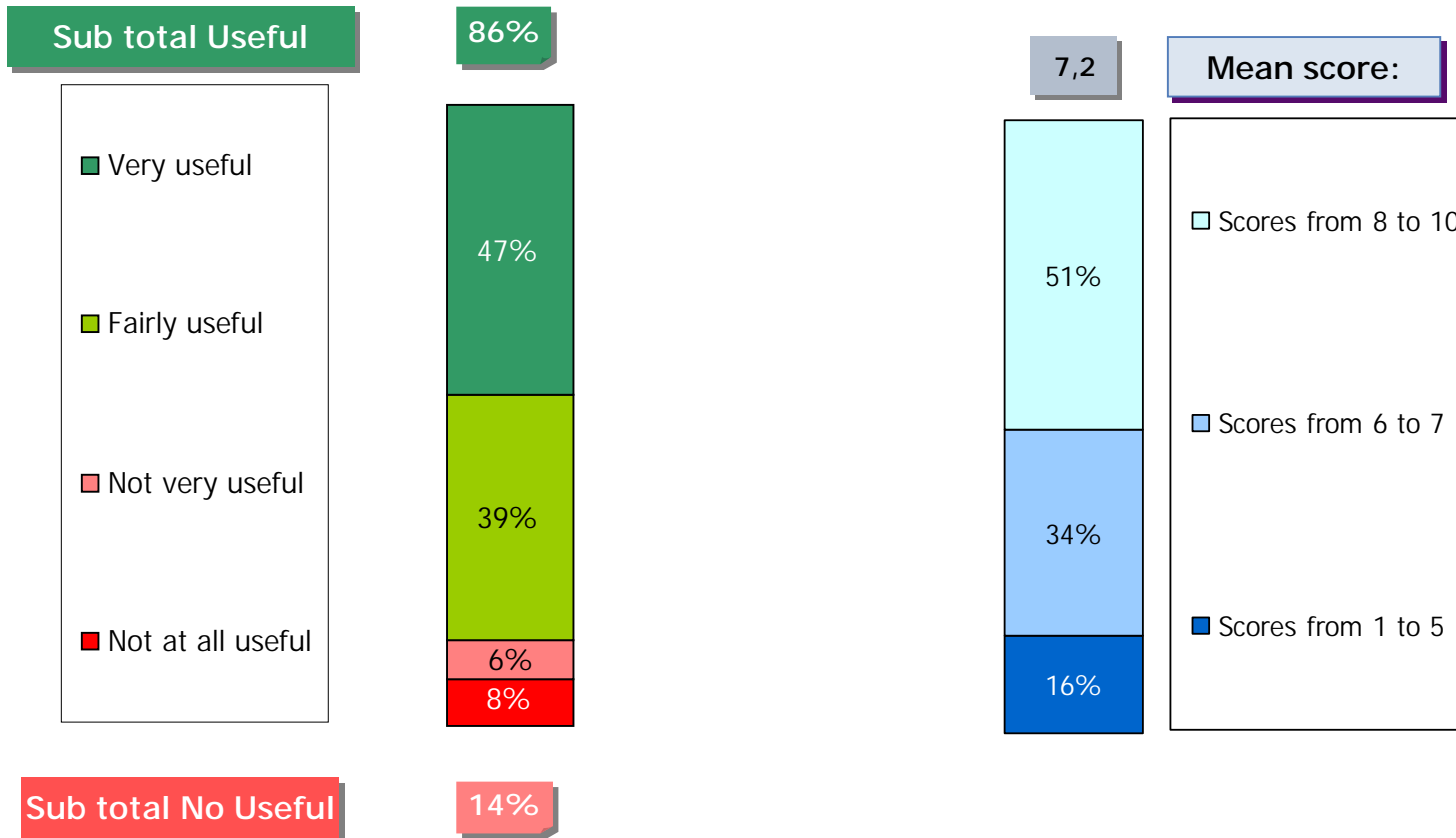
- Q14. If your operator proposed that you change your SIM card in order to benefit from new services and sent this device to your home free of charge, would you agree to change your card? – Read – One answer only
- Base: all n=333



A strong perceived usefulness and an attractive design

- Q11. Does this device seem to you to be ...? – Read – One answer only
- Question asked after showing Board D mockup
- Base: all n=333

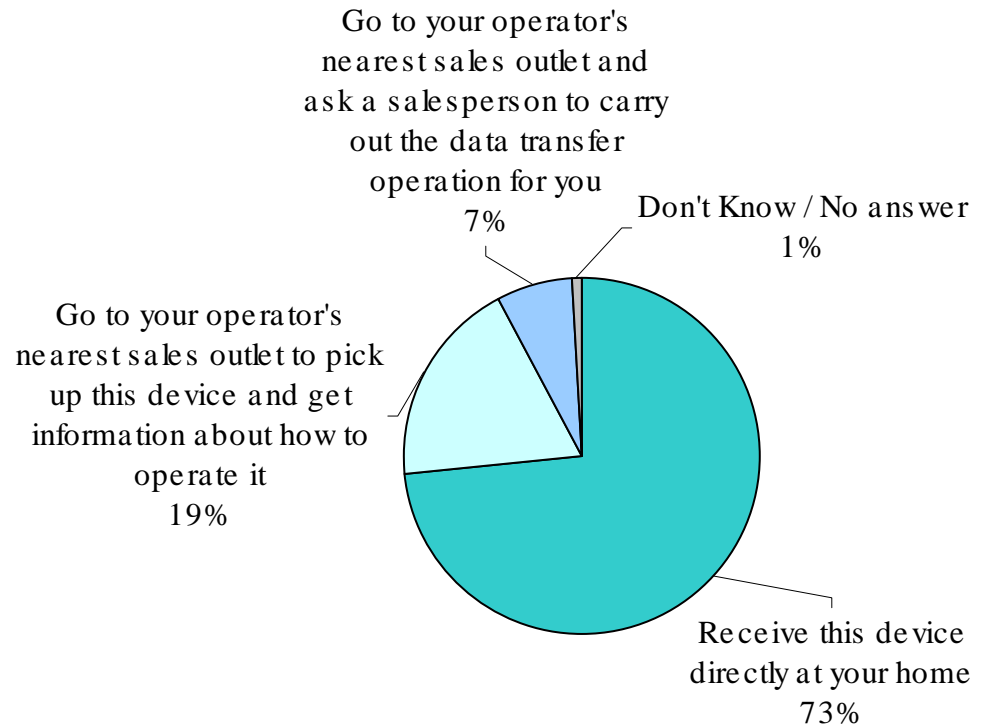
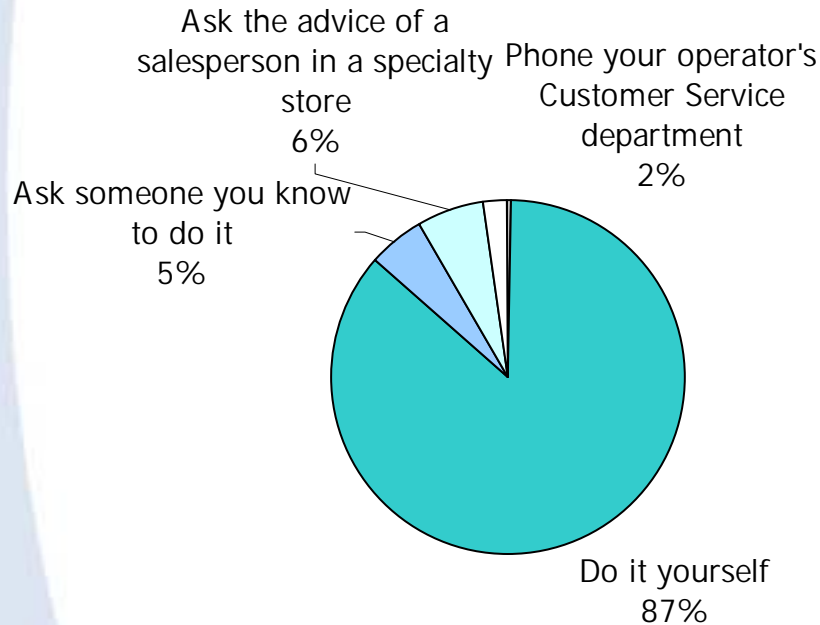
- Q13. Now I am going to show you a photo of another device of the same type, and I want you to rate the design (appearance) of each of these two models on a scale of 1 to 10. – Put the previous board away and show board E
- Base: all n=333



No reticence to use MySIMcopier: a large majority would operate the copier by themselves and prefer to receive it directly at home

- Q15. If you were supposed to use this device yourself, in order to operate it you would...? –Read – One answer only
- Base: all n=333

- Q16. Would you prefer to...? – Read – One answer only
- Base: all n=333



Whatever the operation, MySIMcopier is judged (very) simple to use

- Q17. Would you say that the following operations seem to you to be very simple, fairly simple, not very simple or not at all simple...? – Read – One answer only
- Base: all n=333

Sub total Simple

