



**Australian
Mobile Telecommunications
Association**

Snapshot

AMTA's weekly update

Thursday 13 April 2006

[AMTA rejects claims that children are targeted](#)

AMTA CEO Chris Althaus has rejected claims that mobile phone companies are targeting their marketing to pre-teenagers. He told Derryn Hinch on radio 3AW this week that studies showed that one of the main drivers of the take-up of mobiles by young people is safety and security concerns by parents. An article in the weekend's Sunday Telegraph was headlined: "Phone companies aim at under-10s". Mr Althaus said on 3AW that the industry stressed the importance of parents getting their children pre-paid to help ensure they could have access to all the benefits offered by mobiles and not get into debt.

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[Mobile phones drive productivity](#)

The mobile phone sector was responsible for an increase of just under 1% of UK labour productivity, representing a financial boost of almost £9 billion in UK GDP in 2004, revealed a new report commissioned by O2. It also estimates that UK workers can work for around 20 minutes less each day to achieve the same output thanks to the mobile phone.

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[Study finds talking behind the wheel as dangerous as mobile use](#)

A University of Michigan study found that drivers who have conversations with passengers show similar levels of driving performance as drivers who use mobile phones. (Click here to view the article).

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[Think Before You Drive](#)

Think Before You Drive – be careful on our roads this Easter. That's the joint message coming from the Australian Automobile Association and the Australian Mobile Telecommunications Association in the run up to the hectic Easter holiday period. AMTA CEO Chris Althaus, in a joint release, said the key message of Think Before You Drive is for drivers to be aware of their limitations and not take risks while on the road. "AMTA urges motorists to be responsible with phone usage on the roads this Easter. Safety is the most important call drivers can make," he said.

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[Ofcom releases discussion paper re: mobile use in aircraft](#)

Ofcom, the independent regulator and competition authority for the UK communications industries, this week released a discussion paper regarding mobile phone use on aircraft. The paper focuses exclusively on the specific issues raised by mobile services on aircraft. It addresses key issues of technical, regulatory and licensing nature including, for example, how to ensure that airborne systems do not create harmful interference to terrestrial systems (Click here to view the article).

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[Adelaide University to study adoption of 3G services](#)

AMTA CEO Chris Althaus was interviewed this week by researchers from the University of Adelaide about the adoption of latest generation mobile phone services in Australia. The study aims to investigate the factors involved in the design of new mobile services, the introduction, marketing and adoption of such services and the relationships between the stakeholders of 3G mobile services market.

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[MMF refute Swedish study findings](#)

The Mobile Manufacturers Forum (MMF), an international association of radio communications equipment manufacturers, has responded to a recent paper by Swedish researchers that reported associations between the use of mobile and cordless phones and elevated risks of malignant brain tumours. The research, led by Dr Lennart Hardell, was labelled by the US Food and Drug Administration to be in conflict with the results of the Swedish section of the INTERPHONE project as well as those in INTERPHONE studies in other countries. (View MMF release)

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[Look out for MobileMuster Ads in your local area](#)

From now to mid May MobileMuster advertisements will appear in and around shopping centres in Sydney, Melbourne, Bendigo, Brisbane, Adelaide and Perth. This is part of a push to keep the momentum going on raising awareness. The campaign is encouraging people to recycle their phones at their local mobile phone retailer. All participating retailers will be contacted to ensure they have MobileMuster materials in store. Billboards and posters will be complemented by a series of press ads in local newspapers throughout Sydney and Melbourne during May listing participating stores as drop off points. It is also proposed that MobileMuster will issue a supporting media release in May calling for people to do their bit in the lead up to World Environment Day (5 June 2006) by recycling their old mobile phones.

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