

## Mobile market

3 Scan the market report and check your answers to exercise 2.

'New phones for old' Nokia, the world's largest mobile phone manufacturer, has announced price cuts and aims to introduce a range of new products. The annual Nokia Connection conference was held simultaneously in Helsinki and Singapore earlier this month, and the group admitted that its share of the market fell from 38% to 32% in the first quarter of 2004.

All of Nokia's main rivals increased their market share. Global number two, Motorola, expanded its share of the market from 14.7% to 16.4% and, at the same time, South Korea's Samsung Electronics saw its share grow to 12.5% from 10.8%. Samsung have used their expertise in lap-tops to produce mobiles with high-definition screens. Siemens' share of the market rose from 7.6% to 8% and Sony Ericsson's increased by 0.9% to 5.6%.

Total world sales for mobiles are expected to reach 153 million this year. There is strong growth in Brazil and Russia as these emerging markets take up mobile communications. In mature markets such as Europe, consumers are replacing older mobile phones with the latest models. In Japan the latest mobiles will soon have integrated hard disks. This will allow users to download music and other data from the Internet and store it on their mobiles.

Nokia's target is 40% of world sales but, as competitors increase their market share, they will need to respond to the latest developments in technology to achieve this.

4 Read the market report again and summarise the main points.

5 Match the following words to make common collocations. Can you use these to talk about your company?

- |              |                |
|--------------|----------------|
| (1) price    | (a) sales      |
| (2) new      | (b) cuts       |
| (3) annual   | (c) products   |
| (4) market   | (d) markets    |
| (5) total    | (e) share      |
| (6) emerging | (f) conference |

6 Discuss the following questions in small groups and report your ideas to the class.

- What do you think that Nokia need to do to achieve 40% of the market?
- Which other mobile phone companies do you think will be successful?
- What kind of new features will there be on mobile phones in the future?