



**Teens Say Music on Mobiles is Still a Challenge
76% of Teens Looking for Better Ways to Listen**

Listen2Youth's Worldwide Teen Lab Publishes Mobile Accessories Results

Santa Cruz, CA, July 14, 2008 -- Listen2Youth, Inc., a marketing research firm focused on teens, technology and the user experience, today announced its latest results from a recent study on mobile accessories conducted using the Worldwide Teen Lab at Alcatel-Lucent. The global panel of teens and young adults from all over the world described the mobile phone accessories they use to help understand what teens are “adding” to their phones to make them do more than talk and text. As it turns out, Lab Members do want more from their phones – and they want their parents to pay for it.

“We asked them to tell us what accessories they currently use the most with their mobiles and by far, listen and talk headsets were at the top of the list,” said Lynn Worley, Principal at Listen2Youth. “This may be the result of new laws or safety concerns, but either way, our teens are using headsets to listen and talk.” The study showed 70% of Lab Members say their parents are footing the bill for accessories. The remaining 30% are using their own money to make their purchases.

When asked what they plan to buy for their mobiles, listening tools – headsets, headphones and speakers – topped the list. It seems finding the right accessories for listening to music on your cell phone isn't necessarily that easy, as a 16 year-old from Japan explains, “I want a headphone and a place to plug in a headphone on the mobile phone, since I can't listen to some of the music on my phone unless I have special earphones for it.

“This isn't the first time we've heard this problem from our Lab Members,” said Worley. “Last spring, when the Lab Members did a series of interviews for us, listening compatibility came up as a huge issue. You can see what they had to say by clicking on the YouTube link on the Worldwide Teen Lab website and watching the ‘iPod vs. Mobile’ video.”

Using the phone for music appears to be a popular application but the teens are reporting they are not spending much on mobile music downloads. 68% said they don't spend any money on music downloads for their phones and 75% say their parents don't pay either. A 17-year-old from England explains, “I don't like downloading things to my phone because when my phone breaks my purchases never transfer over so I feel like I am wasting my money.”



Instead, teens are finding other ways to load music onto their phone. “I’m not sure it’s legal, but I download everything for free,” cites one Lab Member. And others are simply downloading music from their CD collections into their phone’s memory. When a teen does buy a music download, their parents tend to pick up the bill, as this U.S. 15-year-old says, “My parents pay for all phone bills.”

The complete results of the study are available by request at www.Listen2Youth.com.

About Listen2Youth, Inc.

Listen2Youth, Inc. is a marketing research firm focused on understanding the relationship between youth, technology and the user experience. The youth panel has its roots in ethnographic research that delivers qualitative results based on surveys, diaries and videos. Our team has decades of experience working in high tech and consumer marketing. As a result, we are able to bring a unique perspective to the analysis of the data provided by the teens to deliver meaningful and actionable results. (www.Listen2Youth.com)

About the Worldwide Teen Lab at Alcatel-Lucent

The Worldwide Teen Lab is an innovative primary research program focused on understanding the highly coveted teen and young adult market. Lab Members are made up of users from around the world and range in age from teen to young adult. Its ongoing research looks to understand how users around the world experience entertainment across all the screens they use (e.g., phones, televisions, computers, etc.). The program, which includes an on-going blog (www.teenlab.blogspot.com) focuses on delivering insights and intelligence to Alcatel-Lucent (Euronext Paris and NYSE: ALU) and its customers. (www.Alcatel-LucentLab.com)