

After reading the highlights from the GigaOM Mobilize Conference. Cole Brodman, T-Mobile's Chief Marketing Officer said a few things.

'Over 75% of phones sold in 2011 by T-Mobile have been smartphones and over 90% of those phones have been Android

When asked about other platforms and who might take a now coveted third spot behind Apple and Google, Brodman only said that he was hopeful RIM could make a comeback and that WP7 gains traction

170 million Americans in 150 markets have 4G

More than 10 million customers are using 3G/4G devices on T-Mobile network

40% of social media consumption is done from your smartphone

4G devices account for half of all data traffic but only about 15% of smartphone sales

Half of all 4G traffic is video

Blackberry and Microsoft need to take advantage of cloud internet and applications to mount serious challenge to Apple and Google

T-Mobile is trying to preserve worry free nature of data plans and they do not want customers worry about going over their data allotment month to month

?Value plans represent the best value in wireless?

T-Mobile needs more spectrum and capacity to roll out LTE, would need solution for capacity troubles

AT&T deal has almost daily activity, still expects deal to close ?eventually?

T-Mobile needs to remain competitive in marketplace regardless of AT&T  
Regardless of whether or not AT&T completes T-Mobile deal, customers win "

Two points

1. T-Mobile is trying to preserve worry free nature of data plans and they do not want customers worry about going over their data allotment month to month

?Value plans represent the best value in wireless?

This is one thing ATT will not keep- they will let you go over and charge you!!

2. The best one of all -Regardless of whether or not AT&T completes T-Mobile deal, customers win "  
We will win. Not having att as the ONLY GSM and letting someone else buy Tmobile. we all win!!!