

New Study Reveals the Mobile Channel is First

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15 February 2011, Barcelona: The GSMA and Neustar, Inc., (NYSE: NSR), a leader in

providing carriers and enterprises with solutions for sending calls, messages, and content

across networks worldwide, today announced that they will work with Twitter, Inc. to ensure

subscribers can reliably access their Twitter stream in real-time - even when they change

mobile operators - by using the GSMA PathFinder Service.

“Neustar is proud to work with the GSMA and Twitter to ensure that people around the world

are able to connect to their social life as it happens,” said Steve Edwards, senior vice president,

Carrier Services at Neustar. “Twitter is showing tremendous innovation and leadership by using

Pathfinder as part of its reliable infrastructure for its network of users.”

Mobile access to Twitter is exploding along with the rapid adoption of smart phones.

Consequently, connecting subscribers seamlessly and reliably to their individual Twitter account

becomes more complex as users switch operators and geographic regions. PathFinder, a GSMA-

managed service operated by Neustar, is a global registry of IP addresses and phone numbers

which provides global network operators as well as application providers, like Twitter, with the

means to reach all their users irrespective of their choice of network or technology. Through

PathFinder, subscribers can get more dependable connectivity.

“We are proud to help Twitter route tweets to its extensive community across network and

country boundaries with accuracy and efficiency,” said Adrian Dodd, Senior Director, Managed

Services at the GSMA. “We are excited to see how PathFinder is being harnessed to extend

mobile lifestyles, and working with Twitter demonstrates our ability to support communications

delivered by an expanding range of innovative new businesses.”

“We expect rapid growth in the mobile social networking user base to continue, as well as the

amount of time that people spend on such activities – currently averaging 37 minutes a day,”

said Nick Holland, Senior Analyst, Yankee Group. “Consumers expect their services to move

with them as they change network operators or handsets and services such as PathFinder are

critical for enterprises creating brand loyalty through mobile social networking applications.”

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About the GSMA

The GSMA represents the interests of the worldwide mobile communications industry. Spanning

219 countries, the GSMA unites nearly 800 of the world's mobile operators, as well as more than

200 companies in the broader mobile ecosystem, including handset makers, software

companies, equipment providers, Internet companies, and media and entertainment

organisations. The GSMA is focused on innovating, incubating and creating new opportunities

for its membership, all with the end goal of driving the growth of the mobile communications

industry. For more information, please visit Mobile World Live, the new online portal for the

mobile communications industry, at www.mobileworldlive.com or the GSMA corporate website

at www.gsmworld.com.

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About Neustar, Inc.


Neustar, Inc. (NYSE: NSR) provides market-leading, innovative services that enable trusted

communication across networks, applications, and enterprises around the world. To learn more

about Neustar, visit www.neustar.biz.

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