

# Tomi Ahonen's 7 Unique Benefits of 7<sup>th</sup> Mass Media

1. Cellphone is first personal mass media channel
2. Cellphone is permanently carried
3. Cellphone is always on
4. Only cellphone provides a built-in payment channel
5. Cellphone is available at point of creative impulse
6. Cellphone is first media with near-perfect audience data
7. Only cellphone captures social context of media consumption