

In Brief: SK Telecom's new SMS tops 1 million users

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SK Telecom's Emoticon SMS (short messaging service) has grown to more than 1 million subscribers in the 10 months since its launch.

The service is operated by WiderThan, which Tuesday credited the rapid growth to the icons and other image series that can be attached to short text messages to express sentiments.

Tae Sup Kim of SK Telecom said in a news release that the images appeal to the key youth market.

"Partnering with WiderThan has enabled us to leverage the popularity of Emoticon SMS and tap into the increasing demand for advanced text services for our younger, teenage audience," he said. "WiderThan's service reduces the rigidness of simple text messaging by adding a visual aspect to text messages and enhancing the overall user experience."

SK Telecom recently launched a WiderThan service that allows pictures to be attached to text messages.

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