



The Case for Mobile Web Sites

Media Marketers
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REVOLUTION

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WEB DEVELOPMENT

GRAPHIC DESIGN

VIDEO & 3D ANIMATION

SIGNS

SEO MARKETING

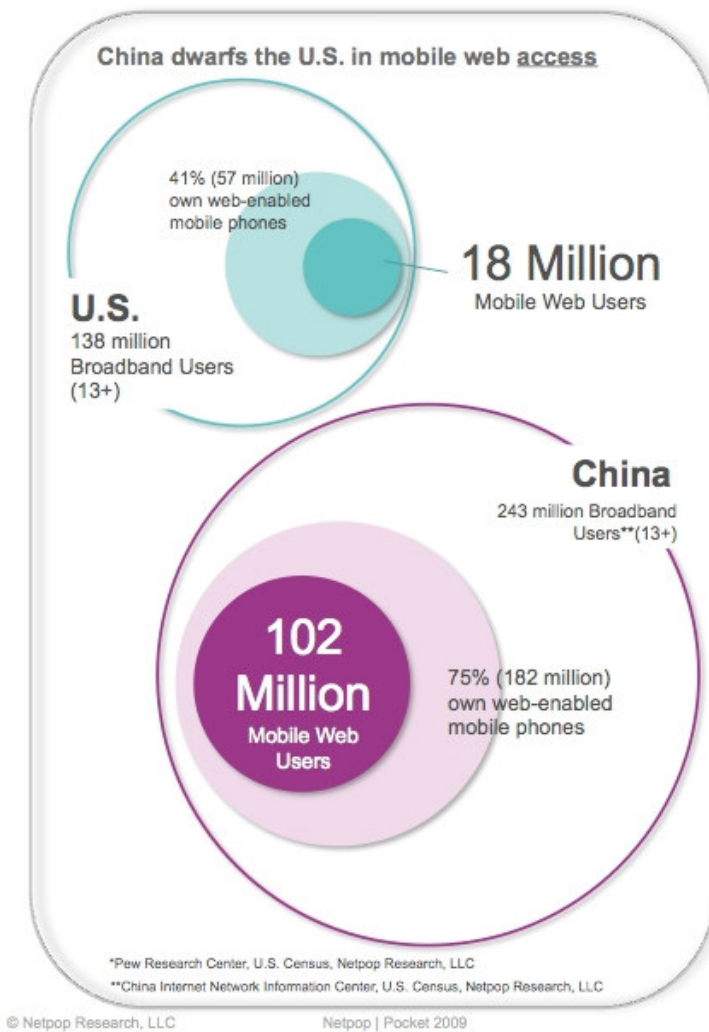
1. Millions Surf on Mobile Internet.

"Mobile internet access increased by 36% in the US last year, but the number of Americans (18 million, ages 13+) who connect to the mobile web is still relatively low compared with the 100 million users who connect via mobile in China..."

- "US Mobile Internet Access Up 36%; Still Dwarfed by China"

Study by Netpop published by MarketingCharts.com on May 28-09

<http://www.marketingcharts.com/interactive/us-mobile-internet-access-up-36-still-dwarfed-by-china-9254/>



Source of Graphic - "US Mobile Internet Access Up 36%; Still Dwarfed by China"

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2. Users and Use Are "Poised for Dramatic Growth."

"Up to 71% of consumers in the US and 41% in parts of Western Europe anticipate that they will use the mobile internet and other mobile data services on a daily basis over the next two years - with a significant ramp-up in the next 12 months..."

- "Mobile Internet Poised for Dramatic Growth"

Survey by the Nielsen Company for Tellabs published by MarketingCharts.com on Mar 31-09

<http://www.marketingcharts.com/interactive/mobile-internet-poised-for-dramatic-growth-8539/>

Note: "...survey of more than 50,000 European and US mobile users - conducted by [The Nielsen Company](#)..."

"More significantly, according to the research more than a quarter of the millions of consumers who do not use mobile data services today intend to start using them shortly"

- Jesse Goranson, senior vice president of Mobile Media, The Nielsen Company in "Mobile Internet will grow dramatically despite economic downturn, consumers say"

Press release published by Tellabs on February 15, 2009

<http://www.tellabs.com/news/2009/index.cfm/nr/53.cfm>

Note: Summary of "Nielsen survey of over 50,000 consumers (who use cell phones in US or EU)"

3. Users Search the Web.

"Some 46.1 million mobile data users in the US used mobile search functions in the third quarter of 2007..."

- "Mobile Search Used by 46MM Mobile Data Users in 3Q07"

Survey by Nielsen Company published by MarketingCharts.com on Jan 18-08

<http://www.marketingcharts.com/direct/mobile-search-used-by-46mm-mobile-data-users-in-3q07-3119/>

Note: "5,700 mobile search users who use at least one mobile data service were surveyed for the Nielsen Mobile report"

4. Users Try New Websites.

"Mobile internet extends the audience reach of leading website categories by an average of 13% over home PC traffic alone - and for some categories, such as weather and entertainment, the extended reach is significantly greater..."

- "Mobile Internet Significantly Extends Reach of Some Leading Websites"
Study by Nielsen's TotalWeb published by MarketingCharts.com on May 2-08

<http://www.marketingcharts.com/interactive/mobile-internet-significantly-extends-reach-of-some-leading-websites-4456/>

Note: "The cross-platform insights come from TotalWeb, a new report from Nielsen that integrates data from Nielsen Mobile and Nielsen Online to show the unduplicated, unique audience for 200+ leading Internet sites across the PC and mobile internet space."

5. Users Purchase "On-the-Go."

"Some 9 million US mobile subscribers say they have used their mobile phone to pay for goods or services, and half of all data users (49%) say they expect to participate in mobile commerce in the future..."

- "Google Leads in Mobile Search, Too, as M-Commerce Accelerates"
Survey by Nielsen Mobile published by MarketingCharts.com on Jun 19-08

<http://www.marketingcharts.com/direct/google-leads-in-mobile-search-too-as-m-commerce-accelerates-4999/>

Note: Article summarizes "...findings..." from Nielsen Mobile's monthly Mobile Insights survey of more than 30,000 US wireless subscribers, with similar data available internationally."

"One in four cellular phone users with mobile internet access now use their devices to buy goods and services online, with nearly one in five saying they would like to someday use cell phones as a 'mobile wallet'..."

- "On-the-Go Mobile Purchases, Banking on the Rise"

Survey by Nielsen Mobile published by MarketingCharts.com on Mar 14-08

<http://www.marketingcharts.com/interactive/on-the-go-mobile-purchases-banking-on-the-rise-3814/>

6. Online Stores Are Becoming Mobile Compatible.

"Planned implementation of m[obile]-commerce was cited by nearly 25% of respondents, whereas just 5% now offer it."

- "Web 2.0 Experience on 93% of Marketers' To-Do Lists for 2008"
Survey by Scene7 published by MarketingCharts.com on Feb 7-08

<http://www.marketingcharts.com/direct/web-20-experience-on-93-of-marketers-to-do-lists-for-2008-3385/>

Note: Survey of "347 companies representing a broad cross-section of product categories and selling channels."