

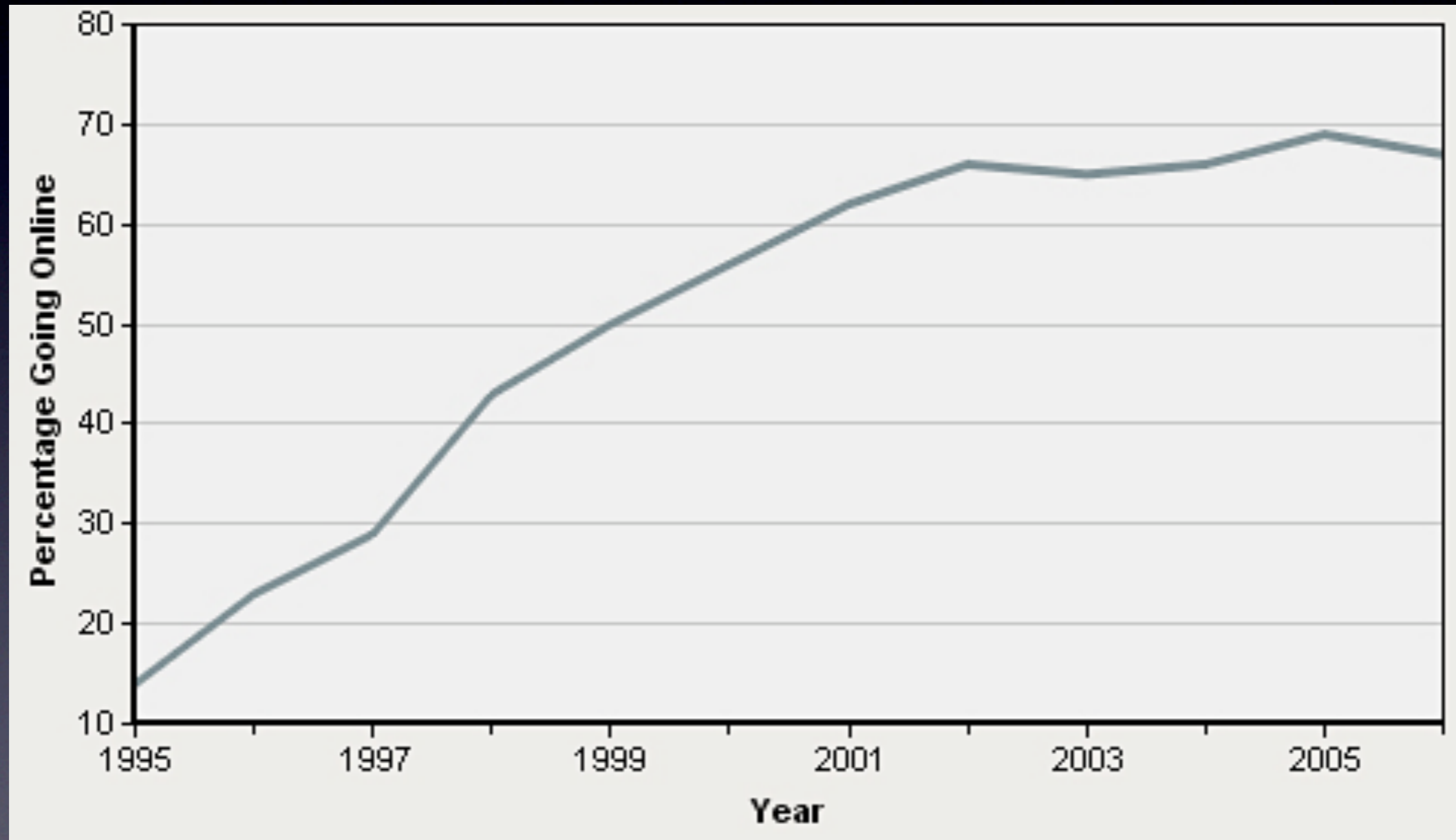
# SmartPhones

and the audience

# Who is online?

- About 70-75% of all American use the Internet on at least an infrequent basis. (eMarketing, USC Annenberg, Pew)
- This is an average of several studies
- The number has definitely tapered off; has not grown as much as it has in the last 10 years.
- Recent studies are finding existing online users are spending MORE time online, and using more services (banking, flights, shopping, information, etc)

# Graph



Pew Internet & American Life Project

# Online Video

- In 2007 44% of regular Internet users say they watch online videos on at least a weekly basis — up from 24% the previous year. (Online Publishers Association) Updated: 76% watch online videos as a part of their Internet experience. (IBM, eMarketer 2008)
- Not frequent: only 4% reported watching online news everyday compared to 93% said they watch at least 1 hour of TV everyday. (OPA 2007)
- News was the most “popular” genre, surpassing comedy, movies and television, music and sports. (Pew)

Source: <http://is.gd/cC3F>

# Mobile Phones

- 78% of all Americans have cell phones. (Pew 2008)
- More than 60% of U.S. Broadband users owned an Internet-enabled mobile device, but anywhere from 5% to 30% reported using the Internet there. (M:Metrics 2006)
- 66% of Americans aged 30 to 49 use text messaging. Much higher with younger people.

# SmartPhone usage growing

- Top selling cell phones of 2008: 1) Apple iPhone 3G 2) Motorola RAZR V3 3) RIM Blackberry Curve 4) LG Rumor 5) LG enV2 (All but one has a keyboard)
- Apple, RIM, Nokia, Google, Microsoft and others focusing on more capable phones.
- 44% of US mobile users say they are looking for a phone with better Internet. (Kelsey group)

# Marketing

- Mobile marketing budgets expected to grow 150% by 2013 (Telefonica O2)
- 88% of marketing directors anticipate behavioral targeting using mobile technologies to be an important capability by 2010.

# Right-Now

- June 2007 - 12,300,000 people visit mobile sites on at least a weekly basis (5.8%)
- June 2008 - 20,700,000 people visit mobile sites on at least a weekly basis (9.2%)
- ComScore/M:Metrics - “The number of U.S. users accessing mobile search has more than doubled as a result of expanded 3G penetration and smartphone adoption, as well as the proliferation of flat-rate data plans. We have also seen a substantial improvement to the mobile search offerings in the U.S. market.”