

# News Release

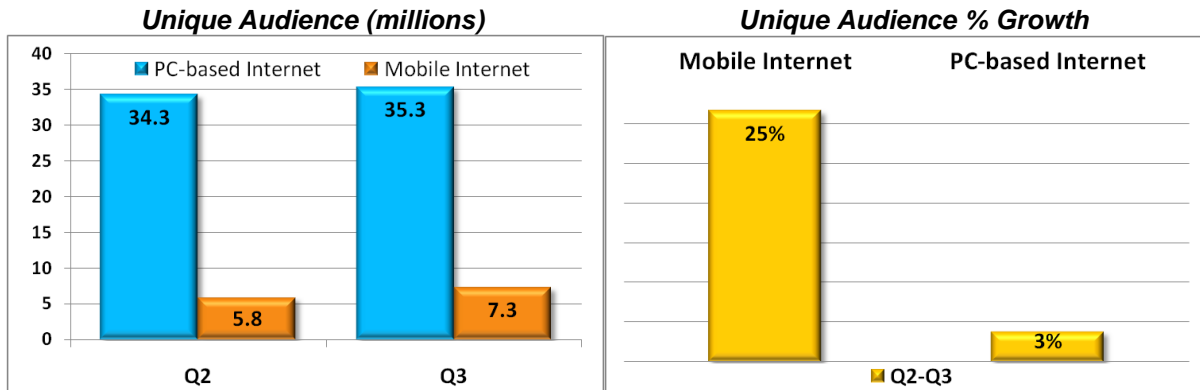
**Contact:** Kent Ferguson: Email [kent.ferguson@nielsen.com](mailto:kent.ferguson@nielsen.com) Direct +44 20 7014 0590

## MOBILE INTERNET GROWTH 8X GREATER THAN PC-BASED INTERNET GROWTH

**London – 24<sup>th</sup> November, 2008** – Nielsen Online, a service of The Nielsen Company, today reveals the first insights from the launch of Mobile Media View – how mobile Internet is growing, the age of consumers using it as well as how the most popular mobile websites perform on the PC-based Internet.

- From Q2 to Q3 2008, the number of Britons using mobile Internet increased by 25% (from 5.8 to 7.3 million) compared to 3% for PC-based Internet (34.3 to 35.3 million Britons)
- The mobile Internet audience has a higher concentration of younger users than PC-based Internet; 25% of mobile Internet consumers are aged 15-24 compared to 16% for PC-based consumers. Whilst, 23% of the PC-based Internet population is 55+, only 12% of the mobile Internet audience is

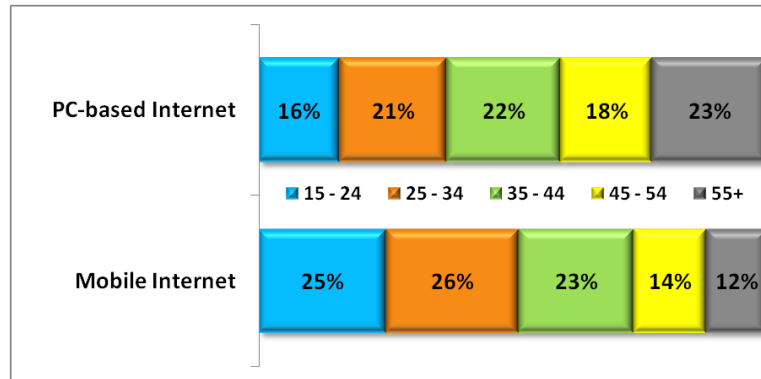
**Growth of UK Mobile Internet and PC-based Internet: Q2-Q3 2008**



Source: Nielsen Online. E.g. from Q2 – Q3 the number of Britons active on Mobile Internet increased by 25% from 5.8 to 7.3 million

### 15+ UK Unique Audience Composition for Mobile Internet and PC-based Internet

FOR ACTUAL AUDIENCE SIZE FIGURES IN MILLIONS GO TO EDITORS NOTES



Source: Nielsen Online, Q3 2008. E.g. 16% of Britons aged 15+ active on PC-based Internet are aged 15-24 years old

Kent Ferguson, Nielsen Senior Analyst: “The first insights from the launch of Mobile Media View confirm two things - that when it comes to the Internet, the huge growth is now happening through the mobile platform and that the mobile online audience is younger than its PC-based counterpart.

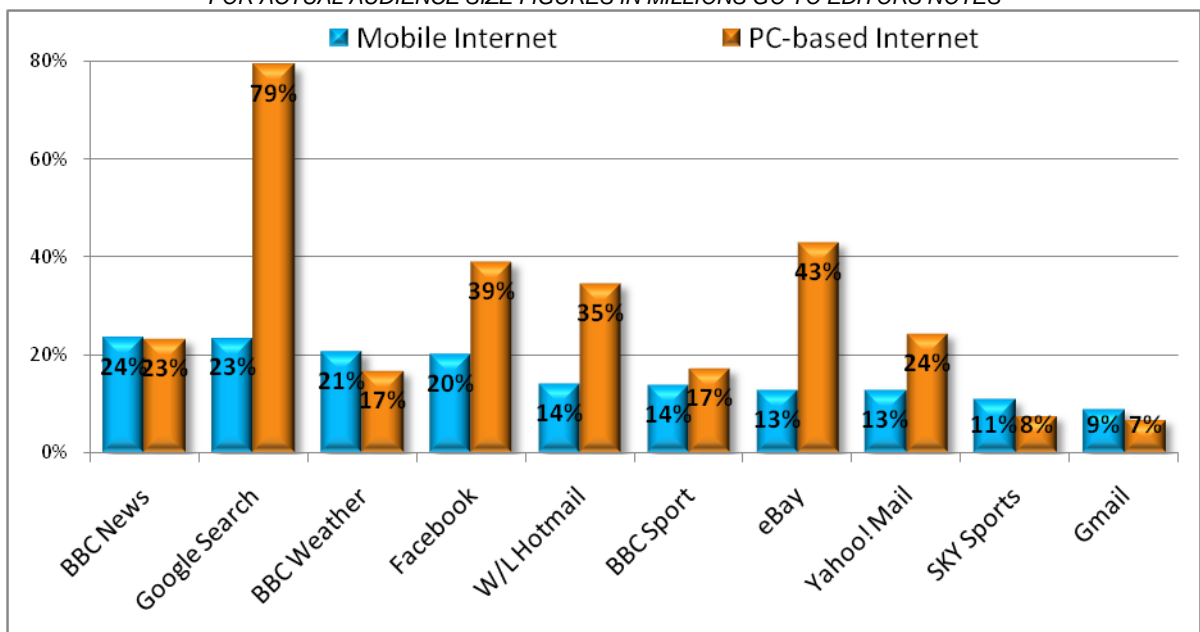
The fact that almost seven and a half million Britons now access the web through their phone shows that mobile Internet is fast becoming a viable way for advertisers and publishers to reach important demographic groups.”

**The most popular mobile Internet sites – and how they perform on the PC-based Internet**

- Whilst Google Search is the most popular PC-based Internet site, on mobile Internet BBC News is the most popular, being visited by 24% of British mobile Internet consumers (1.7 million people)
- Of the most popular mobile sites, BBC Weather (21% mobile, 17% PC-based) Sky Sports (11% mobile, 8% PC-based) and Gmail (9% mobile, 7% PC-based) have greater reach on mobile Internet than they do on the PC-based Internet
- Of the most popular mobile sites, Google Search (23% mobile, 79% PC-based) and eBay (13% mobile, 43% PC-based) have the greatest reach differential between mobile and PC-based Internet

**Most Popular UK Mobile Internet Sites and corresponding PC-based Internet figures (% Reach)**

FOR ACTUAL AUDIENCE SIZE FIGURES IN MILLIONS GO TO EDITORS NOTES



Source: Nielsen Online, UK, Q3 2008.

E.g. on average 24% of Britons active on Mobile Internet visited BBC News through their mobile phone each month in Q3, 2008.

Ferguson concludes, “It’s interesting to see that BBC Weather, Sky Sports and Gmail are amongst the few sites that have a greater reach on the mobile Internet than the PC-based Internet. This highlights the advantage of mobile when it comes to immediacy; people often need fast, instant access to weather or sports news and mobile can obviously satisfy this, wherever they are.”

The fact that the most weather, sports, news and email sites make up the majority of leading mobile sites show that mobile Internet is mainly about functionality and need at the moment as opposed to the more entertainment and ecommerce-focused makeup of the leading PC-based sites.”

**ENDS**



**EDITOR'S NOTES** – Unique Audience size figures (to go with % figures in main part of release).  
All Sources: Nielsen Online, UK, Q3 2008.

**Audience Composition (millions) for Mobile and PC-based Internet**

Age Group	Mobile Internet	'PC-based Internet'
15 - 24	1.8	5.1
25 - 34	1.9	6.8
35 - 44	1.6	7.2
45 - 54	1.0	5.8
55+	0.9	7.2

*E.g. on average 1.8 million Britons aged 15-24 accessed the mobile Internet each month in Q3, 2008*

**Unique Audience (millions) for most popular Mobile Internet Sites**

Rank	Site	Mobile Internet	'PC-based Internet'
1	BBC News	1.7	8.2
2	Google Search	1.7	28.0
3	BBC Weather	1.5	5.9
4	Facebook	1.5	13.8
5	W/L Hotmail	1.0	12.2
6	BBC Sport	1.0	6.1
7	eBay	0.9	15.2
8	Yahoo! Mail	0.9	8.6
9	SKY Sports	0.8	2.7
10	Gmail	0.6	2.4

*E.g. on average 1.7 million Britons accessed BBC News through their mobile phone each month in Q3, 2008.*

**About Nielsen Online**

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behaviour, and includes products previously marketed under the Nielsen/NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit [www.nielsen-online.com](http://www.nielsen-online.com).

**About The Nielsen Company:**

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com).