

Global TGI

Dispatches02



The mobile internet revolution – and opportunities for brands

Latest estimates suggest that there are now more than five billion mobile phone connections worldwide, with industry analysts predicting six billion connections by the middle of 2012.

This rapid growth means that the shift from desktop computing to mobile devices is already happening – with five billion phones, there are more than three times as many phones in existence as personal computers.

And this is truly a global phenomenon. In many developing economies, as a result of divergent incomes and limited infrastructure, it is likely that widespread use of PCs and landline telephones will be bypassed altogether, in favor of a move straight to mobile.

Geoff Wicken
Head of TGI International

Each issue of **Dispatches** from Global TGI seeks to highlight some of the most noteworthy findings among our vast data resources. Covering more than 60 countries across six continents, Global TGI is a network of single-source market research surveys which provide comprehensive consumer insight and data across multiple product sectors.

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Mobile internet – access anywhere, anytime...



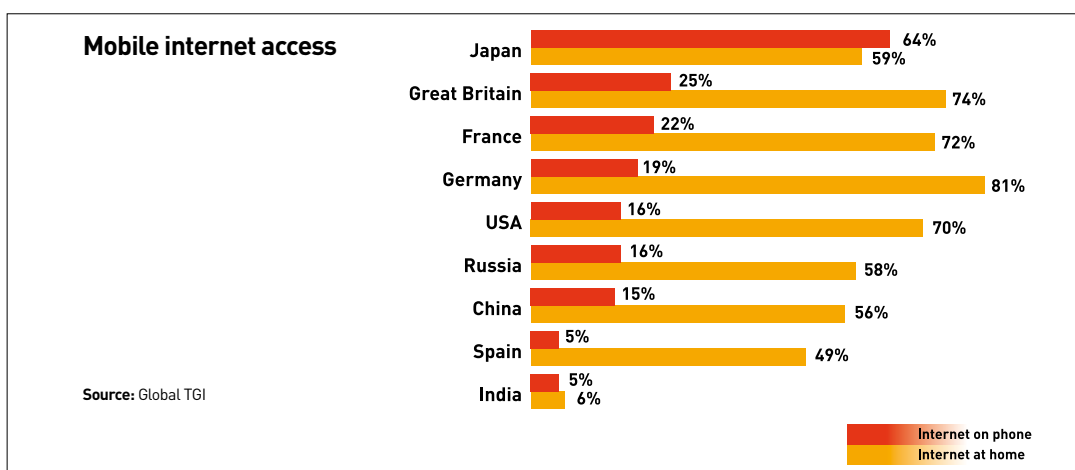
The mobile internet revolution – and opportunities for brands

> > > With mobile devices increasingly becoming part of the fabric of society, touching every part of our lives, what are the implications for marketers and how can brands successfully transition to digital mobile media?

Home internet and mobile internet

Given that the mobile phone is a very different kind of device from the desktop computer, the way we use them will also be quite different. Unlike computers, mobile phones are portable, personal, always connected and always with us.

We can begin to predict the shape of the future by studying mobile use in the most sophisticated and networked markets. Whilst use of mobile-based internet is seeing rapid growth globally, data from TGI shows that Japan is still far ahead of the rest of the world.



Using mobile to deliver content

For marketers, one of the main advantages of using mobile as a communication channel is portable web access, and the resulting ability to deliver content and offers to consumers on the move. Looking at the way in which Japanese consumers use the internet via their mobile phones, the opportunity is clear. More than a quarter of mobile internet users in Japan use their cell phone to obtain coupons and 15% use them for competitions and promotions. 37% of the handsets owned by Japanese consumers are GPS enabled, suggesting great potential for marketers to leverage location-based messaging.

Top ranking online activities in Japan: mobile internet users vs. desktop internet users

Mobile internet users		Desktop internet users	
1 Email	97%	1 Email	77%
2 Downloading ringtones	28%	2 Online shopping	33%
3 Coupons	28%	3 Auctions	25%
4 Gaming	26%	4 Downloading software	21%
5 Downloading music	26%	5 Booking tickets	18%
6 Competitions	15%	6 Free streaming	18%
7 Magazine subscriptions	13%	7 E-magazine subscriptions	17%
8 Members only community sites	11%	8 Downloading music	15%
9 Auctions	9%	9 Competitions	15%
10 Online shopping	8%	10 Online banking	13%

Source: ACR

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> > > Mobile users are more connected...

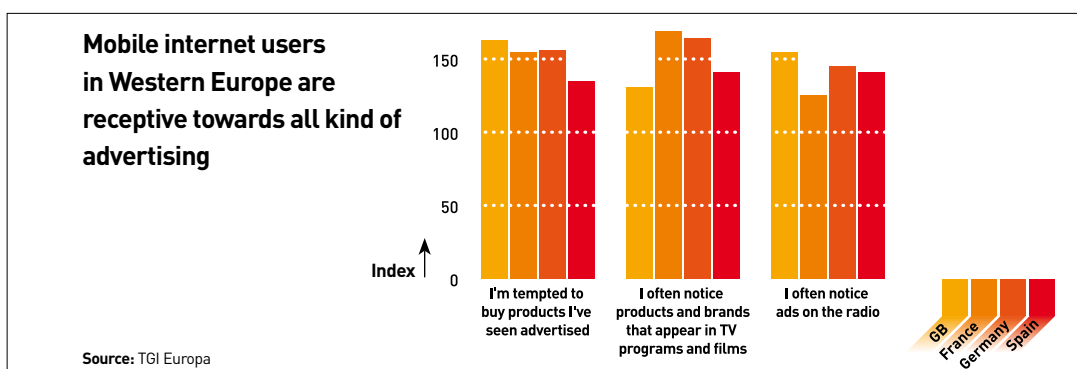
Mobile internet users also tend to spend longer than average online. In South Korea, where 97% of the population owns at least one mobile device, almost half of mobile internet users typically spend more than two hours online each day, compared with a quarter of internet users in general.

Additionally, mobile internet users in South Korea see the internet as central to the way they live. They are highly likely to say that 'the internet is an important part of my life' and that 'I make friends through the internet'.

...and more receptive towards all types of advertising

As the use of smartphones develops, mobile is clearly a fast-growing opportunity for marketers. But a significant challenge is to determine where this platform fits within an integrated communications strategy. Encouragingly, mobile internet users are more likely than average to react positively towards all kinds of advertising. Data from TGI show the mobile web population in Western Europe as above average for noticing both advertising and product placement in traditional channels such as TV and radio. Likewise, in the US, mobile internet users are more likely to notice outdoor advertising such as billboards and ads on public transport.

So with the right strategy in place, it should certainly be possible for mobile communications to comfortably co-exist with and complement other media channels.



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