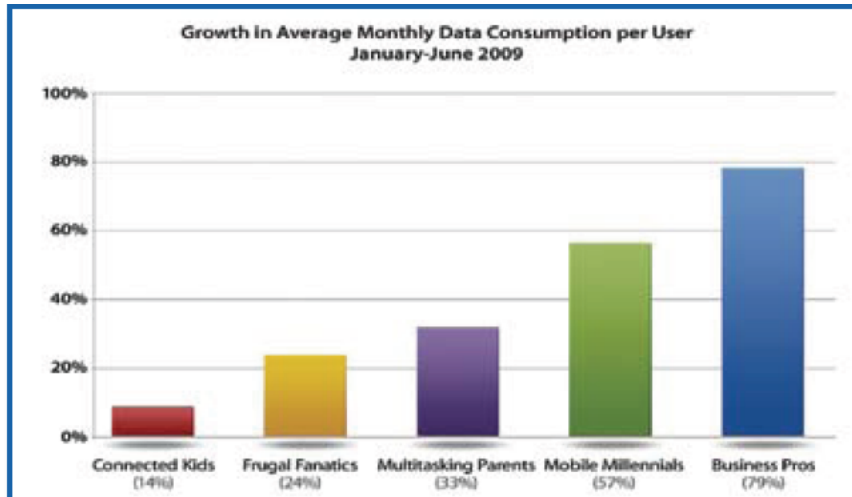


[http://www.wirelessweek.com/uploadedFiles/WW/Events/WW99\\_CTIA\\_ShowDaily3.pdf](http://www.wirelessweek.com/uploadedFiles/WW/Events/WW99_CTIA_ShowDaily3.pdf)



Source: Novarra Mobile Internet Experience Update, October 2009

## Report: Mobile Video, Social Networking Growing Rapidly

BY ANDREW BERG

**SAN DIEGO**—Novarra says mobile video and social networking remain the biggest drivers for mobile Internet usage in 2009.

At CTIA this week, the company released an update to its Mobile Experience report, which identifies five categories of wireless customers, including Business Pros, Connected Kids, Mobile Millennials, Multitasking Parents and Frugal Fanatics. The most recent edition of the report tracks growth and trends from January to June of 2009.

According to the report, all of the groups experienced impressive growth, led by the Business Pros category, which nearly doubled its number of active users. Additionally, the report uncovered some interesting trends, including the growing popularity of video and social networks on the mobile handset.

Overall, mobile social networking experienced the largest growth in page views from January to June, racking up a 179 percent increase during that time. One site in particular saw skyrocketing demand. Apparently users tweeted Twitter from a site that wasn't even in the top 1,000 highest page views in January, only to become number 60 in overall page views. In fact,

Twitter experienced a 3,500 percent growth rate, according to the study.

Video saw the second highest growth rate among content types, experiencing a 74 percent increase in usage. Scott Cotter, senior director of marketing for Novarra, said that on average, users initiated 4.5 video sessions per month. According to the report, users view 7.2 videos in a session. At two to three minutes per video, that equals 80 minutes of mobile video viewing monthly.

"There was a time not too long ago when nearly every operator was afraid to turn up video. We've crossed the line in 2009. Video is part of the mobile Internet and has to be there," Cotter said.

In addition to tracking content and page views, Novarra is able to look at what devices are contributing to the most page views. According to the report, among three types of handsets – which included the low cost "fashion" clamshell phone, the mid-range qwerty messaging phone and the higher end music phone – the lowest cost phone drove the most usage.

"This is not SMS usage; this is people actually using the mobile browser," Cotter said, noting that the results were based on average per user, so the results weren't skewed by the number of any particular device in use. ●