



## Mobile e-commerce outpacing PC

23rd December 2008, London, UK: Novarra, the Internet Mobility™ company, reveals increases in web traffic via mobile are outpacing PC e-commerce traffic growth rates this holiday period. Novarra usage data shows that consumers are increasingly using their mobile phones over their PC to access retailers' full, websites, helping them to get the best deals while out shopping.

Novarra compared web traffic data for both PC and mobile Internet across several popular retailers' websites. November results positioned mobile Internet in a clear lead over PC-based website visits, while for the December period to date Novarra usage data again shows strong growth.

Retail Site	Novarra Nov	Compete Nov	Novarra Dec	Compete Dec
eBay	30.8%	12.1%	6.0%	n/a
Argos.co.uk	36.1%	27.6%	57.4%	n/a
Target.com	78.7%	40.1%	40.3%	n/a

Even though holiday spending may be down in the current economic climate, access to retailers' web sites via mobile Internet for price comparison and 'on-the-spot' deal shopping helps consumers get the most value from their holiday shopping budget, while also helping to drive mobile operator data and revenue.