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[“X-Factor” proves a winner for mobile web traffic](#)



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Mobile page views of websites related to ‘The X-Factor’ grew by over 15,000% between September and December to a peak for the final, claim new findings from Navarra.

Overall, page views of websites peaked on Sundays, coinciding with the weekly live eviction show.

The December final 13 (during which 10 million votes were cast and 19 million people tuned in) caused a surge in mobile web traffic, with page views increasing by 55% from the previous week to record the highest number of the entire series.

The live shows on both Saturday and Sunday appear to have played a crucial role in driving mobile web traffic to the sites, with page views increasing by 35% between Saturday, October 3 (the announcement of the final 12 contestants) and Saturday, October 10 (the first live show featuring all 12 contestants performing).

Despite the hype suggesting that ‘Jedward’ were largely responsible for the popularity of this year’s show, traffic actually increased after their departure.

On November 23 (the day of ‘Jedward’s’ final appearance in the competition) page views were down by nearly 35% from the previous week.

Following their exit, page views increased by 122% on November 30, with a further growth of 85% the weekend after that.

One of the lowest levels of weekend page views was recorded on Sunday, October 18, the day of judge Cheryl Cole’s performance on the show. Views were down 124% from the previous week.

Excluding the final, page views reached their peak on Sunday, October 25, up 74% from the previous week. On this day, early favourite Danyl Johnson was in the bottom two and had to ‘sing for survival’.

Despite fans’ threats to boycott the show following contestant Lucie Jones’ exit on November 8, page views increased by 83% the following week

“These findings illustrate how TV can be a powerful driver of mobile web traffic and that consumers are using their mobile devices to supplement their TV viewing habits,” said Senior Director Marketing Navarra, Scott Cotter.

“Furthermore, such volumes of traffic make a strong case for targeted mobile advertising moving forward.”



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