

1 in 8 European smartphone owners conducted a retail transaction on their device

LONDON, UK: comScore, Inc. (NASDAQ: SCOR), a leader in measuring the digital world, today released an overview of mobile commerce usage across the five leading European markets (France, Germany, Italy, Spain and the United Kingdom) using the [comScore MobiLens](#) service.



The study showed that the EU5 mobile retail audience nearly doubled over the past year, with 1 in 6 smartphone users accessing online retail sites and apps on their device. In addition, 1 in 8 EU5 smartphone users actually completed a retail transaction on their phones.

"E-Commerce has become central to many consumers' digital lives over the past few years, but we are now observing a rapid increase in the emergence of m-commerce, where consumers visit retail sites or use dedicated apps and ultimately make on-device purchases," said Hesham Al-Jehani, European mobile product manager at comScore. "While smaller screen sizes can be an impediment to people conducting transactions on mobile devices, retailers have responded to the changing consumer environment by simplifying the transaction processes and improving the mobile experience to facilitate on-the-go purchasing."

Retail site visitation via smartphone differs significantly across EU5

In May 2012, 16.6% of the EU5 smartphone audience accessed online retail sites and apps, displaying an increase of 4.6 percentage points in the past year. Spain was the fastest growing market with a growth rate of 141% to nearly 2 million smartphone users accessing retail brands like Amazon and eBay on their handsets. The UK was the largest market by absolute numbers with 6.5 million smartphone retail users, but also had the least rapid growth rate at 74%. Germany ranked a close second with 5.8 million retail users, and also had a relatively high penetration of mobile retail users at 22.6%.

Mobile Retail Activity Among Smartphone Audience 3 month average ending May 2011 vs May 2012 Total EU5 (FR, DE, IT, ES and UK) Age 13+ Source: comScore MobiLens				
	Accessed Online Retail Smartphone Audience (000)	YY Growth by Audience	% of Smartphone Audience	YY Percentage Point Increase
EU5	19,475	94%	16.6%	4.6 pp
Spain	1,963	141%	9.8%	4.1 pp
Germany	5,838	118%	22.6%	6.3 pp
France	2,243	99%	10.2%	2.6 pp
Italy	2,969	76%	13.6%	4.2 pp
UK	6,461	74%	23.1%	4.7 pp

1 in 8 smartphone owners engage in m-commerce transactions

Approximately 1 in 8 EU5 smartphone users (12.4%) purchased goods or services on their device in May 2012. Among the 19.5 million smartphone users who accessed retail content, 75% conducted a transaction.

An analysis of the top 5 types of goods and services purchased via smartphones showed clothing or accessories (4.3% of smartphone audience) and books (3.2%) to be the most popular retail categories. Other services or goods purchased by European smartphone owners were consumer electronics/household appliances (3.1%), tickets (3.1%) and personal care/hygiene products (2.1%).

Mobile Retail Activity Among Smartphone Owners 3 Month Average Ending May 2012 Total EU5 (FR, DE, IT, ES and UK) Smartphone Audience: Age 13+ Source: comScore MobiLens		
	Target Audience (000)	% of Smartphone Audience
Total Smartphone Audience: 13+ yrs old	117,609	100.0%
Purchased goods or services	14,552	12.4%
Type of goods or services purchased		
Clothing or accessories	5,036	4.3%
Books (excluding e-books)	3,806	3.2%
Consumer electronics / household appliances	3,698	3.1%
Tickets	3,639	3.1%
Personal care / hygiene products	2,452	2.1%

"Given Europeans' existing predilection for online apparel shopping, it is not surprising to see this category rank as the most popular for purchase via mobile devices. But it's also possible the category's popularity corresponds with the heavy use of email marketing, with consumers more likely to see and respond to offers on their phones when they check their email," added Al-Jehani.

May 2012 EU5 mobile benchmark data

The table below shows comScore's May 2012 mobile benchmark data, including a review of mobile consumption behaviour and device penetration for the five European countries under measurement. These benchmarks are published by comScore to provide the most up-to-date snapshot of the mobile industry. Further information on these benchmarks, and other data included above, can be provided upon request.

Mobile Benchmark Data for the European Market 3 Month Average Ending May 2012 Total EU5 (DE, ES, FR, IT and UK), Age 13+ Source: comScore MobiLens						
	Penetration (%) of Mobile Users					
	EU5	France	Germany	Italy	Spain	UK
Used Smartphone	48.8%	46.4%	42.3%	45.5%	57.0%	56.6%
Used Application (excl. pre-installed)	42.7%	37.8%	37.8%	37.1%	48.9%	54.6%
Used browser	42.4%	40.5%	35.9%	36.8%	47.0%	54.6%
Played games	29.7%	17.0%	27.5%	33.3%	33.6%	38.4%
Sent text message	83.1%	85.4%	78.3%	81.1%	79.1%	91.6%
Listened to music	28.9%	24.9%	27.7%	26.5%	38.6%	29.9%
Accessed Social Networking Site or Blog	29.0%	25.6%	23.0%	25.5%	33.2%	40.2%

About MobiLens

MobiLens data is derived from an intelligent online survey of a nationally representative sample of mobile subscribers age 13 and above. Data on mobile phone usage refers to a respondent's primary mobile phone and does not include data related to a respondent's secondary device.

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