

Smartphones, tablets drive nearly 5% of digital traffic in EU5

LONDON, UK: The comScore, Inc overview of the mobile and connected device landscape across five leading European markets (France, Germany, Italy, Spain and the United Kingdom) shows cross-platform digital media consumption on the rise in the region, buoyed by the growth in adoption of smartphones, tablets and other non-computer web-enabled devices, collectively termed "connected devices".



In August 2011, these devices drove 4.6% of total digital traffic in the EU5, fuelled primarily by the use of smartphones.

"While we have seen the increasing adoption of smartphones in the EU5 contribute to the rapid growth of mobile media consumption, we are also beginning to see tablets and other connected devices play an increasing role," said Jeremy Copp, comScore vice president for Mobile in Europe. "With more options available for consuming digital media on the go than ever before, many users now access online content from multiple platforms throughout the day. This media fragmentation has made it more important than ever for advertisers and publishers to take a holistic view of audience measurement to effectively reach their audiences."

Apple iOS surpasses Symbian in share of mobile phones and connected devices in use

In the three-month average period ending in August 2011, 91.4 million mobile subscribers across the EU5 reported using smartphones, up 46% from last year. Although Symbian continues to have the largest share of the smartphone market, its audience among all mobile and connected devices in current use was recently surpassed by the Apple iOS audience. The iOS platform (including iPhones, iPads and iPod Touches) currently accounts for 30.5% of all mobile and connected devices in use in the EU5 (excluding feature phones and e-readers), driven by the popularity of the iPad and iPod Touch. Symbian ranks second, accounting for 28.7% of all devices in use, followed by the Google Android platform at 23.5%.

OS Market Share by Audience Installed Base 3-Month Average Ending August 2011 Total EU5 (DE, FR, IT, ES and UK) Mobile Subscribers, Age 13+ (Source: comScore MobiLens)	
Device Platforms	Share (%) of Devices in Use
Apple iOS	30.5%
Symbian	28.7%
Google Android	23.5%
RIM	8.1%
Microsoft	5.5%
Other Platforms	3.7%

A closer look at the composition of devices in use for each platform reveals interesting differences. Symbian's share of the market is driven exclusively by Symbian smartphones, whereas nearly half of the iOS share is driven by iPads and iPod Touches in use. Meanwhile, tablets account for only 16% of the Android platform share.

Apple iOS drives more than 60% of non-computer traffic

An analysis of platform market share, as determined by internet traffic coming from browser-based page views, shows the iOS platform driving more than 60% of all connected device traffic to lead other platforms significantly. Despite comprising less than a quarter of iOS devices in use, iPads fuelled this strong position accounting for 43% of all iOS traffic.

Following iOS, Android ranked second in delivering non-computer traffic with a 20.9% share. RIM accounted for 8.5%, while Symbian accounted for just 2.7%, indicating that Symbian smartphone users were less likely on average to consume digital media on their mobile devices.

OS Market Share by Non-Computer Digital Traffic (Browser-Based Page Views) August 2011 Total EU5 (DE, FR, IT, ES and UK) (Source: comScore Device Essentials)	
Device Platforms	Share (%) of Non-Computer Traffic
Apple iOS	61.1%
Google Android	20.9%
RIM	8.5%
Symbian	2.7%
Other Platforms	6.9%

August 2011 EU5 mobile benchmark data

The table below shows comScore's August 2011 mobile benchmark data, including a review of mobile consumption behaviours and device penetration for the five EU 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 EU5 Market 3-Month Avg. Ending August 2011 Total EU5 (DE, FR, IT, ES and UK), Age 13+ (Source: comScore MobiLens)						
	Reach (%) of Mobile Subscribers					
	EU5	UK	France	Germany	Italy	Spain
Sent Text Message	82.4%	90.5%	83.3%	79.1%	79.4%	79.3%
Used Application (excl. pre-installed)	33.5%	43.7%	30.9%	29.8%	29.8%	33.6%
Used Browser	34.0%	45.9%	34.6%	27.8%	29.4%	33.0%
Listened to Music	25.8%	25.4%	23.8%	25.8%	23.6%	32.1%
Accessed Social Networking Site or Blog	22.6%	34.3%	21.1%	16.8%	20.0%	21.6%
Accessed News	17.8%	25.4%	16.6%	15.1%	16.4%	14.9%
Played Games	26.3%	33.3%	15.9%	25.2%	30.0%	27.6%
Used Smartphone	38.9%	45.6%	35.3%	32.2%	39.5%	44.5%

Digital Omnivores

In conjunction with these findings, comScore recently released the report *Digital Omnivores: How Tablets, Smartphones and Connected Devices are Changing US Digital Media Consumption Habits*. The report analyses how cross-platform consumption has created a vastly different landscape in the US as consumers utilise a growing number of devices to consume digital content. The report also analyses the impact these shifting consumption habits have on online visitation and engagement across the Internet. To download a complimentary copy of the report, *Digital Omnivores* go to <http://www.comScore.com/DigitalOmnivores>.

For more, visit: <https://www.bizcommunity.com>