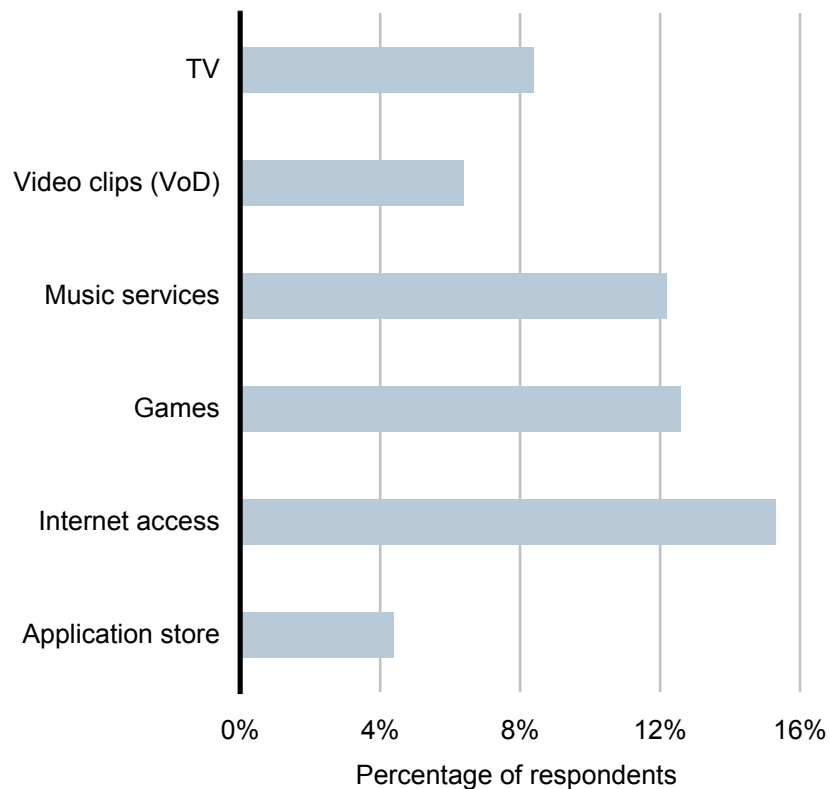


Mobile Internet access is the most-popular media service

Figure 5: Usage of mobile media services, by service type¹
[Source: Analysys Mason, 2010]

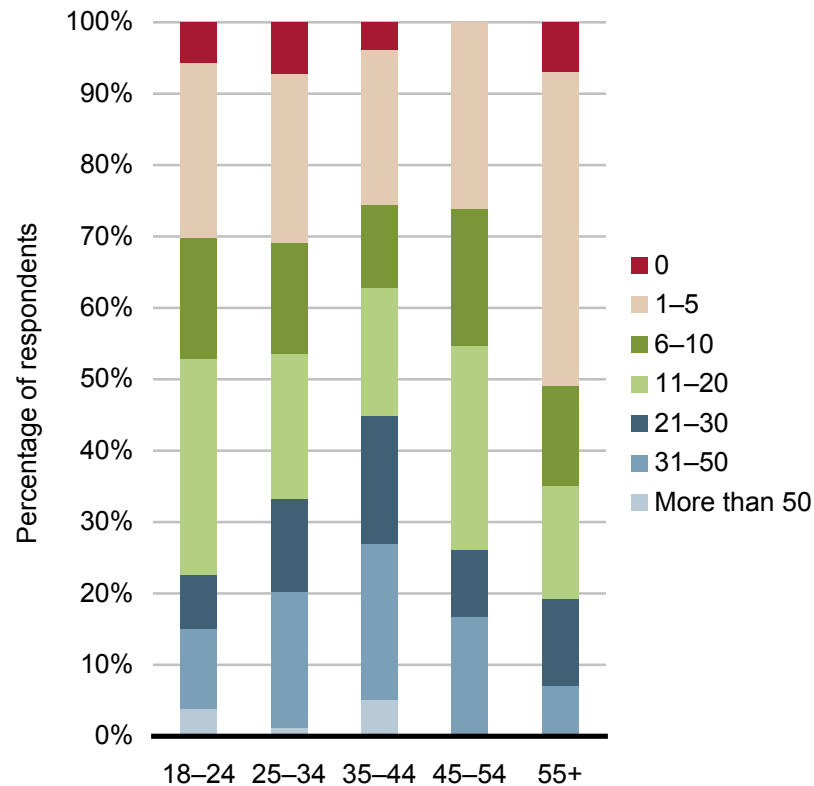


- The most widely used mobile media services are:
 - Internet access (at 15% of respondents)
 - games (at 13%)
 - music services (including downloads, streaming services and ringtones, at 12%).
- A significant proportion of respondents use mobile TV and video clip (VoD) services (at 8% and 6% respectively), but usage of these services is substantially lower than that of the three most-popular services.
- Only 4% of respondents indicated that they have used an application store during the past year.

¹ Question: "Which of the following mobile media services have you used within the last year?"; all countries; all respondents; n = 4178.

Mobile TV users in the 35–44 age range seem to consume the most content

Figure 19: Number of shows, films and other videos consumed via mobile TV per month, by age range¹
 [Source: Analysys Mason, 2010]



- 45% of mobile TV users in the 35–44 age range have viewed more than 20 TV shows, films or other videos per month via a mobile TV service in the past year.
- The next-heaviest mobile TV consumers are 25–34 year-olds, of whom 33% viewed more than 20 TV shows, films or other videos during the past year.
- Conversely, more than 50% of mobile TV users in the 55+ age group watched mobile TV only five times per month or less during past year.
- Overall, 33% of mobile TV users watched mobile TV five times or less per month, on average.

¹ Question: “How many TV shows, movies, or other videos do you watch via mobile TV each month?”; all countries; respondents who have used mobile TV within the past year; n = 314.