

Mobile Website Visits

What does the UK website visitor traffic look like? How much of it is mobile? Which devices are mobile web surfers using and how quickly is mobile traffic growing?

We took a cross section of the data available to us across multiple websites in multiple sectors. We utilised enough data to account for between 440,000 and 1,700,000 UK website visits per month.

This level of volume and deep analysis provides Tecmark with an excellent insight into the UK mobile browsing habits and how they have radically changed in just over 12 months.

Tecmark's Key Findings

In September 2009, 0.02% of traffic to a website in the UK was traffic using a mobile device.

In January 2011, 8.09% of traffic to a website was using a mobile device.

More UK website visits originate from iPads than from Android powered devices. This has been the case since 3 months after the iPad's UK May 2010 release.

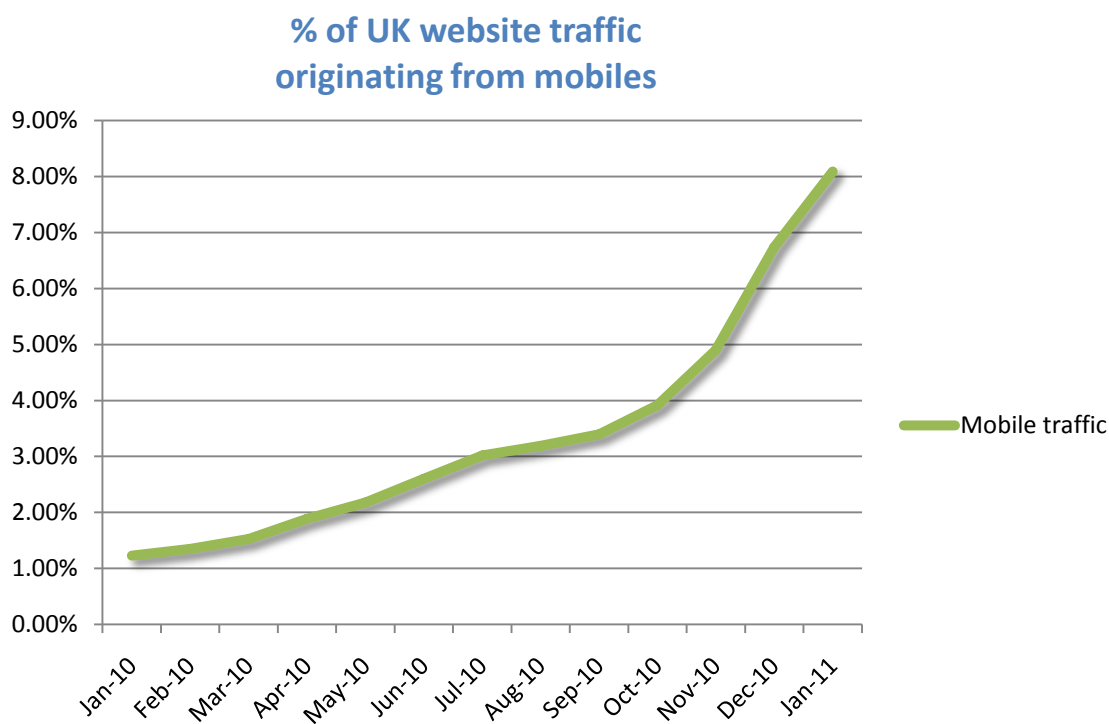
iPhone traffic makes up more than half of all mobile traffic and accounts for 4.5% of all UK website traffic.

Mobile Traffic Growth

Much of the success in mobile has been driven by strong sales of smartphone devices, with a considerable 87.2 per cent year-on-year increase in numbers compared to just 5.5 per cent for PC's. Over 300 million smartphones were shipped in 2010 with Nokia, Apple, RIM, Samsung and HTC leading the way from a manufacturer perspective.

The chart below clearly reinforces the rise of the smartphone and the popularity visiting websites from the handheld mobile device. The trend is set to continue with Gartner predicting that in three years time, more people will access the Internet from their mobile device than a PC.

Companies are now realising that adding a mobile strategy to their marketing plan shouldn't just be an 'inclusion' but more of a necessity.

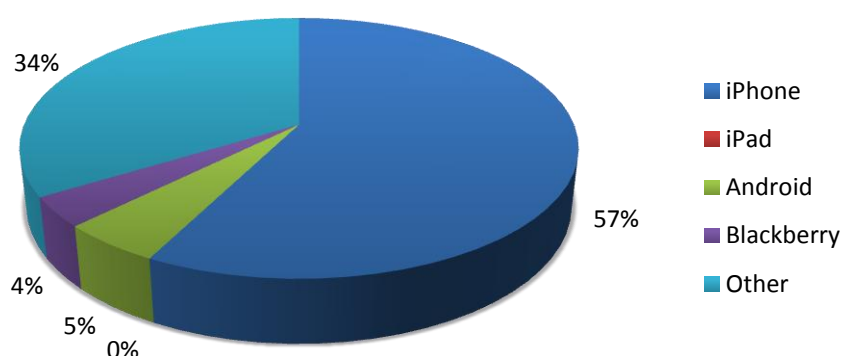


- The fastest growth has come since October 2010.
- If the growth continues as it has since September 2010, by June 2011, mobile devices will account for 14.75% of all website traffic.

Mobile Devices

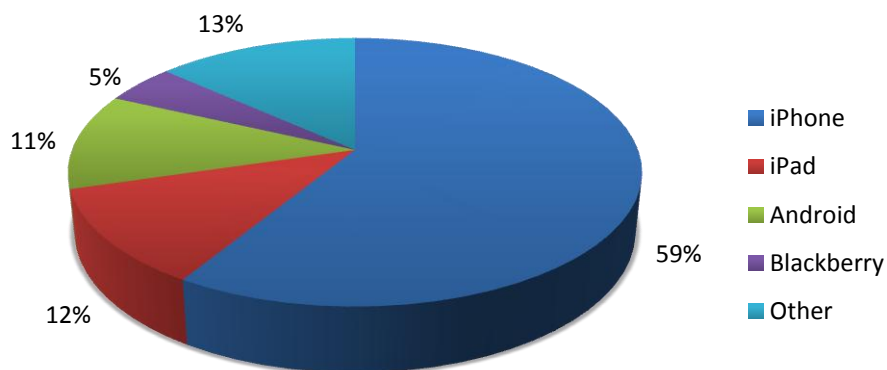
In January 2010, of the traffic visiting a website from a mobile device in the UK, almost half was made up of iPhone traffic. The iPad wasn't launched hence it accounted for a zero per cent figure.

**Mobile Devices Accounting for Website Traffic
January 2010**



However, three months after the iPad's launch, the amount of website visits from the device saw an exponential increase and overtook Android OS, accounting for a 12% share.

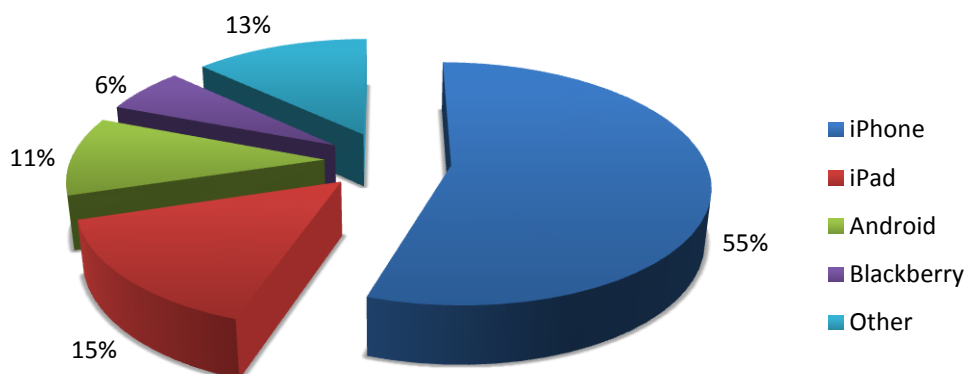
**Mobile Devices Accounting for Website Traffic
September 2010**



Despite the massive growth experienced in terms of mobile traffic in total, iPhone has retained its share of the market.

In January 2011, 55% of the website traffic originating from mobile was using an iPhone device with Apple in general accounting for 70% of mobile web traffic.

Mobile devices accounting for website traffic
January 2011



The rise in the number of smartphones themselves being purchased isn't the only driver behind the increase in mobile web traffic. Continued advances in how video and audio is compressed over WI-FI and 3G, technological improvements in the stability of networks and the overall level of captivating and immersive mobile content all have a major part to play.

Browser trends have changed, moving away from the traditional search box that many of use have been so used to. With even more changes expected in 2011, our research shows just how important mobile media is for consumers and the business community.