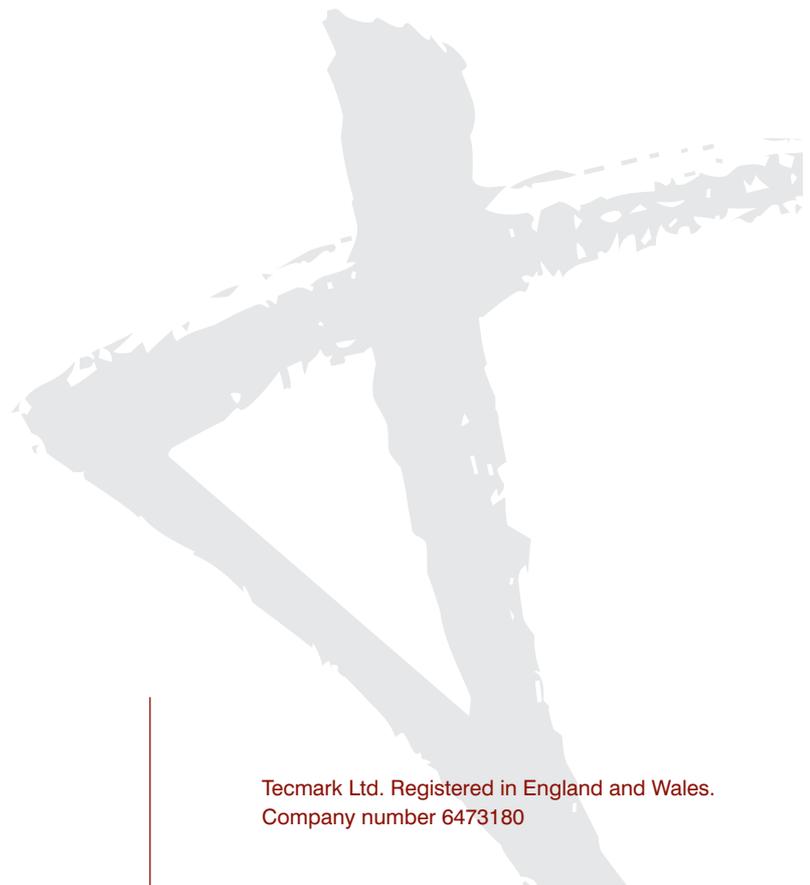




111 Piccadilly, Manchester, M1 2HY
Tel 0845 6801146, Fax 0845 6801316
www.tecmark.co.uk

Mobile and UK Web Traffic

Research by Tecmark Ltd



Introduction

In February 2011, we carried out an analysis of web traffic using data we have access to in Google Analytics. We analysed several different sites in various different niche areas (which gave us between 0.5 million and 1.5 million UK web visits per month to work with).

Our data found that mobile was, unsurprisingly, growing at an immense rate. While just 0.02% of UK mobile traffic in September 2009 originated from a mobile device, this number was over 8% by January 2010.

But 6 months is a long time in mobile and, as such, we have revisited this research to look at the growth between January 2011 and July 2011.

The Data

We used the same websites as in the previous study in order to ensure consistency. However, many of these sites have also grown, meaning that our total website visit numbers (across all sites) increased to between 1.5 million and 2.3 million web visits.

For the purpose of this report:

- iPhone visits are all those originating from any iPhone device
- iPad visits are all those originating from any iPad device
- Blackberry visits are all those originating from any Blackberry device
- Android visits are those originating from **any device running the Android OS.**

Key Findings

- In September 2009, mobiles accounted for 0.02% of UK web traffic
- In January 2011, mobile accounted for 8.09% of UK web traffic
- In July 2011, mobile accounted for a staggering **12.59%** of UK web traffic
- In January 2011, iPhones accounted for 55% mobile traffic and 4.5% of all UK web traffic.
- In July 2011, iPhones accounted for 58% of mobile traffic and **7.3% of all UK web traffic.**
- Android devices accounted for 10.6% of mobile traffic in January. This figure was 14.6% in July 2011.
- In January 2011, Blackberry devices accounted for 6.1% of all mobile traffic. In July 2011, this figure was **3.5%**

In summary:

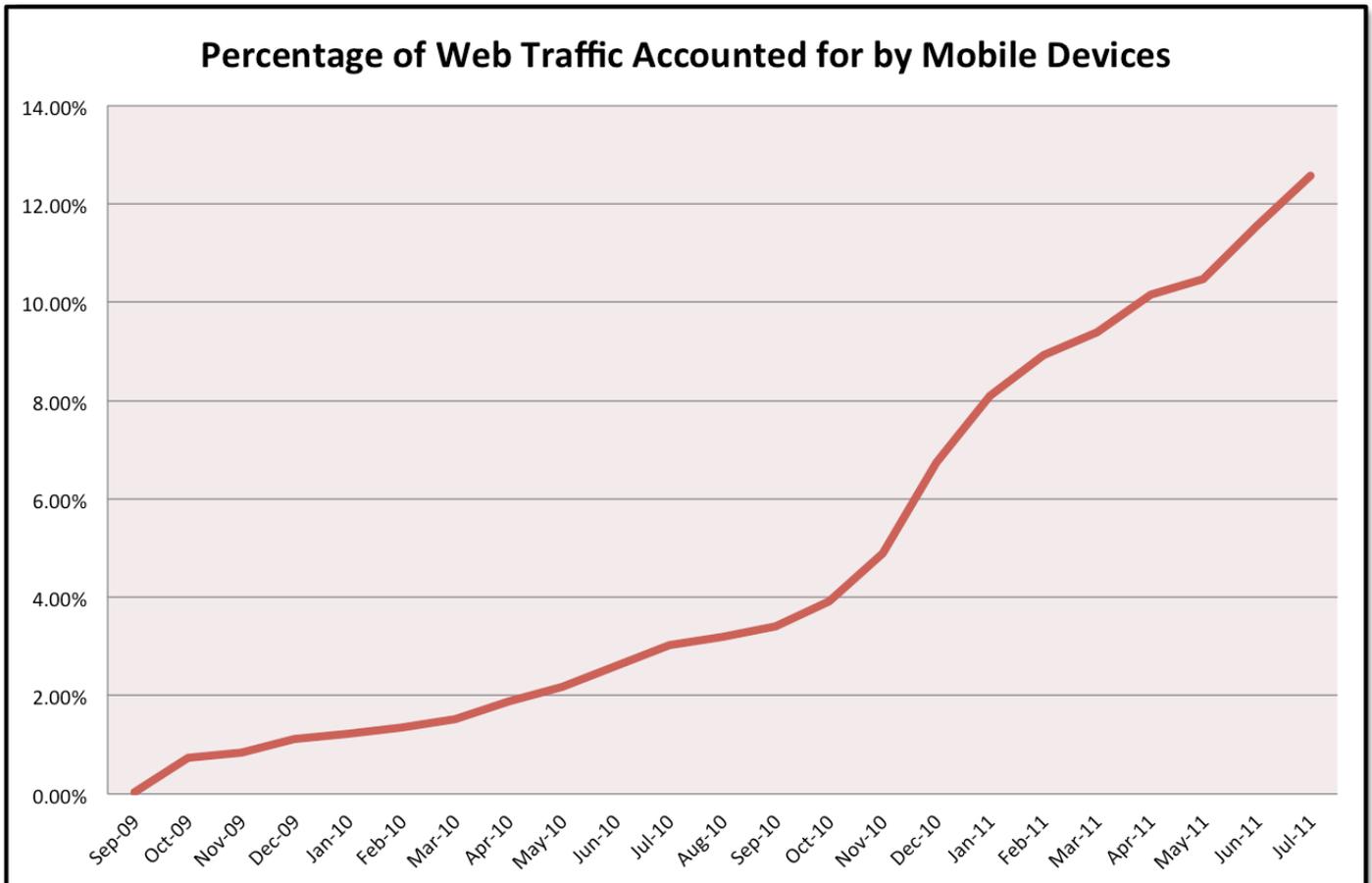
- Mobile is growing at a rapid rate
- iPhones continue to dominate the market
- Android devices are increasing their market share
- Blackberry is losing ground

Mobile Traffic Growth

Mobile traffic continues to grow at a massive rate.

Only 0.02% of website traffic in September 2009 originated from mobile. In July 2011, this figure was 12.59%.

Here's the picture from September 2009 - July 2011



Month	% of Traffic from Mobile
Sep 2009	0.02%
Oct 2009	0.74%
Nov 2009	0.85%
Dec 2009	1.11%
Jan 2010	1.23%
Feb 2010	1.35%
Mar 2010	1.53%
Apr 2010	1.89%
May 2010	2.18%
Jun 2010	2.60%
Jul 2010	3.02%
Aug 2010	3.19%
Sep 2010	3.40%
Oct 2010	3.92%
Nov 2010	4.90%
Dec 2010	6.74%
Jan 2011	8.09%
Feb 2011	8.92%
Mar 2011	9.39%
Apr 2011	10.16%
May 2011	10.49%
Jun 2011	11.56%
Jul 2011	12.59%

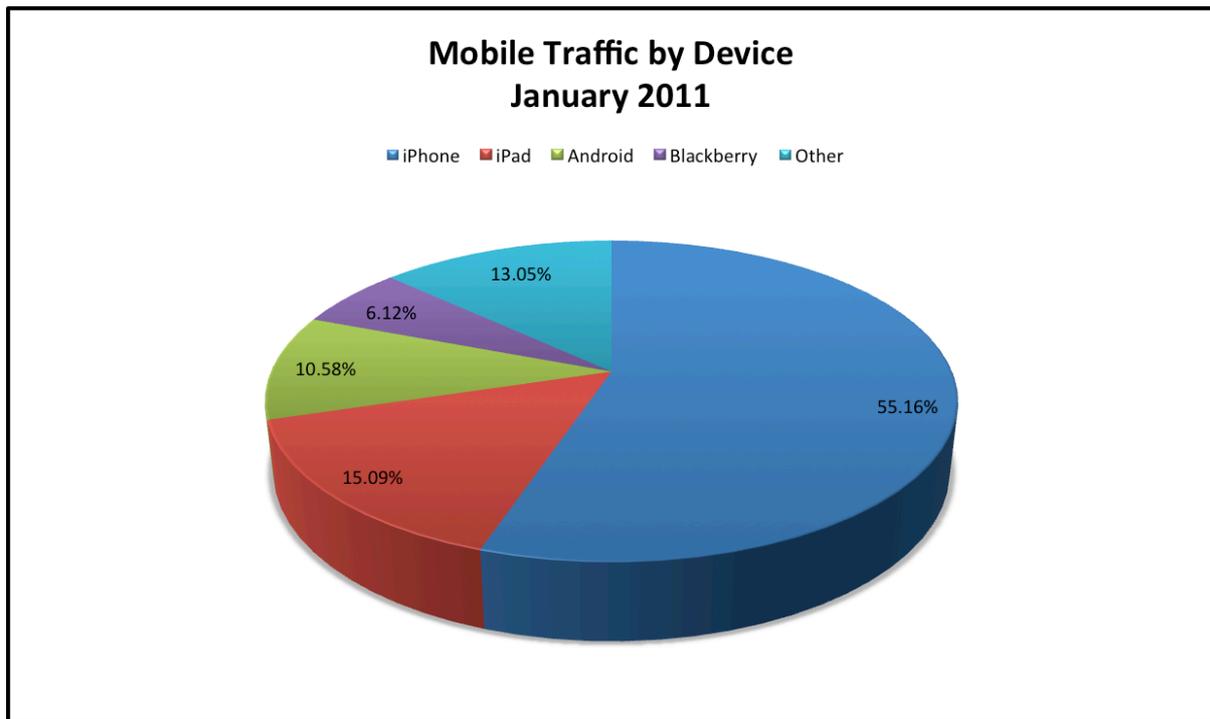
The Mobile Devices Driving the Traffic

Device Breakdown January 2011



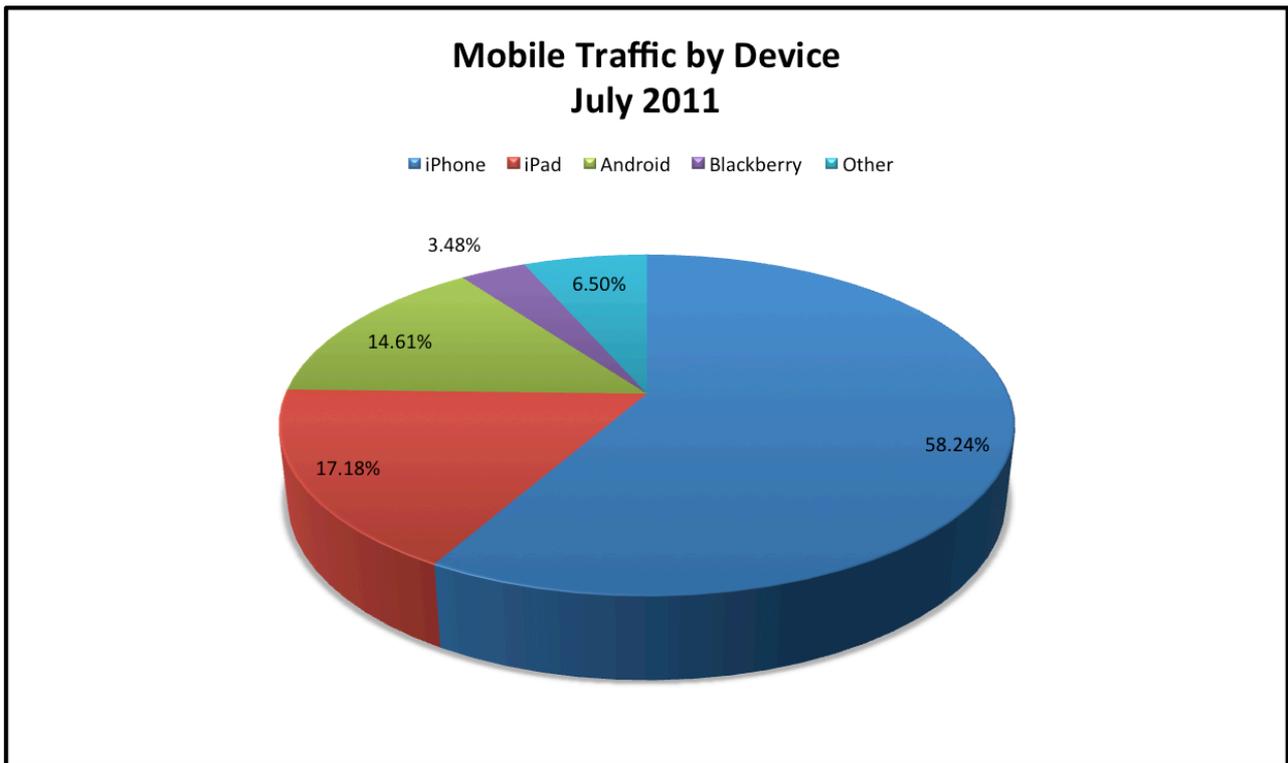
In January 2011:

- 55.2% of mobile traffic came from iPhones
- 15.0% of mobile traffic came from iPads
- 10.6% of mobile traffic came from Android devices
- 6.1% of mobile traffic came from Blackberry devices



In July 2011:

- 58.2% of mobile traffic came from iPhones
- 17.1% of mobile traffic came from iPads
- 14.6% of mobile traffic came from Android devices
- 3.5% of mobile traffic came from Blackberry devices

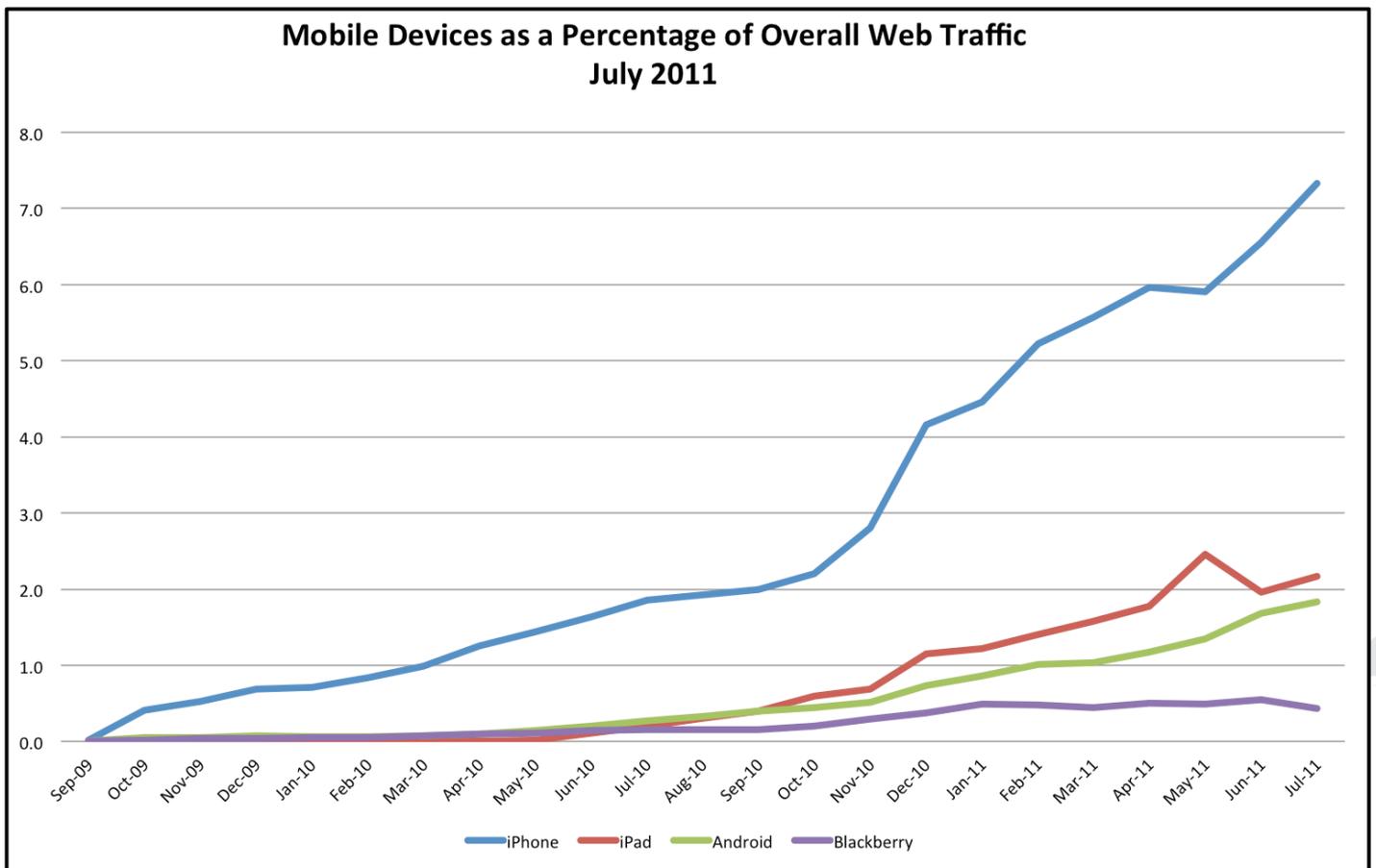


The Whole Picture

Some devices are now accounting for a significant proportion of overall web traffic (not just mobile traffic).

In July 2011:

- iPhones accounted for 7.3% of all web traffic
- iPads accounted for 2.2% of all web traffic
- Android devices accounted for 1.8% of all web traffic



While this data does not tell the quantities in which each device is selling, it does tell us that, in terms of the amount of web browsing carried out on each device, iPhone still consumes a significantly higher proportion of the market than Android and Blackberry.

Apple Still Dominates

- iPhones and iPads combined accounted for 9.5% of all UK web traffic in July.
- iPhone and iPads combined accounted for 75.4% of all mobile traffic in July.
- iPhone users account for more than 3 times the web visits that Android devices account for.
- iPad users still account for slightly more web visits than users of **all Android devices** put together.

Android is Catching Up

- Between January 2011 and July 2011, Android share of the total mobile visits has risen from 10.6% to 14.6% - A rise of **37.7%**.
- This is not coming at the expense of Apple though, whose share also continues to rise, albeit at a slower rate.
- In terms of web visits, Android is still outplayed by iPad

Bye Bye Blackberry?

- Of the three major Smartphone players, Blackberry is the only one to lose ground.
- In January 2011, Blackberry accounted for 6.1% of all mobile web visits. In July 2011, this was 3.5%, a drop of **42%**.

In January 2012?

- If mobile continues its growth of the previous 6 months, by January 2012, it will account for more than **15% of UK web traffic**