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News Release

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ONLINE ENGAGEMENT GROWING FOR MOBILE INTERNET USERS: NIELSEN

Sydney, 29 April 2010 — Australians' ownership of Internet capable mobile devices now sits at close to half of mobile users* (43%) and engagement of those accessing the Internet via their mobiles has seen strong growth in the past year, according to recent research conducted by Nielsen.

Just under one third of Australian mobile phone users (29%) access the Internet via a mobile phone, and amongst mobile Internet users, mobile Internet services have seen large increases in the past year. Internet searches are the most popular online activity undertaken via a mobile phone and saw the strongest growth in the past year, with close to three quarters of mobile Internet users (73%) having conducted an Internet search on their mobile, up from just 30 percent a year ago. Other common online activities included checking news/weather (59%, up 18 points), checking email (58%, up 20 points), maps/directions (56%, up 24 points) and social networking (39%, up 25 points) (see chart 1). Telstra reports mobile data traffic on the Telstra Next G™ network has been doubling every eight months for the past two years and 70 percent of its customers' mobile handsets are now 3G enabled.¹

With an overwhelming majority of the share of mobile social networking, Facebook is by far the most common social networking site accessed via mobile (98%), followed by Twitter (20%) and MySpace (17%). Social networking intention is also high, with 90 percent of those who have Internet browsing on their mobile phone intending to visit Facebook, 18 percent planning to visit Twitter and 11 percent planning to visit MySpace.

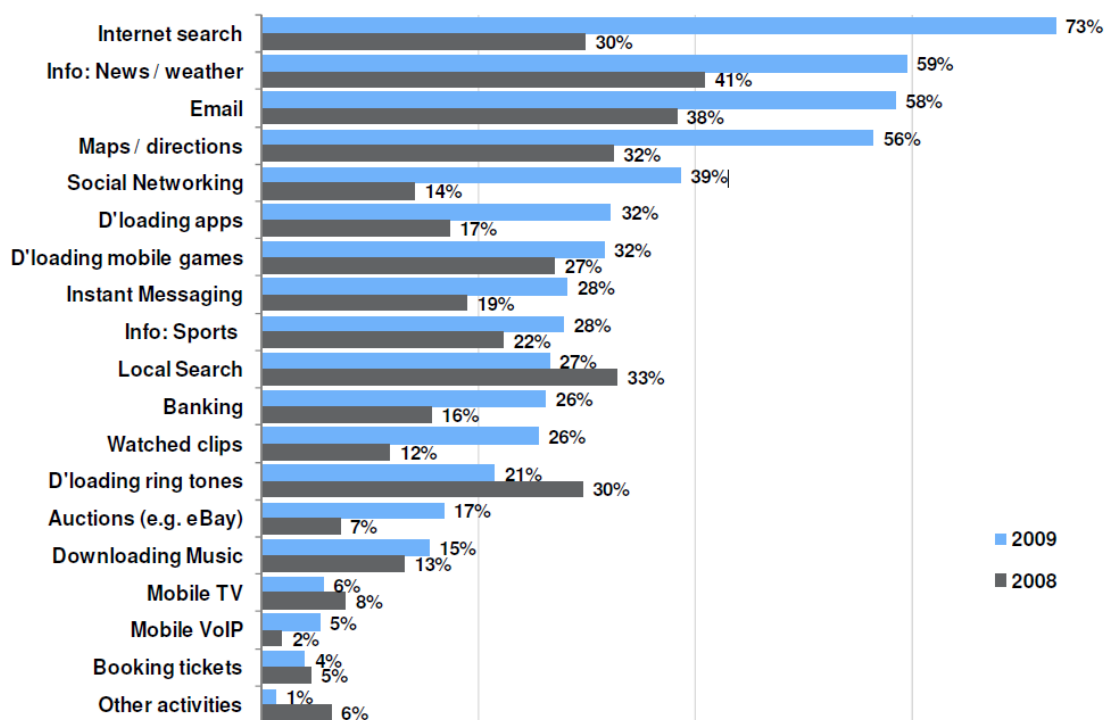
¹ Telstra half year financial results for half year ended 31 December 2009 - <http://www.telstra.com.au/abouttelstra/investor/docs/shareholder-update-HY2010.pdf>

In the year ahead, Nielsen’s research indicates that mobile Internet usage is set to further increase – of those who have not yet accessed the Internet via their mobile phone, 13 percent anticipate conducting a local Internet search on their mobile, while 11 percent plan to undertake Internet banking, access maps and directions and purchase tickets.

“While the number of people accessing the Internet via their mobile phones has remained fairly stable in recent years, we’ve seen a big shift in the levels of activity amongst those who are using mobile Internet,” notes Matt Bruce, Australian Managing Director of Nielsen’s online business. “This is especially evident when we look at the growth of Internet activities undertaken on mobiles, and there’s further growth in store as more Australians look to connect to the Internet via their mobiles in the year ahead.”

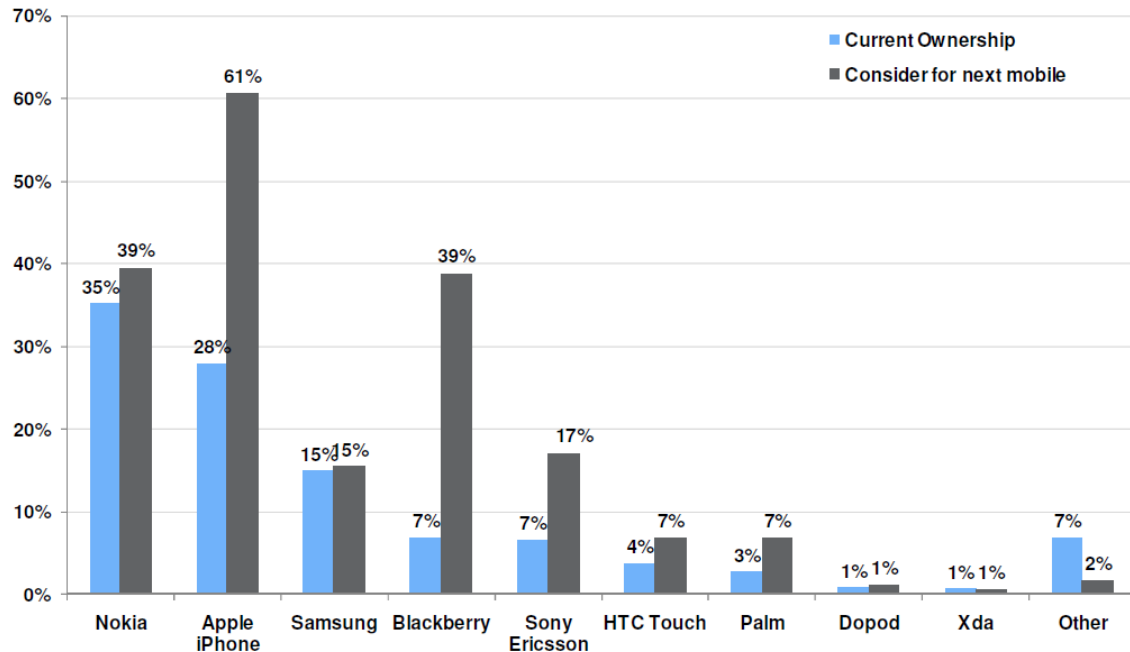
Nokia maintains a solid lead on Internet capable mobile devices with a 35 percent share, however, Apple’s iPhone has made significant gains in the past year, more than doubling from just 13 percent to 28 percent. Intention to purchase an iPhone also remained high, with Apple set to triple its share this year (see chart 2).

Chart 1: Use of mobile phone Internet services



Source: Nielsen Internet & Technology Report, 2010

Chart 2: Internet capable mobile device ownership and purchase intention



Source: Nielsen Internet & Technology Report, 2010

* Population based the 96 percent of Australian Internet users who use a mobile phone

About Nielsen’s Internet and Technology Report

The Australian Internet and Technology Report is now in its twelfth edition, tracking trends in Australians’ attitudes and behaviours around the online medium and other technology. The Report provides insight into the profile of Internet users, their behaviours, ownership of technologies and media consumption habits.

Nielsen’s Internet and Technology Report is based on 2,371 responses from both Internet users and non-users via online surveys and telephone interviews and the data forms a random stratified sample representative of Australia by state, age and gender.

About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, and Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit www.nielsen.com.