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## News Release

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### **MOBILE INTERNET AND DOWNLOADING APPLICATIONS/SOFTWARE ARE FASTEST GROWING MOBILE PHONE ACTIVITIES IN THE UK**

***Number of Britons using Smartphones\* up by 10% from Q2 to Q3 2009 to almost 6.2 million;  
BlackBerry's are the fastest-growing Smartphone***

**London – 10<sup>th</sup> November, 2009** – The Nielsen Company today reveals that browsing the web was the fastest growing activity on UK mobile phones between the second and third quarters of 2009. The number of Britons using 'Mobile Internet' increased by 1.6 million to 10.4 million in Q3 2009 from 8.8 million in Q2 2009. This means over one-fifth of people in the UK with a mobile now use their handset to browse the web (see Chart 1).

Downloading applications or software was the second-fastest growing activity. Driven mostly by Nokia and iPhone owners, the number of Britons doing this increased by just over one million from 3.1 million in Q2 to 4.1 million in Q3, meaning eight percent of Britons with a mobile now engage in this activity.

Then follows more established mobile activities such as email (up almost 0.8 million people), receiving text alerts and sending texts (both up 0.7 million). However, newer forms of mobile technology feature prominently with video being the sixth-fastest growing activity (up by half a million) followed by location-based services being used by 0.4 million more Britons in Q3 2009 than in Q2 2009.

Edward Kershaw, Vice President of Mobile Media, The Nielsen Company says, "Although there have been sizeable increases in the take-up of new mobile technologies such as video and location-based services they remain niche forms of behaviour. Although the era of the handset as a truly multi-media device on a mass-market level lies somewhere on the horizon, the key for companies to successfully harness mobile lies in a realistic understanding of what media activities people on a large-scale are actually doing on their handsets now."

The number of people in the UK using Smartphones\* increased 10 percent between Q2 and Q3 2009 from 5.6 million to 6.2 million – over 577,000 new users. Despite this increase the Smartphone share of the UK market grew by just one percent from 14 to 15 percent of all UK mobile phone owners.

Although Nokia remains the dominant manufacturer in this sector, with 2.7 million users or 44 percent of Smartphone owners, its share has been eroded by BlackBerry-maker RIM and Apple. BlackBerry's increased their share amongst UK Smartphone owners from 14 to 19 percent whilst Apple increased its share from 14 to 17 percent (see Chart 2). BlackBerry's were the fastest-growing Smartphone with almost 382,000 new UK users - 50 percent more than Apple's iPhone (over 254,000 new users).

Kershaw adds, "Although the number of Smartphones users increased by ten percent, they still only account for one in every seven mobile owners. Whilst Smartphones get all the media attention it's important not to overlook what the vast majority of Britons are actually using. It's easy to be blinded by the hype but this results in a distorted picture of the mobile market. It will be interesting to see if the recent launches of BlackBerry's Storm 2 and the Palm Pre - dubbed the "iPhone killer" - will result in a great leap of Smartphone market share in the UK."

**Chart 1: Fastest-growing UK mobile phone media activities, Q2 2009 – Q3 2009**

Rank	Mobile Phone Media Activity	UK Increase (millions)	UK Q3 (millions)	UK Q2 (millions)	Q3 % of UK mobile owners
1	Internet	1.62	10.4	8.8	21%
2	Downloading applications/software	1.02	4.1	3.1	8%
3	Email	0.77	5.8	5.1	12%
4	Text alerts	0.71	4.3	3.5	9%
5	Text messaging/SMS	0.70	37.6	36.9	78%
6	Video	0.50	1.8	1.3	4%
7	Location-based services	0.40	3.3	2.9	7%
8	Instant messaging	0.38	3.4	3.0	7%
9	Picture messaging/MMS	0.35	10.8	10.4	22%
10	Uploading content	0.30	2.6	2.3	5%

Source: The Nielsen Company, Mobile Media Marketplace  
 E.g. the number of Britons using mobile Internet increased by 1.6 million from 8.8 million in Q2 09 to 10.4 million in Q3 09 meaning that now 21% of Britons with a mobile phone use mobile Internet

**Chart 2: Top 5 device manufacturers by share of UK Smartphone market, Q3 2009**

Rank	Smartphone Manufacturer	Q3 Number of UK Smartphone owners (000s)	Q3 % of UK Smartphone owners	Q2 % of UK Smartphone owners
1	Nokia	2,690	44%	51%
2	RIM BlackBerry	1,151	19%	14%
3	Apple	1,015	17%	14%
4	HTC	579	9%	12%
5	Samsung	316	5%	6%

Source: The Nielsen Company, Mobile Media Marketplace  
 E.g. in Q3 09, 2.7 million Britons had a Nokia Smartphone, equal to 44% of all Smartphone owners, compared to 51% in Q2 09

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**EDITOR'S NOTES – Please Source all information to 'The Nielsen Company' or 'Nielsen'**

\*Smartphones, as defined by Nielsen, are mobile phones that run a high level operating system, capable of running multiple programs or applications simultaneously, much like a computer (e.g. BlackBerry, MS Windows Mobile, Palm, MS Pocket PC, Symbian, Linux, Apple iPhone OS, Android OS).

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