

Mobile is a rapidly developing sector. According to projections mobile internet usage will overtake desktop usage before 2014. In preparation, companies are developing new mobile commerce platforms, strategies, and marketing efforts.

Facts and Figures

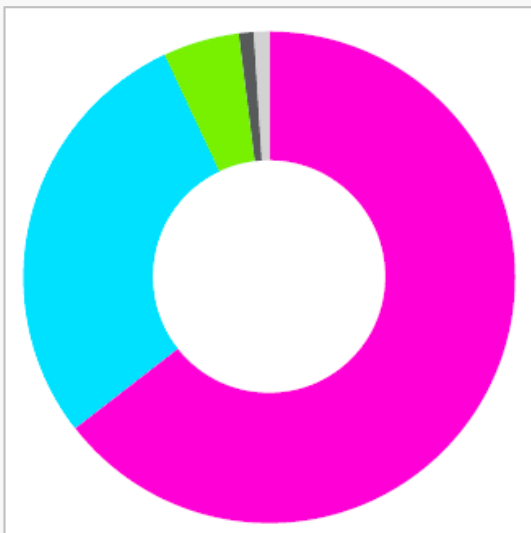
The mobile phone may be the most prolific consumer product ever invented...

- **1.08 Billion** Smartphones worldwide
- **By 2014**, mobile internet should **overtake** desktop usage
- **One half** of all local searches are performed on mobile devices
- **86%** of mobile internet users are using their device **while watching TV**
- **29%** of mobile users are open to **scanning a mobile tag** to get a coupon.
- On average Americans spend **2.7 hours per day** socializing on a mobile device
- **91%** of mobile internet access is to **socialize**
- **Over 1/3** of Facebook's 600 million+ user base users **Facebook Mobile**
- **200 million+** YouTube views occur on mobile devices per day
- **Women aged 35-54** are the most active group in **mobile socializing**

Mobile Touch Websites

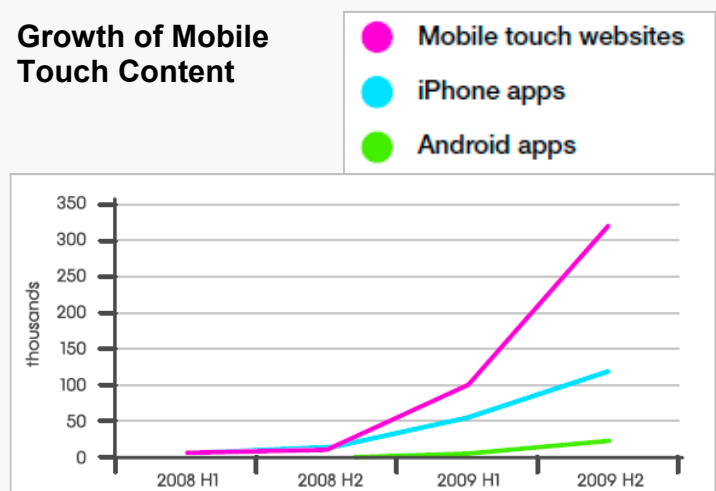
Because it is a highly personal communications tool, the mobile web is the most effective way to present relevant information to users on the go.

The Mobile Touch Content Ecosystem



Touchscreen sites	326600	Blackberry apps	4000
iPhone apps	143000*	Nokia apps	2500
Android apps	24000**		

Growth of Mobile Touch Content



Sources: *iPhone App Store stats: Mobclix, at www.mobclix.com
**Android Market stats: Androlib, at www.androlib.com/appstats.aspx