

Show your support for the mobile Internet on OneWebDay, says T-Mobile UK (09/22/06)



To mark OneWebDay, T-Mobile UK is campaigning for consumers to embrace the mobile Internet by blogging, uploading pictures or just browsing the web to contribute to online culture and diversity.

OneWebDay takes place on 22nd September 2006 and is a global awareness day designed to celebrate life and culture in cyberspace. The Internet is fast becoming the primary means that we access

information and communicate with each other, and the future of the Internet is mobile.

Mobile network provider T-Mobile is at the cutting edge of delivering the mobile Internet. Its web'n'walk service is the only operator-provided full Internet package available to UK mobile phone users. Browsing, blogging, checking email and more are possible and a rapidly increasing number of customers are using the mobile Internet to save time and stay in the loop when they're out and about.

Currently, 500,000 T-Mobile handsets on contract tariffs can access web'n'walk, which costs a flat fee of £7.50 a month, and this figure is set to double by the end of 2006. The service is now available on pay-as-you-go for no more than £1 a day, so you no longer need to have the most advanced and expensive handsets to access the Internet.

Robin O'Kelly, head of corporate communications at T-Mobile, said: "Consumers are realising how easy and cheap it is to use the Internet with a mobile phone. We've seen a huge increase in the number of people using their mobile phones to access the Internet in the last year."

T-Mobile has also released a list of the top ten sites visited by web'n'walk customers. Social networking site Bebo tops the list, while sites such as Amazon, Play, HSBC, cheekyflirt.com and trainline.co.uk also make the list.

O'Kelly said: "The sites being visited by our mobile Internet users show how diverse their needs and interests are - from wanting to be closer to their friends, to looking for love and addresses, checking train times, shopping, banking and moving house.

"And with web'n'walk now available on pay as you go, more customers than ever have access to the mobile Internet. Costs have plummeted too. Customers using a pre-pay web'n'walk phone can browse the Internet all day for never more than a pound.

T-Mobile has already campaigned this year for the Office for National Statistics to include a separate category for mobile Internet usage following a massive surge in uptake of web-enabled mobile devices. The Mobile Data Association estimated that in July alone 13.2 million people used their phones to access some form of mobile Internet service, reflecting a growing global trend.

What are the top sites visited on web'n'walk?

10 popular 'open' internet sites

1. bebo.com
2. amazon.co.uk



3. cheekyflirt.com
4. autotrader.co.uk
5. thetrainline.co.uk
6. HSBC.co.uk
7. yell.com
8. play.com
9. gumtree.co.uk
10. rightmove.co.uk

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