

US Mobile Web User Count To Explode Nearly 40 Percent in 2010

Mobile Web Up Report
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Summary

The number of Americans browsing the mobile web is on track to grow a remarkable 38% this year, according to a new market study by Mobile Web Up. At current rates, by December 2010, over 91 million US consumers will regularly be looking at websites on their smartphone or other mobile device.



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SAN FRANCISCO - Mobile Web Up, a leader in creating mobile websites for businesses and nonprofits, today revealed a surprising rapid growth in the number of American mobile web users. Based on consumer activity measurements in December 2009 and May 2010, Mobile Web Up's internal analysis shows that the population of consumers in the USA who look at websites on smartphones is growing nearly 40 percent a year.

By the end of 2010, the trend predicts 91 million Americans will view websites on mobile phones each month. "This is consistent with other signs of phenomenal growth in mobile web use," explains Aaron Maxwell, mobile web design expert and founder of Mobile Web Up. "The consensus is that by 2015, fully one half of all web consumption worldwide will be on smartphones and other handheld devices. Ultimately, the mobile web will actually exceed the traditional, desktop-and-laptop internet in day to day use."

About 63 million Americans were browsing the mobile web in December 2009, based on Mobile Web Up's analysis of statistics originally reported by comScore. By May 2010, that number had risen to 74 million. This 16% increase in the five-month period predicts a 38.4% increase over 12 months, or 91 million mobile web users in December 2010.

What can businesses and organizations do to prepare? "Mobile website use is growing faster than almost anyone realizes. So start thinking about mobile now," suggests Maxwell. Since most organizations already have a web presence, Mobile Web Up offers a free "mobile readiness analysis" of your website, providing screenshots of how the site looks on prospective customers' mobile phones, and suggesting ways a mobile friendly website can dramatically increase effectiveness. This free service can be accessed at <http://mobilewebup.com/readiness/>.

About Mobile Web Up

Mobile Web Up is a leader in mobile web design services. Their specialty is "mobilizing" the existing websites of North American enterprises. In business since early 2009, Mobile Web Up's expertise has led to mentions in publications like Inc.com and Mashable, and outstanding results for their clients. Learn more now at www.mobilewebup.com, on your desktop, notebook or smartphone.

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Appendix: Methodology

Sources of base market statistics:

- http://comscore.com/Press_Events/Press_Releases/2010/7/comScore_Reports_May_2010_U.S._Mobile_Subscriber_Market_Share/%28language%29/eng-US
- http://www.comscore.com/Press_Events/Press_Releases/2010/2/comScore_Reports_December_2009_U.S._Mobile_Subscriber_Market_Share
- http://www.morganstanley.com/institutional/techresearch/internet_trends042010.html

According to a recent comScore study, over 234 million Americans used a mobile phone in May 2010. What percentage of those people looked at a website on their handheld? According to the same report, it's 31.9% for the 3-month period ending May. Based on global growth trends (see slide 8 of the Morgan Stanley report for example), the usage in May is certainly higher than it was in April or March, so the actual percentage for May must be over 32%. But just to be completely safe let's assume 31.9%. That means conservatively, 74.6 MILLION Americans looked at a website on their mobile phone in May 2010.

Similarly, a previous comScore study reports that in December 2009, 27.5% of mobile phone users browsed the web, or at least 64.3 million consumers.

The mobile web-browsing population grew from 64.3 million to 74.6 million in a five month period, ending May 2010. That's a rise of just under 16% in five months, which is a 38.4% annual increase trend. (This is conservatively assuming linear growth. If you believe the mobile web is growing exponentially, like some signs indicate, it actually approaches 43%.)

Starting with 74 million people in May 2010, and growing at 38.4% per year, a simple calculation predicts 91 million 7 months later.