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A New Report from:

**Netpop | Pocket: “Growing the Mobile Marketplace” Examines Why**

Mobile internet access increased by 36% in the U.S. last year, but the number of Americans who connect to the mobile web is still relatively low – 18 million age 13 and older. In China, more than 100 million age 13 and older connect to the web via mobile devices¹. Netpop | Pocket: “Growing the Mobile Marketplace” examines mobile web users in China and the U.S. and what this means for companies who compete for their attention and loyalty.

Not only is China a much larger mobile web market, Chinese netizens are much more active mobile web users and spenders. Findings show that Chinese mobile web users:

- Access more services and activities on the mobile web, including email, news, games, local information and financial accounts
- Post content (Web 2.0) via their mobile devices (58%), compared to 41% in the U.S.
- Purchased premium mobile web content in the last year (64%), compared to 36% of U.S. mobile web users
- Spend more than ¥1.2 billion (\$182.6 million) each month on premium services, compared to \$64.8 million in the U.S.
- Spend a higher proportion of their monthly incomes on mobile data services (3.4%), compared to 1.2% in the U.S.

While the China market is larger and more mature than the U.S., the mobile web brings significant shifts for netizens of both countries. “People increasingly *discover* new online services and activities through their mobile device,” says Josh Crandall, president of Netpop Research. “This means companies should no longer think of their mobile strategies as mere extensions – pint-sized versions – of the standard online experience. Rather, companies must think of ways in which the mobile web can be the *point of initiation* for customers who have yet to engage with their services online. “

Yet, barriers still exist. Slow connections and extra fees are the primary barriers to both increased use (among current users) and adoption (among non-users) in both countries. “Our findings lead us to ask whether the cellular industry and government agencies need to encourage broader consumer adoption

¹ Among the broadband internet population in each country.

of mobile web services in the U.S.” adds Crandall. “When web technology is based on open standards, freely available to anyone on the Internet, market momentum and user behavior will increasingly determine which markets are destined to lead, leaving others to follow.”

Netpop | Pocket: “Growing the Mobile Marketplace” is available for purchase at netpopresearch.com for \$495.

Netpop | Pocket: “Growing the Mobile Marketplace” also includes information on the following topics:

- Year/year trending from 2007 to 2008
- Market size and device ownership (cell phones, web-enabled phones, smartphones)
- Device of choice for internet access
- Crossover between computer and mobile device use
- Time and locations of use
- Premium content purchases in each country
- Attitudinal segmentation of mobile web users in each country
- Demographics
- Conclusions, implications and opportunities

About Netpop Research

Netpop Research, LLC is a San Francisco-based strategic market research firm that specializes in online media, digital entertainment and user-generated content trends. Since 1997, Netpop has offered research products and services focused on the online consumer, establishing its unique domain expertise and creating industry-accepted metrics for understanding the digital consumer. Netpop Research is the creator of the Netpop tracking study of Internet usage among broadband consumers in the United States and China.