



Mobile Landscape Views

MediaTel *'Come on Mobile...Stand Up & Deliver!'*



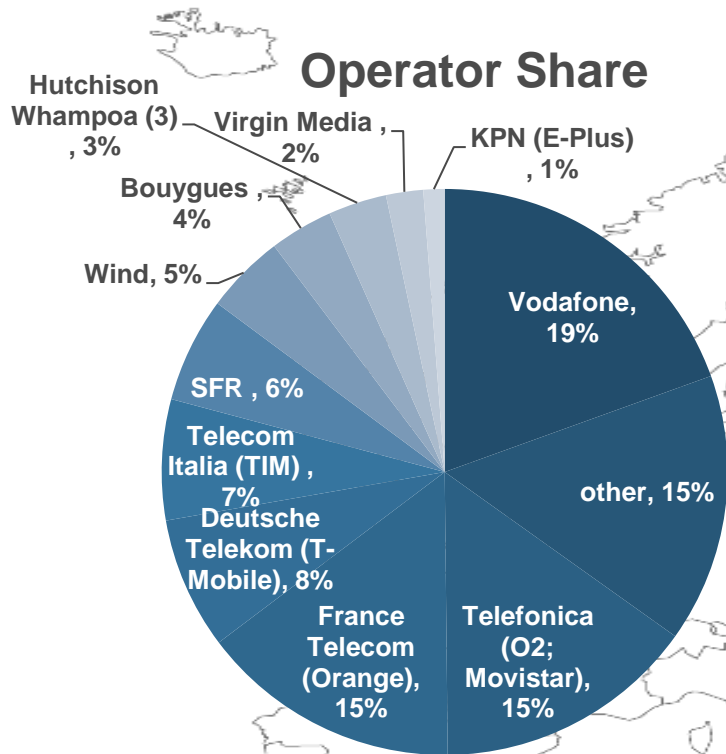
Jeremy Copp, Vice President Mobile Europe

jcopp@comscore.com, +44 7876 567742

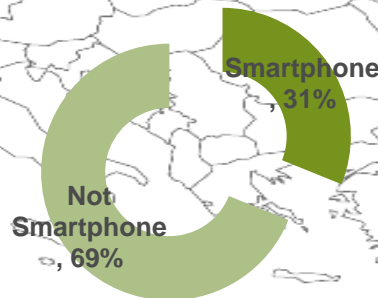
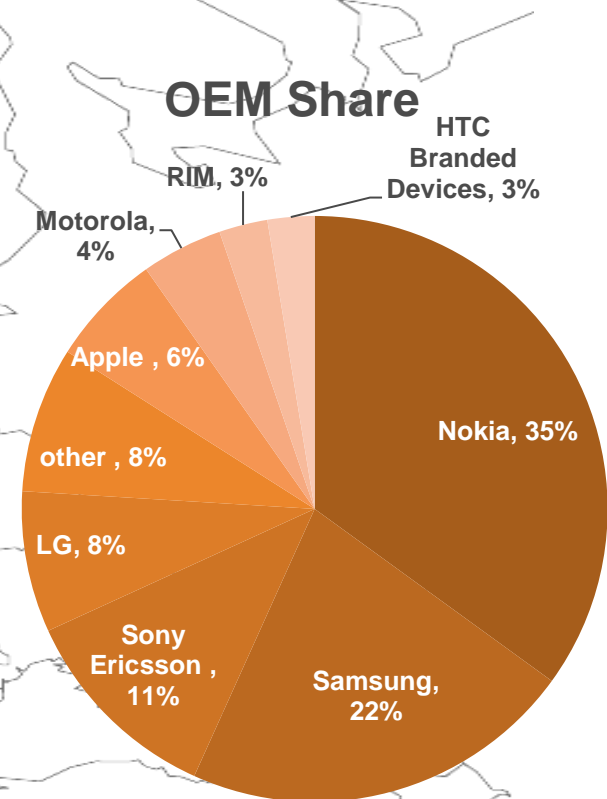
The EU5 Mobile Universe - Overview

Total EU5 Mobile Universe: 233,500,000

Operator Share



OEM Share



Product: MobiLens

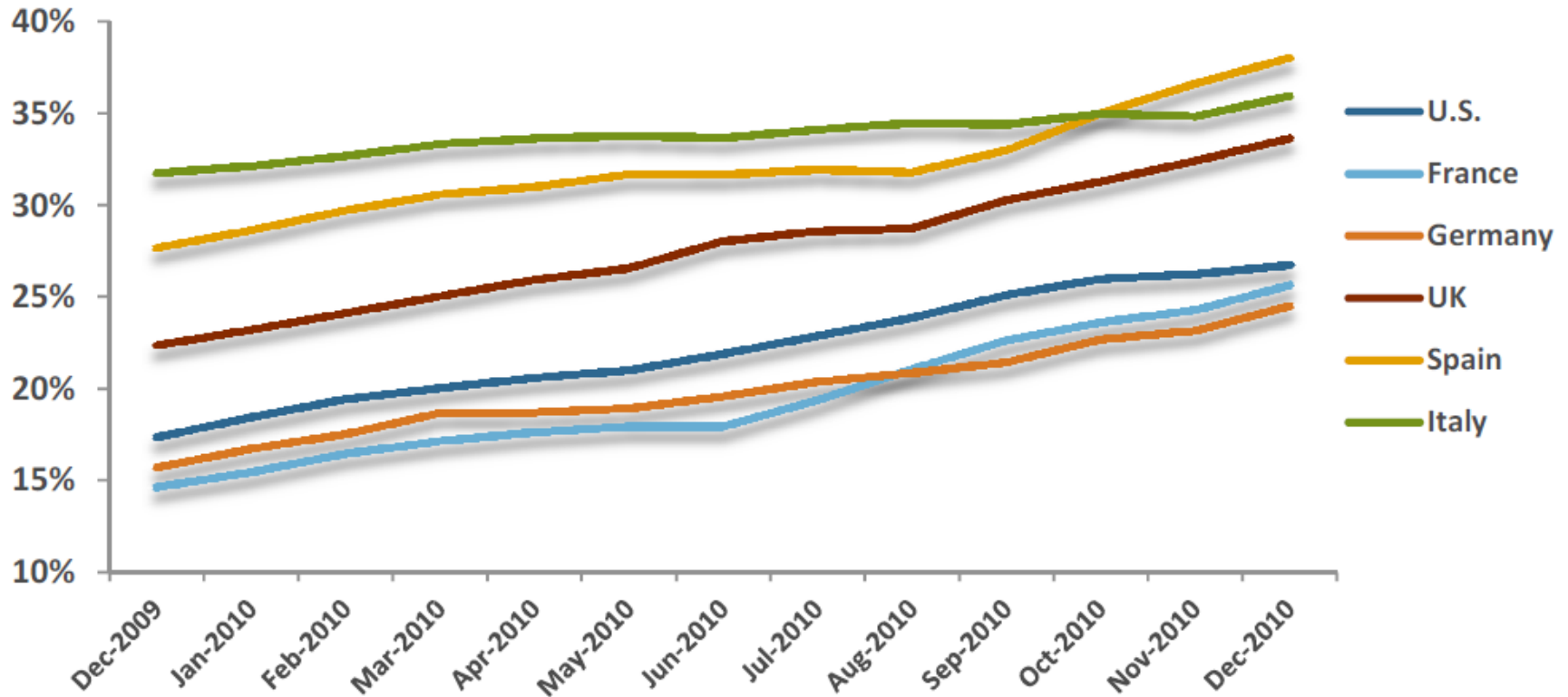
Data: Three month average ending December 2010

Country: EU5, N= 69,003

More Smartphones than Non Smartphones Sold From Nov. 2010 – EU5

% Smartphone Adoption by Market

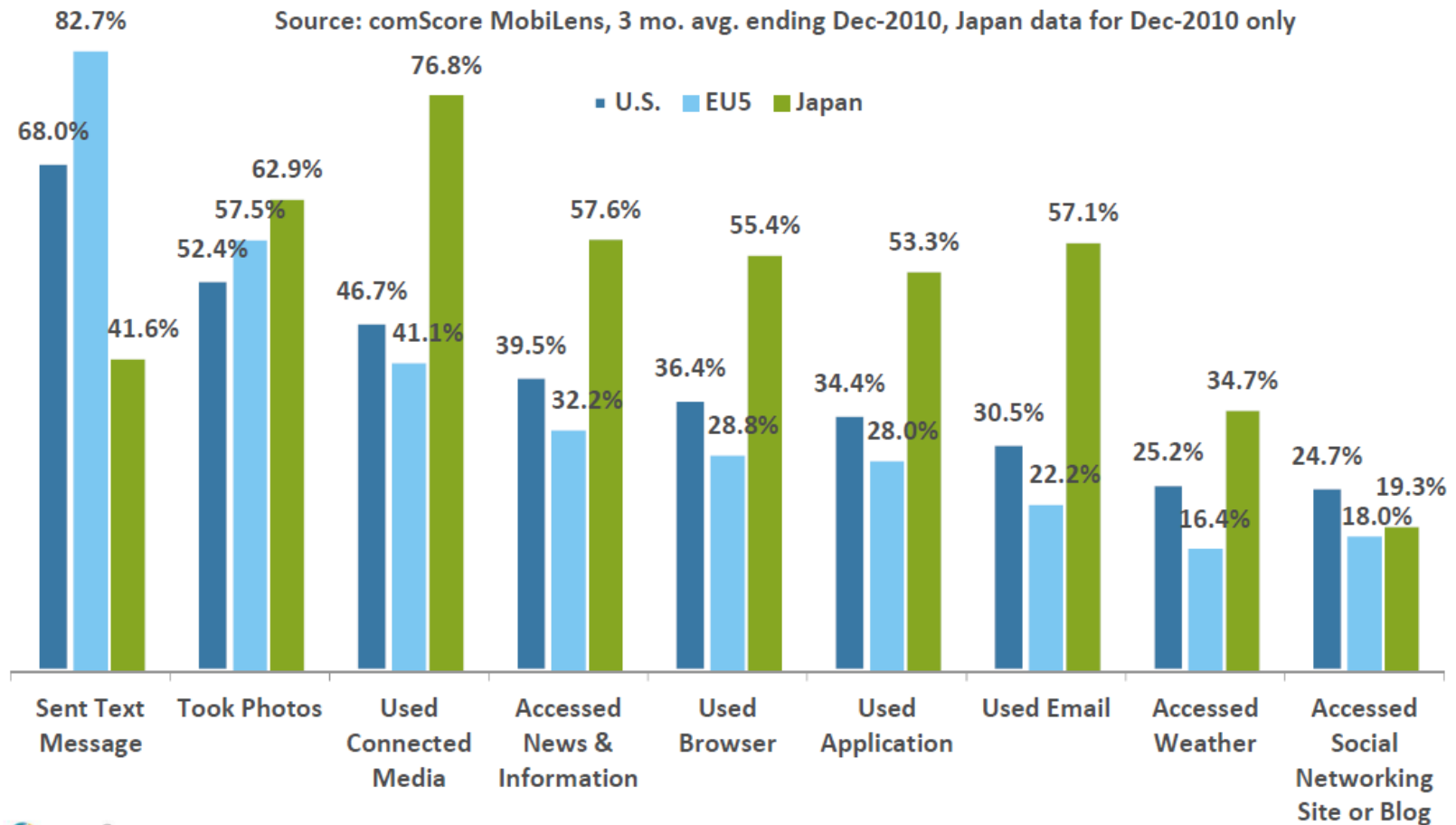
Source: comScore MobiLens, 3 mo. avg. ending Dec-2009 to Dec-2010



Look East - Japan Ahead on Almost All Mobile Activities

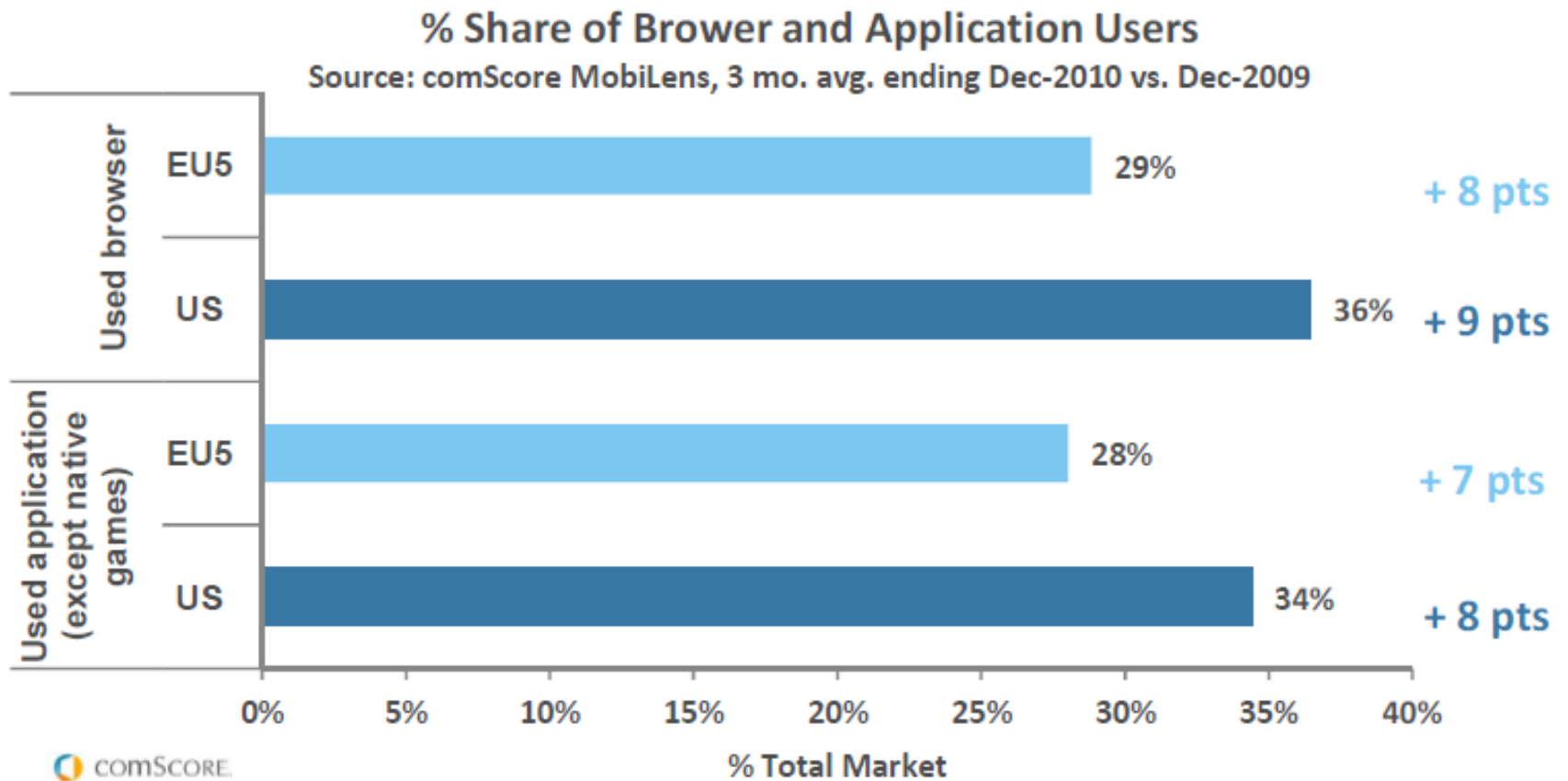
Top Mobile Activities in the U.S., EU5 and Japan by % Share of Total Mobile Users

Source: comScore MobiLens, 3 mo. avg. ending Dec-2010, Japan data for Dec-2010 only



COMSCORE.

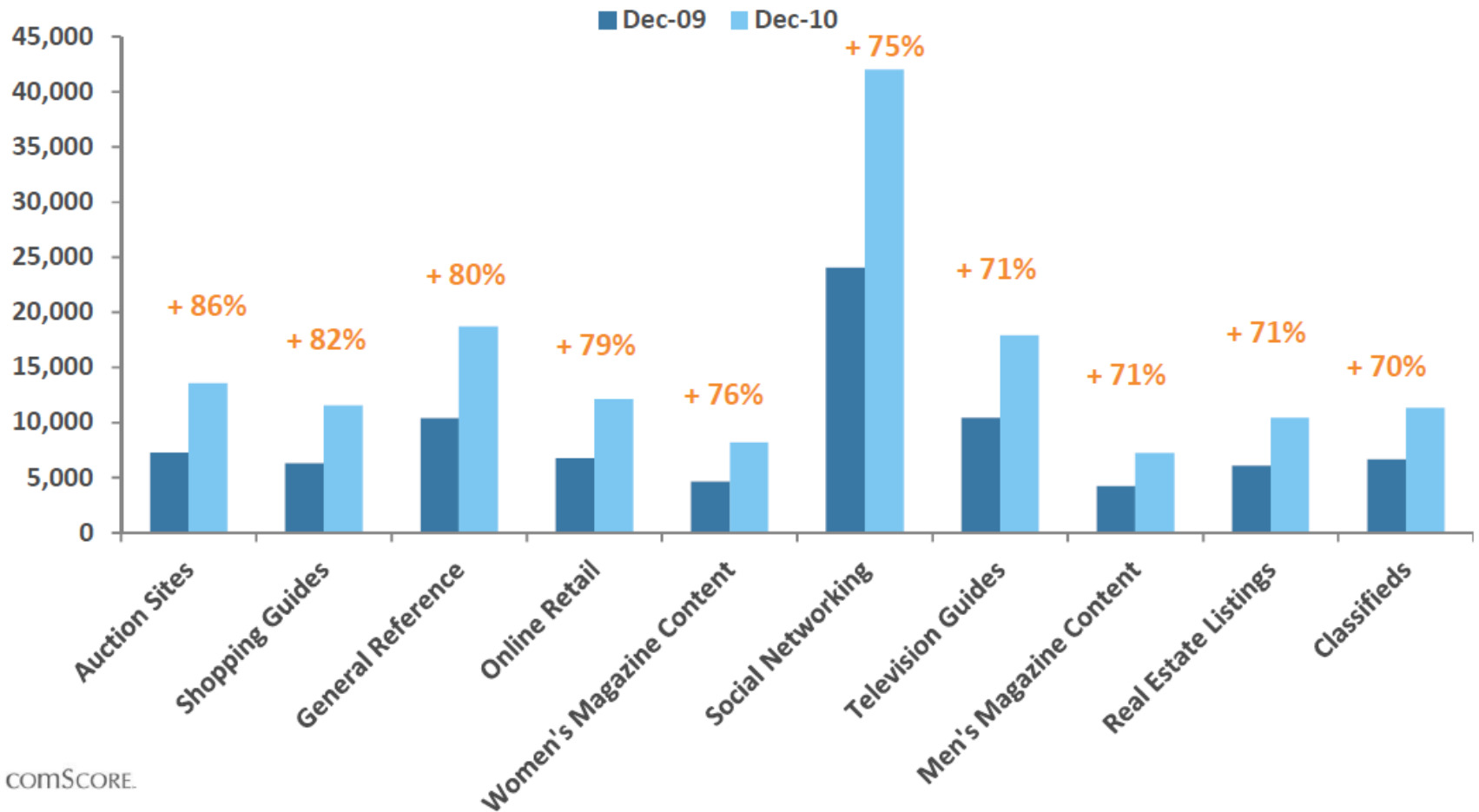
Mobile Media Use on the Rise – Browsing & Apps Neck and Neck



All Mobile Media Categories Growing – Social The Largest Audience

Fastest Growing Mobile Categories in EU5 by Total Audience (000)

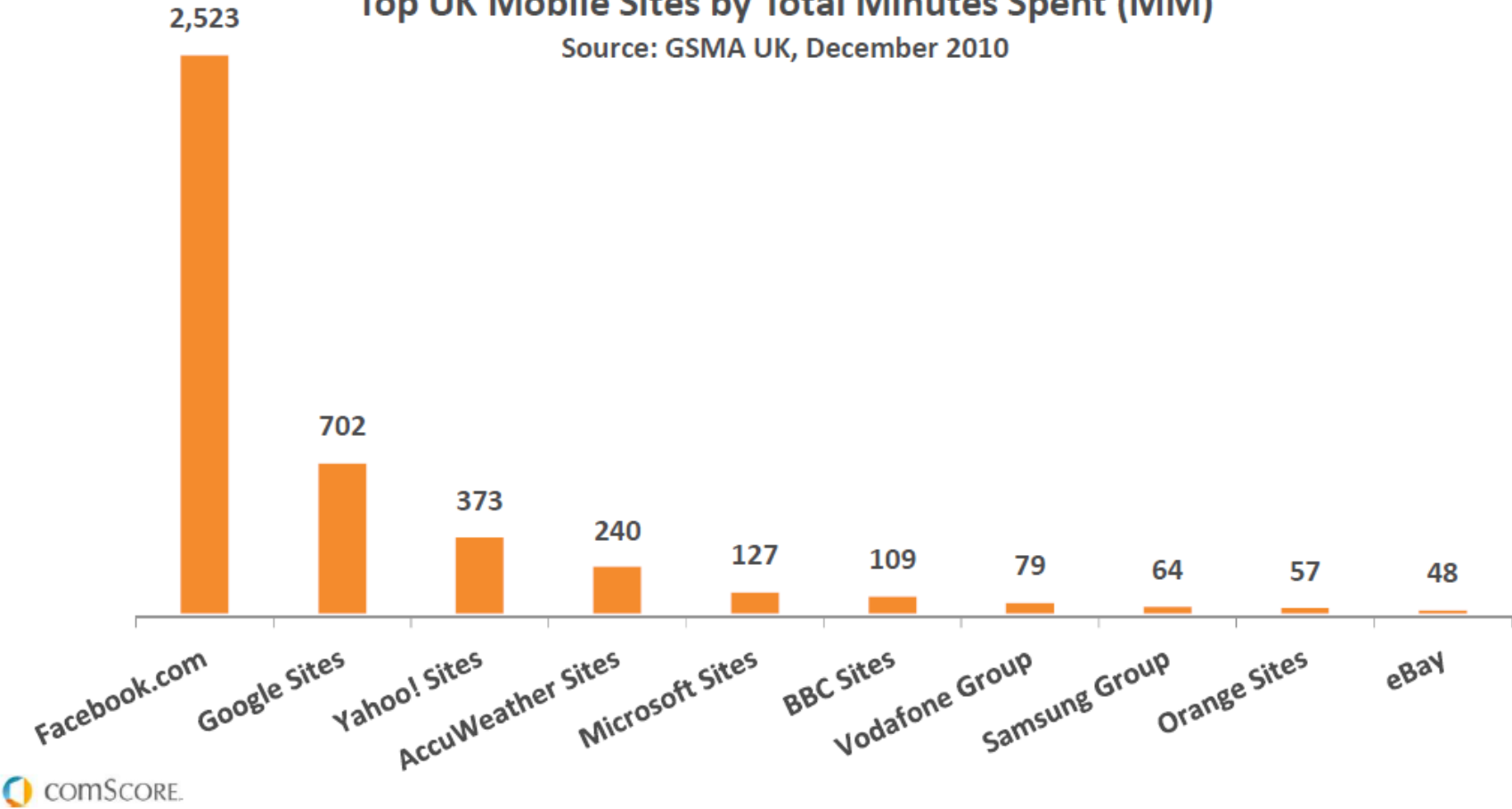
Source: comScore MobiLens, 3 mo. avg. ending Dec-2010 vs. Dec-2009



Facebook Dominates UK Mobile Browsing

Top UK Mobile Sites by Total Minutes Spent (MM)

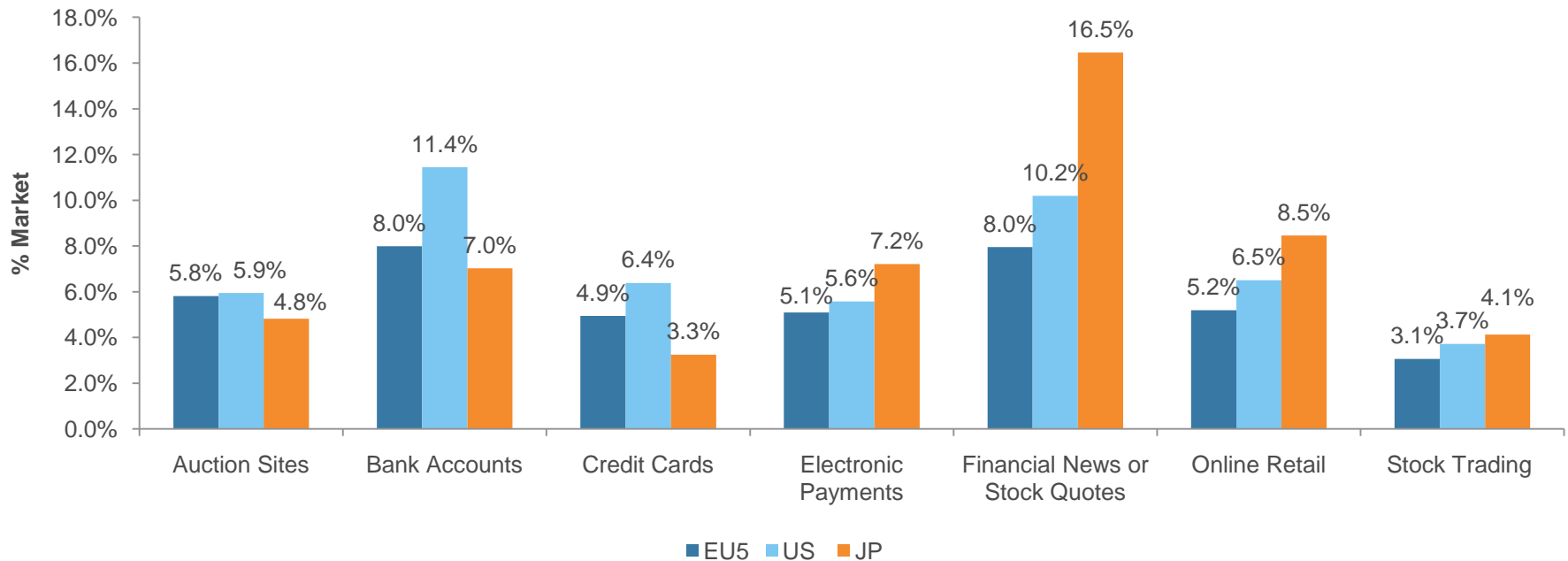
Source: GSMA UK, December 2010



Mobile Phone Becoming a Transaction Medium

- Mobile is becoming an important medium for transactions and financial information services
- In Japan mobile phones have been successfully used in place of debit or credit cards (Mobile Wallet)
- In December 2010, 9.7 million Japanese mobile owners used mobile wallet to make a purchase

Mobile Commerce



Product: MobiLens

Data: Three month average ending December 2010*

(*with the exception of Japan - 1 month data December 2010)

Country: US, N=32,311, EU5, N=69,003, JP, N=5,141



Thank you!

**For free graphical representations of key “data gems”
visit the comScore Data Mine at:**

<http://www.comscoredatamine.com/category/mobile/>

