

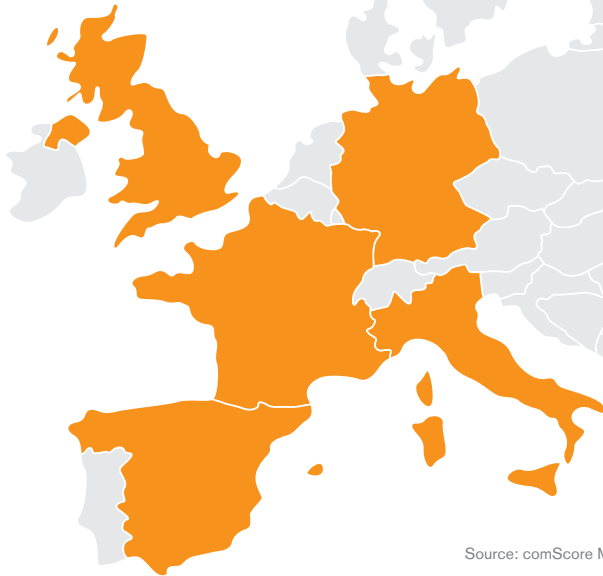


## CONNECTED EUROPE

*How smartphones and tablets are shifting  
media consumption*

Exclusively presented at **DLD**<sup>★</sup>  
*January 2012*

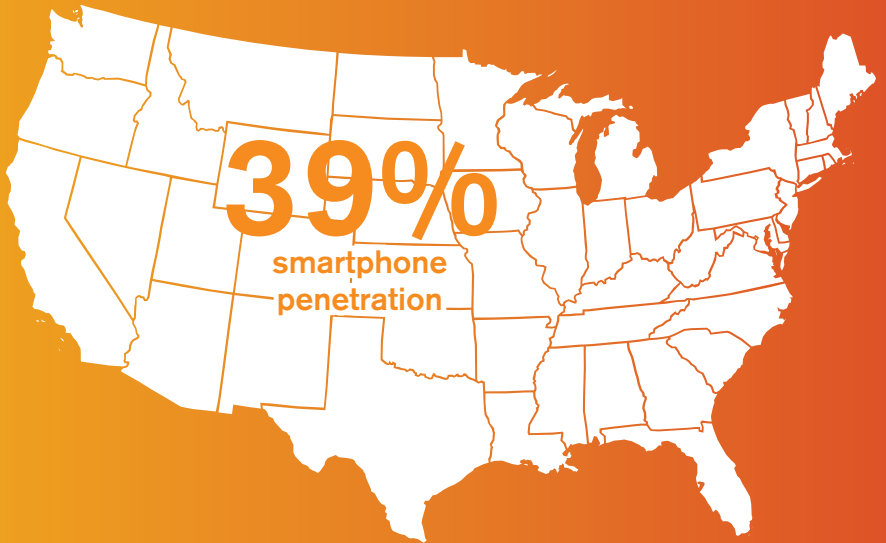
# THE RISE OF SMARTPHONES



**42%**  
smartphone  
penetration

Source: comScore MobiLens, EU5, 3 mon. avg. ending Oct 2011

# EU5 CONTINUES TO LEAD THE US

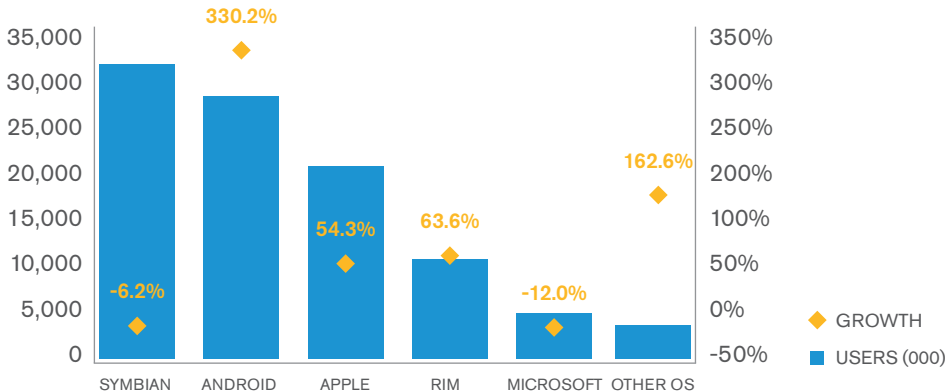


Source: comScore MobiLens, US, 3 mon. avg. ending Oct 2011

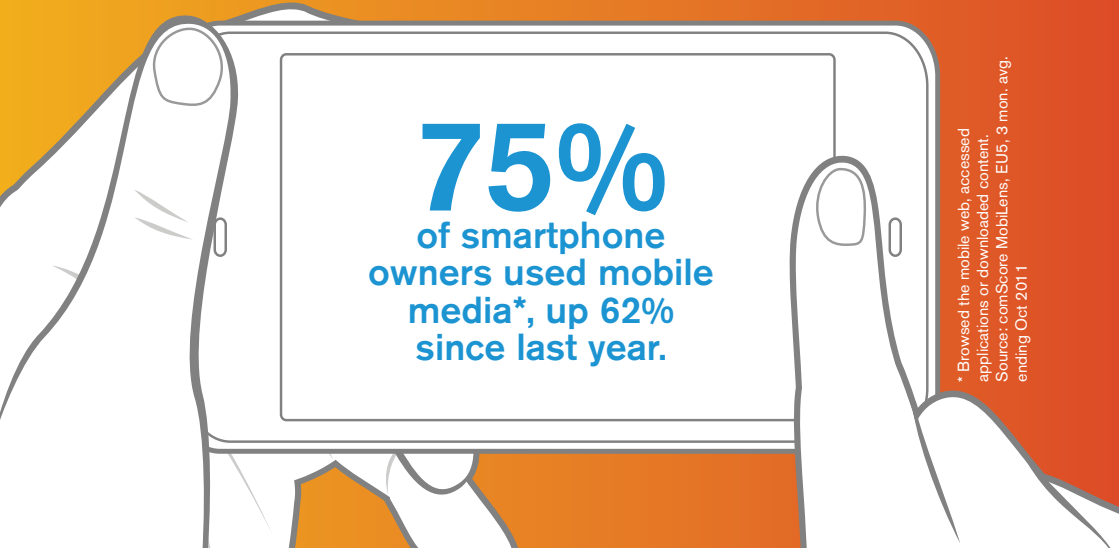
# ANDROID GOES MAINSTREAM

## Smartphone Operating Systems

Source: comScore MobiLens, EU5, 3 mon. avg. ending Oct 2011



# MOBILE MEDIA CONSUMPTION ON THE UP

A stylized illustration of a hand holding a smartphone. The phone's screen displays a statistic in blue text. The background is a gradient of orange and red.

**75%**  
of smartphone  
owners used mobile  
media\*, up 62%  
since last year.

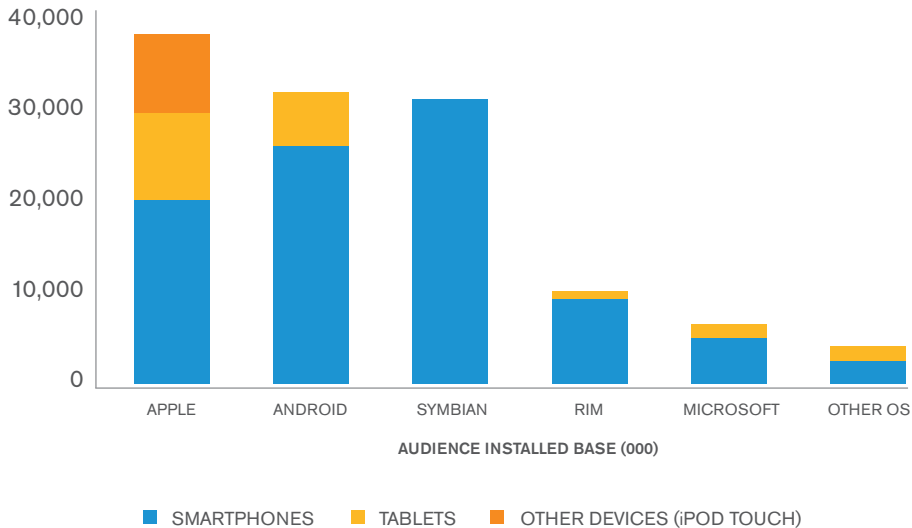
\* Browsed the mobile web, accessed applications or downloaded content.  
Source: comScore MobilLens, EU5, 3 mon. avg. ending Oct 2011



**Symbian & Android lead  
the smartphone market, but  
the Apple ecosystem takes the  
top spot for total devices in use.**

## OS Market Share Audience Installed Base

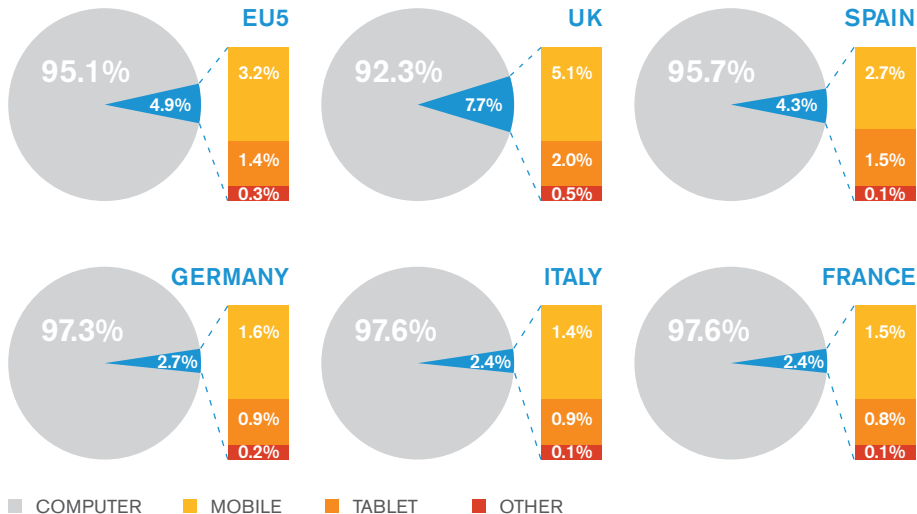
Source: comScore MobiLens, EU5, 3 mon. avg. ending Oct 2011



**Smartphones drive  
non-computer web traffic,  
but tablets are gaining steam.**

## Share of Connected Device Traffic

Source: comScore Device Essentials, Oct 2011

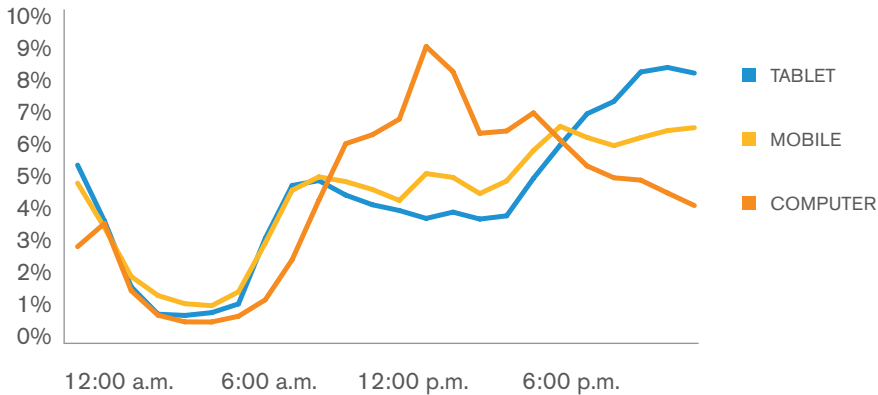


Connected devices are defined as tablets and other web-enabled devices, such as gaming consoles and media players.

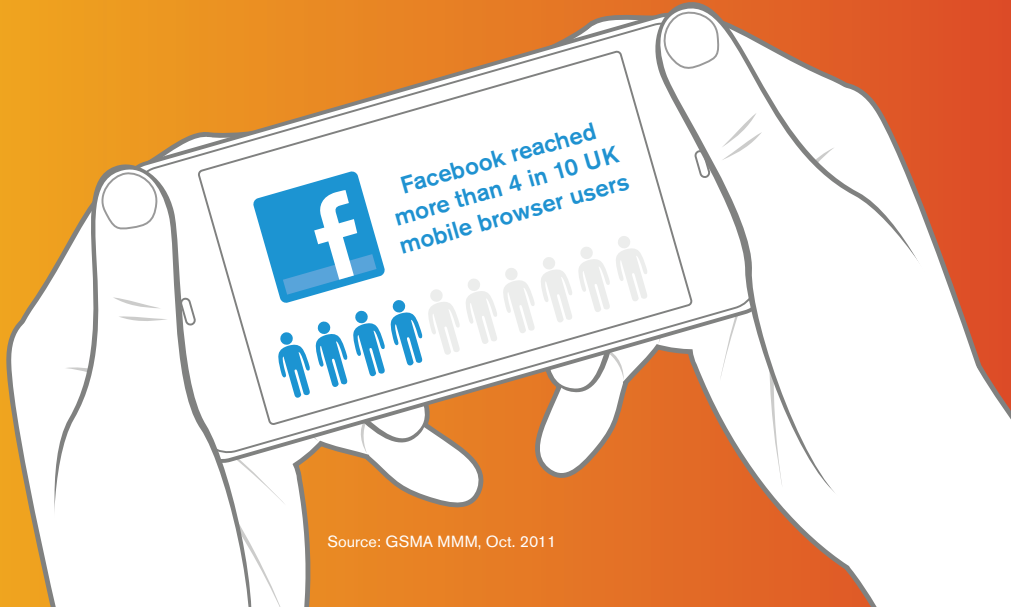
# TABLET USAGE SPIKES AT NIGHT

## Share of Device Page Traffic Over a Day

Source: comScore Custom Analytix, EU5, Wednesday 7 December 2011



# SOCIAL NETWORKING ON-THE-GO



Source: GSMA MMM, Oct. 2011

# MOBILE RETAIL USAGE IS ACCELERATING

Germany was  
the fastest growing  
mobile retail market  
across the EU5.

**13.6 million**  
people accessed a retail  
site via smartphone  
in the EU5.

**+112%** since last year



# SMARTPHONES OPEN UP A WHOLE NEW WORLD FOR CONSUMERS

**22%**

of EU5 mobile users took a picture of the product

**15%**

called friends or family about a product

**11%**

scanned a product barcode

**10%**

sent picture to family/friends

[while in store]



*Telefonica*



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The findings in this booklet are a summary of the "Connected Europe" white paper available on the comScore website.