

Smartphone usage grows in the UK, finds latest comScore study Find out more at Mobile National Day London on 22 November

comScore, a global leader in measuring the digital world and preferred source of digital marketing intelligence, recently published data on smartphone usage in the EU5 region – made up of Germany, France, Italy, Spain and the United Kingdom – which clearly shows a strong growth in the use of smartphones. While in August 2010 the share of smartphone users equalled 27.2 %, it increased to 38.9 % in August 2011. In the U.K. the share of smartphone users of the total mobile population increased from 29 % to 45.6 %. So, the total number of smartphone users increased by 46 % year on year. This and more in depth data from comScore’s research will be presented at the “Mobile National Day London” conference about the “Mobile Personal Internet” on November 22st 2011. www.mobile-national-days.com/london

At the event, delegates will hear from Jeremy Copp, mobile expert and Vice President Mobile from comScore Europe, who will be presenting latest trends within the EU5 and beyond for mobile within all vertical markets, especially for marketing, engagement and revenue generation.

According to comScore’s research sharing information is a core activity for smartphone users in Europe. Popular activities on smartphones are sending a text message (87.7%), using E-mail and networking services (52.1 % and 51 % respectively), while 45.4 % of smartphone users are sending photos directly to another mobile device.

The use of instant messaging services (32.2 %), sending photos via e-mail (30.8 %), photo uploading to the web (29.5 %) and status updates on social networks (28 %) are the next most popular smartphone activities. Video-sharing and uploading – especially on social networks – are also proving popular, accounting for 21.9 % and below.

You can find more about the congress and the registration opportunity here: www.mobile-national-days.com/london

Organizer Mobile National Days

11 Prozent Communication, located in Erding, Germany, has established itself as a neutral communication platform for brands, media and the mobile and digital entertainment worlds. The consulting agency provides companies with detailed and extensive information on the e-game and mobile markets. In addition, 11 Prozent organizes events (www.gfm-world.de, www.m-days.com, www.mobile-content-days.de), does PR work and is the publisher of GFM Nachrichten (www.gfm-nachrichten.de), a periodical dealing with mobile, eGames, IPTV and social media.

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