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Strategic Market Research + Consulting

Media-Screen Finds Mobile Internet Still Has Long Road to Mass Adoption

New study shows only five percent of consumers access the Internet from mobile devices

(SAN FRANCISCO) - **March 19, 2007** – Only **five percent** of U.S. broadband users (approximately five million) use the mobile Internet, finds a new report by Media-Screen. Although **more than 60 percent** of users currently own an Internet-enabled mobile device, they are reluctant to partake in online mobile activities due to extra fees and difficulties establishing and maintaining Internet connections.

The report, Netpop | Pocket, also reveals a significant gap between accessing the Internet on mobile devices and computers when comparing the number of online activities performed through each. Users perform an average of **3.3 online activities** on their mobile device versus **13.4 activities** on their laptop/desktop, reinforcing the fact that online activities have yet to migrate into the pockets of broadband users.

"Broadband users represent an important audience to track as they have historically driven innovation of online applications by being the first to adopt and embrace new services on the Internet," says Jean Durall, Media-Screen's director of research services. "Although the mobile Internet is still in its infancy due to technological and pricing hurdles, understanding this group of influential consumers will help carriers, content providers and marketers develop new offerings."

Among broadband users, the most popular mobile activities are communications-related --similar to the drivers during the early days of the Internet. And, even though mobile is touted as the "third screen", less than one in five users access news or television shows from a mobile device; however this is likely to grow when pricing and packaging issues are improved.

Top mobile Internet activities:

1. Sending email 47%
2. Playing games 27%
3. Read the news 16%
4. Watch TV programs 13%

Furthermore, the marketing and advertising messages surrounding the mobile Internet do not resonate with most users. **Over 50 percent** of respondents say that the mobile Internet access does not "fit with their lifestyle."

"The persistent media portrayal of mobile Internet users as either carefree youth or hard-driving professionals may be reinforcing perceived lifestyle differences, unintentionally delaying broader consumer adoption," Durall adds. "Providers and manufacturers must reevaluate their marketing messages to make sure the benefits of mobile access are directed beyond the 'Road Warriors' and 'MySpacers' of the world."

To provide a better overview of attitudes and behaviors of mobile device users among the broadband population, Netpop | Pocket examines three different groups:

- Those currently accessing the Internet from a mobile device **(5%)**
- Those who have an Internet-enabled mobile device but don't use it to go online **(58%)**
- Those who don't have an Internet-enabled mobile device **(36%)**

About Netpop | Pocket
Additional topics covered in the report include:

- Consumer interests and expectations of the mobile Internet
- Practical and functional barriers
- Encouraging use of the mobile Internet
- Total amount spent on monthly voice and data services
- Handset and carrier awareness and ownership
- Demographics

Netpop | Pocket is available through prepared reports and custom consulting engagements to address specific needs. For more information about Netpop, please visit www.media-screen.com or call 415-647-1007.

About Netpop
Netpop™ is an ongoing study that marks the maturation of the consumer broadband market in the U.S. The study highlights the diversity within the broadband population, with a special focus on their attitudes and behaviors around advertising, shopping, community, entertainment and mobile devices. Netpop helps companies better understand their customers, constructing an industry-wide framework to drive more successful online products and marketing initiatives. For more information, please visit www.NetpopResearch.com.

About Media-Screen
Media-Screen™ provides strategic market research services focusing on the online consumer in the US and around the world. Since 1997, the firm's research and consumer insights have influenced the product development and marketing decisions of companies competing in the digital and physical marketplaces. Based in San Francisco, Media-Screen works with Fortune 1000 companies interested in competing effectively in the modern consumer market. For more information, please visit www.media-screen.com