

Nucleus Mobile Web Browsing Survey | Wave 3 | August 2012

Wave 3

The birth of the Mobile era...

Mobile web browsing grows but slows

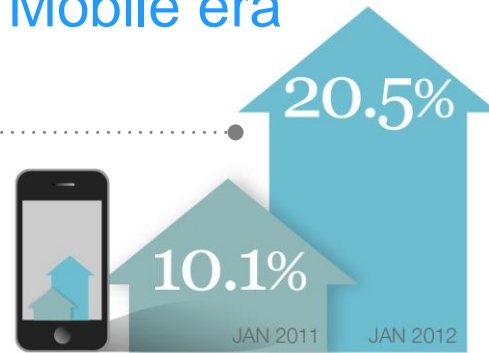
16 August 2012

nucleus
transforming brand horizons

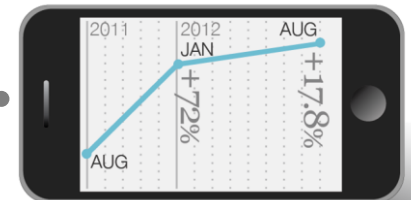
Nucleus Mobile Web Browsing Survey – Wave 3

Survey summary; the birth of the Mobile era

- Mobile browsing of travel websites **more than doubled** in the past 12 months to an **average 20.5%** of all traffic surveyed



- Rate of **penetration slowing**, but still up 17.8% since January 2012



- **iOS devices continue to dominate** maintaining an **84.9% share** of mobile browsing devices compared with 85.6% six months earlier



- **iPhone 5 launch** likely to reinforce iOS's dominant position



- **Android makes no further gains**, steady at 8% penetration



- **Luxury sites** on track for >30% mobile traffic by end-2012



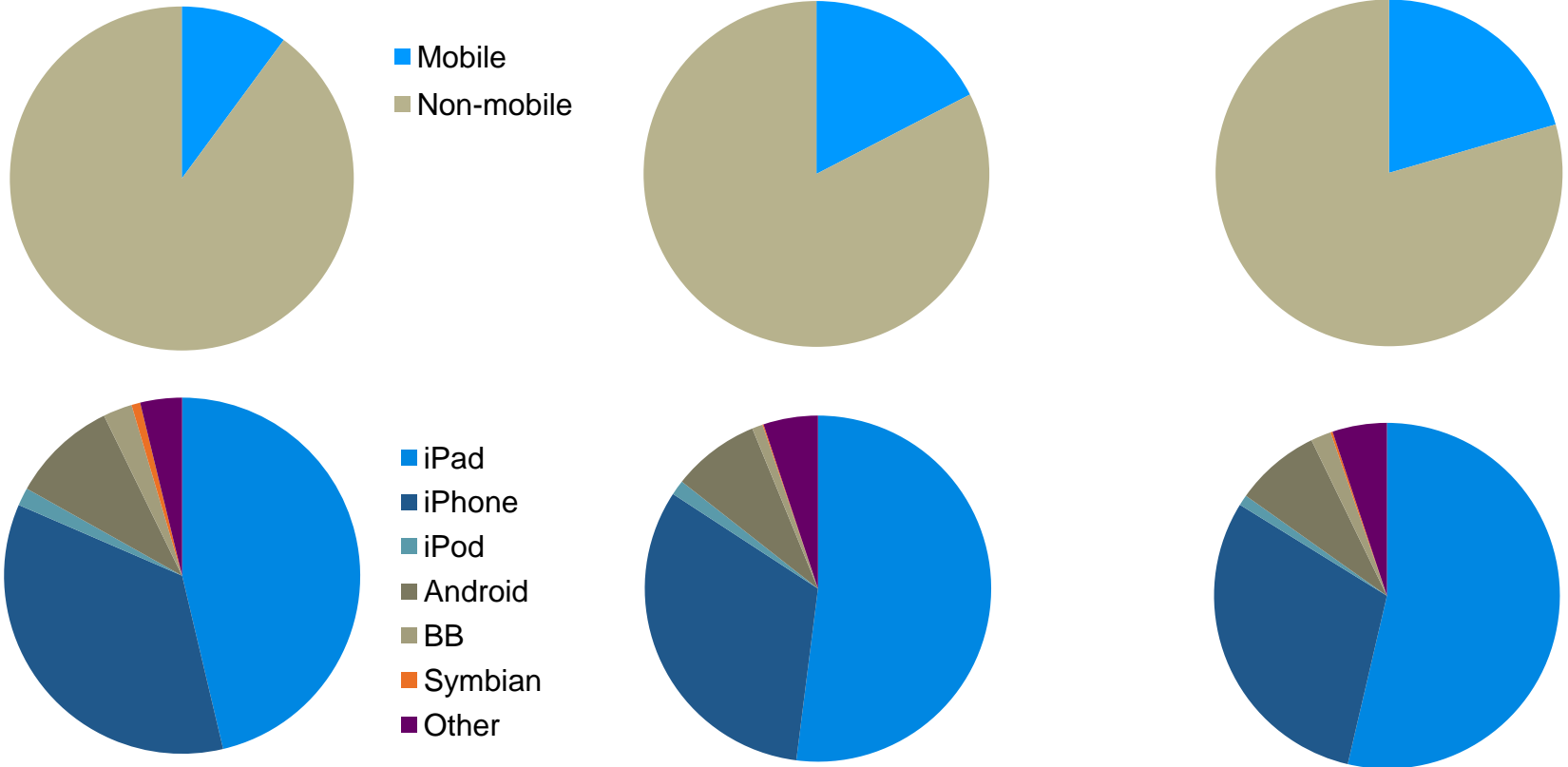
Nucleus Mobile Web Browsing Survey – Wave 3

Survey summary; the birth of the Mobile era

Wave 1: August 2011
Average 10.2% mobile traffic

Wave 2: January 2012
Average 17.4% mobile traffic

Wave 3: August 2012
Average 20.5% mobile traffic



The Nucleus Mobile Survey of web browsing studies 10 UK and international travel websites. Fieldwork for Wave 3 took place in June 2012 with a total user base of 2.20m unique visitors in the month.

Nucleus Mobile Web Browsing Survey – Wave 3

Executive summary

When, in February 2012, we published our Wave 2 survey of mobile web browsing [“The beginning of the end of the PC-era?”](#) we were clearly early to tune-in to the digital zeitgeist with our choice of title. The following month, Apple’s CEO, Tim Cook, mentioned “post-PC era” no less than 22 times at the launch of the new iPad and now, six months on, our own evidence of continuing mobile growth suggests that Web 2.0 is truly past its sell-by date. Half our sample of 10 websites surveyed, totaling 2.20m users, reported >20% of all traffic browsing on mobile devices. The top site registered 26.55% penetration.

The rate of mobile web browsing growth has slowed, however, down from 72% in the previous 6 months, to a more sustainable 17.8%. We think this is a pregnant pause and expect events like the Olympics, where smartphone and tablet users accessed streaming website video in their peta bytes, the upcoming launch of the iPhone 5, and more mobile-friendly website designs, will together create another growth spurt to safely deliver [the birth of the Mobile era](#)

Winners – Apple’s iOS (iPad, iPhone, iPod) absolute dominance has been maintained at a fraction under 85% of all mobile traffic to the surveyed websites. While iPad traffic is up 3.3%, this is not as large an increase as anticipated following the launch of the new iPad.

Steady Eddies – While Android shipments continue to grow, it remains a puzzle why Android smartphone and tablet users don’t seem to have a higher penetration of website browsing, other than for price-sensitive travel brands. Android’s overall web browsing share remains at 8% of all mobile web browsing, but this is still down from 9.64% in our... contd

Nucleus Mobile Web Browsing Survey – Wave 3

Executive summary, continued

Wave 1 survey in August 2011, which inspired our first survey's title '[So Google, where are all the Android browsers?](#)' This appears to remain a relevant question for Google & Co, who will be hoping that the new generation of Android devices finding their way onto retailers' shelves are used for more than calls and apps.

Losers – BlackBerry is still fighting for a smartphone life, but a little encouragement comes from it growing from just 1% of all website traffic in Wave 2 to 1.9% in Wave 3, but still down from 2.64% a year ago.

Symbian now accounts for just 0.2% of mobile website traffic (although up from January)

Nokia and Microsoft's Windows Mobile 7 operating system has yet to register significantly in the survey, with a tiny share for Lumia products.

Nucleus Mobile Web Browsing Survey – Wave 3

iPhone gains popularity as a browsing device

Apple’s iOS retains 85% share of web browsing devices with particularly high penetration of luxury websites.

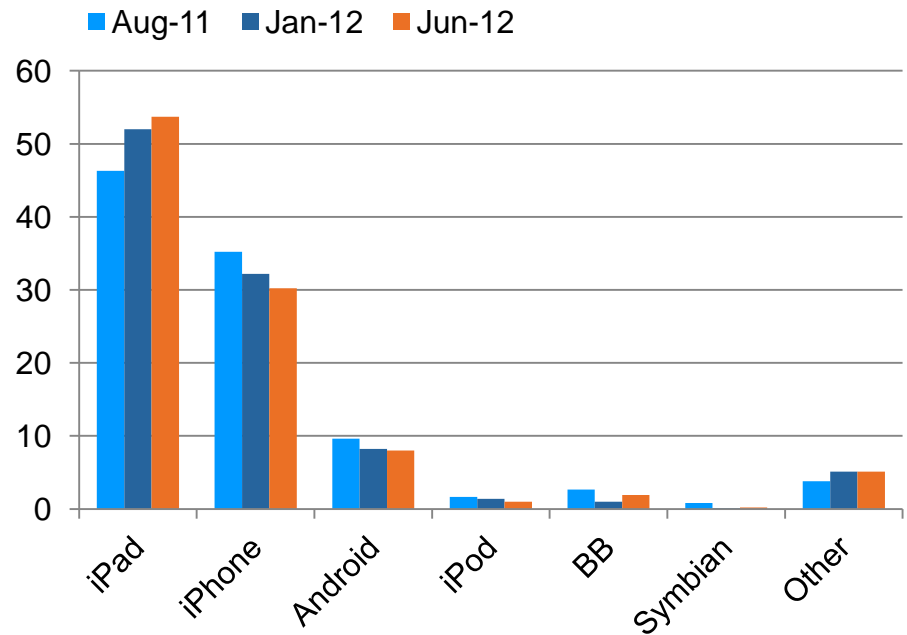
iPad still leads device share and also in terms of growth.

Once again Android’s share of mobile browsing has surprised with its lack of penetration, while BlackBerry, Microsoft, Symbian and others all retain very small market shares:

- iPad +3.3%
- iPhone: -6.2%
- iPod: -28.6%
- Android: -2.4%
- BB: +90%
- Symbian: +100%

Note: Symbian growth figures may be influenced by statistically small sample size. ‘Other’ contains many small OS platforms including Wii and Xbox.

Wave 3: Growth in mobile device share between August 2011 and June 2012 (%)



Nucleus Mobile Web Browsing Survey – Wave 3

Implications for website owners

With 50% of the websites in our study now averaging more than 20% of all traffic from mobile devices and shipments of these devices forecast to overtake PC shipments, **brand owners are already losing business if mobile users' needs are not addressed.**

Providing **mobile-friendly web browsing brand experiences** is key, especially in the travel and ecommerce sectors, where online conversion is vital for business.

Brand owners must, at the very least, **optimise their websites for tablets:**

- Identify and fix cross-browser issues
- Touch optimise where appropriate (swipe, pinch, tilt, zoom)
- Replace Flash with HTML 5 versions
- Consider higher definition images

Smartphone-friendly websites are now also a requirement for many brands, especially in the luxury sector. These can be 1) optimised templates, where the cms allows, 2) stand-alone mobile sites with stripped-down content and smartphone-friendly navigation, or 3) fully 'responsive' websites which sniff-out the browsing device and provide different templates and an optimal brand experience for smartphone, tablet and PC users.

For details of Nucleus' mobile and digital capabilities please visit www.nucleus.co.uk or call us on +44 208 398 9133 to discuss opportunities with our mobile team.

Nucleus Mobile Web Browsing Survey – Wave 3

Study methodology and sample

This is our third wave, six-monthly snapshot growth study of browsing travel websites on mobile devices.

The sample comprised 10 travel websites from mass market to high-end luxury, including both UK and international brands with global audiences.

Total unique visitor sample for the 10 websites was 2.20m unique visitors during fieldwork for the month of June 2012, down from 2.75m in January.

Android market share includes specific Android devices plus ‘unspecified devices’ which may inflate the Android share.

Some analytics packages, such as Google Analytics, include various ‘mobile’ devices in its mobile tracking, such as Xbox and Wii. These and all minor mobile operating systems and devices, of which there are many, are consolidated in ‘other.’

Website by website

Nucleus Mobile Web Browsing Survey – Wave 3

Website 1

Insight 1:

Mobile traffic up 28% to 16.18% of all traffic in 6 months, showing a huge 142% increase since August 2011

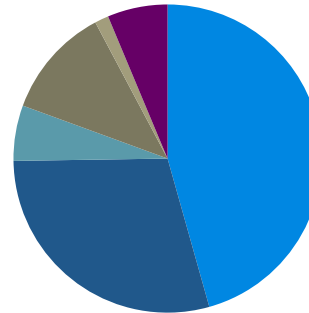
Insight 2:

iPad browsing increased to 63.9% of all mobile traffic, whilst all other devices (bar Android) show a decline in browsing share

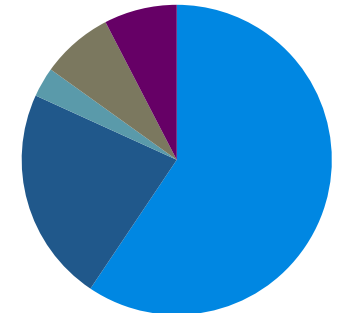
Insight 3:

Android traffic up 8%, increasing total share to 8.1%

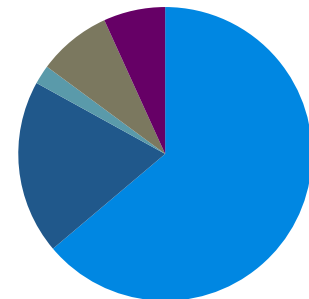
Wave 1: August 2011
(6.69% mobile traffic)



Wave 2 : January 2012
(12.69% mobile traffic)



Wave 3 : August 2012
(16.18% mobile traffic)



- iPad
- iPhone
- iPod
- Android
- BB
- Symbian
- Other

Website 1 appeals to an older age profile than the sample average but shows an above average increase in mobile traffic in the period. iPad, again, is the favoured and fastest growing browsing device.

Nucleus Mobile Web Browsing Survey – Wave 3

Website 2

Insight 1:

Mobile traffic has grown 58% in just 6 months, to 23.18% of all traffic on this mass market site and more than doubles in 12 months

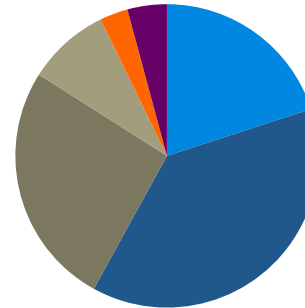
Insight 2:

iPhone browsing has surpassed the iPad in terms of total traffic, showing 33.7% (but down from 36% 6 months prior)

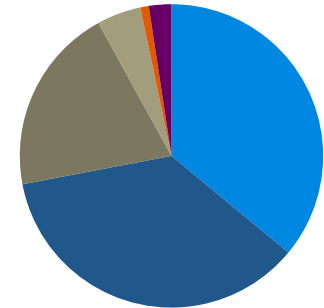
Insight 3:

Android browsing highest in survey, accounting for 22.1% of mobile browsing, up 10.5% since January. Blackberry also up 36%, to 6.4% of all mobile traffic

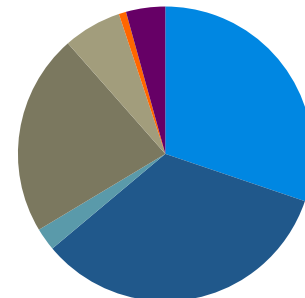
Wave 1: August 2011*
(10.1% mobile traffic)



Wave 2: January 2012
(14.7% mobile traffic)



Wave 3: August 2012
(23.18% mobile traffic)



- iPad
- iPhone
- iPod
- Android
- BB
- Symbian
- Other

This website shows the greatest increase in Android web browsing, up 10.5% from 20 to 22.1% of all mobile browsing, probably due to the site’s mass-market target audience and price-led value proposition. One of the fastest growth sites – mobile traffic up from 10.1% to 23.18% in 12 months.

Nucleus Mobile Web Browsing Survey – Wave 3

Website 3

Insight 1:

11.8% increase in mobile traffic to 19.34% of all traffic since January 2012

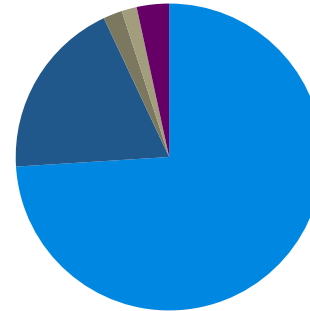
Insight 2:

Apple's iOS devices dominate mobile browsing on this luxury website with a 87% share of mobile traffic. iPhone showing faster growth than iPad

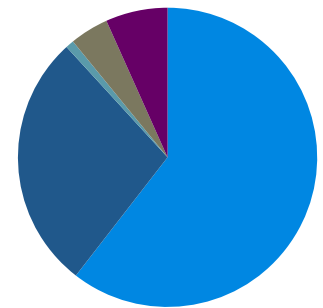
Insight 3:

Android's mobile share has remained at 4.2% whilst BB has made a small comeback, showing a 1.2% share

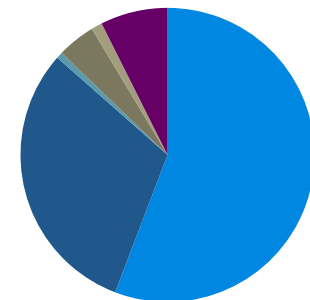
Wave 1: August 2011
(10.1% mobile traffic)



Wave 2: January 2012
(17.3% mobile traffic)



Wave 3: August 2012
(19.34% mobile traffic)



- iPad
- iPhone
- iPod
- Android
- BB
- Symbian
- Other

Website 3 illustrates how smartphones, particularly iPhones are critical for luxury websites and demonstrates why luxury brands in particular need to offer optimised websites for smaller touchscreen devices. The launch of iPhone 5 and future 4G networks will reinforce this need.

Nucleus Mobile Web Browsing Survey – Wave 3

Website 4

Insight 1:

Mobile traffic up to 22.8% of all browsers in the period, even though this luxury site is not a great mobile user experience

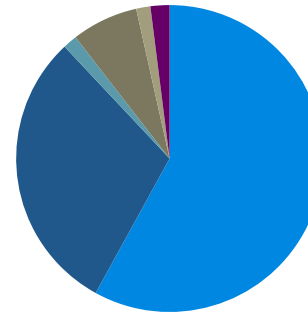
Insight 2:

iPad browsing dominates with huge 82.9% share up from 80% in January. iPad is the only device to have shown growth in mobile browsing in the period

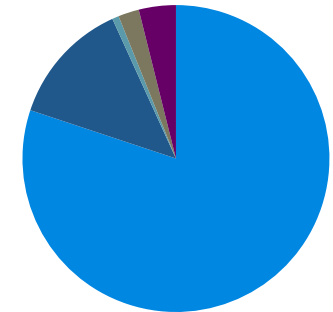
Insight 3:

Android down 27%, whilst BB takes small strides to redeem itself; having been knocked off the chart altogether, it now attains a 0.5% share

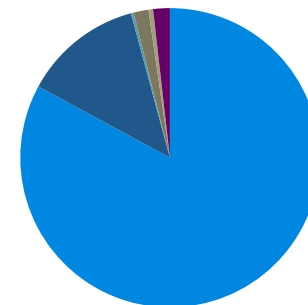
Wave 1: August 2011
(10.9% mobile traffic)



Wave 2: January 2012
(17.95% mobile traffic)



Wave 3: August 2012
(22.05% mobile traffic)



- iPad
- iPhone
- iPod
- Android
- BB
- Symbian
- Other

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This luxury brand has yet to optimise itself for mobile, retaining Flash for its maps and video players. Even so, the growth in mobile traffic is significant and clearly points to where the luxury market is heading – especially the luxury leisure market.

Nucleus Mobile Web Browsing Survey – Wave 3

Website 5

Insight 1:

Mobile traffic up 35% to 23.12% of all traffic, again illustrating that luxury sites command higher mobile penetration

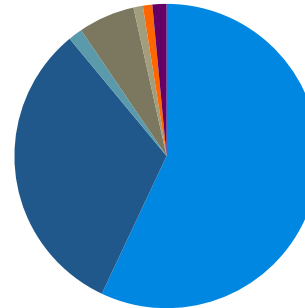
Insight 2:

iOS devices account for 90% of total mobile traffic. iPhone showing greatest rate of growth, up 12.8%

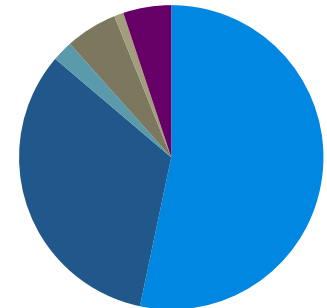
Insight 3:

Android and iPod share down, whilst BB, again, shows small but significant growth

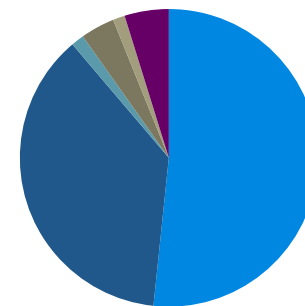
Wave 1: August 2011
(9.1% mobile traffic)



Wave 2: January 2012
(17.1% mobile traffic)



Wave 3: August 2012
(23.12% mobile traffic)



- iPad
- iPhone
- iPod
- Android
- BB
- Symbian
- Other

In the past 12 months mobile traffic to this luxury website has grown from 9.1% to 23.12% with a high proportion of international traffic and iOS particularly dominant.

Nucleus Mobile Web Browsing Survey – Wave 3

Website 6

Insight 1:

Mobile traffic down -22% in the period, but still up 87% since August 2011

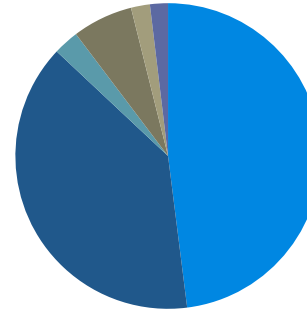
Insight 2:

iPad share grown significantly, now accounting for 61.5% of all mobile traffic

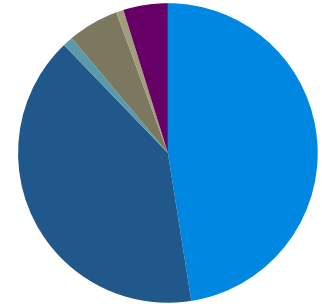
Insight 3:

iPad dwell times higher than average for PCs

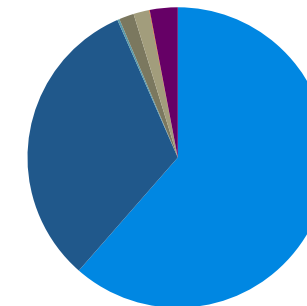
Wave 1: August 2011
(10.1% mobile traffic)



Wave 2: January 2012
(21.4% mobile traffic)



Wave 3: August 2012
(18.88% mobile traffic)



- iPad
- iPhone
- iPod
- Android
- BB
- Symbian
- Other

This site was specifically designed to be iPad 'native' so it is a bit of a surprise that mobile traffic share has dropped. However, dwell times for iPads are actually longer than for PC-users.

Nucleus Mobile Web Browsing Survey – Wave 3

Website 7

Insight 1:

This uber-luxury hotel site has the oldest age demographic and the highest mobile penetration at 26.5%

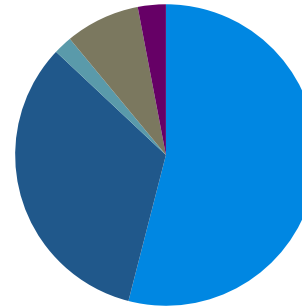
Insight 2:

iOS dominates again with iPhones accounting for 47.1% of all mobile traffic with iPads at 36%

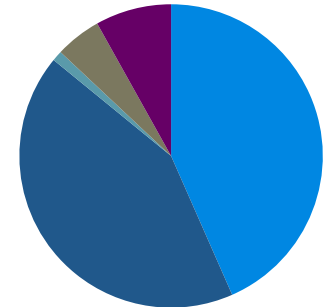
Insight 3:

Android achieves an above average 9.7%, perhaps due to a high percentage of US users

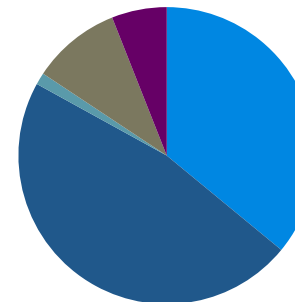
Wave 1: August 2011
(15.3% mobile traffic)



Wave 2: January 2012
(24.2% mobile traffic)



Wave 3: August 2012
(26.55% mobile traffic)



- iPad
- iPhone
- iPod
- Android
- BB
- Symbian
- Other

Overall mobile traffic to this site has grown from 15.3% in August 2011 to 24.2% in January 2012 to 26.5% in June 2012, even though the site's audience is the oldest demographic in the sample. It is a wealthy audience, however.

Nucleus Mobile Web Browsing Survey – Wave 3

Website 8

Insight 1:

Total mobile traffic up 20.8%, averaging 21.62% of web browsing from mobile devices

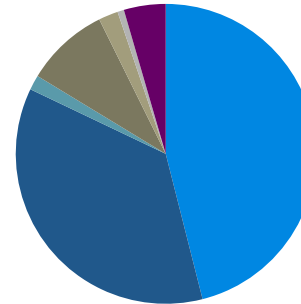
Insight 2:

Android's 14.5% share of mobile traffic remains second highest in the survey, perhaps reflecting this site's large Asian user base

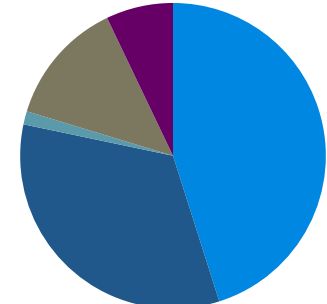
Insight 3:

BlackBerry's second highest penetration at 3.5% - possibly explained by brand's popularity with business travellers

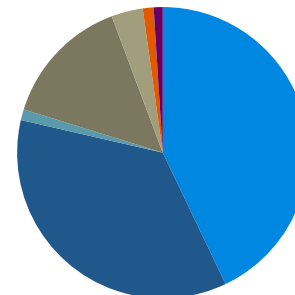
Wave 1: August 2011*
(9.6% mobile traffic)



Wave 2: January 2012
(17.9% mobile traffic)



Wave 3: August 2012
(21.62% mobile traffic)



- iPad
- iPhone
- iPod
- Android
- BB
- Symbian
- Other

Overall mobile traffic to this site has grown by 20.8% in 6 months. The year-on-year figures are not representative as this site joined the survey in January, so Wave 1 figures are an average for all Wave 1 sites.

Nucleus Mobile Web Browsing Survey – Wave 3

Website 8

Insight 1:

Features slowest mobile penetration in the survey, but still up nearly 39% from 10.89% in Wave 2 to 15.1% in Wave 3

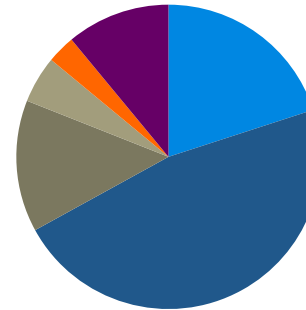
Insight 2:

iOS devices account for ‘only’ 73.8% of mobile browsing, with the iPad showing the largest rate of growth and approaching half all mobile traffic

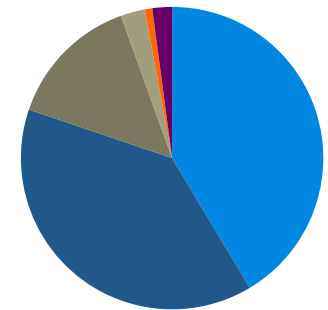
Insight 3:

Android traffic share down from 14.3% to 9.8% while BB has yet again shown significant growth, up 58% to 4.1% (but still below August 2011 figures)

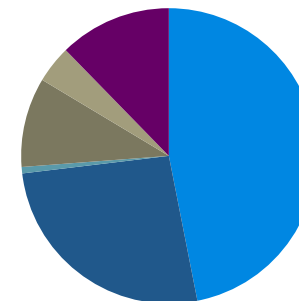
Wave 1: August 2011
(8.9% mobile traffic)



Wave 2: January 2012
(10.89% mobile traffic)



Wave 3: August 2012
(15.1% mobile traffic)



- iPad
- iPhone
- iPod
- Android
- BB
- Symbian
- Other

This hotel group has an international business and leisure audience, which may explain the higher penetration of Android and Blackberry browsers and the, relatively, lower iOS share.

Nucleus Mobile Web Browsing Survey – Wave 3

Website 9

Insight 1:

Small -3% overall decline in mobile browsing but still showing an average above 19% of all traffic

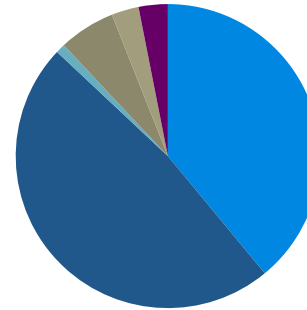
Insight 2:

iPad, iPhone & Android mobile share remain constant at 65%, 27% and 4.2% respectively

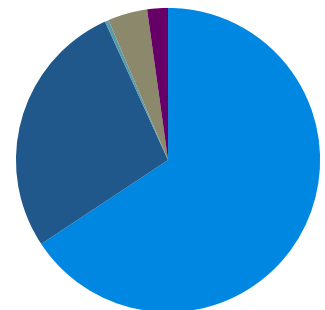
Insight 3:

iPod fallen off the chart whilst Symbian and BB remain firmly off the radar

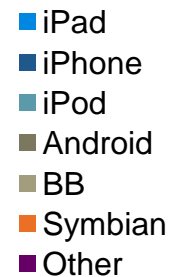
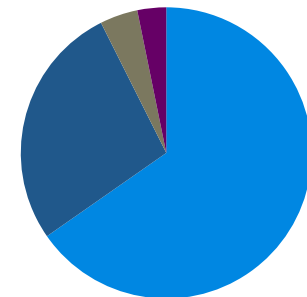
Wave 1: August 2011
(10.3% mobile traffic)



Wave 2: January 2012
(19.9% mobile traffic)



Wave 3: August 2012
(19.28% mobile traffic)



Large iPad share at 65.3% is consistent with a luxury leisure browsing experience.

Nucleus Mobile Web Browsing Survey – Wave 3

Conclusions

With mobile website browsing continuing to grow strongly, mobile device shipments outstripping PCs and mobile data growth at 700 petabytes per month* (4x voice) **we are witnessing the birth of the Mobile era.**

Apple's iOS platform is as strong as ever with **iPad leading the trend to mobile web browsing.** Sales of the **iPad 3, launched in March, leapt 84%** in the quarter to June to 17m units, beating forecasts while sales of iPad 2 continued to surprise analysts. Imminent iPhone 5 launch likely to increase iOS share.

By end-2012 we expect to see some websites, especially in the luxury travel space, showing **more than 30% of all traffic from mobile devices**, on track for >50% penetration by end-2014.

Brands without 'finger-friendly' mobile-optimised websites are at a significant disadvantage and **are already losing business.**

Travel, luxury and ecommerce brands **must act now** to avoid serious competitive disadvantage during 2013.

* Source Akamai August 2012

Nucleus Mobile Web Browsing Survey – Wave 3

Nucleus mobile website capabilities

Nucleus is the world's only integrated brand+digital+intellectual property consultancy, specialising in creating and capturing value integrated projects in the travel, luxury and financial services sectors.

With leading-edge experience of mobile websites and apps, Nucleus can provide insight and advice on digital strategy, brand experience and mobile development.

For more information, please contact Ella Matthews on +44 (0)208 398 9133 or ematthews@nucleus.co.uk

Website: www.nucleus.co.uk

Twitter: @nucleuslondon

Nucleus Mobile Web Browsing Survey – Wave 3

List of references

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<http://channelnomics.com/2012/03/07/apple%E2%80%99s-ipad-announcement-marks-pc-era%E2%80%99s/>

'Mobile Web Traffic Triples in 12 Months' - eConsultancy report (10th May 2012)

<http://econsultancy.com/uk/press-releases/6401-mobile-web-traffic-triples-in-12-months>

'Mobile data grows to 700 petabytes per month' – Computer Weekly (10th August 2012)

http://www.computerweekly.com/news/2240161216/Mobile-data-grows-to-700m-petabytes-per-month?asrc=EM_EDA_18319230

Previous Nucleus surveys and articles:

<http://www.nucleus.co.uk/thoughts.aspx>

<http://www.nucleus.co.uk/top/thoughts/year/2012/Is-this-the-beginning-of-the-end-of-the-PC-era-.aspx>

<http://www.nucleus.co.uk/top/thoughts/year/2011/So,-Google,-where-are-all-the-Android-browsers-.aspx>

[http://www.nucleus.co.uk/top/thoughts/year/2012/Internet-RIP--A-History-of-the-Web-in-540-Words-\(a.aspx](http://www.nucleus.co.uk/top/thoughts/year/2012/Internet-RIP--A-History-of-the-Web-in-540-Words-(a.aspx)

The birth of the Mobile era...

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