UK mobile devices usage and demographic roundup

An overview of recent research and data on smartphone and tablet ownership in the UK, compiled January 2013.
Introduction

Smartphone and tablet usage is on the rise and brands and enterprises need to make sure they are up-to-date with the changes in consumer behaviour that the devices bring.

As ownership explodes, research data has often lagged behind. Thankfully this position is now being rectified as research organisations and even government departments help to shape our understanding of who is using intelligent mobile devices and how they are using them.

This data provides a critical insight for any marketing departments, entrepreneurs and creative agencies that need to invest in mobile.

We Are Apps have collated the most recent data and research in a single digest. It is intended to give you a quick, top-line view of the information you need to make informed decisions when planning an app, mobile campaign or any digital communications that could be accessed by mobile devices.

For more in-depth statistics, we encourage you to consult the various organisations that have supplied the original data. Each is attributed at the end of this document, along with a link to the original report.

The sections included are:

Who uses smartphones, which aims to explain who in the UK is using smartphones and tablets, how old they are and what devices they use.

How they are using them, which aims to explain what people do with their smartphones and tablets and especially how addicted UK smartphone users are to their devices.

Where are they using them, which aims to show that people are using their phones wherever they go, and takes a closer look at the use of Wi-Fi and data roaming.

We also take a look at how smartphones are making life easier by exploring the statistics for mobile usage during shopping.

Finally, as many decision makers are considering whether to create an application or whether it’s better to optimise their website for mobile, we have also included a comparison of mobile websites to mobile apps.

Ian Malone
Managing Director, We Are Apps, London, January 2013
We Are Apps

We Are Apps is an award-winning, London-based full service mobile, app and social media agency. We have developed apps for leading brands such as Avon Cosmetics, Cadbury, Ford and News International.

One of our apps has recently been honoured as one of Apple’s ‘Best of the App Store 2012’. Other accolades include, ‘One of the greatest 100 apps, ever’ by Apps Magazine and an app of ours has been featured in Apple’s TV advertising for the iPad.

With years of experience in digital marketing and advertising we help brands and creative agencies plan, produce and promote the most effective mobile execution.

We are always looking for new opportunities to work with clients to create the apps they want, so if you are interested call us on 020 7100 9318 or mail us at enquiries@weareapps.com

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Who uses smartphones and tablets?

Generally speaking, there is a constant rise in smartphone ownership across all age ranges with only the over 60’s showing any clear signs of reluctance. Use by the various socioeconomic groups is fairly even too, with only a slight dip from the DE category among males 15-24 but it’s also fair to say that in the older age segments, the lower the social category, the sharper the dip in take-up.

There is very strong take-up of smartphones in the AB socioeconomic group, especially among women in the 25-34 age range, where take-up is a staggering 95%.

Tablets are a little way behind smartphones in take-up and the general age profile and SEG is older and more upmarket than the general smartphone ownership, something that we have seen also with the apps released for clients in the last 12 months.

Ownership of smartphones
Blackberry vs. iPhone vs. Android ownership

Source: Ipsos MediaCT. From: Tech tracker Q4 2012

Having reached 50% ownership in 2012, next year will finally see smartphones overtake feature phone ownership in the UK. The iPhone still leads the way but 2013 will be the year when more people own Android powered smartphones. Don’t write off Blackberry just yet. The new BB10 operating system launches early this year, bringing with it a series of new smartphones that have definitely caught up with the leading players in terms of style, power and functionality.
**Smartphone take-up by demographic**

Smartphone ownership by gender and SEG, 2012

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>15-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Males</strong></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall</td>
<td>51</td>
<td>68</td>
<td>69</td>
<td>56</td>
<td>31</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Male AB</td>
<td>60</td>
<td>82</td>
<td>80</td>
<td>75</td>
<td>42</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Male C1</td>
<td>57</td>
<td>71</td>
<td>81</td>
<td>60</td>
<td>42</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Male C2</td>
<td>48</td>
<td>76</td>
<td>70</td>
<td>65</td>
<td>48</td>
<td>19</td>
<td>5</td>
</tr>
<tr>
<td>Male DE</td>
<td>38</td>
<td>60</td>
<td>50</td>
<td>51</td>
<td>34</td>
<td>11</td>
<td>5</td>
</tr>
<tr>
<td><strong>Females</strong></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Overall</td>
<td>42</td>
<td>55</td>
<td>55</td>
<td>38</td>
<td>17</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Female AB</td>
<td>51</td>
<td>75</td>
<td>95</td>
<td>76</td>
<td>47</td>
<td>25</td>
<td>12</td>
</tr>
<tr>
<td>Female C1</td>
<td>46</td>
<td>86</td>
<td>74</td>
<td>52</td>
<td>45</td>
<td>19</td>
<td>4</td>
</tr>
<tr>
<td>Female C2</td>
<td>40</td>
<td>71</td>
<td>71</td>
<td>40</td>
<td>37</td>
<td>11</td>
<td>5</td>
</tr>
<tr>
<td>Female DE</td>
<td>31</td>
<td>68</td>
<td>63</td>
<td>39</td>
<td>17</td>
<td>8</td>
<td>1</td>
</tr>
</tbody>
</table>

Source: Ipsos MediaCT. From: Tech tracker Q4 2012

Smartphone ownership is broadly above 50% in most age groups up to 45 for woman and 55 for men, with a distinct drop in ownership in the over 65’s. Older men are far more likely to own a smartphone compared to their female counterparts, but in the younger age groups of 15-34 more women own a smartphone.

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**Take up of tablet computers by age, gender and SEG, 2012**

<table>
<thead>
<tr>
<th>Proportion of UK households (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
</tr>
<tr>
<td>16-24</td>
</tr>
<tr>
<td>25-34</td>
</tr>
<tr>
<td>35-44</td>
</tr>
<tr>
<td>45-54</td>
</tr>
<tr>
<td>55-64</td>
</tr>
<tr>
<td>65+</td>
</tr>
<tr>
<td>ABC1</td>
</tr>
<tr>
<td>C2DE</td>
</tr>
<tr>
<td>Male</td>
</tr>
<tr>
<td>Female</td>
</tr>
</tbody>
</table>

Source: Ofcom technology tracker 2012. From: Ofcom communications market report 2012

Pre-Christmas 2012, tablet ownership was much lower than smartphone ownership although still impressive with 1-in-10 households owning a tablet device. General expectation is that the gap will narrow following significant gifting of tablets at Christmas. Like smartphones, tablet ownership is broadly similar across age ranges, with the only significant differences coming in older age groups. Again, as with smartphones, the over 65’s are slower to take up the new digital devices. Although not reflected in these statistics, anecdotal evidence and the sheer number of apps for children indicate that tablet devices are heavily used by the very young.
Though this graph shows that the iPhone is the most popular device, the Android market is on the rise. Though that might not be clear from a top 10 devices list, Androids strength lies in it having more variety in models than the iOS phones.

Source: Netbiscuits Mobile web metrics, October 2012
From: Netbiscuits Mobile Web Metrics Report

When looking at the operating systems, you can see that the gap between the iOS devices and Android and RIM (blackberry) devices is smaller than it looks at first glance when comparing individual devices. This can be better seen when comparing the percentage of installed base's from 2011 to 2012.
UK consumer smartphone installed base

Although ownership is a useful criteria, it’s also worth looking at which devices are actually being used, for which it’s a good idea to look at visits to websites by devices, which gives a more accurate picture of which operating systems are being used on a real-time, daily basis.

When looking at the installed base Android has overtaken iOS in 2012. Where the iPhone wins in amount of devices sold, Android is clearly the most used operating system, being available on more devices. Nokia’s Symbion is in sharp decline and Blackberry’s RIM has only decreased a small bit. The take-out is that iPhone and iPad users are staying loyal to the brand but the same can’t be said of Symbion users, who are migrating to Android and, to a lesser extent, Windows Mobile powered devices.

Source: Kantar Worldpanel ComTech, from the Guardian, Android is most-used Smartphone OS in UK, overtaking Apple, data shows

Smartphone platform market share of sales by country

The same can be seen when looking at the market share of each operating system, you can see that Android overtakes the iOS in every country except the US. Though within the UK they are taking these sales away from RIM and Symbion, as iOS has also increased in sales compared to last year.

Source: Kantar Worldpanel ComTech, from the Guardian, Android is most-used Smartphone OS in UK, overtaking Apple, data shows

Tablets sold by brand

Pre-Christmas 2012, Apple’s iPad is the clear king of the tablets. What will be interesting is to see what impact the much-lower priced new devices like Amazon’s Kindle Fire will have in the short term.

Source: Ofcom research. From: Ofcom communications market report 2012
How are they using them?

Brands and businesses investing in mobile need to understand how the devices are being used. Unfortunately, the research companies have too broad a remit to dig down into how devices are used in brand-centric terms, beyond the too-simplistic ‘downloading apps’. For example, where does the Nike+ fitness app or an insurance company’s claims helper app fall into the categories below?

As there’s little ready-available data on how the devices are being used beyond generalist categories below, we’ve taken a look at the impact smartphones are having on day-to-day lives – how important the always-on device is in people’s lives and how they are using the devices to replace other media.

Smartphones are also starting to take over the role of other media devices as more and more people are browsing the web or watching videos on their smartphones.

Smartphone addiction

Activities conducted on a smartphone by GB adults

![Activities conducted on a smartphone by GB adults](source: Ofcom omnibus research, March 2012. From: Ofcom communications market report 2012)

The standout category here is ‘Social networking,’ something we’ve seen from our own app activities. Brands can use social media tools within their apps and mobile websites to engage users and give them quick ways to share their interactions with a wider audience.
Activities conducted less on other devices since getting a smartphone

<table>
<thead>
<tr>
<th>Activity</th>
<th>Used regularly</th>
<th>Ever used</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any</td>
<td>96</td>
<td>96</td>
</tr>
<tr>
<td>Taking photos/video</td>
<td>82</td>
<td>37</td>
</tr>
<tr>
<td>Internet surfing</td>
<td>71</td>
<td>44</td>
</tr>
<tr>
<td>Email</td>
<td>68</td>
<td>51</td>
</tr>
<tr>
<td>Listening to music</td>
<td>68</td>
<td>38</td>
</tr>
<tr>
<td>Downloading apps</td>
<td>61</td>
<td>32</td>
</tr>
<tr>
<td>Social networking</td>
<td>58</td>
<td>67</td>
</tr>
<tr>
<td>Playing games</td>
<td>56</td>
<td>20</td>
</tr>
<tr>
<td>Maps/GPS</td>
<td>56</td>
<td>23</td>
</tr>
<tr>
<td>Picture messaging (MMS)</td>
<td>49</td>
<td>25</td>
</tr>
<tr>
<td>Instant Messaging (IM)</td>
<td>49</td>
<td>10</td>
</tr>
<tr>
<td>Accessing general news</td>
<td>40</td>
<td>31</td>
</tr>
<tr>
<td>Watching video clips</td>
<td>40</td>
<td>24</td>
</tr>
<tr>
<td>Accessing sports news</td>
<td>37</td>
<td>18</td>
</tr>
<tr>
<td>Checking in to a place</td>
<td>30</td>
<td>12</td>
</tr>
<tr>
<td>Tweeting</td>
<td>23</td>
<td>13</td>
</tr>
<tr>
<td>Watching TV programmes/film</td>
<td>14</td>
<td>8</td>
</tr>
<tr>
<td>Using voice activated services</td>
<td>8</td>
<td>6</td>
</tr>
</tbody>
</table>

Source: Ofcom omnibus research, March 2012
From: Ofcom communications market report 2012

Possibly more relevant than ‘smartphone addiction’ is the subject of device migration. Clearly, the hugely rich features of the smartphone and tablet are giving users quicker and easier access to functions delivered by other devices. Though this doesn’t mean that people are completely moving away from those devices, the Smartphone is slowly filling up some of the roles these devices play.

Smartphone as a shopping tool

Retailers are taking notice of smartphones as the devices drive a distinct change in behaviour from consumers, with 1-in-2 UK shoppers using their smartphone during the purchase process.
Activities conducted on a smartphone while out shopping

<table>
<thead>
<tr>
<th>Activity</th>
<th>Smartphone users (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Took a picture of the product</td>
<td>31</td>
</tr>
<tr>
<td>Compared a price to a price online</td>
<td>25</td>
</tr>
<tr>
<td>Scanned a barcode to get more product info</td>
<td>21</td>
</tr>
<tr>
<td>Read product reviews online</td>
<td>19</td>
</tr>
<tr>
<td>Researched product features online</td>
<td>19</td>
</tr>
<tr>
<td>Used phone to redeem a mobile coupon</td>
<td>13</td>
</tr>
<tr>
<td>Searched for coupons or deals online</td>
<td>11</td>
</tr>
<tr>
<td>Any</td>
<td>57</td>
</tr>
</tbody>
</table>

Source: Ofcom omnibus research, March 2012
From: Ofcom communications market report 2012

57% of Smartphone users use their phones for various purposes during shopping. People want to make their shopping experience easier, compare products, look up info of the products and even show their friends the products for approval.

Mcommerce activities performed by UK smartphone users, July 2012

<table>
<thead>
<tr>
<th>Activity</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Found store location</td>
<td>24%</td>
</tr>
<tr>
<td>Purchased goods or services</td>
<td>18%</td>
</tr>
<tr>
<td>Compared product prices</td>
<td>16%</td>
</tr>
<tr>
<td>Researched product features</td>
<td>16%</td>
</tr>
<tr>
<td>Made shopping lists</td>
<td>16%</td>
</tr>
<tr>
<td>Found coupons or deals</td>
<td>15%</td>
</tr>
<tr>
<td>Checked product availability</td>
<td>14%</td>
</tr>
</tbody>
</table>

Source: ComScore mobilens, “the UK mobile retail landscape”
From: Emarketer, who is the UK mobile shopper?

It’s obvious that users will be using the mapping features of their smartphones to find their way to relevant stores. What is more surprising is the relatively high percentage of users who are using small-screen devices to purchase items through apps and websites. This could be driven by lack of access to desktop devices at key times like lunchtimes, the greater privacy offered by the smaller screens, the speedier access to shopping baskets when out-and-about or a combination of all three.
Where are they using them?

There are no limitations as to where smartphones are being used. When they aren’t in a Wi-Fi zone they can use their 3G or now 4G connection to get online virtually anywhere. This, of course depends on getting a decent signal and while OFCOM may claim 95% coverage of the UK population, practical experience demonstrates the missing 5% covers most of the countryside and many a football stadium and wine section of the supermarket...

According to research done by Ofcom, 81% of the Smartphone users have their phone switched on all the time, even when they sleep. 51% of adults use their phones when they are socialising with others and 23% during mealtimes, even 22% of adults admit using their phones in the bathroom.

Source: Ofcom, “A nation addicted to Smartphones”

If the 16% using smartphones at school is a surprise, you may be shocked by other research that has shown 5% of primary school children have their own iPhone.

Source: Ipsos MediaCT, “Our mobile planet: UK”

Where we use our smartphones

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home</td>
<td>97%</td>
</tr>
<tr>
<td>On the go</td>
<td>85%</td>
</tr>
<tr>
<td>Work</td>
<td>72%</td>
</tr>
<tr>
<td>In a store</td>
<td>64%</td>
</tr>
<tr>
<td>Café or coffee shop</td>
<td>61%</td>
</tr>
<tr>
<td>Public Transport</td>
<td>61%</td>
</tr>
<tr>
<td>Restaurant</td>
<td>59%</td>
</tr>
<tr>
<td>At a social gathering</td>
<td>52%</td>
</tr>
<tr>
<td>Airport</td>
<td>44%</td>
</tr>
<tr>
<td>Doctor’s office</td>
<td>28%</td>
</tr>
<tr>
<td>School</td>
<td>16%</td>
</tr>
</tbody>
</table>
The impact of Wi-Fi

Wi-Fi is important for smartphone users as data plans can be expensive, a fact being picked up on by an increasing number of retailers, restaurants and entertainment venues. For the Olympics, London Transport opened up free Wi-Fi in several London Underground stations and because of the success they have upgraded to more stations. So far 800,000 people have signed up for the free Wi-Fi service. That’s one in every ten Londoners.

Source: CNet UK, Crave, “Tube Wi-Fi to cost £15 per month unless you’re on Virgin, Vodafone or EE”

Location of Wi-Fi use on a smartphone

We’re not sure of the distinction between ‘public places’ and ‘out and about,’ but the clear inference is when Wi-Fi is made available, users jump on to take advantage of the quicker speeds and more reliable internet connection. Providing Wi-Fi could be an important part of building brand loyalty or even help to tip the user towards purchase by giving ready access to the brand’s online services.

Source: YouGov SMIX
From: Ofcom communications market report 2012
How wider access to free Wi-Fi in public locations changes smartphone use

- I would be less reliant on my PC: 24%
- I would do more shopping via my smartphone and/or tablet: 38%
- I would be able to work more away from home: 37%
- I would use my tablet more often: 37%
- I would be out and about more often: 61%

Source: KineticWW
From: “Smart devices increasingly influence out of home behaviour as ownership sees Christmas surge.”

Importance of smartphones for internet access

“My phone is more important to me for accessing the internet than any other device”

Net agreement: 33% (2011) vs. 42% (2012)

Source: Ofcom omnibus research, March 2012
From: Ofcom communications market report 2012

The amount of people that find internet access on their phone more important than internet access on other devices has also risen since 2011. As browsing the internet on the phone is winning ground over browsing on our PC’s and laptops.
Smartphone data use
Percentage of respondents using each range of allowance

- Less than 500MB: 21%
- 500-750MB: 24%
- 750MB-1GB: 17%
- 1-2GB: 19%
- 2-5GB: 6%
- 5GB or more: 9%
- Unlimited: 2%
- Don't know: 1%

Source: YouGov SMIX
From: Ofcom communications market report 2012

The amount of people with a Data cap bigger than 500MB is over 50% showing that it’s still important for people to have plenty of access to the Internet while not in a Wi-Fi zone.
If you want to take your company to the mobile web you will probably consider whether you should develop an app or a mobile website. Both have their advantages and disadvantages over each other that should be considered when deciding which one fits your goal the best.

Surprisingly, you may think, for a company with the word apps in its name, we are agnostic when it comes to choosing between apps or mobile websites. Actually, we believe that most brands will realise they can take advantage of both opportunities to give users relevant experiences that integrate into busy lifestyles and the increasing urge for entertainment.

There are pros and cons to both. Native apps are more expensive in the short term but offer a better user experience. Web apps and mobile websites are initially more cost effective at reaching more users on multiple operating systems but don’t have as much access to the richer functionality offered by devices. The question of which route to go down - or rather when to go down each route - can’t be answered here; that requires a planning exercise where user behaviour, brand KPI’s and outcomes and other marketing objectives need to be considered.

The stats that follow can only offer insights into how the time to act is now. You may find the final slide of most interest as it gives an insight into which channel users prefer when carrying out specific tasks.
When apps?

Apps allow for more interactivity, you can make apps interact with almost all the features that the phone offers like accelerometer, the camera and GPS. Apps also aren’t limited by a browser.

73% of users also expect apps to be easier to use than a mobile website.

Source: Harmony, “Mobile site or mobile app?”

If you want regular activity and interactivity then apps are also the better choice, apps also offer the possibility of offline use.

Source: HSWsolutions, “Mobile website vs. Mobile app: which is the best for your organization”.

When looking further into the usage though, you can see that there is a significant increase in app usage as apps become more popular and a part of people’s daily life.

Source: Mobile Squared
From: “Mobile market trends”
App revenues have increased by more than 1/3 since 2010 as more and more apps are being released into the app stores. The interesting point is that the dominance of games is reduced as more productivity and lifestyle apps (think recipe apps) are released.
When a mobile website?

More companies are optimising their websites for smartphones as their analytics show them that their customers are using the devices in greater numbers.

The advantage mobile websites have over apps, is that once produced they can be used on all platforms, rather than being limited to only one like most apps.

Source: Harmony, “Mobile site or mobile app?”

If you already have a current website it is relatively inexpensive to convert it to a mobile website, and requires considerably less effort than creating an app. Plus users don’t have to download your website to use it and can access it immediately.

Source: Marketingland, “Taking your business mobile, mobile web or app”

Mobile internet usage is on the rise, people are using their smartphones to go online and having a good mobile optimised website will increase the chances of people using your website on their phones, compared to not having an optimised website.
To conclude

If you are looking for something relatively cheap to produce then a mobile website is probably for you, but if you want something that the user can really interact with and represents your brand at its best, then you are arguably much better off with an app.

Obviously, not every brand can afford to produce a native app for every operating system and also ensure mobile web visitors are getting the optimal online experience. Inevitably there will be compromises at the stage of available budgets, but increasingly sales and marketing departments will be given the appropriate amount of financial support as businesses realise the significant change in consumer behaviour and the opportunity servicing mobile users brings.

So our final slide may help product and brand managers decide where to allocate precious budgets as it demonstrates exactly how users themselves choose between the two channels.

Preference of Mobile browser or Mobile app

Source: MDG infograph, “Should you build a mobile app or mobile website”
From: Marketingland, “Taking your business mobile, mobile web or app”
Sources

All copyrights for statistics and their graphic representations are acknowledged to be owned by the following organisations:

• Source: Ipsos MediaCT, from: Tech tracker Q4 2012, http://www.ipsos-mori.com/researchspecialisms/ipsosmediact/customresearch/technology/techtracker.aspx Ipsos is an innovative, entrepreneurial, client-focused organisation, providing research services to clients on a global basis.


Ensuring you get the most out of the Netbiscuits Platform, we provide a wide range of professional services including technical consulting, development and customization, managed hosting and training.

• Source: Kantar Worldpanel ComTech, from the Guardian, Android is most-used Smartphone OS in UK, overtaking Apple, data show, http://www.Guardian.co.uk/technology/2012/jan/21/android-smartphones-as-uk-apple.Kantar Worldpanel is the world leader in consumer knowledge and insights based on continuous consumer panels.


• Source: Kantar Worldpanel ComTech, from the Guardian, Android is most-used Smartphone OS in UK, overtaking Apple, data show, http://www.Guardian.co.uk/technology/2012/jan/21/android-smartphones-as-uk-apple

• Source: ComScore mobilens, “the UK mobile retail landscape”, from: Emarketer, who is the UK mobile shopper?, http://www.emarketer.com/S(8l3s7l3q7m7t76c35cnwcfnjb))/Article.aspx?R=1009388

• Source: Kantar Worldpanel ComTech, from the Guardian, Android is most-used Smartphone OS in UK, overtaking Apple, data show, http://www.Guardian.co.uk/technology/2012/jan/21/android-smartphones-as-uk-apple


• Source: CNet UK, Crave, “Tube Wi-Fi to cost £15 per month unless you’re on Virgin, Vodafone or EE”, http://crave.cnet.co.uk/mobiles/tube-wi-fi-to-cost-15-per-month-unless-youre-on-virgin-vodafone-or-ee-50009951/


• Source: CNet UK, Crave, “Tube Wi-Fi to cost £15 per month unless you’re on Virgin, Vodafone or EE”, http://crave.cnet.co.uk/mobiles/tube-wi-fi-to-cost-15-per-month-unless-youre-on-virgin-vodafone-or-ee-50009951/

CNet is a tech media website that publishes news, articles, blogs, and podcasts on technology and consumer electronics.


• Source: CNet UK, Crave, “Tube Wi-Fi to cost £15 per month unless you’re on Virgin, Vodafone or EE”, http://crave.cnet.co.uk/mobiles/tube-wi-fi-to-cost-15-per-month-unless-youre-on-virgin-vodafone-or-ee-50009951/

* Ofcom is the communications regulator. We regulate the TV and radio sectors, fixed line telecoms, mobiles, postal services, plus the airwaves over which wireless devices
Kinetic Worldwide is the world’s largest planner and buyer of Out of Home media and the global leader in understanding how brands can connect with people’s lifestyles and the environments they engage with.

• Source: Mobile Squared, from: “Mobile market trends”, http://www.mobilsquared.co.uk/pdfs/mobile_market_trends_uk.pdf

MobileSQUARED provides specialist research which enables brands, agencies, the public sector and mobile industry to access, and engage with, the mobile consumer.


Billmonitor is an independent and impartial service that helps mobile phone users save money with its unique bill analysis and mobile price comparison calculato

YouGov is an international, full service online market research agency offering custom research, omnibus, field and tab services, qualitative research, syndicated products and market intelligence reports.

• Source: Harmony, “Mobile site or mobile app?”, http://www.harmony.co.uk/articles/mobile-website-or-mobile-app/

Harmony does Augmented Reality Development and Digital Design and Marketing

• Source: HSWsolutions, “Mobile website vs. Mobile app: which is the best for your organization?”, http://www.hswsolutions.com/services/mobile-web-development/mobile-website-vs-apps/

Human Service Solutions specializes in website development and Internet marketing strategies that empower organizations of all types to connect with target audiences, reach strategic goals, and solidify a professional identity.

• Source: Marketingland, “Taking your business mobile, mobile web or app”, http://marketingland.com/taking-your-business-mobile-mobile-website-or-app-23306

Marketing Land is a news and information site covering internet marketing, marketing issues and the online marketing industry.

• Source: MDG infograph, “Should you build a mobile app or mobile website” from: Marketingland, “Taking your business mobile, mobile web or app”, http://marketingland.com/taking-your-business-mobile-mobile-website-or-app-23306

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