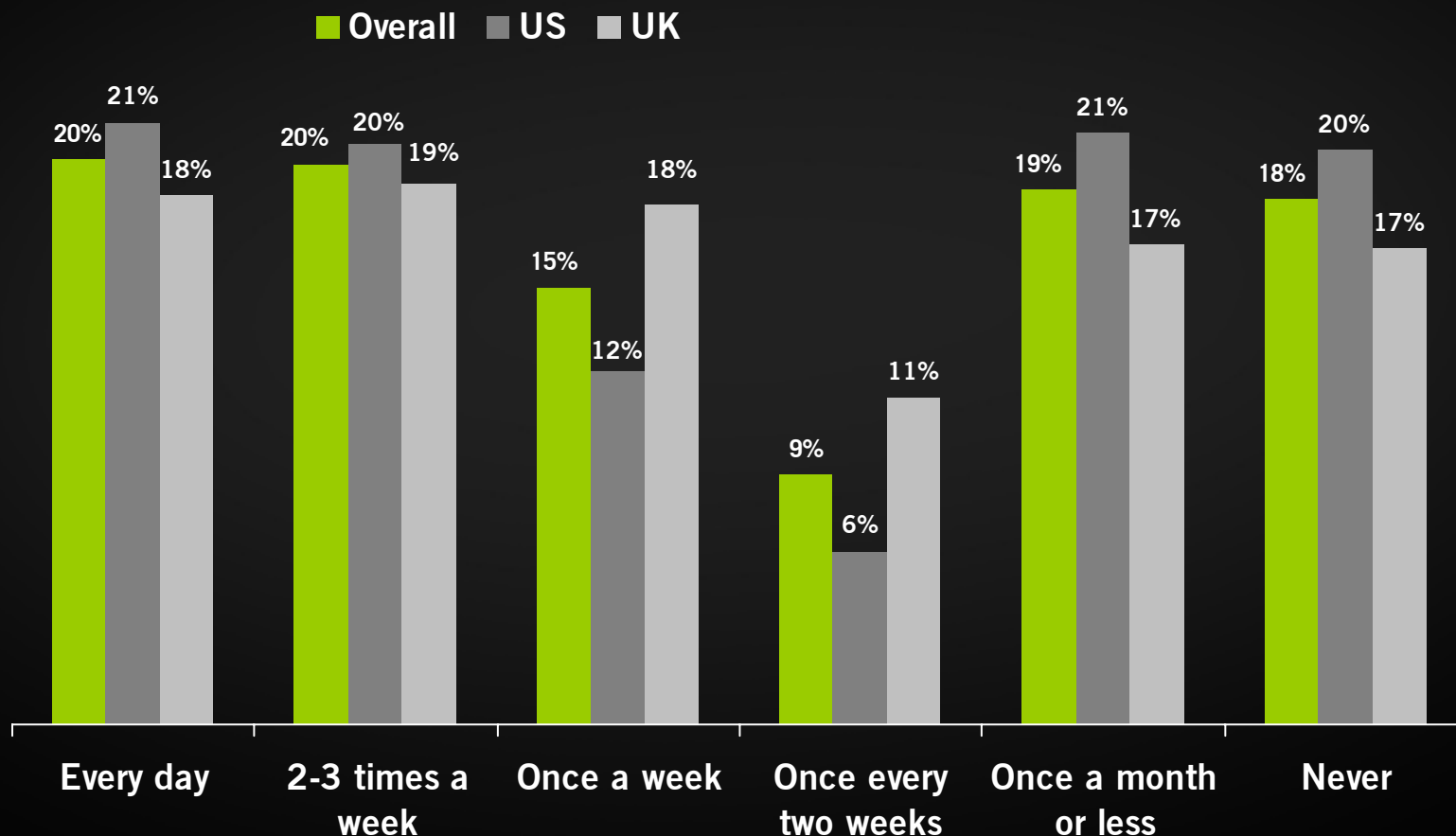


Mobile Internet usage and attitudes

Frequency of mobile Internet usage*

*N.B. Quotas were applied in order to ensure representation from participants with all levels of mobile Internet experience and exposure



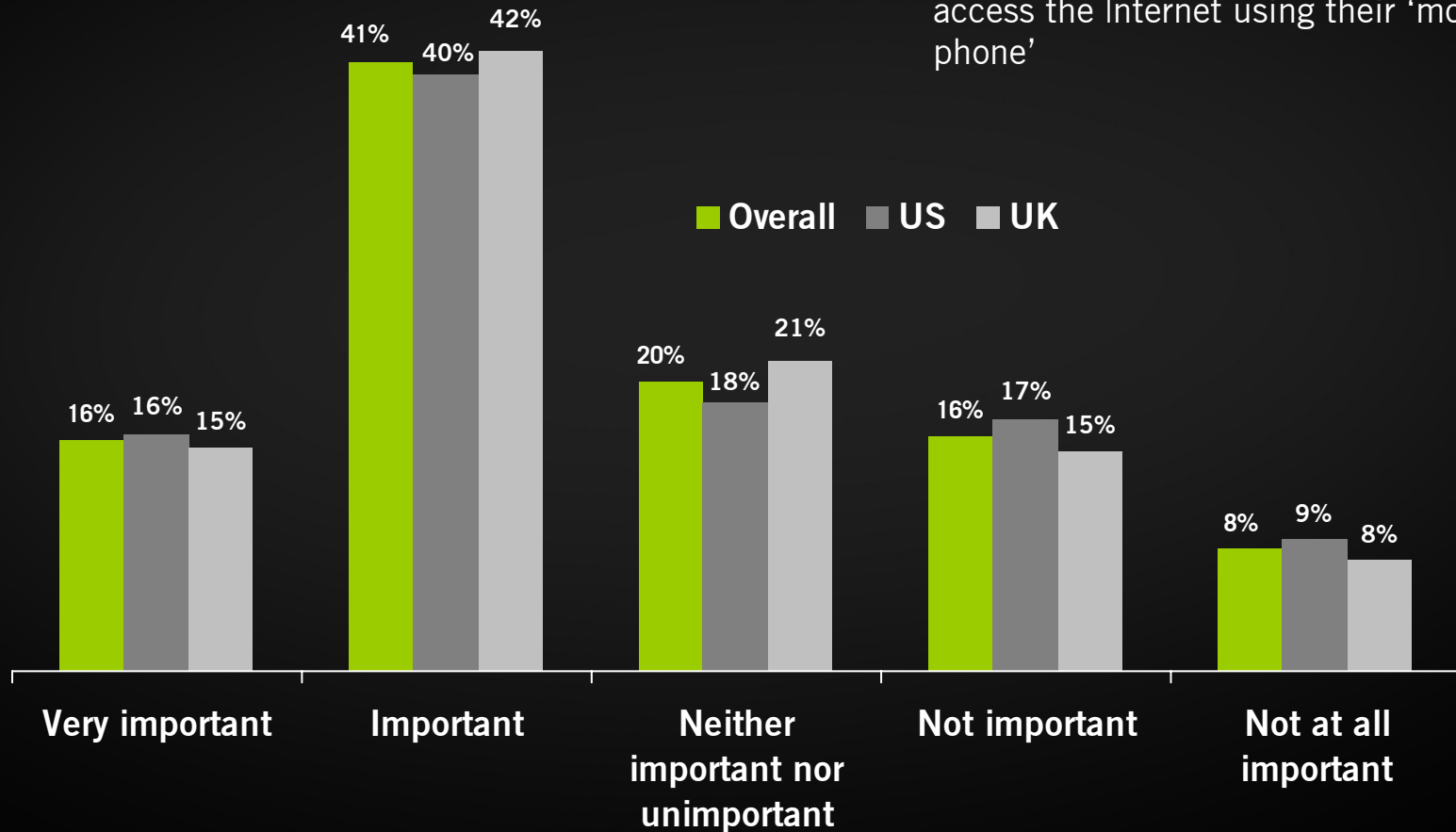
Q9. Which of the following best describes how regularly you access the Internet using your mobile phone?

Base 2,019, US n=1,010 UK n=1,009

Source: Mobile Internet Usage and Attitudes Study, dotMobi & AKQA, May 2008

Importance of mobile Internet access

c.60% of all participants consider it 'Very important'/'Important' to be able to access the Internet using their 'mobile phone'

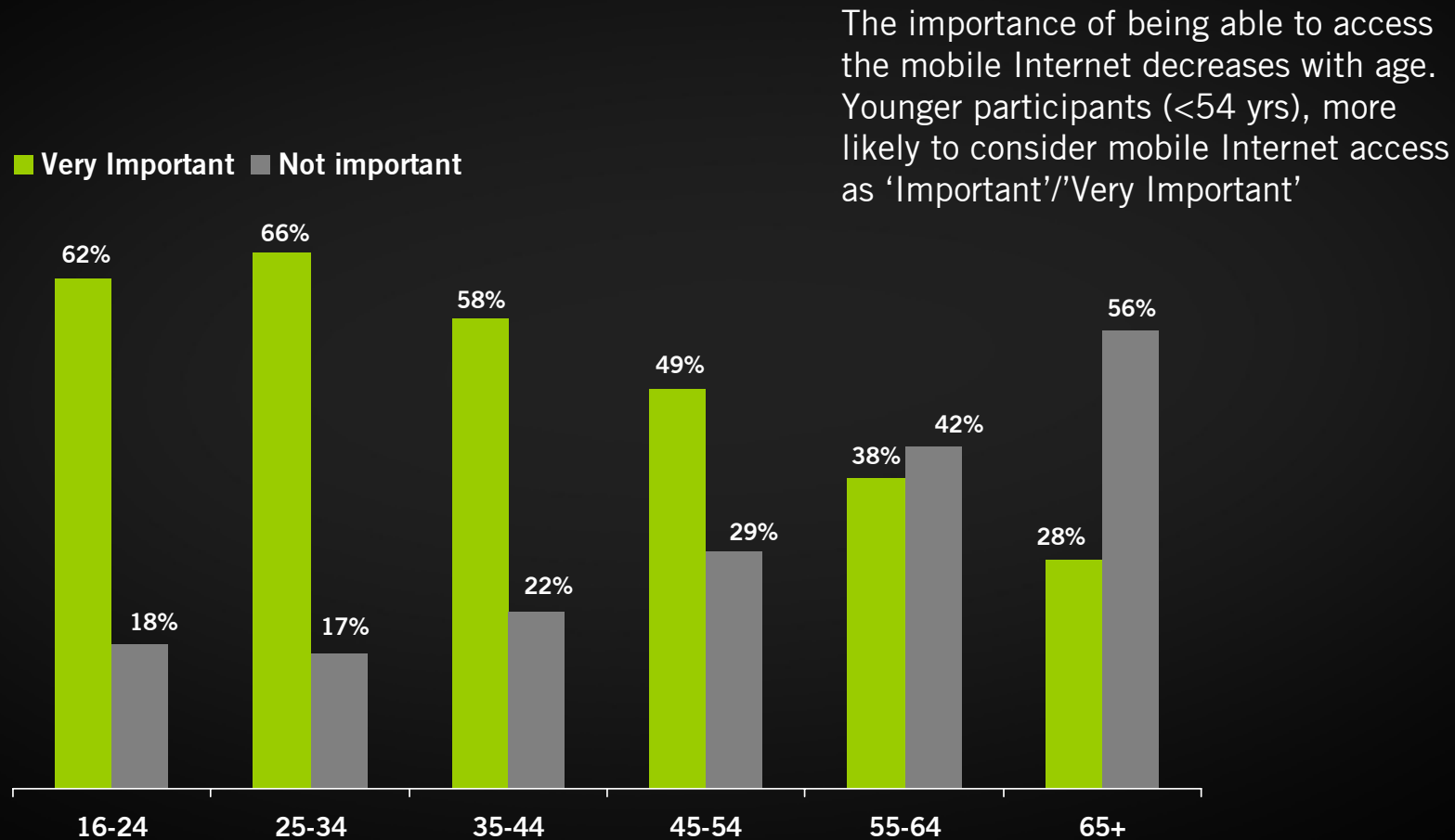


Q15. How important is it to be able to access the Internet using your mobile phone?

Base 2,019, US n=1,010 UK n = 1,009

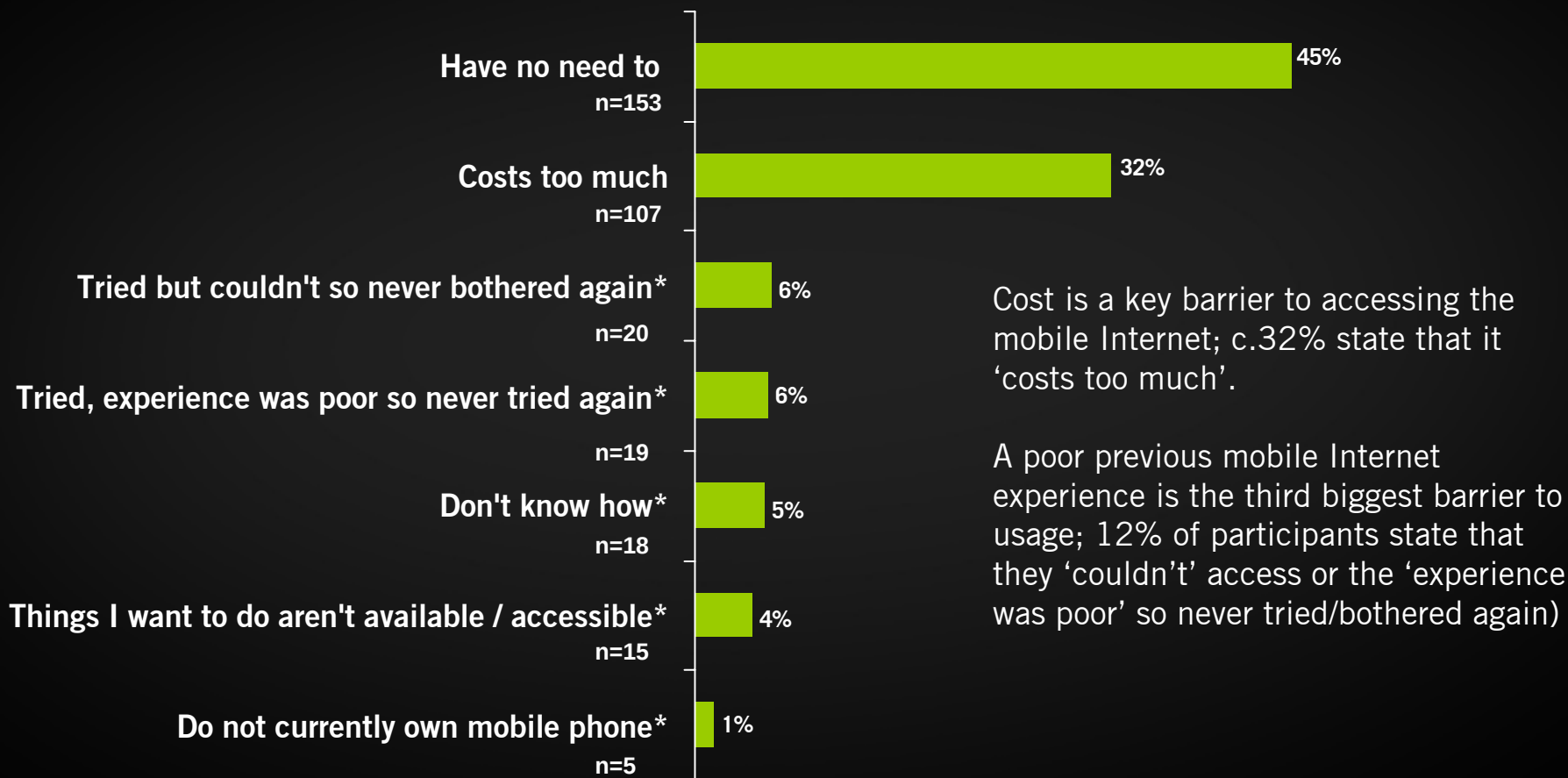
Source: Mobile Internet Usage and Attitudes Study, dotMobi & AKQA, May 2008

Importance of mobile Internet access by age



Q15. How important is it to be able to access the Internet using your mobile phone?
Base 2,019
Source: Mobile Internet Usage and Attitudes Study, dotMobi & AKQA, May 2008

Main reason for not accessing the mobile Internet



*N.B. Base size very low, please interpret with caution

Q10. Which of the following best describes the main reason why you have never accessed the Internet using a mobile phone?

Excludes 'Other'

Base: 369 US n =202 UK n = 167

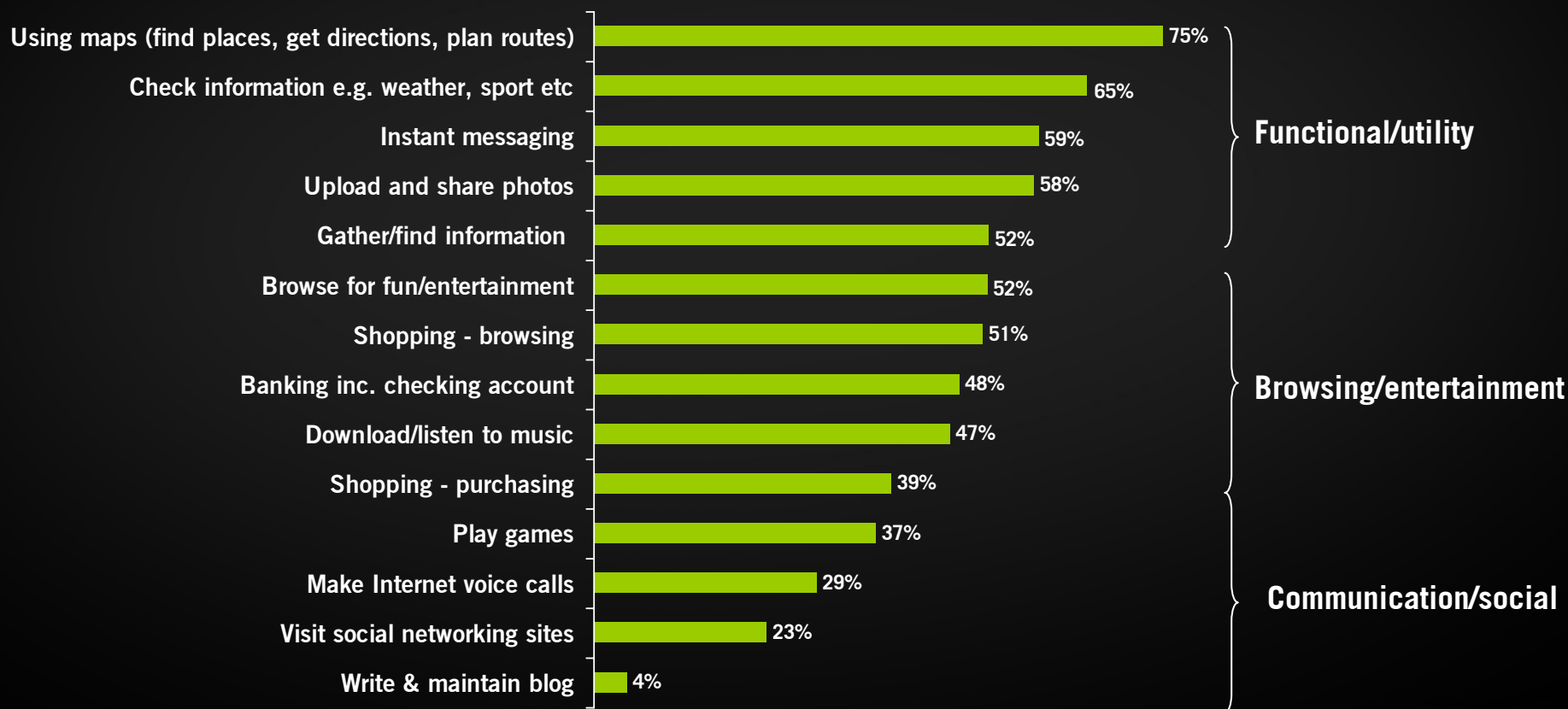
Source: Mobile Internet Usage and Attitudes Study, dotMobi & AKQA, May 2008

Activities 'would consider' using mobile Internet for

participants are most likely to consider undertaking functional/utility based activities via the mobile Internet (e.g. Using maps, 75% 'would consider').

Interestingly, participants also express a desire to use the mobile Internet for Browsing for fun/entertainment (52%).

Communication and generating content are less interesting for participants at present.

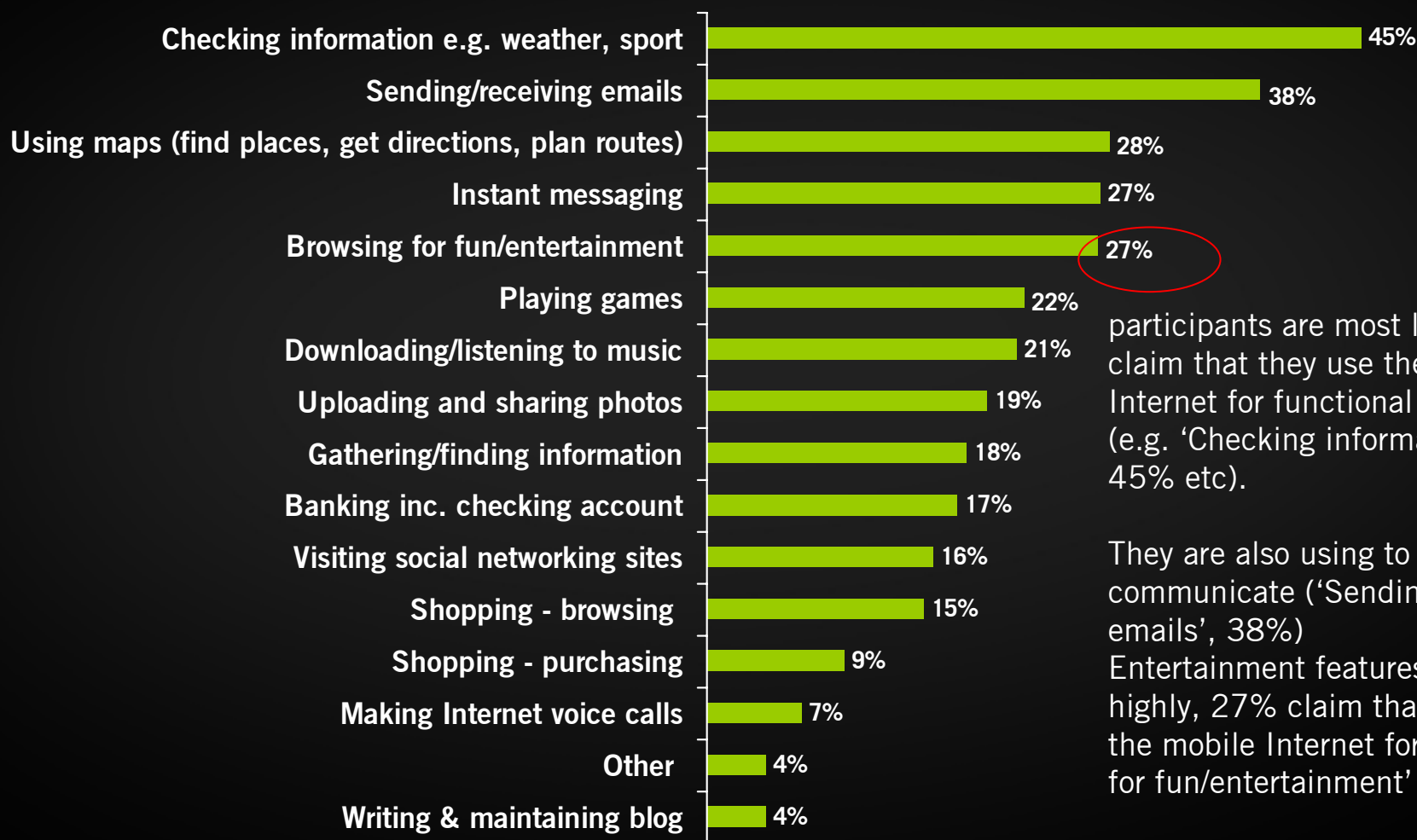


Q14. If you were to use the Internet on your mobile phone, assuming the following activities were easy to access/achieve, which do you think you would or would not consider using the Internet on your mobile phone for? (Multiple response option)

Base 369, US n = 202 UK n = 167

Source: Mobile Internet Usage and Attitudes Study, dotMobi & AKQA, May 2008

Activities undertaken via mobile Internet



participants are most likely to claim that they use the mobile Internet for functional activities (e.g. 'Checking information', 45% etc).

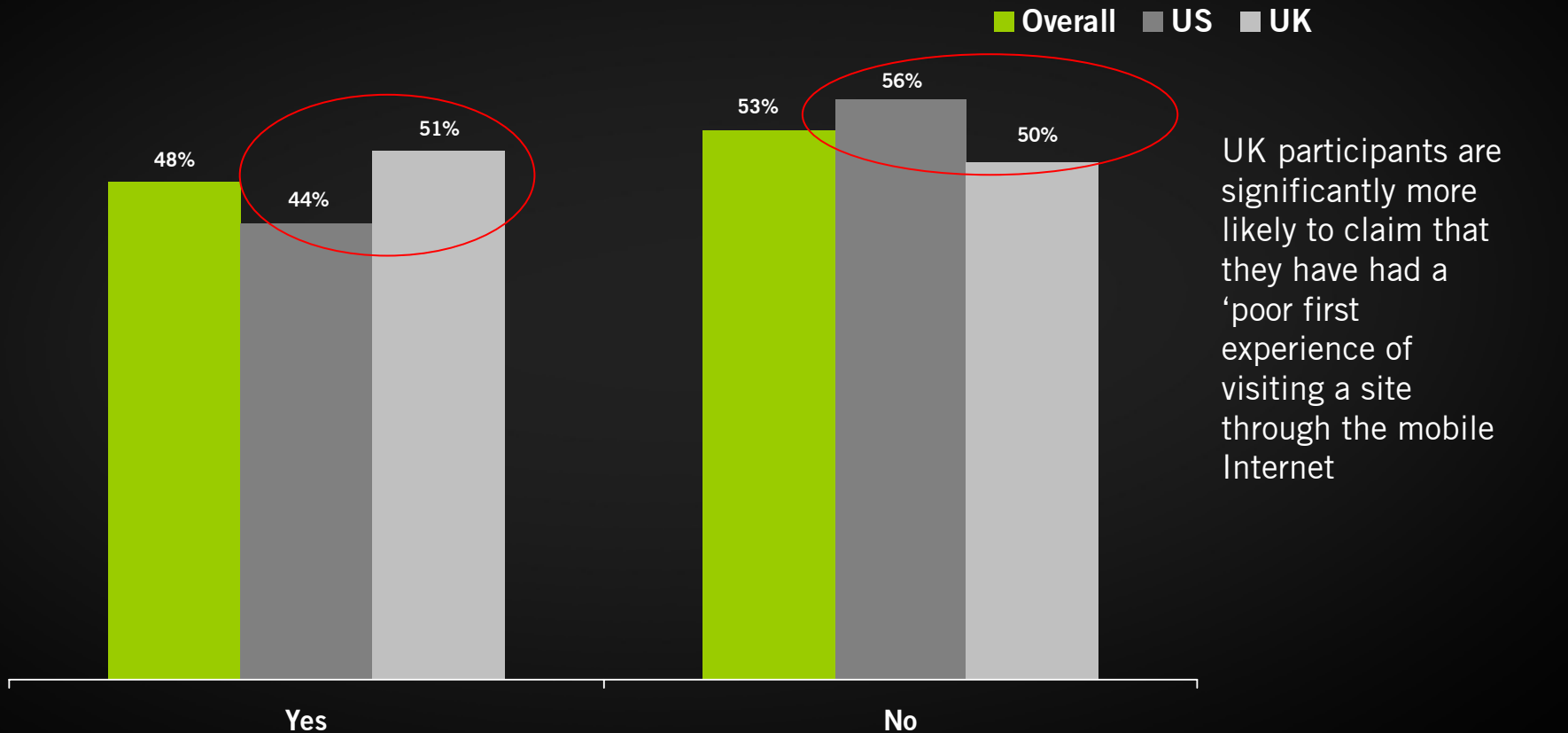
They are also using to communicate ('Sending/receiving emails', 38%)
Entertainment features relatively highly, 27% claim that they use the mobile Internet for 'browsing for fun/entertainment'

Q16. Thinking about when you access the Internet using your mobile phone, typically, what do you use the Internet on your mobile phone for? (Multiple response option)

Base 1,650, US n = 808 UK n = 842

Source: Mobile Internet Usage and Attitudes Study, dotMobi & AKQA, May 2008

Poor first experience of mobile Internet



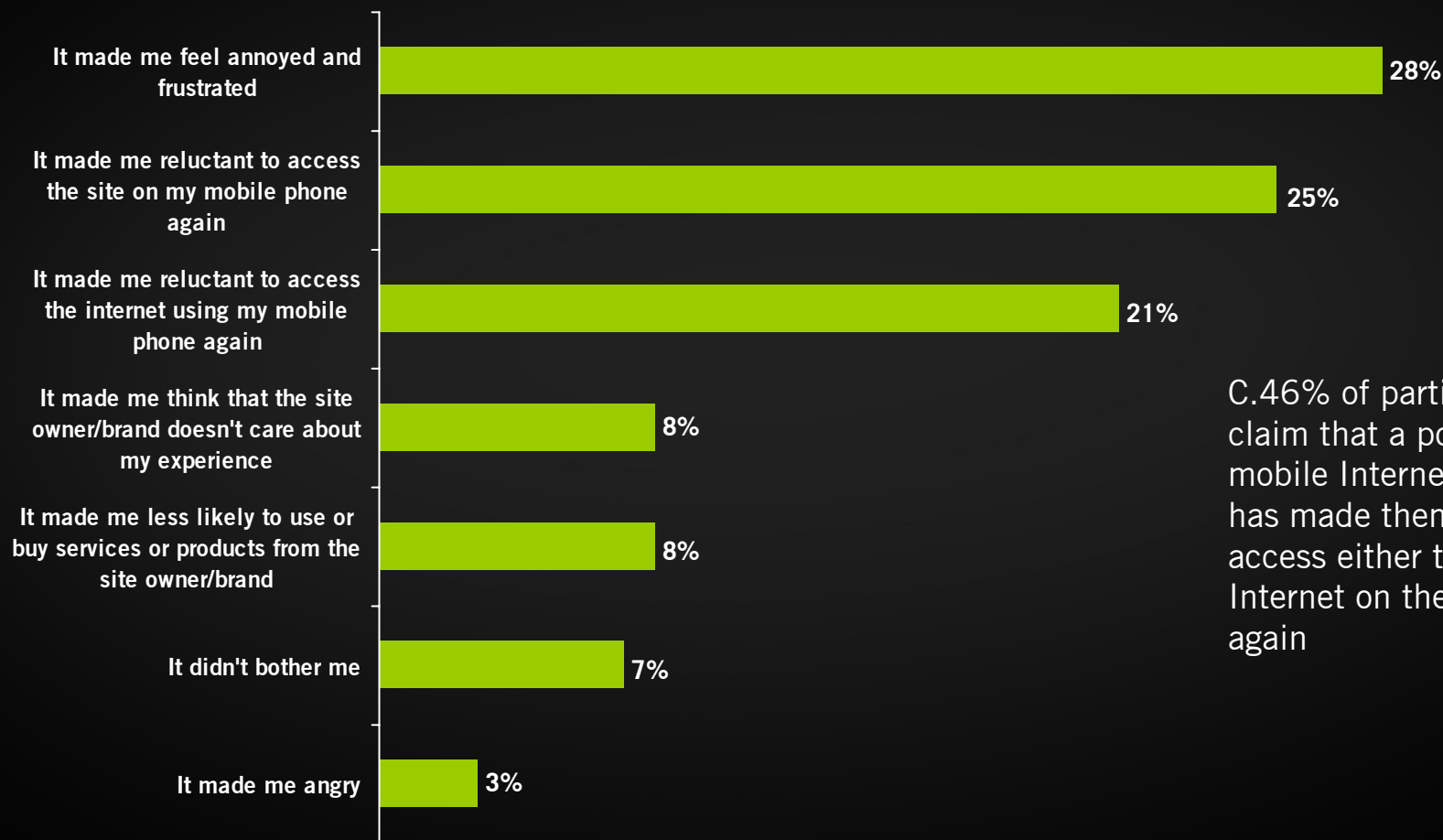
 = Significant at 95%

Q17. Have you ever had a poor first experience of visiting a site through the Internet on your mobile phone?

Base 1,650, US n = 808 UK n = 842

Source: Mobile Internet Usage and Attitudes Study, dotMobi & AKQA, May 2008

Impact of poor first mobile Internet experience



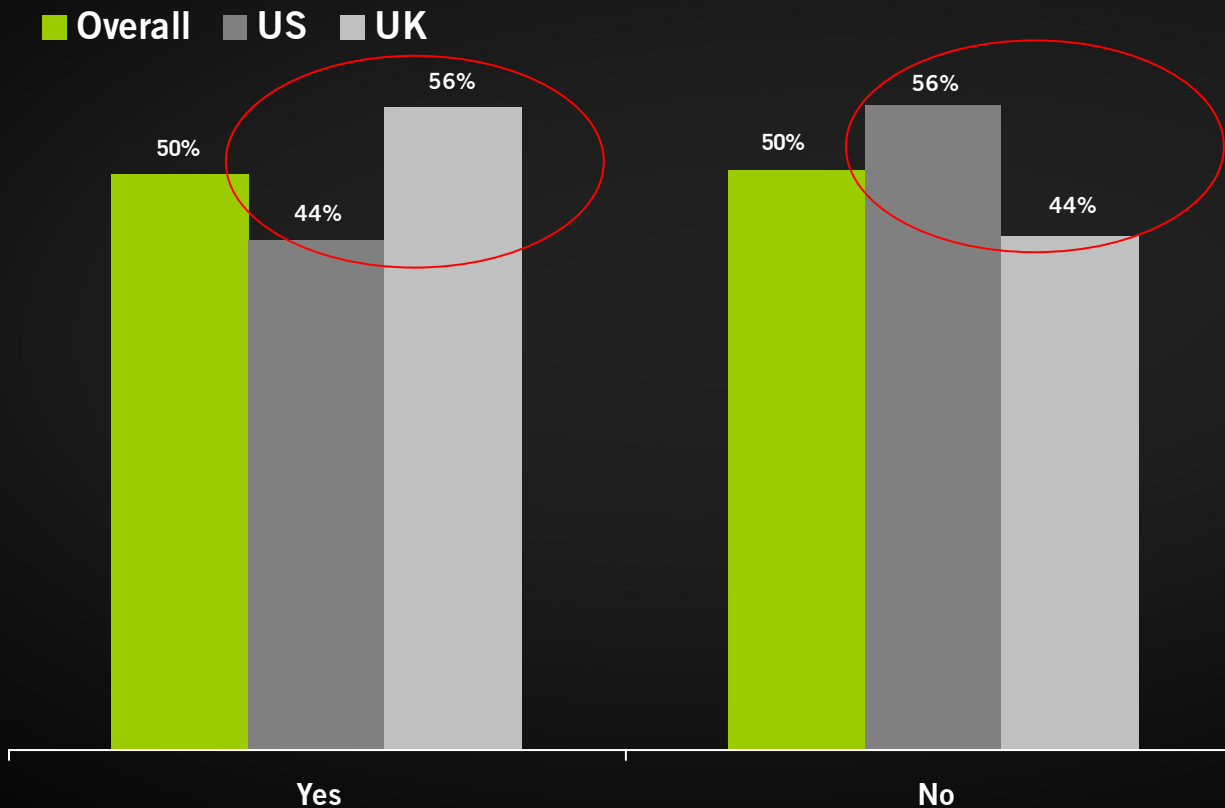
C.46% of participants claim that a poor first mobile Internet experience has made them reluctant to access either the site or the Internet on their mobile again

Q18. Which of the following statements best describes how your poor first experience of visiting a site through the Internet on your mobile phone made you feel?

Base 1,650

Source: Mobile Internet Usage and Attitudes Study, dotMobi & AKQA, May 2008

Awareness of sites designed for mobile access



50% of participants are aware that some sites are designed 'especially to view on a mobile phone', conversely 50% are unaware.

Interestingly, US participants are significantly* less likely to be aware than UK participants

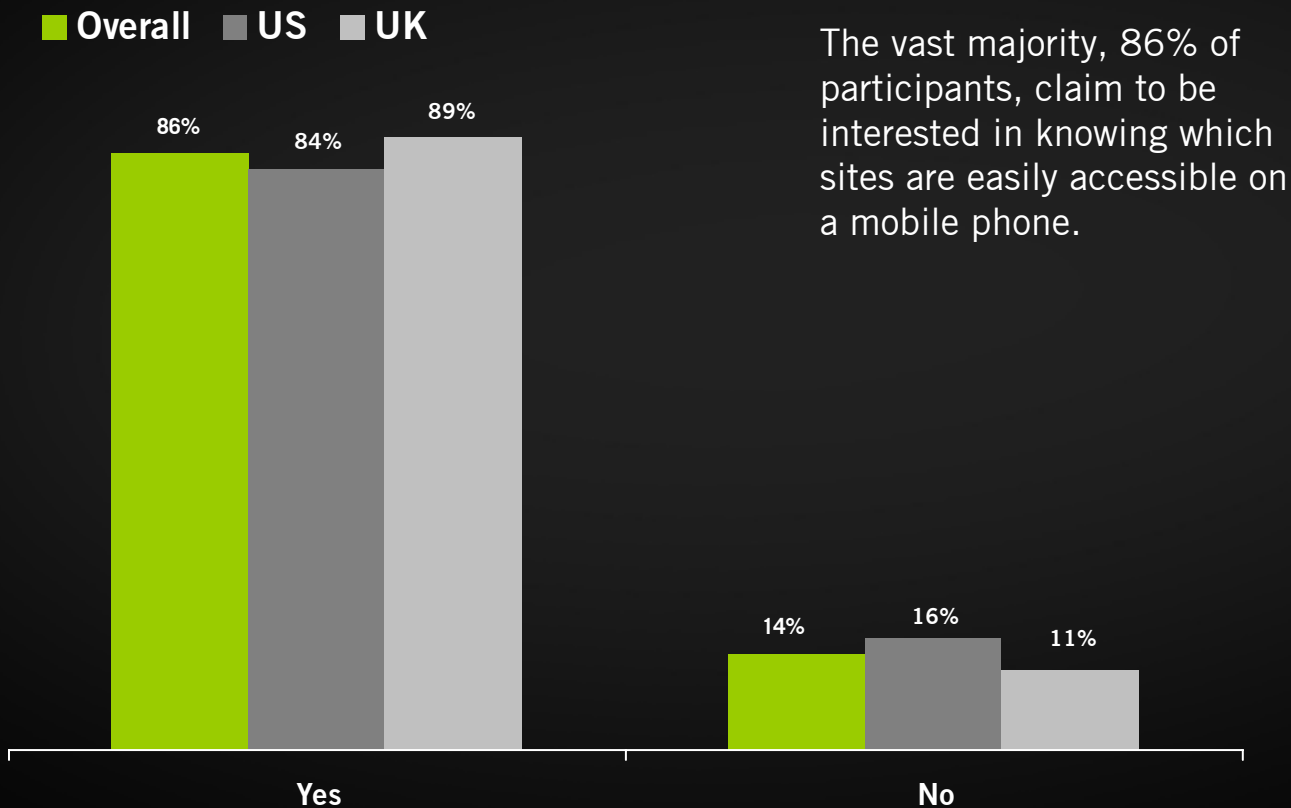
 = Significant at 95%

Q21 Are you aware that some sites are designed especially to view on a mobile phone?

Base: 2,019, US n = 1,010 UK n = 1,009

Source: Mobile Internet Usage and Attitudes Study, dotMobi & AKQA, May 2008

Interest in knowing which sites are easily accessible on mobile phone



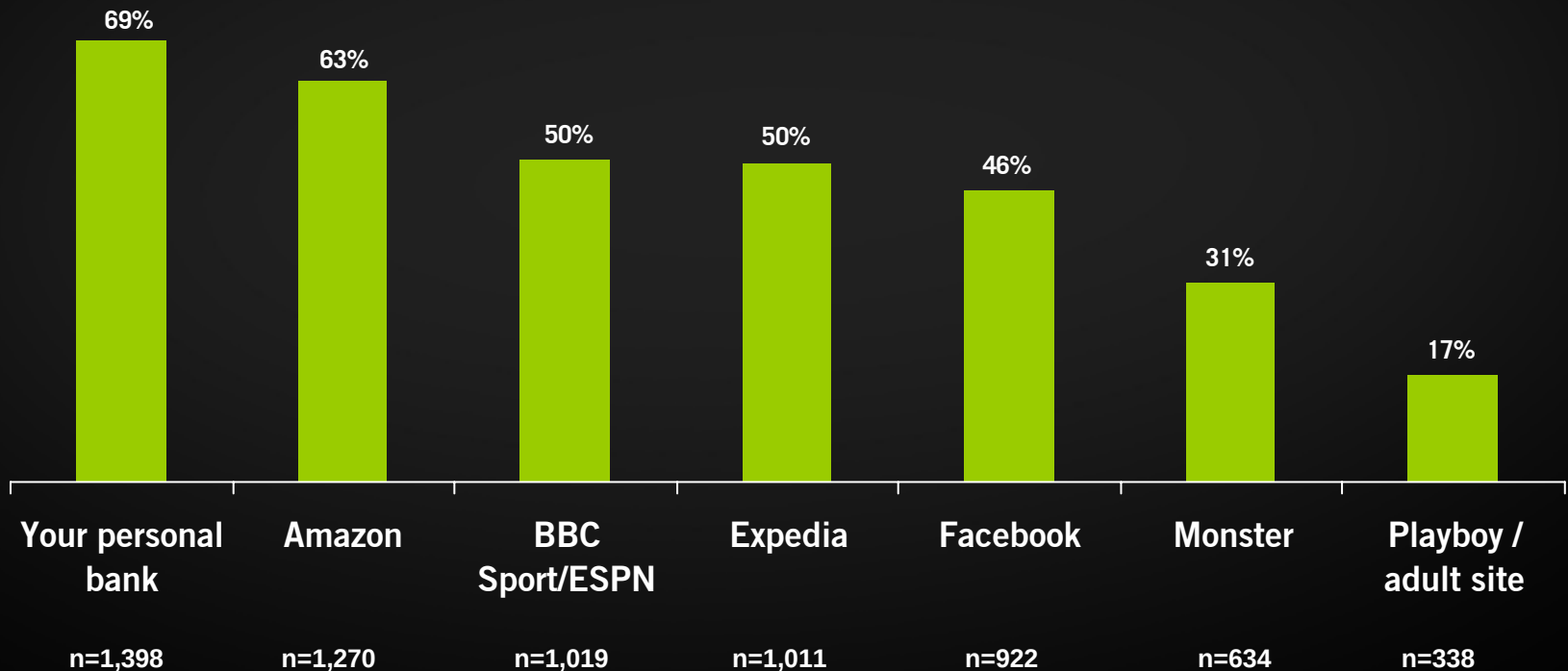
Q22. Would it be helpful to know whether certain sites are easily accessible via the Internet on your mobile phone?
Base: 2,019, US n = 1,010 UK n = 1,009
Source: Mobile Internet Usage and Attitudes Study, dotMobi & AKQA, May 2008

Interest in visiting brand sites on a mobile phone

Over two thirds of participants stated that they would be interested in visiting their 'personal bank' site via the Internet on their mobile phone (69%).

63% also claimed that they would be interested in visiting Amazon.

Monster and Playboy were least popular



Q23. If the following brands had sites which were easily accessible via the Internet on a mobile phone, which do you think you would visit and when do you think you would be most likely to visit? (Multiple response) N.B. Excluding all those who said they would not visit on a mobile phone

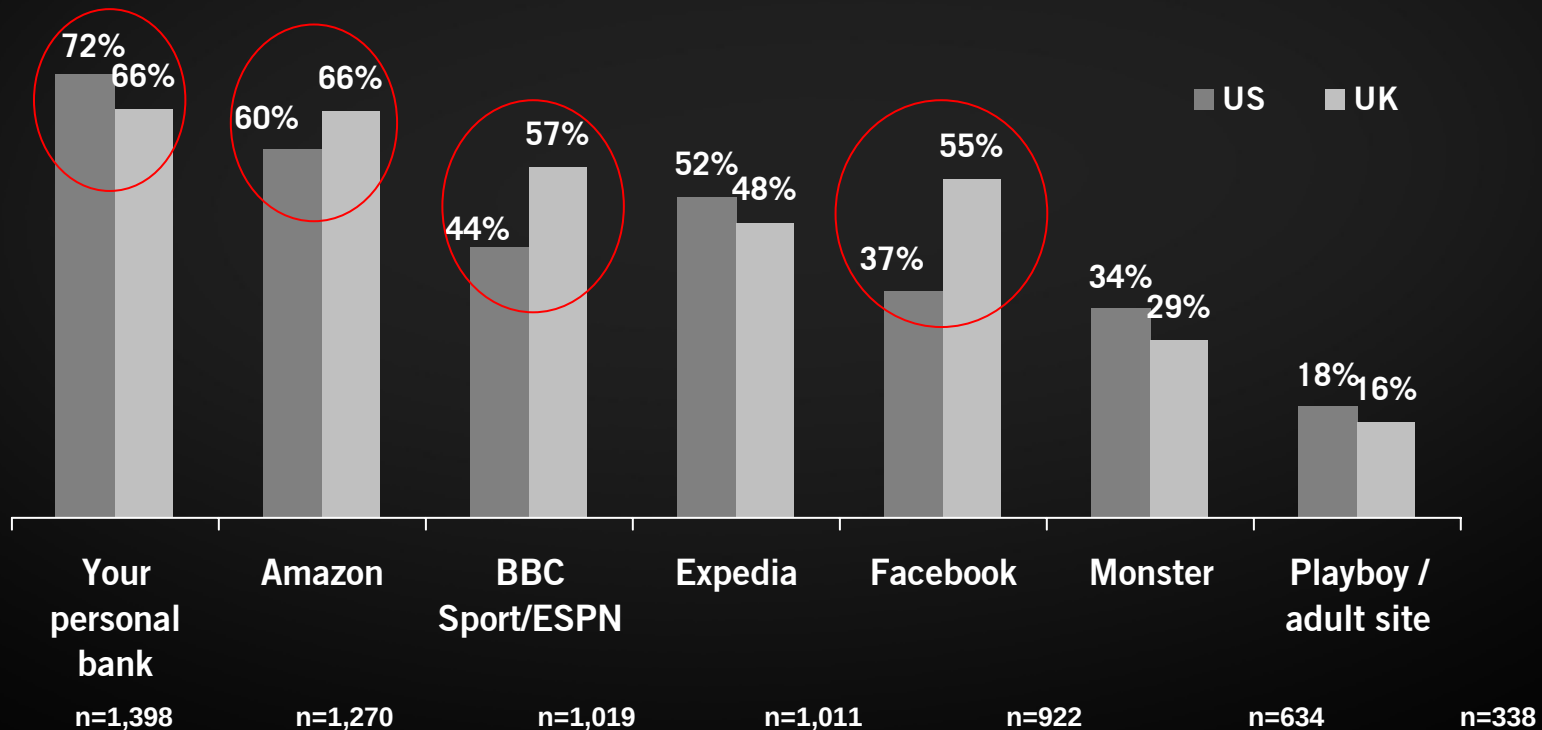
Base: 2,019

Source: Mobile Internet Usage and Attitudes Study, dotMobi & AKQA, May 2008

Interest in visiting brand sites on a mobile phone by country

Those in the US are significantly* more likely to claim that they would visit their 'personal bank' site on a mobile phone (76% vs. 66%).

In the UK, however, participants are significantly more likely to claim they would visit 'Amazon', 'BBC sport', and 'facebook' on a mobile phone.



Q23. If the following brands had sites which were easily accessible via the Internet on a mobile phone, which do you think you would visit and when do you think you would be most likely to visit? N.B. Excluding all those who said they would not visit on a mobile phone

Base: 2,019, US, n=1010, UK n= 1009

Source: Mobile Internet Usage and Attitudes Study, dotMobi & AKQA, May 2008

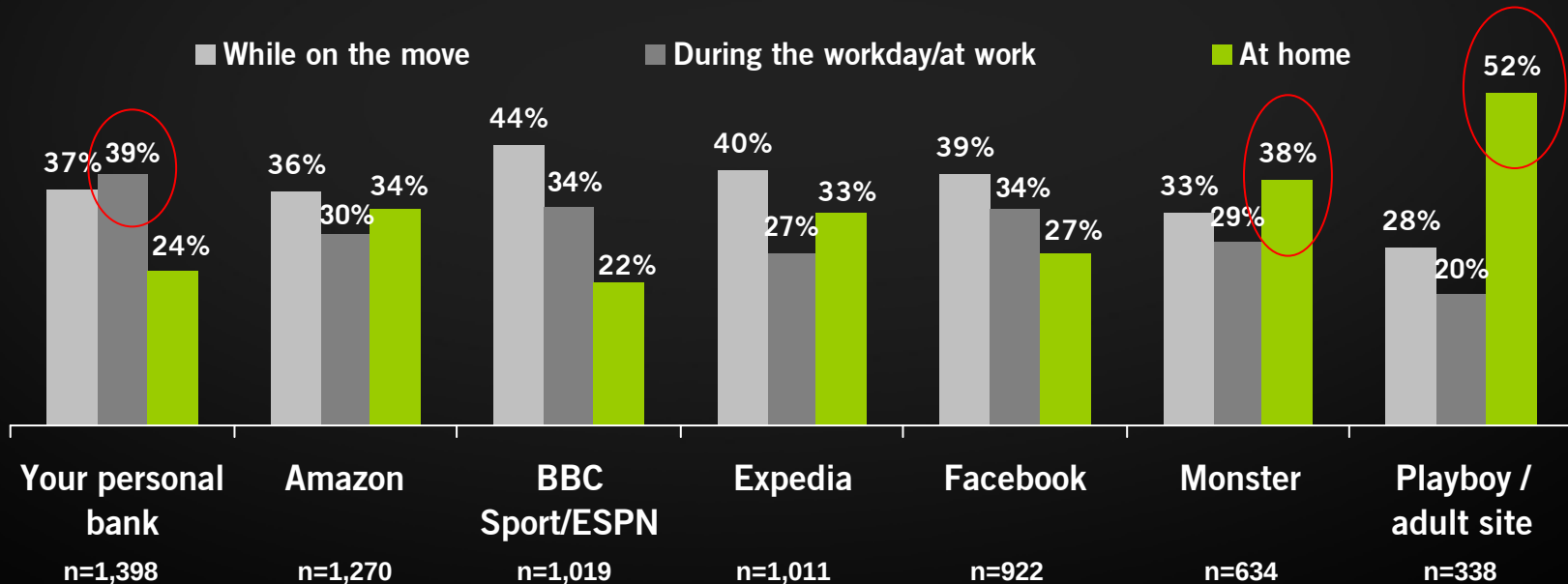
○ = *Significant at 95%

Visiting brand sites on a mobile phone; when and where

Interestingly, participants are more likely visit their 'personal bank' site on a mobile 'During the workday/at work' (39%) than 'While on the move' or 'At home'.

However participants are most likely to visit 'Amazon', 'BBC Sport/ESPN', 'Expedia' and 'facebook', 'While on the move'.

Participants are likely to visit 'Monster' and 'Playboy/adult' sites on a mobile 'At home'.

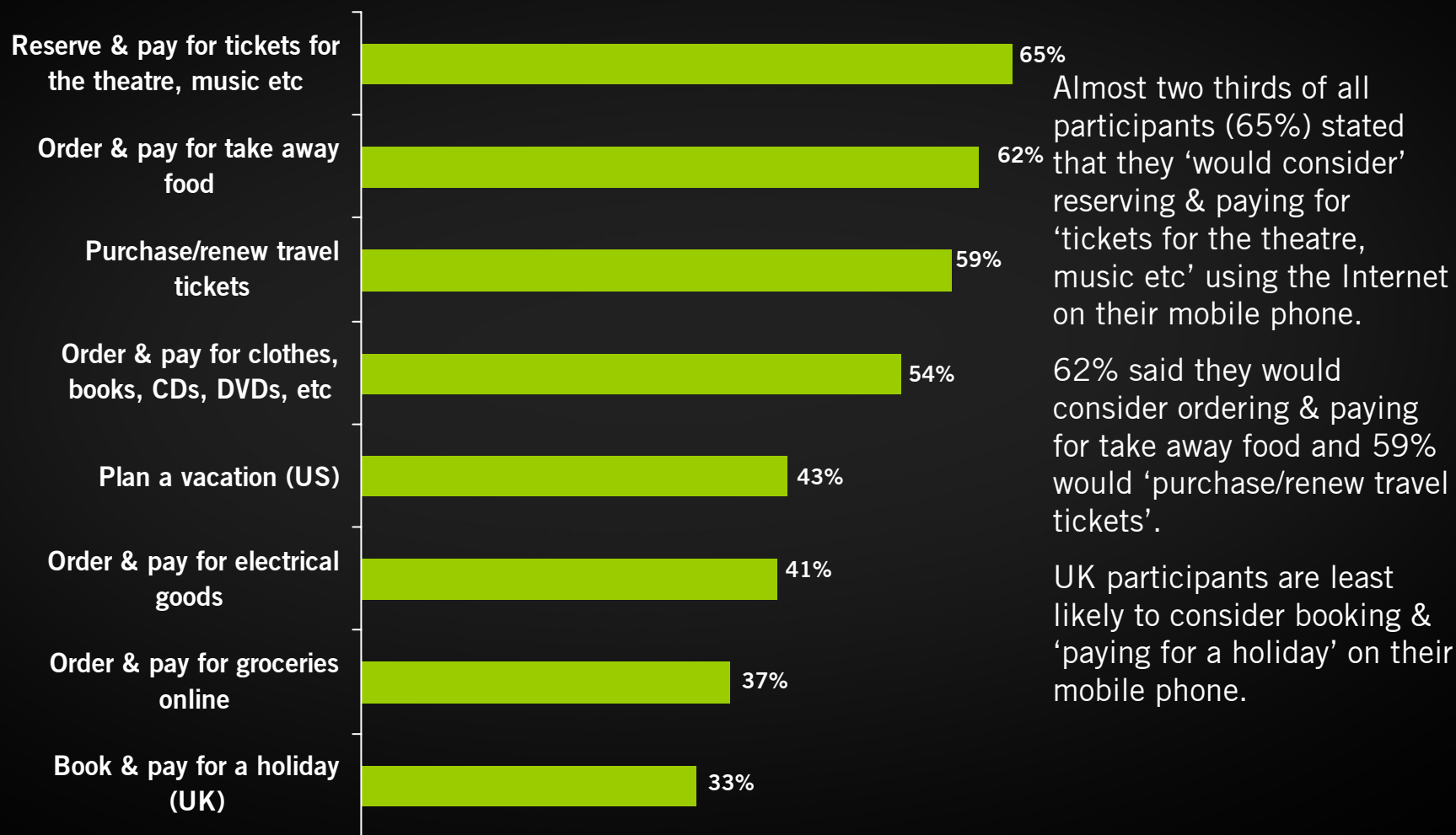


Q23. If the following brands had sites which were easily accessible via the Internet on a mobile phone, which do you think you would visit and when do you think you would be most likely to visit? N.B. Excluding all those who said they would not visit on a mobile phone

Base: 2,019

Source: Mobile Internet Usage and Attitudes Study, dotMobi & AKQA, May 2008

Interest in advanced/additional mobile Internet activities

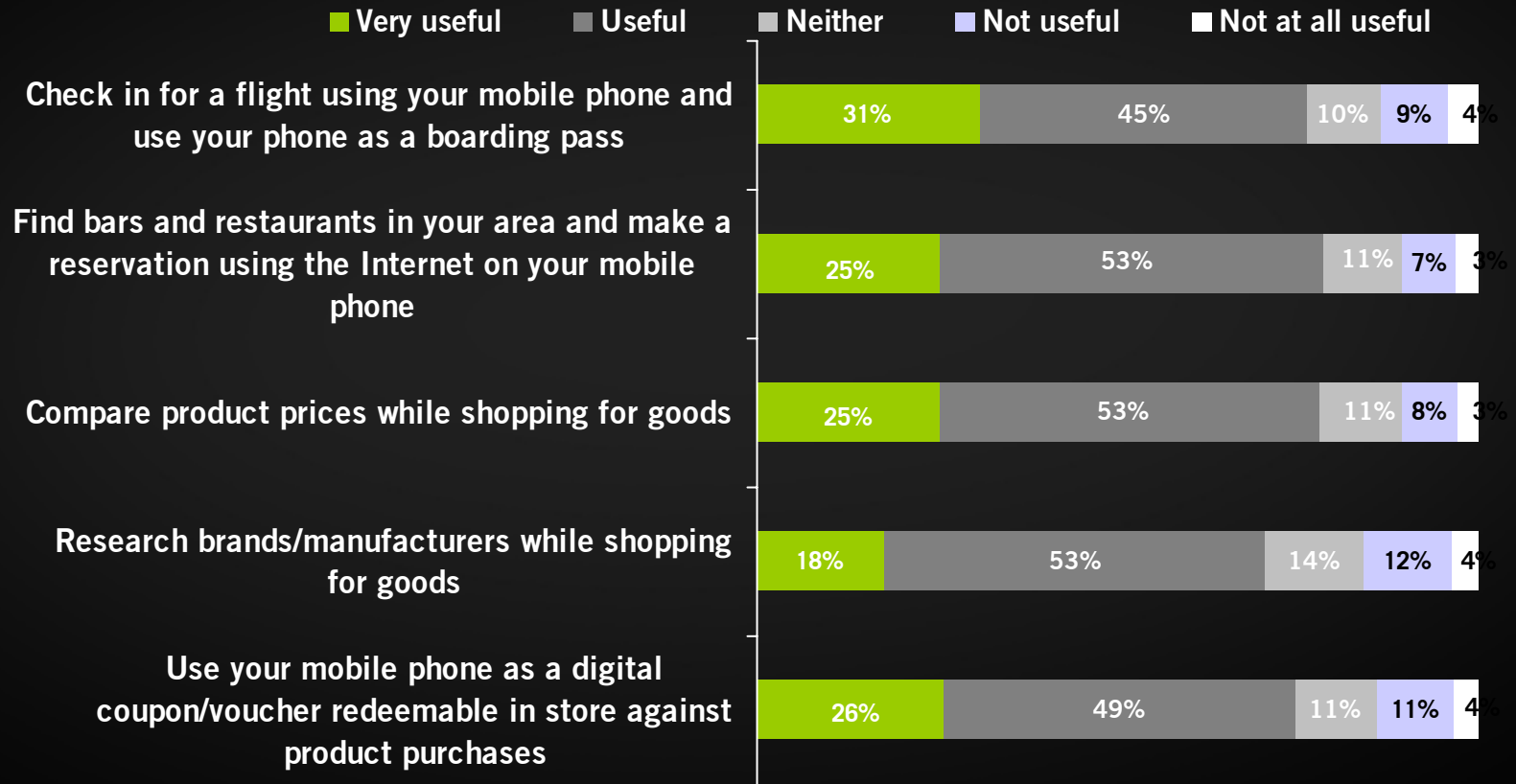


Q24. Which of the following activities would you consider doing over the Internet on your mobile phone? N.B. Includes only those who said they 'Would' consider doing over the Internet on a mobile phone.

Base: 2,019

Source: Mobile Internet Usage and Attitudes Study, dotMobi & AKQA, May 2008

Usefulness of advanced/additional mobile Internet activities



Q25. And how useful do you think it would be to do each of the following over the Internet on your mobile phone?

Base: 2,019

Source: Mobile Internet Usage and Attitudes Study, dotMobi & AKQA, May 2008