Get Me a Mobile Strategy or You’re Fired!

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Weds. Signal: Get Me a Mobile Strategy or You’re Fired!

March 9, 2010

BY JOHN BATTELLE

(Cross Posted to the FM Blog, where Signal will have a permanent home soon)

Mobile. It’s on everyone’s lips, but no one knows what the hell to do about it. At least, that’s what I hear from every single marketer I talk to, and I’ve made it a point to talk to a lot of you in the past few months.

It’s a source of significant frustration: Everyone’s saying mobile is the next thing, but no one has a solution for how to market in the space in a way that delivers the four pillars of brand marketing: Scale, Safety, Quality, and Engagement.

Sure, you can now buy banners across ad networks in mobile, and lord knows that ability has paid off handsomely for AdMob and Quatto (acquired by Google and Apple, respectively, for very large multiples of very small revenues). But honestly, we all know that’s not an
We’ve been here before...

Welcome to Amazon.com Books!

One million titles,
consistently low prices.

(If you explore just one thing, make it our personal notification service. We think it's very cool!)

Spotlight! -- August 16th

These are the books we love, offered at Amazon.com low prices. The spotlight moves EVERY day so please come often.

One Million Titles

Search Amazon.com’s million title catalog by author, subject, title, keyword, and more... Or take a look at the books we recommend in over 20 categories... Check out our customer reviews and the award winners from the Hugo and Nebula to the Pulitzer and Nobel... and bestsellers are 30% off the publishers list...

Eyes & Editors, a personal notification service

Like to know when that book you want comes out in paperback, or when your favorite author releases a new title? Eyes, our tireless, automated search agent, will send you mail. Meanwhile, our human editors are busy previewing galleys and reading advance reviews. They can let you know when especially wonderful works are published in particular genres or subject areas. Come in, meet Eyes, and have it all explained.

Your Account

Check the status of your orders or change the email address and password you have on file with us. Please note that you do not need an account to use the store. The first time you place an order, you will be given the opportunity to create an account.
and it wasn’t pretty.
Mobile is Disruptive Technology

http://www.flickr.com/photos/talkephotography/4523849236/  Creative Commons BY-NC-SA 2.0
Mobile Internet Outpaces Desktop Internet Adoption

iPhone + iTouch Users = 8x AOL Users 9 Quarters After Launch

iPhone + iTouch vs. NTT docomo i-mode vs. AOL vs. Netscape Users
First 20 Quarters Since Launch

~57MM
Mobile Internet
Launched 6/07

~57MM
Desktop Internet
Netscape*
Launched 12/94

~25MM
Mobile Internet
NTT docomo i-mode
Launched 6/99

~11MM
~7MM
Desktop Internet
AOL*
v 2.0 Launched 9/94

Quarters Since Launch

Opera Mini Traffic Increases
Usage up 200% year-over-year

Pages transcoded

Opera Mini users viewed over 25.8 billion pages in March 2010. Since February, page views have gone up 17.4%. Since March 2009, page views have increased 200%.

http://www.opera.com/media/smw/
## Technology Cycles - Wealth Creation / Destruction
New Companies Often Win Big in New Cycles While Incumbents Often Falter

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Note: Winners from 1950s to 1980s based on Fortune 500 rankings (revenue-based), desktop Internet winners based on wealth created from 1995 to respective peak market capitalizations. Source: FactSet, Fortune, Morgan Stanley Research.

Winners of Each New Cycle Often Create More Market Capitalization than Winners of Prior Cycles


New Computing Cycle Characteristics
Reduce Usage Friction Via Better Processing Power + Improved User Interface + Smaller Form Factor + Lower Prices + Expanded Services = 10x More Devices

Computing Growth Drivers Over Time, 1960 – 2020E

1MM+ Units

10MM+ Units

100MM+ Units

Mainframe

Minicomputer

PC

Desktop Internet

Mobile Internet

1B+ Units / Users

10B+ Units???

More than Just Phones

Smartphone

Kindle

Tablet

MP3

Cell phone / PDA

Car Electronics
GPS, ABS, A/V

Mobile Video

Home Entertainment

Games

Wireless Home Appliances

Increasing Integration

Note: PC installed base reached 100MM in 1993, cellphone / Internet users reached 1B in 2002 / 2005 respectively; Source: ITU, Mark Lipacis, Morgan Stanley Research.
The Gold Rush is On!
DON’Ts

#1 Don’t Assume Customers Have Downloaded Your App
DON’Ts

#2 Don’t Rely on Flash
Plants vs. Zombies
DON’Ts

#3 Don’t Make Finding Store Locations & Hours Difficult
Apple Retail Store

www.apple.com/retail/

Find an Apple Store:
City and State or Zip

Complete store list ▼

Featured in store

Reserve an iPhone now.
Reserve your new iPhone now. You can reserve your iPhone at any Apple Store and pick it up when it arrives.

Find a store ▼

One to one
There’s no better way to get set up, get hands-on, and get going on your new iPad than with one of our one-to-one sessions at any Apple Store. We’ll transfer your files from your old computer, teach you the basics of how to use your device, and guide you through more advanced features as you see fit. Check if it works only at the time you purchase a new iPad from an Apple Retail Store or Apple Online Store.

Learn more about One-to-One ▼

Personal Shopping
We love to share our passion. That’s why we offer free Personal Shopping appointments. During your appointment with a Specialist, you can learn your questions answered and get a personal product tour— including a brief tour of Apple products. Enjoy an in-depth look at the apps you need with no obligation to purchase, just book an appointment that’s right for you.

Reserve an iPhone now.
Reserve your new iPhone now.

Shop for accessories, software, and more at apple.com. To order by phone, call 1-800-MY-APPLE.

Apple Retail Store. Come to shop. Return to learn.

Shopping Tip from the Apple Store
Tip 1: Shop early. Shop late. The store tends to be busiest in the middle of the day.

Store ▼

Cloud Four
Madras, Oregon

From Wikipedia, the free encyclopedia

For the city in India, see Chennai.

**Madras** (pronounced /mædrəs/, MAD-res) is a city in Jefferson County, Oregon, United States. Originally called The Basin after the circular valley the city is located in, it is unclear as to whether Madras was named in 1903 for the cotton fabric called "Madras" that originated in the Chennai area in India, or from the city of Chennai, which was also "Madras".[3] The population was 5,078 at the 2000 census, with an estimated population of 6,640 in 2008.[4] It is the county seat of Jefferson County.[5]

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2. Geography
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### History

Madras was incorporated as a city in 1911. An Army Air Corps base was built nearby during World War II. This airfield now serves as City-County Airport. Homesteads about 5 miles (8.0 km) north of the city on Agency Plains were based on dryland wheat.

### Geography

According to the United States Census Bureau, the city has a total area of 2.2 square miles (5.6 km²), all of it land.[6]
Do as We Say, Not as We do.

DON’Ts

#4 Simple to Use Does Not Mean Dumb
Don’t Skip Core Functionality

How Do I Add an RSS Feed to My RSS Reader?
39 Android Apps that I love

Here are the Android Apps that I currently love. It's not a complete list, but it's a pretty good start.

Music and sound apps

- **Subsonic**: stream music from your home computer to your phone
- **Listen**: save and play podcasts like *This Week in Google*
- **Tuner – gStrings**: a great guitar tuner
- **Pandora Radio**: stream customized music based on artists you like
- **RingDroid**: Make a ringtone or alarm out of any sound you record
- **Voice Recorder: Record audio** and mail it to yourself
- **Shazam**: Identify any song you hear

Apps for when you’re traveling

- **Triplt**: keep track of trips and plane flights for upcoming travel
- **Google Translate**: translate tons of languages into tons of other languages. You can also do voice-recognition-to-text for English, then translate. This app will even do text-to-speech (voice synthesis) in many languages such as French, Spanish, Italian, and German.
- **Yelp**: Find great restaurants nearby. Pro tip: scan the reviews to discover good dishes to order.
- **Compass**: also handy when you’re traveling

Social apps

- **Twitter**: official Twitter app for Android. This app can take empty/missing pictures in your contacts and populate your contacts’ pictures with their Twitter profile pictures, which is nice.
- **Seesmic**: another fantastic Twitter app for Android
- **Google Buzz widget**: an easy way to post to Buzz from your phone. By the way, I’ve noticed myself using Buzz more and more recently. When I started on Twitter, it took me several
Why Can’t You Subscribe to Podcasts in iTunes?

![iTunes screen showing podcast subscriptions]

- iFanboy.com Comic Book Podcast
  - Released May 2, 2010
  - 521 Reviews
  - 1. iFanboy.com Pick of the Week (56:58) - May 2, 2010
  - 2. iFanboy.com Pick of the Week (1:01:35) - April 25, 2010
  - 3. iFanboy.com Special (27:40) - April 25, 2010
  - 4. iFanboy.com Pick of the Week (1:02:48) - April 18, 2010
  - 5. iFanboy.com Special (22:31) - April 16, 2010

Source: Cloud Four
Digital Hub Strategy Sucks

Mobile is Primary Experience
Shake the App to Find a Random Gift?

Source: http://www.getelastic.com/mobile-app-dos-donts/
#5 Don’t forget that the ‘U’ in URL stands for Universal*

* it actually stands for ‘uniform.’ ah well, close enough. ;-)

Cloud Four
URLs Should Go to Content, Not Mobile Home
Why go to the Desktop Web?

Audiences, and Hollywood, Flock to Smartphones

By BRIAN STELTER

Published: May 2, 2010

It might be hard to imagine watching “The Office” on a screen no bigger than a business card. But tens of thousands of people — by the most conservative estimate — are already doing just that.

As Hollywood shrinks its films and television shows for the small screens of cellphones, its assumptions about mobile viewing are being upended by surprisingly patient consumers.

“We all thought they’d be watching video clips in the checkout line or between classes,” said Vivi Zigler, the president for digital entertainment at NBC Universal, summing up the industry’s conventional wisdom. But owners...
Great Mobile Site. Good Luck Finding it.
URLs Don’t Open Apps
Why can’t I learn about iPad apps on my iPhone?

Nike Football+ (Soccer) iPad App
Authentic Boredom

Nike Football+ (Soccer) iPad App:

If you coach or play football (or soccer as we Yankees call it), consider this iPad app a work of art. First, it’s practical—create a team roster, download training videos, and track the progress for each player or for yourself. Second, it’s well-designed, as you would expect from Nike. Third, it’s an outstanding example of how iPad can be anything you want it to be, anywhere you want it. I can easily see coaches using this right there on the practice field.

You can bet on me using it with my sons on
Should the iPad Get Your Mobile Site?
Device Detection Must Be Core Part of Your Mobile Strategy

http://mobiforge.com/designing/story/effective-design-multiple-screen-sizes
#1 Know Your Customers and What Devices They Use
Apple posts incredible Q1 earnings; blows away analysts

Posted by Jacob Friedman on April 20th, 2010

Apple’s Q1 earnings report was just released and Apple’s shocked Wall Street by far exceeding analyst estimates.

Apple’s Q1 revenue was guessed to be somewhere in the low $12 billion dollar range. Anything above $12.5 would have been considered solid, according to Business Insider. Apple posted revenue of $13.5 Billion dollars for Q1, a whopping $250 million more than the highest Wall Street estimate.

More amazingly, Apple beat their Earnings Per Share (EPS) estimates by nearly a dollar per share ($3.33 versus a Wall Street estimate of $2.44). This marks a 90% improvement on last year’s Q1 EPS of $1.77.

Despite yesterday’s iPhone fiasco, Steve Jobs has to be incredibly pleased right now.

Sales figures for the company’s devices reflect how incredible the quarter was for Apple for sales. Apple sold nearly two million more iPhones than the Wall Street consensus. Given that Apple sold a total of 8.75 million phones worldwide during Q1 of this year, this is a huge sales coup for them. iPod and computer sales beat their Wall Street estimates by similar percentages.
Two new devices aimed at defending the firm's crumbling market share against threats like the Apple iPhone.

## U.S. Smartphone Platforms

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<th>Feb-10</th>
<th>Point Change</th>
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<tr>
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<td>40.8%</td>
<td>42.1%</td>
<td>1.3</td>
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<td>Apple</td>
<td>25.5%</td>
<td>25.4%</td>
<td>-0.1</td>
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<tr>
<td>Microsoft</td>
<td>19.1%</td>
<td>15.1%</td>
<td>-4.0</td>
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<tr>
<td>Google</td>
<td>3.8%</td>
<td>9.0%</td>
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<td>Palm</td>
<td>7.2%</td>
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iPhone Only Part of World Wide Market

2009 Smartphone Sales — Thousands of Units

http://www.gartner.com/it/page.jsp?id=1306513
Android Shipping 60,000 Phones a Day

Android shows spectacular growth in 1Q 2010

Android Passes iPhone In U.S. Traffic, According To AdMob

115 Android Phones Announced or Shipping

Acer beTouch E110 – March
Acer beTouch E400 – April
Acer Liquid – A1
Alcatel OT-980 – May
Bluebird Pidion BIP-6000
Chinavision The Robot Superphone – CVNC-M80
Cool F910 – Apana A60
Compulab Exeda
Dell Aero
Dell Mini 5 – Streak
Dell Ophone mini3i – Benzine
Foxda C8901
Garmin NuviPhone A50
Geek Phone One
General Mobile Brava
General Mobile Cosmos – March
General Mobile Cosmos 2 – June
General Mobile DSTL1
General Mobile Touch Stone – Late 2010
Gigabyte GSmart Codfish G1305
Gigabyte GSmart – S1200 Android
Haier H7
HighScreen PP5420
HighScreen Zeus
Hisense HS-E90
HKC Pearl
HTC Bahamas
HTC Click – Fiesta – Tattoo
HTC Desire – Bravo – Incredible – March 26th
HTC Desire 6200 – Verizon Droid Eris
HTC Dragon
HTC Dream – T-Mobile G1
HTC Evo – Supersonic – A9292
HTC Hero – G2 Touch
HTC Halo
HTC Huangshian
HTC Legend – March 30th
HTC Lancaster
HTC Liberty
HTC Memphis

HTC Paradise
HTC Magic – Sapphire – T-Mobile myTouch 3G –
Google Ion – Dopod A6188
HTC myTouch Slide – MyTouch 2 – Esprezzo – May
17th
HTC Passion – Dragon – Zoom 2 – Nexus One –
GooglePhone
HTC Predator
HTC Scorpion – Late 2010
Huawei RBM2 – Der Allrounder – Red Bull Mobile
Huawei U8220 – U82226 – U8230 – T-Mobile Pulse
Huawei U8100 – U8110 – T-Mobile Pulse Mini
Huawei U8300
Huawei U8800
Inbrics M1
Innocomm Skate
Kogan Agora
Koolu Freerunner – Openmoko GTA02
Kyocera Zio M6000 – July
Lenovo O1 Ophone
Lenovo LeName
LG Andro-1 – KH5200
LG GT540 Swift – April
LG GW620 InTouch Max – Eve – Etna
LG GW880 Amundsen
LG LU2300 – June
LG Prada 3 – LS680
Lumigon T1 – May
Lumigon S1 – June
Lumigon E1
Motorola Backflip – Motus
Motorola Devour A555 – Calgary – February 25th
Motorola Droid – Sholes – Tao – Milestone
Motorola Heron
Motorola i1
Motorola LaJolla
Motorola MB511 – Ruth
Motorola MB200
Motorola MB300
Motorola Mirage – Shadow – Nexus Two

Motorola Morrison – Cliq – DEXT
Motorola Motorola – Sholes Tablet – XT720
Motorola MT710
Motorola Opus One – Boost Mobile i1
Motorola Sholes – XT701
Motorola Quench – Cliq XT – Zeppelin – XT800
Philips V808
Philips V900
Qigi i6
Samsung Beam i8520 – Halo
Samsung Behold 2 T939
Samsung Bigfoot
Samsung Galaxy i7500
Samsung Galaxy Lite i5700 – Galaxy Mini – Spica –
Galaxy Portal
Samsung Galaxy S
Samsung Houdini
Samsung i899
Samsung M100S – SHW-M100S
Samsung Moment – InstinctQ m900
Samsung Saturn i6500
Saygus VPhone V1
Sciphone N12
Sciphone N16
Sciphone N17
Sciphone N19
Sciphone N21
Sony Ericsson Sunny
Sony Ericsson Susan
Sony Ericsson XPERIA X10 – Infinity – March
Sony Ericsson XPERIA X10 Mini – Robyn – June
Sony Ericsson XPERIA X10 Mini ProJune
Sunno S880
Tiger G3
Vibo A688
ZiiLABS Zii Trinity
ZTE Blade
ZTE Smooth
ZTE Racer

http://www.googleandblog.com/faq-about-google-android/
Know Your Demographics

Blackberry has 40% global enterprise mobile market.

Emerging markets have 80% of worldwide MMS traffic.
Know Your Geography

Blackberry has 37% Latin America smartphone market.

Sharp sells 80% of its phones in Japan, leads market.

Most popular phone for youth in Brazil is Blackberry. Blackberry Messenger is Addictive. Network Effects.

Source: http://bit.ly/dlpGt8
What are your customers using?

Ask Them

Use Mobile Analytics
Look beyond native apps to mobile web, SMS & MMS
Snackable Media: SMS based games made us $170 million in 2009

By Stefan Constantinescu on Monday, January 18th, 2010 at 12:19 PM PST in Services

A lot can be said and done in 160 characters. Relationships can flourish with constant “thinking of you” and “can’t wait to see you later tonight” messages, crowds can be formed and riots can start as we’ve seen in Iran, and financial transactions, such as those done by people in Kenya using the M-PESA system, can take place, but for Snackable Media, a company that employs 100 people via two office in New York and Florida, SMS based games made the company $170 million in revenue during 2009. That’s almost double than the $90 million they made in 2008, and more than 5 times the $30 million they made in 2007. After the 50/50 revenue split with operators, those are some pretty pennies. Their most popular product is Predictio, a $9.95/month multiple choice question and answer game with over a million subscribers.

Now before you poo poo the idea and go on and on about the Open GL ES 2.0 games on

Some concerns about Snackable methods.
BMW Turned $70k MMS into $45M Revenue
Tuesday April 6th, 2010

Screw The Web!

There are two topics I’d like to discuss in this article. While superficially they may seem only tangentially related, I liken them to two sides of the same coin. Let’s start with the heads side of this coin, an anthropomorphic cue that well befits the first topic.

The iPad and the Web.

Ignoring for a moment that it’s only available in the U.S. so far, the iPad is officially here, and if you’re a designer, developer or content creator of any kind, you should be ecstatic and thrilled by its arrival.

As soon as the iPad was first announced by Apple earlier this year, well-respected technology writers—programmers with a penchant for open source software, in most cases—voiced their fears and frustrations about the product and the associated platform. It subconsciously scared them, as the iPad represented the first real computer that anyone could use, eroding their lifelong-built reputation as computer expert. As if using an iPad would already make anyone an expert, but I digress.

Despite these cries of concern, smart content creators and publishers alike were immediately excited. To them, the idea of there being a computing platform anyone could use simply represented great new opportunities.

Taking a step back to look at the computer industry as it was, prior to the iPad launch, we see three real platforms of significance: there is the highly ubiquitous Windows, with versions from XP to Windows 7 widely in use; then there is the Mac, with its famous Mac OS X and its ease of use that has attracted people from the Windows camp for years at increasing rates. Finally, we have the mobile platform, dominated in usage and popularity by the iPhone and iPod Touch but being represented by a wealth of different operating systems, interfaces and devices.
#philleyete somebody wake up wycats to the fact that NOONE USES THE MOBILE WEB. it's all about native apps with device capabilities
CHALLENGE:

Find a single report that doesn’t show exponential growth for mobile web.
Smartphone market drives 600% growth in mobile web usage

BlackBerry retains #1 position on mobile browsing leader board

Bango – the mobile payments and analytics specialist – reports a 600% growth in traffic to mobile websites. The company analyzed traffic to a range of mobile sites over the last 12 months. Data was gathered by sampling across 50 million phone users worldwide who have accessed third party mobile sites through its platform.

The key findings from Bango’s annual mobile usage study record 6 times the number of visits to mobile websites, comparing December 2009 with the same month a year earlier. The average time on site is measured as 3 minutes, 21 seconds, averaged across user visits to all sites, compared with just over one and half minutes the previous year. The analysis also measured the average number of pages viewed per visit at 5 pages, up from just over 2 pages per visit twelve months before.

Over the last twelve months, these site-level figures have increased by an average of 230% compared to a year ago, with consumers visiting sites more frequently from their phones and browsing more pages over longer periods of time. The key categories for mobile browsing are news, sports and general media sites (including newspapers), mobile content downloads, social networking and retail sites.

“While industry attention has focused almost exclusively on mobile app downloads, traffic to mobile sites is also growing significantly,” said Vanessa Daly, Bango’s Head of Marketing. “As mobile apps become more complex, users will increasingly turn to mobile browsers to access information.”
Press Release

Facebook and Twitter Access via Mobile Browser Grows by Triple-Digits in the Past Year

Social Networking Penetration via Browser Reaches 30 Percent among Smartphone Owners

Reston, VA, March 3, 2010 - comScore, Inc. (NASDAQ: SCOR), a leader in measuring the digital world, today released a study on social networking access via mobile browser. The study found that 30.8 percent of smartphone users accessed social networking sites via their mobile browser in January 2010, up 8.3 points from 22.5 percent one year ago. Access to Facebook via mobile browser grew 112 percent in the past year, while Twitter experienced a 347-percent jump.

“Social networking remains one of the most popular and fastest-growing behaviors on both the PC-based Internet and the mobile Web,” said Mark Donovan, comScore senior vice president of mobile. “Social media is a natural sweet spot for mobile since mobile devices are at the center of how people communicate with their circle of friends, whether by phone, text, email, or, increasingly, accessing social networking sites via a mobile browser.”

More than 30 Percent of Smartphone Owners Access Social Networking Sites via Mobile Browser

In January 2010, 11.1 percent of all mobile phone users accessed a social networking site via mobile browser, an increase of 4.6 percentage points from the previous year. Much of this growth has been driven by smartphone owners, 30.8 percent of whom accessed social networking sites on their mobile browsers, up more than 8 percentage points on the year. By comparison, just 6.8 percent of feature phone users accessed social networking sites on their mobile phones.

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<td>Total U.S. Age 13+</td>
<td>Percent of Subscribers Accessing Social</td>
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<td>Source: comScore MobiLens</td>
<td>Networking via Mobile</td>
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Press & Events
- Press & Events Overview
- Press Releases
- Blog
- Events & Webinars
- Presentations & Whitepapers
- comScore In the News
- Media Kit
- Data Usage Policy
- Join Our Email List
- RSS Feeds
Gartner: Mobile To Outpace Desktop Web By 2013

by Mark Walsh, Wednesday, January 13, 2010, 4:54 PM

Mobile phones will overtake PCs as the most common Web access devices worldwide by 2013, according to a new forecast by research firm Gartner. That’s an even more aggressive outlook than Morgan Stanley’s projection that the mobile Web will outstrip the desktop Web in five years.

Gartner estimates the combined installed base of smartphones and browser-equipped enhanced phones will surpass 1.82 billion units by 2013, eclipsing the total of 1.78 billion PCs by then.

But the firm warns that many sites still are not optimized for the mobile Web, even though cell users expect to make fewer clicks on their phones than on a PC. To successfully expand into mobile, publishers will have to reformat sites from the small form-factor of handheld devices.

Looking ahead to 2014, Gartner estimates that 3 billion of the world’s adult population will be able to access the Internet via mobile devices.
Flirtomatic

$15M in Revenue

- $12 per month from 175,000 paying customers
- 30% use the service seven times a day
- Sold 28,000 virtual gifts in the five days between Boxing Day and New Year’s Eve

DOs

#3 Apps for Your Most Loyal Customers, Add Value
iPhone App Generated $400M in 2009
Second App for Most Avid Deal Hunters
Reward People for Downloading Your App
Take Advantage of Mobile Capabilities

Welcome.

Search Amazon.com

Gold Box
New Deals. Every Day.

Kindle for iPhone
Get Free Download

Recommended for You

See more recommendations

Hello, Jason Grigsby
Sign Out

Amazon Remembers

You're invited to try an experimental new feature from Amazon.com:

1. Snap a photo of what you want to remember

2. We'll save it for you on Amazon.com

3. If it's a product, we'll even try to find you a link to a similar

4. Tell us what you think about this experimental feature

Try it

What happens to my photos?
DOs

#4 Consistent Experience Across Devices and Offline
Holistic Customer Experience

http://www.getelastic.com/mobile-app-dos-donts/
Instapaper

Hello, jason@cloudfour.com. Extras • Account • Log out

A simple tool to save web pages for reading later.

Instapaper on the iPhone, iPod touch, and iPad.
The critically acclaimed, award-winning app to read web pages on the go, in the air, or on the couch.

Read saved web pages on the go, even offline. Free or Pro?
Drive Offline Sales with Mobile Apps

http://www.getelastic.com/offline-sales-mobile-apps/
DOs

#5 Understand Mobile Context
Create a product, don’t re-imagine one for small screens. Great mobile products are created, never ported.

—Brian Fling
Mobile’s Eight Unique Abilities

personal
permanently carried
always on
built-in payment channel
creative impulse
social context
location aware
accurate audience measurement
augmented reality

Google’s Three Mobile Behavior Groups

Repetitive now

Bored now

Urgent now

CORE PRINCIPLE

Mobile First
Mobile First at Google

Google programmers are doing work on mobile applications first, because they are better apps and that's what top programmers want to develop.

–Eric Schmidt, Google CEO

Luke’s Take on Mobile First

Growth = Opportunity

Constraints = Focus

Capabilities = Innovation

What is your mobile strategy?

There shouldn’t be a mobile strategy.

It should simply be THE strategy.
Mobile is disruptive technology. It will touch all aspects of your business.

Plan accordingly.