



**MOBILE INTERNET POPULATION JUMPS TO 34.6 MILLION, WITH EMAIL, WEATHER AND SPORTS WEBSITES SECURING THE HIGHEST REACH, ACCORDING TO TELEPHIA**

*Openwave, Motorola and Nokia are the Top Internet Browsers among Mobile Web Users*

**SAN FRANCISCO—August 14, 2006**—More than 34.6 million mobile subscribers accessed the Internet via their wireless devices in June 2006, according to Telephia, the leading provider of performance measurement information to the mobile industry. The latest Telephia Mobile Internet Report shows that Email and Weather sites were the top two most visited mobile Internet categories. The sports category followed, with more than 7.1 million visitors, while the Search category secured 6.5 million visitors. Additionally, more than six million mobile consumers accessed City Guides/Maps sites in June.

According to Telephia, Yahoo! Mail was the most visited site by mobile consumers in June (see Table 1). More than 5.8 million mobile consumers accessed The Weather Channel through their cell phones, while visitors to ESPN totaled more than 5.3 million. Rounding out the top five, Google Search and MSN Hotmail secured 4.3 and 3.4 million mobile visitors, respectively.

“Mobile Web usage has continued to grow over the past year, as Internet content providers continue to extend their reach into the mobile space,” said Bernard Brenner, Director, Mobile Content—Telephia. “As the industry matures and more mobile users continue to complement and extend their Web activity via their wireless devices, Internet content providers are well-positioned to broaden their audience overall.”

**Table 1: Top Mobile Websites for June 2006 (U.S.)**

| <b>Mobile Website</b>                | <b>Unique Audience (000)</b> | <b>Reach of Subscribers</b> |
|--------------------------------------|------------------------------|-----------------------------|
| 1. Yahoo! Mail                       | 6,531                        | 3.0%                        |
| 2. The Weather Channel (Weather.com) | 5,827                        | 2.7%                        |
| 3. ESPN                              | 5,345                        | 2.5%                        |
| 4. Google Search                     | 4,356                        | 2.0%                        |
| 5. MSN Hotmail                       | 3,441                        | 1.6%                        |
| 6. MapQuest                          | 3,067                        | 1.4%                        |
| 7. AOL Mail                          | 2,907                        | 1.4%                        |
| 8. CNN                               | 2,799                        | 1.3%                        |
| 9. Yahoo! Weather                    | 2,740                        | 1.3%                        |
| 10. Yahoo! Search                    | 2,531                        | 1.2%                        |

Source: Telephia Mobile Internet Report, June 2006

### **Mobile Browsers: Openwave, Motorola and Nokia Claim the Highest Adoption Rates**

Telephia's U.S. Device Census Report for Q2 2006 shows that Openwave, Motorola and Nokia browsers have the highest adoption rates among wireless Internet users, with more than one-fourth of mobile Web users accessing the Internet via an Openwave browser (see Table 2). Motorola followed closely with a browser adoption rate of 24 percent, while Nokia rounded out the top three with a 13 percent adoption rate.

According to Telephia, 81 percent of Internet consumers have phones with browsers that support xHTML-MP, which allows for an enhanced Internet browsing experience that is closer to what consumers are familiar with on their computers.

"As xHTML-MP support becomes more widespread, mobile consumers will have greater access to richer presentation of content on their phones," added Brenner.

**Table 2: Top Mobile Web Browsers Among Wireless Internet Users (U.S.)**

| <b>Browser</b>     | <b>Share (%)</b> |
|--------------------|------------------|
| 1. Openwave        | 27%              |
| 2. Motorola        | 24%              |
| 3. Nokia           | 13%              |
| 4. Access NetFront | 9%               |
| 5. Teleca AU       | 6%               |
| 6. Sony Ericsson   | 5%               |
| 6. RIM             | 5%               |
| 7. Blazer          | 4%               |
| 8. Samsung         | 3%               |
| 8. Microsoft       | 3%               |
| 9. Danger          | 2%               |

Source: Telephia U.S. Device Census Report, Q2 2006

Telephia is the standard for syndicated mobile audience performance measurement, tracking and analyzing mobile consumption, network and manufacturer performance across Europe, U.S. and Canada. The Mobile Internet Report is part of Telephia's Audience Metrics product suite, which tracks audience and measures performance of mobile content and applications, such as games, ringtones/audio, wallpapers/screensavers, application downloads, premium SMS, and Internet/email/IM.

The Telephia U.S. Device Census Report measures the combination of device features with key industry performance metrics such as device market share, application and feature usage, and user profiles. Telephia recently developed a strategic partnership with Mobile Research to build and expand upon the company's device feature coverage.

### **About Mobile Research**

Mobile Research develops tools and services that enable mobile application developers and mobile content publishers to overcome the technical challenges of the mobile wireless

marketplace. Mobile Research is located in Seattle, Washington. For more information, please visit [www.mobileresearch.com](http://www.mobileresearch.com).

### **About Telephia**

Founded in 1998, Telephia provides syndicated performance measurement information to the leaders of the converging communications and mobile industries, including carriers, device manufacturers, content and application providers, retailers, infrastructure vendors and investment analysts. Telephia is the industry standard measure of subscriber share, customer satisfaction, device share, network quality, revenue share, advertising effectiveness, content audience and many other key performance indicators. For further information, please visit our website at [www.telephia.com](http://www.telephia.com) or call 415-395-0500.

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