

## ***Is That Mobile Web In Your Pocket?***

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Everyone but the car salesman I met recently acknowledges the Information Age arms consumers with facts and figures that have changed the shopping paradigm.

Despite this guy's claim that you can't believe what you read on the Internet (yeah, Consumer Reports lacks credibility), tens of millions are now using their mobile devices to get smarter, find better prices, figure out loan payments, and to digitally walk shopping aisles.

According to the Pew Internet and American Life Project, 83 percent of adults have cell phones or smartphones and, among them, 35 percent of the 270 million mobile subscribers have accessed the internet via one of more than 1,000 web-capable devices.

Approximately 45 percent of smartphone owners look at third-party or consumer reviews of a product while in a store (eMarketer) and about 43 percent look for retailer or product coupons.

I've long believed the greatest innovation coming from the iPhone is a web experience that turned the phone into a computer in your pocket. There are days I spend more web time on mobile than on my office and home laptops.

And I'm not alone.

Approximately 35 percent of 18-to-29 year olds access the mobile web daily. About 47 percent of English-speaking Hispanic mobile subscribers have gone online using a handheld device.

"This represents a fundamental and rapid shift in media use, which needs to be considered in determining the appropriate mix and spending levels among local platforms," says Rick Ducey, chief strategy officer, BIA/Kelsey. "Media companies that do not currently offer a differentiated mobile advertising option had better get there quickly."

Which brings us to Gartner. In their PC forecast, the analyst firm said that by 2013, the combined installed base of smartphones and browser-equipped enhanced phones will exceed 1.82 billion units, greater than the installed base for PCs. This transformational

view is supported by Morgan Stanley which predicts that within five years, more people will access the Internet on a mobile device than a computer.

“Mobile is ramping faster than desktop Internet did and will be bigger than most think,” Morgan Stanley said in a report. The firm said the growth will be spurred by five converging trends – 3G, social networking, video, VoIP and “impressive mobile devices”.

“The rapid ramp of mobile internet usage will be a boon to consumers and some companies will likely win big - potentially very big - while many will wonder what just happened.”

The Morgan Stanley report says \$46 is currently spent in annualized ad revenue per Internet user. This contrasts to \$28 in 2005 and nothing in 1994.

“Advertising dollars ultimately follow eyeballs,” the firm said in its report.

Despite what the car salesman tried to sell me recently, the migration is well underway.