



5.9 Out with the Old, In with the New – Twitter and e-books

Mobile applications focusing on text messaging, sending and receiving pictures and Internet browsing are the most popular and have become basic attributes of mobiles that subscribers make use of. This particularly the case for text messaging, which is approaching take-up of [NOTE] of all subscribers over 18.²⁴

[NOTE – Values excluded from Extract; Report includes the detailed information]

There are some shifts occurring, however, in mobile applications with some increasing in popularity and others decreasing.

From August 2008 to February 2010, three applications in addition to text messaging increased in overall popularity – sending and receiving emails, checking weather forecasts and watching video clips on YouTube.

Table 46 – Three Applications Increasing in Popularity

<i>Increasing in % take up and ranking</i>	% take up		Ranking *	
	Aug 08	Feb 10	Aug 08	Feb 10
Sending and receiving emails				
Checking out weather forecasts				
Watching video clips on YouTube				

Note: Values excluded from Extract; Report includes the detailed information

* ranking based on take-up of 28 applications included in Feb 2010 and 21 applications in Aug 2008

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On the other hand, eight applications decreased in popularity over the same period. Ranked lower on the list were instant messaging or chatting, buying ringtones, listening

²⁴ And likely 100% of those below 18, but these were not included in LYA’s surveys.



to radio, playing games with other mobile users, purchasing tickets or other goods or services, buying video clips and watching live streaming television.

The % take-up by subscribers as well as their ranking amongst 28 applications declined, as shown below.

Table 47 – Eight Applications Decreasing in Popularity

<i>Declining in % take up and ranking</i>	% take up		Ranking *	
	Aug 08	Feb 10	Aug 08	Feb 10
Instant messaging or chatting				
Buying ringtones				
Listening to other radio channels on your mobile phone				
Playing a game with other mobile phone users				
Purchasing a ticket (such as a concert ticket)				
Purchasing another good or service				
Buying video clips				
Watching live streaming TV on my handset				

Note: Values excluded from Extract; Report includes the detailed information

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The reasons why some applications increase in popularity and some decline are not known, however the growth in Smartphone take-up may explain part of this. As the handsets become more like mobile computers, there is a greater conviviality for using applications such as email (due to QWERTY keyboards) and using web applications and watching videos (due to larger screens).

Also, the changes may reflect user experience. There may have been a novelty to purchasing things using the mobile, or downloading ringtones, but perhaps this novelty has “worn off” or the user experience was not satisfactory enough to promote continued usage.



Seven applications were included in the 2009 and 2010 surveys that did not exist or were only emerging in 2008. GPS-based maps are now being accessed by [NOTE] of subscribers over 18 and was ranked [NOTE] out of 28 mobile applications.

[NOTE – Values excluded from Extract; Report includes the detailed information]

Other new applications have much lower take-up but are evidence of emerging trends in new applications, following those seen for fixed Internet.

Table 48 – Seven New Emerging Applications

<i>Applications not included in 2008 survey</i>	October 2009		February 2010	
	% takeup	ranking *	% takeup	ranking *
Using GPS-based maps for directions or routing				
<i>Following conversations on Twitter</i>				
Using a mobile banking service				
Buying full songs directly from my handset				
<i>Reading an e-book</i>				
Using a mobile boarding pass for an airline flight				
Using the Zoompass mobile banking service				
<i>Note: Values excluded from Extract; Report includes the detailed information</i>				
* ranking based on take-up of 28 applications				
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Newer applications however are not necessarily growing in popularity, perhaps due to user experience or other factors. This is the case with mobile banking, buying songs, and using mobile boarding passes, all of which slid in ranking from October 2009 to February 2010. On the other hand, take-up of Twitter and reading e-books experienced rapid growth, increasing to [NOTE] place respectively in terms of their ranking out of 28 mobile applications.

[NOTE – Values excluded from Extract; Report includes the detailed information]