

Video makes it big on the small screen in Europe

LONDON, UK: comScore, Inc has released data from its [comScore MobiLens](#) service showing that the number of people viewing video on mobile devices has increased 66% in the past year to 12.1 million mobile consumers across the EU5 countries (UK, France, Germany, Spain and Italy).



The UK and Italy each boast 2.7 million mobile video consumers, up 75% from July 2009 in the UK market and up 55% in the Italian market. Spain is demonstrating the fastest growth, with mobile video consumption up 90% in the past year to 1.7 million subscribers.

Mobile TV/Video Consumption by European Country July 2010 vs. July 2009 (3 Month Avg.) Total EU5 (UK, DE, FR, ES and IT), Age 13+ Source: comScore MobiLens			
	Mobile Subscribers Who Watched TV/Video On Mobile Phone Ever In Month (000)		
	Jul-09	Jul-10	% Change
EU5	7,292	12,122	66 %
UK	1,553	2,712	75 %
Italy	1,750	2,711	55 %
France	1,684	2,570	53 %
Germany	1,416	2,438	72 %
Spain	890	1,691	90 %

On-demand in high demand

On-demand video/TV programming in particular experienced substantial growth in the past year, up 99% since July 2009, with 5.2 million mobile owners across Europe viewing such content. Viewing broadcast TV programming is also on the rise, up 70% to 3.5 million subscribers.

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	Mobile Subscribers Who Watched TV/Video On Mobile Phone (000)		
	Jul-2009	Jul-2010	% Change
Total Audience: 13+ yrs old	226,500	230,500	N/A
Watched TV and/or video on mobile phone ever in month	7,292	12,122	66%
Watched any programmed mobile TV/video	4,265	7,819	83%
Watched Broadcast TV programming	2,041	3,469	70%
Watched On-demand video or TV programming	2,630	5,224	99%
Watched any TV/video sideloaded to phone	4,082	6,210	52%

"The era of 'video-on-the-go' has finally arrived," says comScore European VP Mobile, Jeremy Copp. "We've seen major developments throughout the mobile space - in networks, in devices and in software and applications - and now we're seeing the result: a rapidly growing audience of consumers accessing video on their mobiles, be it broadcast, on-demand or sideloaded."

Smartphones drive mobile video trend

Across the EU5 countries, two out of every three people who viewed mobile TV/video were smartphone owners. In the UK 80.2% were smartphone owners to lead all EU5 countries, followed by Spain (71.7%) and France (67.7%).

Mobile TV/Video Consumption on Smartphones July 2010 (3 Month Avg.) Total EU5 (UK, DE, FR, ES and IT), Age 13+ Source: comScore MobiLens

	Smartphone Subscribers Who Watched TV/Video On Mobile Phone (000)	Proportion of Total Viewers viewing on Smartphone (%)
EU5	8,208	67.7 %
UK	2,174	80.2 %
Italy	1,752	64.6 %
France	1,741	67.7 %
Germany	1,329	54.5 %
Spain	1,212	71.7 %

"Smartphone owners are clearly driving the mobile video trend, an indication that more growth is on the horizon as an increasing number of smartphones hit the market," Copp continued. "We've also seen that recent releases such as Apple's iPad and Samsung's Galaxy Tab are designed to offer an incredible video experience, and when coupled with services such as the BBC iPlayer for mobile, make this an extremely interesting sector to watch."

July 2010 European mobile benchmark data

Below are comScore's July 2010 benchmark data, including a review of mobile consumption behaviours and device penetration for 5 EU countries. These benchmark data are published by comScore on a monthly basis to provide the most up-to-date snapshot of the mobile industry. Further information on these benchmark data, and other data included above, can be provided upon request.

Mobile Benchmark Data for the European Market 3 Month Average Ending July 2010 Total EU5 (UK, DE, FR, ES and IT), Age 13+ Source: comScore MobiLens

	Reach (%) of Mobile Subscribers					
	EU5	UK	France	Germany	Italy	Spain
Sent text message to another phone	82.5%	90.6%	80.7%	80.7%	78.6%	81.4%
Used application [including games]	35.7%	41.8%	25.9%	35.3%	38.6%	37.1%
Used browser	26.2%	37.4%	25.1%	21.1%	23.7%	23.6%
Listened to music on mobile phone	24.6%	23.6%	21.1%	26.8%	22.2%	30.5%
Accessed Social Networking Site or Blog	15.3%	24.6%	14.0%	9.3%	15.0%	13.6%
Accessed news and information	29.9%	37.1%	27.9%	24.1%	32.6%	27.8%
Smartphone [Platform]	26.4%	28.5%	19.3%	20.3%	34.1%	31.9%
3G Subscribers [Device Generation]	45.3%	44.6%	40.8%	41.8%	46.6%	56.0%

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