

It's text before marriage in Europe

LONDON, UK/ROME, ITALY: Mobile dating sites in Europe are on the rise with males 25-34 representing nearly a quarter of users - and the Italians are leading European countries in seeking 'amore' on their mobiles.



comScore, Inc, a leader in measuring the digital world, has released data from its [comScore MobiLens](#) service showing that young adult males factor prominently in the increase in Europeans accessing dating sites on their mobile phones. Of the nearly 11 million users accessing mobile dating services each month, 22% are males between the ages of 25-34 years old, compared to just 8.7% of females in the same age group. The June 2010 data from comScore shows that across Europe there has been a 52% increase in mobile access to dating sites since June 2009.

Italians are top mobile daters

Italians are the most active in looking for love on their mobile devices, with 7.1% (3.3 million) of users accessing dating services each month. The Spanish come in second with 6.1% (2.1 million) of users, followed by Germans with 3.9% (2.1 million users) and the French with 3.6% (1.7 million users). The UK ranks fifth with just 3.5% (1.7 million users) engaging with dating services via mobile.

Dating Site Access via Mobile Phone by European Country 3 Month Avg. Ending June 2010		
Total EU5 (UK, DE, FR, ES and IT), Age 13+ Source: comScore MobiLens		
	Unique Visitors (000)	Reach (%)
EU5	10,968	4.8%
Italy	3,347	7.1%
Spain	2,124	6.1%
Germany	2,093	3.9%
France	1,693	3.6%
United Kingdom	1,711	3.5%

Text before marriage

SMS is the most popular method of accessing mobile dating sites with 5.6 million users in June, ranking just above access via browser with 5.4 million users. Usage of apps for mobile dating is on the rise with 1.8 million mobile users in June, up 71% in the past year to outpace dating site access via SMS and browser.

Dating Sites by Access Method 3 Month Avg. Ending June 2010 vs. 3 Month Avg. Ending June 2009 Total EU5 (UK, DE, FR, ES and IT), Age 13+ Source: comScore MobiLens			
	Mobile Subscribers Who Accessed Dating Sites on Mobile Phone (000)		
	Jun-2009	Jun-2010	% Change
Accessed Dating Service Ever in Month	7,201	10,968	52%
Accessed Dating Service via SMS	3,724	5,614	51%
Accessed Dating Service via Browser	3,660	5,375	47%
Accessed Dating Service via App	1,078	1,846	71%

"Many Europeans have turned to their phones to help find love this summer," says comScore European V Mobile, Jeremy Copp. "What's surprising is how heavily skewed the sites' audiences are to younger males

which creates a challenge for the category to attract more females and increase the possibility of a positive match."

He added: "Combined with the prevalence of the SMS as a tool for engaging with dating services and the relative small usage of mobile dating apps, these data illustrate the importance in knowing who your audience is and how they use your services."

June 2010 European mobile benchmark data

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

Mobile Benchmark Data for the European Market 3 Month Average Ending June 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	82.9%	90.6%	80.5%	81.3%	79.6%	82.3%
Used Application (Including Native Games)	35.8%	41.5%	26.0%	34.9%	39.2%	37.7%
Used Browser	25.9%	36.7%	24.3%	20.4%	23.7%	24.1%
Listened to Music on Mobile Phone	24.5%	23.1%	21.3%	26.3%	22.5%	31.1%
Accessed Social Networking Site or Blog	14.9%	23.8%	13.3%	8.9%	15.1%	13.4%
Accessed News	29.7%	36.5%	27.3%	23.0%	33.8%	28.3%
Smartphone	25.7%	28.0%	17.9%	19.5%	33.6%	31.6%
3G Subscribers	44.8%	44.5%	39.6%	41.5%	45.7%	56.1%

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