



Canada	33.5%	0.4%	1.3%	34.6%	8.2%	3.6%	1.5%	14.9%	2.0%
Brazil	31.8%	1.6%	0.0%	21.0%	11.7%	11.3%	17.3%	4.1%	1.1%
Germany	29.4%	0.9%	0.0%	35.1%	16.2%	4.6%	2.8%	8.3%	2.5%
Spain	27.4%	0.8%	0.0%	34.2%	22.1%	7.2%	2.7%	3.6%	1.9%
France	26.9%	0.6%	0.0%	34.3%	17.1%	5.7%	5.5%	3.9%	6.0%
Singapore	26.2%	1.4%	0.1%	51.9%	10.0%	3.9%	1.5%	4.8%	0.2%
Australia	25.9%	0.5%	0.0%	50.0%	10.5%	3.8%	1.8%	7.1%	0.4%
US	21.8%	0.6%	0.1%	23.5%	35.6%	6.7%	2.4%	7.8%	1.5%
UK	21.3%	0.3%	0.0%	29.9%	15.1%	15.0%	8.2%	8.7%	1.5%
Chile	12.9%	0.6%	0.0%	45.2%	13.9%	11.6%	9.1%	6.0%	0.7%
Argentina	12.4%	0.4%	0.0%	12.5%	23.2%	16.8%	27.5%	6.7%	0.5%
Japan	11.3%	0.0%	0.0%	49.5%	30.6%	0.2%	2.6%	4.7%	1.1%
India	4.0%	0.5%	0.0%	2.8%	6.0%	14.1%	71.9%	0.6%	0.0%

The iPad is currently the dominant tablet device across all geographies, contributing more than 89% of tablet traffic across all markets. The iPad's contribution to total non-computer device traffic is highest in Canada (33.5%). Brazil has the second highest non-computer device share of traffic coming from the iPad at 31.8% although non-computer devices account for less than 1% of total traffic in the country. In Singapore, where non-computer devices comprise nearly 6% of total traffic, the iPad accounts for 26.2% of this traffic.

Interestingly, we can see that while Android tablets significantly lag behind Apple in the US tablet market, the Android platform actually bests Apple in the Smartphone space (35.6% vs. 23.5%). iPod Touches contribute a notable percentage of non-computer device traffic across most countries, while other devices such as e-readers and gaming systems contribute only a very modest percentage.

### Newspaper content skews toward mobile and tablet access across geographies

Device Essentials also provides visibility into site content category traffic by geography and device type. In the analysis below, comScore examined traffic patterns to the online newspaper category to understand how much each device type contributes to total category traffic. Among the markets studied, the UK had the greatest share of non-computer device traffic going to the category at 9.8%, followed by Singapore (8.8% and Japan (7.0%).

<b>Newspaper Site Category Traffic by Geography and Device Type May 2011 Multi-Country Report for Selected Countries Source: comScore Device Essentials</b>					
	Computer	Mobile	Tablet	Other	Non-Computer Traffic Newspaper Category Index*
UK	90.2%	7.4%	1.9%	0.5%	184
Singapore	91.2%	5.8%	2.8%	0.2%	149
Japan	93.0%	5.2%	1.4%	0.3%	151
US	93.3%	4.6%	1.8%	0.3%	108
Australia	94.6%	3.4%	1.9%	0.2%	126
Chile	95.4%	3.9%	0.4%	0.3%	226
Canada	95.5%	2.2%	1.9%	0.4%	131
Spain	96.3%	2.4%	1.2%	0.1%	163
India	96.9%	2.9%	0.2%	0.0%	94
France	97.7%	1.1%	1.1%	0.1%	159
Brazil	98.1%	1.0%	0.8%	0.1%	316
Germany	98.1%	1.1%	0.7%	0.1%	117
Argentina	98.6%	1.0%	0.3%	0.1%	124

\*Non-Computer Device Traffic Newspaper Category Index = Share of Non-PC Traffic for Newspaper Category / Share of Non-PC Traffic for Total Internet x 100. Index of 100 indicates average representation.

comScore also analyzed the extent to which non-computer device traffic to the newspaper category was overrepresented relative to the category's share of total Internet traffic. The results indicated that across a countries studied, with the exception of India, the newspaper category was significantly more likely than average to be accessed via non-computer devices. Brazil exhibited the highest relative skew in newspaper category traffic (Index of 316), followed by Chile (Index of 226) and the UK (Index of 184).

## iOS outpaces Android in US mobile content access via WiFi

Another important dynamic of device traffic is the division between access over mobile networks and access via WiFi/LAN networks. comScore analyzed the differences in traffic patterns between iOS and Android devices to understand these splits by network access, with the results showing that iOS phones and tablets sourced a significantly higher share of device traffic from WiFi networks than Android devices. In the smartphone market, 47.5% of iPhone traffic occurred over WiFi networks compared to 21.7% of Android phones. With respect to tablets, an overwhelming 91.9% of iPad traffic occurred over WiFi networks compared to 65.2% among Android tablets.

<b>WiFi/LAN Access vs. Mobile Network Access: Traffic by Device May 2011 Total US Source: comScore Device Essentials</b>		
Device	Share (%) of Device Page Views	
	WiFi/LAN Access	Mobile Network Access
Smartphone		
Google Android	21.7%	78.3%
iPhone	47.5%	52.5%
Tablet		
Android Tablet	65.2%	34.8%
iPad	91.9%	8.1%

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