

mobileWatch



Basic Monthly Edition

July/2008

Basic Thinking

Basic Thinking

<http://www.basicthinking.de/blog/>

Sevenval AG
Bahnhofsvorplatz 1
50667 Cologne, Germany
<http://www.sevenval.com>

Phone: +49 221 65007 0
Fax: +49 221 65007 65
Email: mobilewatch@7val.com

Copyright © 1999 - 2008 Sevenval AG

Table of Contents

1. Goal of this report	2
2. Overall	3
3. Countries	5
4. Internet Service Provider	6
5. Device Manufacturers	7
6. Devices	8
7. Display Sizes	9
8. Mobile Networks	10
9. Controls	11
10. Mobile Web	12
11. Client Side	18
12. Multimedia	21
13. About	28

1 Goal of this report

This is a new report with mobile market level data derived from mobile data collected by Sevenval. We hope that this data snapshot will provide insight into trends in the mobile ecosystem and expect that this data will be valuable for site publishers, advertisers and content and/or application developers.

Sevenval stores and analyzes the data from every request, impression and click from any mobile network that is collaborating with the mobileWatch Solution. It uses them to optimize mobile services. We share some of this data to be used by the mobile community. With Sevenval's mobileWatch we want to provide the attached network communities with relevant usage information.



2 Overall

How many page impressions are mobile ?

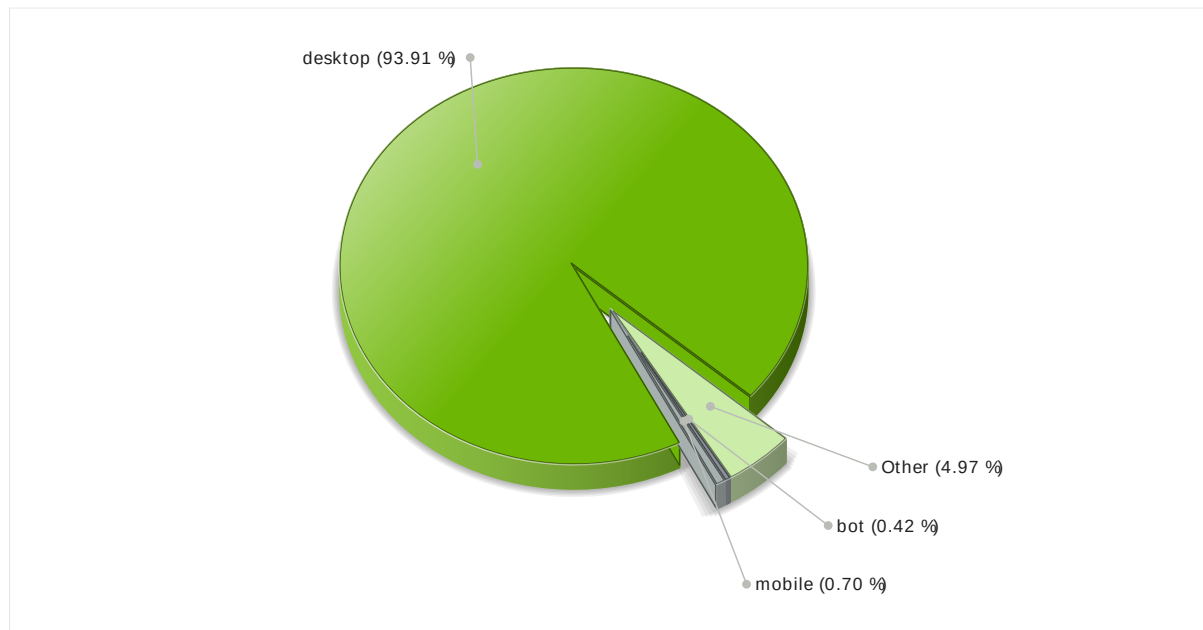


Figure 1. PI Types

266 889 Page Impressions in the participating projects watched in the period from 2008-07-04 to 2008-07-31. Only mobile Page Impressions are subject of the following analysis.

Page Impressions

What are the days with the most intense mobile usage?

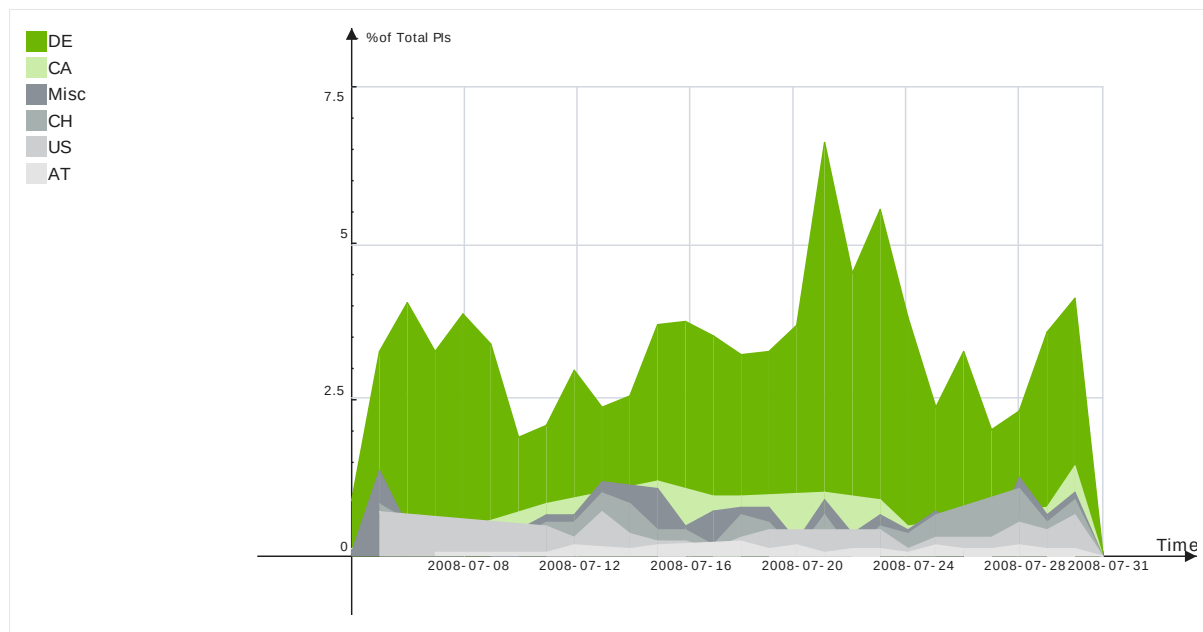


Figure 2. Load Peaks/day

What are the times with the most intense mobile internet usage?

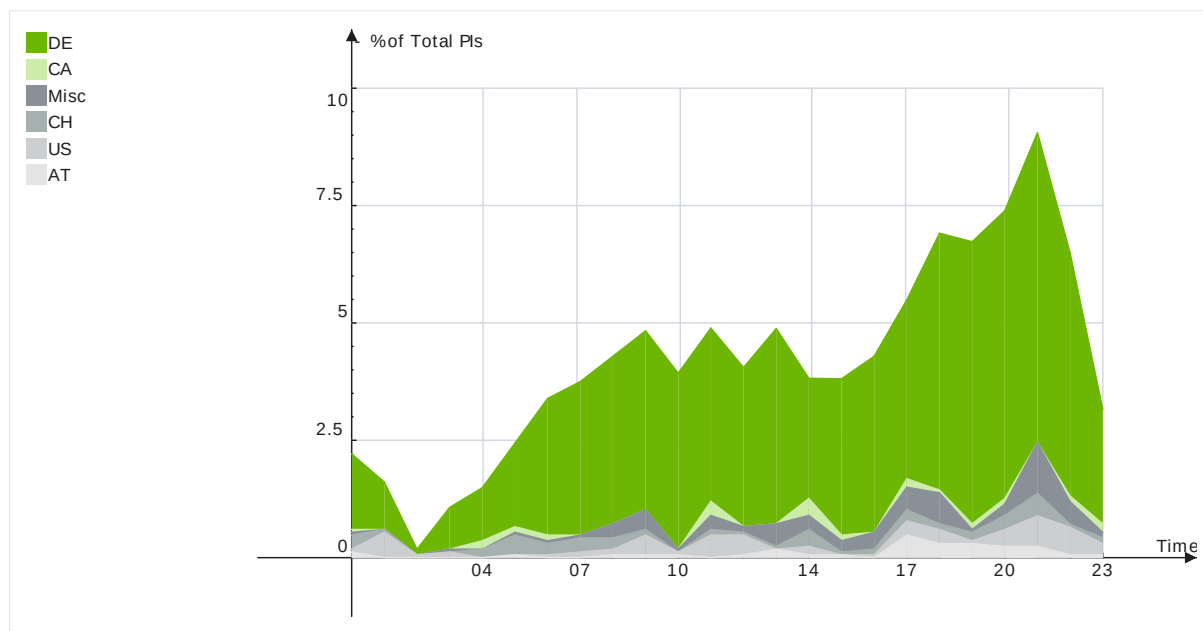
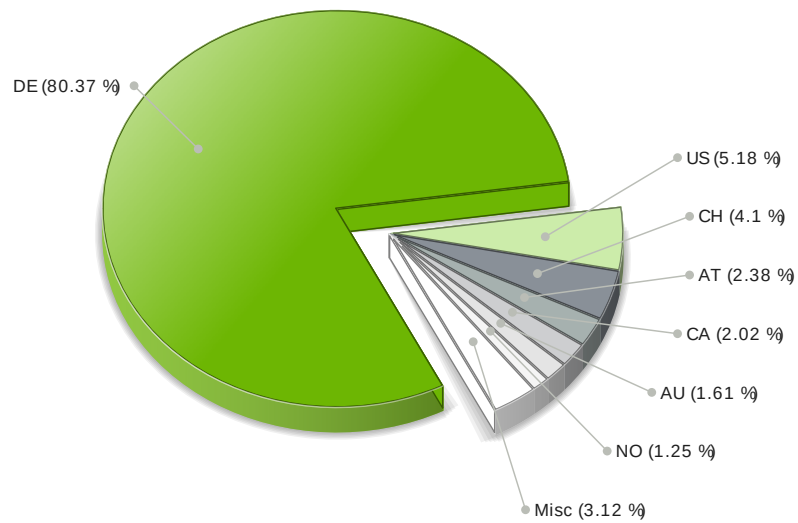


Figure 3. Load Peaks/GMT hour

3 Countries

What are the countries most users are coming from?

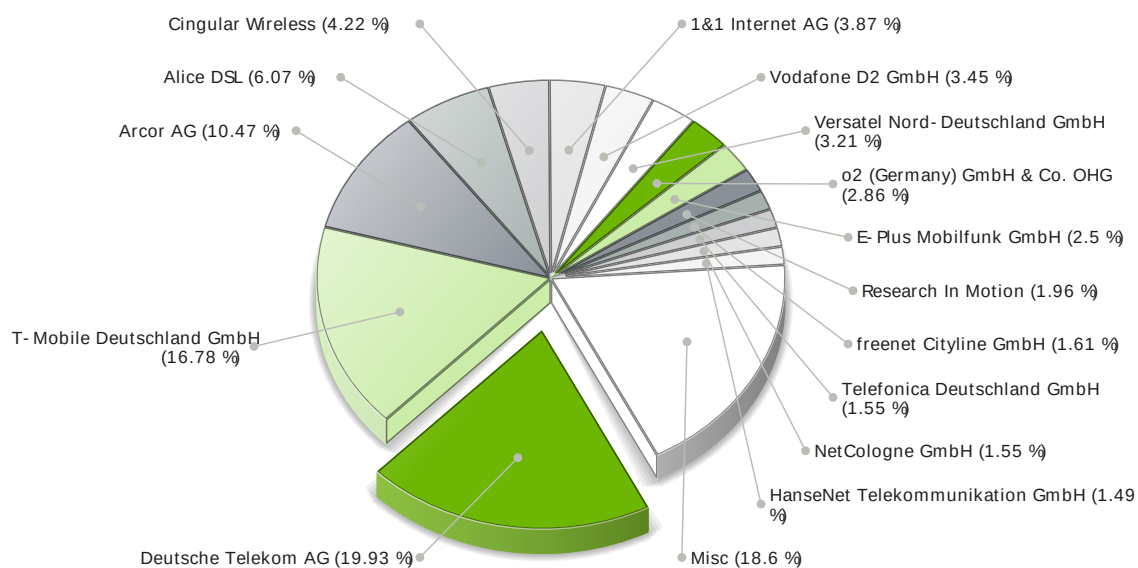


Country	Jul/2008	Jun/2008	May/2008	Trend
1. Germany (DE)	80.37	0	0	↑
2. United States (US)	5.18	0	0	↑
3. Switzerland (CH)	4.10	0	0	↑
4. Austria (AT)	2.38	0	0	↑
5. Canada (CA)	2.02	0	0	↑
6. Australia (AU)	1.61	0	0	↑
7. Norway (NO)	1.25	0	0	↑
8. Saudi Arabia (SA)	0.36	0	0	↑
9. Netherlands (NL)	0.30	0	0	↑
10. Egypt (EG)	0.24	0	0	↑
Total	97.81	0	0	

Table 1. Overall Distributed Top 10 Countries

4 Internet Service Provider

Which Internet Service Providers are used for access?

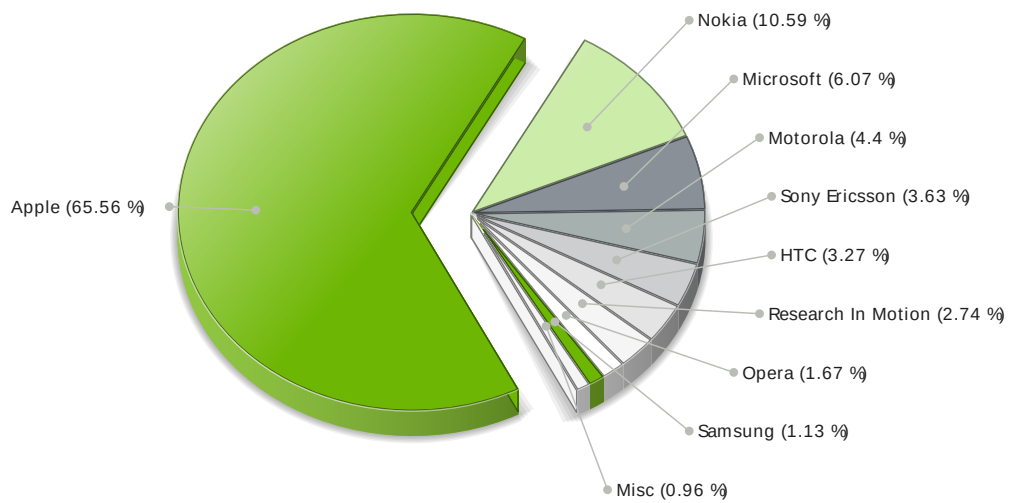


Service Provider	Jul/2008	Jun/2008	May/2008	Trend
1. Deutsche Telekom AG	19.93	0	0	↑
2. T-Mobile Deutschland GmbH	16.78	0	0	↑
3. Arcor AG	10.47	0	0	↑
4. Alice DSL	6.07	0	0	↑
5. Cingular Wireless	4.22	0	0	↑
6. 1&1 Internet AG	3.87	0	0	↑
7. Vodafone D2 GmbH	3.45	0	0	↑
8. Versatel Nord-Deutschland GmbH	3.21	0	0	↑
9. o2 (Germany) GmbH & Co. OHG	2.86	0	0	↑
10. E-Plus Mobilfunk GmbH	2.50	0	0	↑
Total	73.36	0	0	

Table 2. Top 10 Internet Service Provider

5 Device Manufacturers

Which are the preferred device manufacturers?

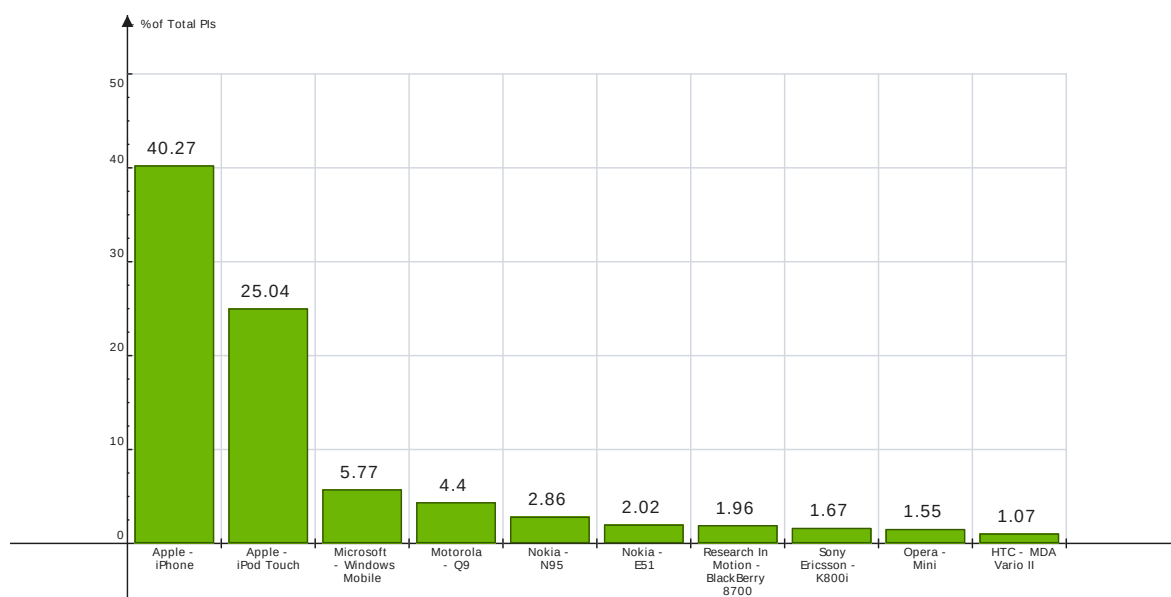


Manufacturer	Jul/2008	Jun/2008	May/2008	Trend
1. Apple	65.56	0	0	↑
2. Nokia	10.59	0	0	↑
3. Microsoft	6.07	0	0	↑
4. Motorola	4.40	0	0	↑
5. Sony Ericsson	3.63	0	0	↑
6. HTC	3.27	0	0	↑
7. Research In Motion	2.74	0	0	↑
8. Opera	1.67	0	0	↑
9. Samsung	1.13	0	0	↑
10. Sanyo	0.42	0	0	↑
Total	99.48	0	0	

Table 3. Shares of Top 10 Device Manufacturers

6 Devices

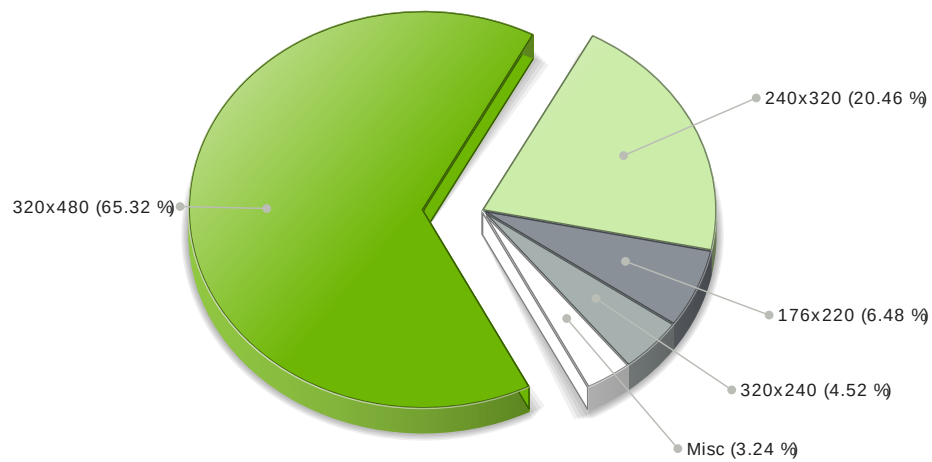
Which are the most favored devices?



Handset Models	Jul/2008	Jun/2008	May/2008	Trend
1. Apple - iPhone	40.27	0	0	↑
2. Apple - iPod Touch	25.04	0	0	↑
3. Microsoft - Windows Mobile	5.77	0	0	↑
4. Motorola - Q9	4.40	0	0	↑
5. Nokia - N95	2.86	0	0	↑
6. Nokia - E51	2.02	0	0	↑
7. Research In Motion - BlackBerry 8700	1.96	0	0	↑
8. Sony Ericsson - K800i	1.67	0	0	↑
9. Opera - Mini	1.55	0	0	↑
10. HTC - MDA Vario II	1.07	0	0	↑
Total	86.61	0	0	

7 Display Sizes

What are the screen resolutions of the devices?

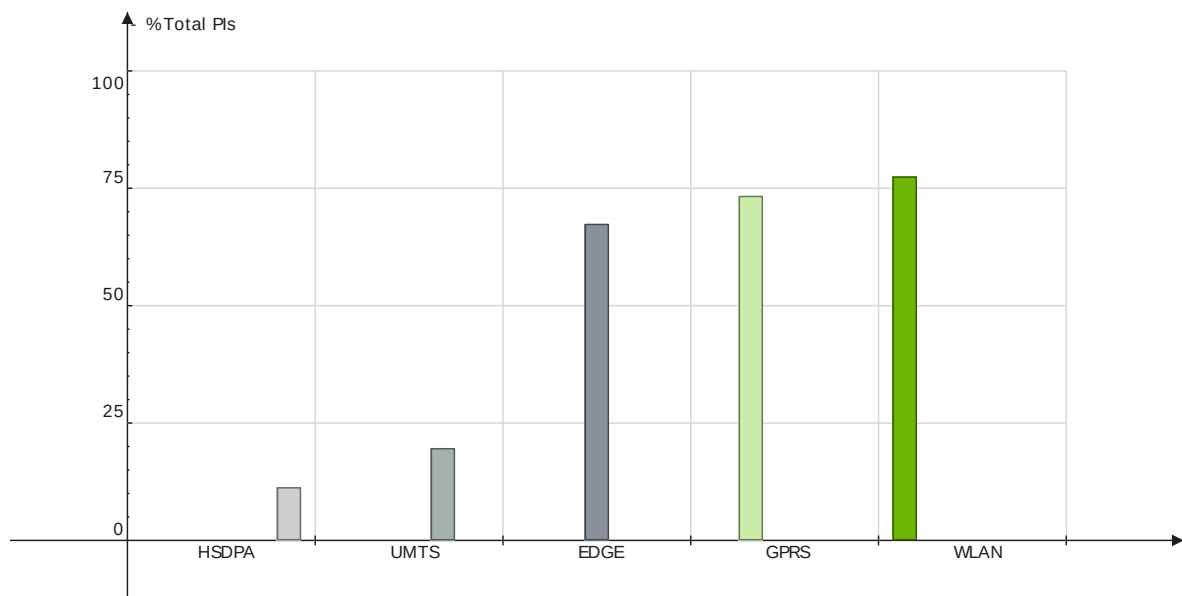


Width x Height	Jul/2008	Jun/2008	May/2008	Trend
1. 320x480	65.32	0	0	↑
2. 240x320	20.46	0	0	↑
3. 176x220	6.48	0	0	↑
4. 320x240	4.52	0	0	↑
5. 432x320	0.54	0	0	↑
6. 480x640	0.36	0	0	↑
7. 128x160	0.36	0	0	↑
8. 176x208	0.30	0	0	↑
9. 240x160	0.30	0	0	↑
10. 320x420	0.24	0	0	↑
Total	98.88	0	0	

Table 4. Distribution of overall devices display dimensions

8 Mobile Networks

Which mobile networks are used?

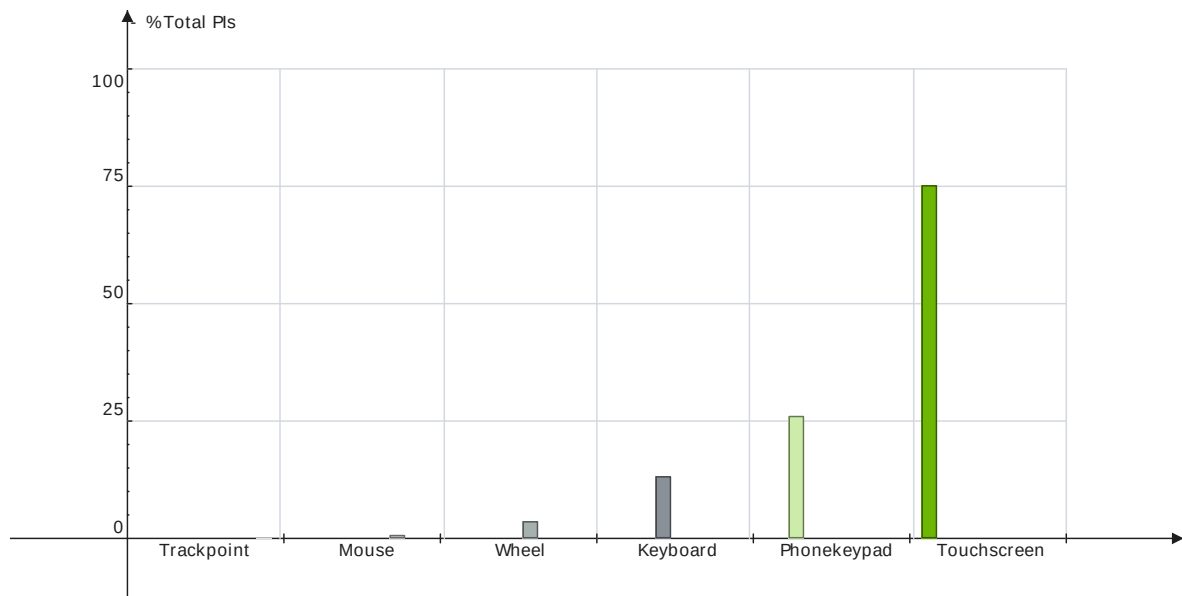


	Jul/2008	Jun/2008	May/2008	Trend
1. WLAN	77.51	0	0	↑
2. GPRS	73.41	0	0	↑
3. EDGE	67.46	0	0	↑
4. UMTS	19.69	0	0	↑
5. HSDPA	11.36	0	0	↑

Table 5. Technical Bearer Support

9 Controls

What are the controls the devices are operated with?



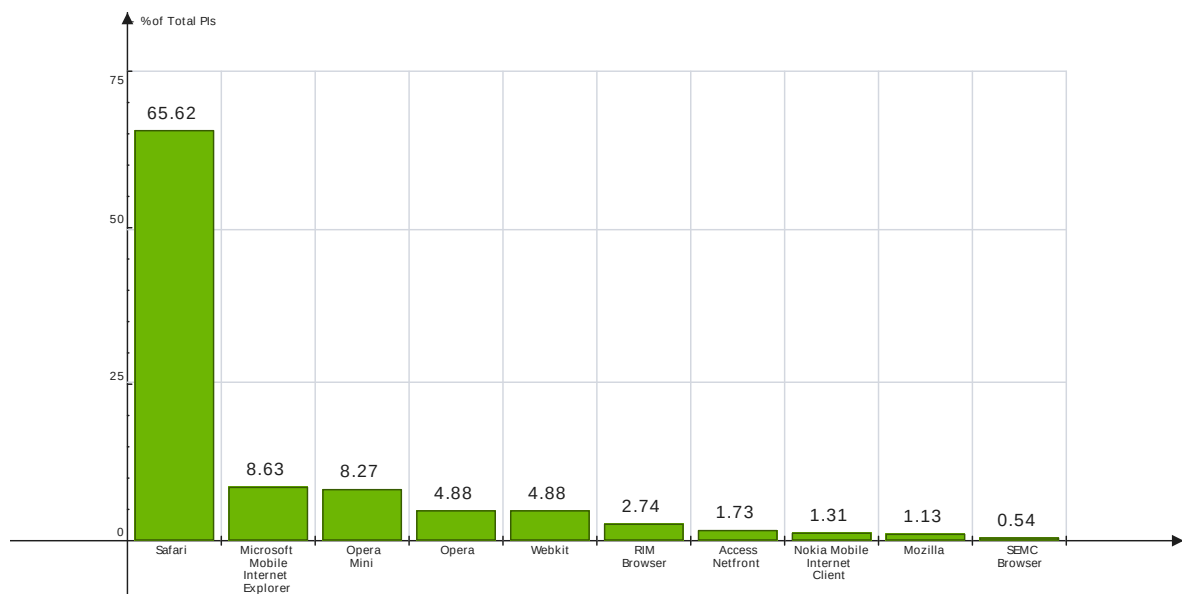
Control	Jul/2008	Jun/2008	May/2008	Trend
1. Touchscreen	75.25	0	0	↑
2. Phonekeypad	26.12	0	0	↑
3. Keyboard	13.27	0	0	↑
4. Wheel	3.69	0	0	↑
5. Mouse	0.77	0	0	↑
6. Trackpoint	0.06	0	0	↑

Table 6. Technical Device Controls

10 Mobile Web

Browser

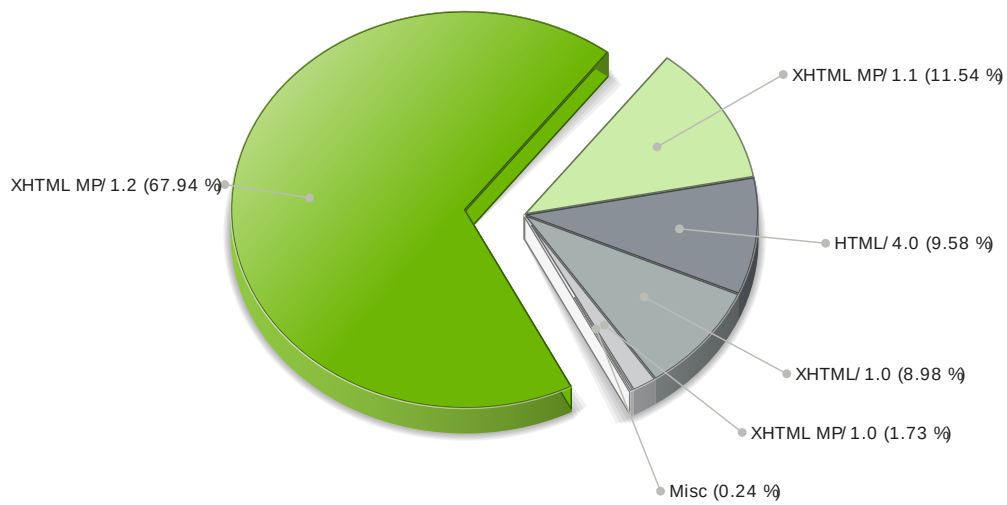
Which browsers are used?



Vendor	Jul/2008	Jun/2008	May/2008	Trend
1. Safari	65.62	0	0	↑
2. Microsoft Mobile Internet Explorer	8.63	0	0	↑
3. Opera Mini	8.27	0	0	↑
4. Opera	4.88	0	0	↑
5. Webkit	4.88	0	0	↑
6. RIM Browser	2.74	0	0	↑
7. Access Netfront	1.73	0	0	↑
8. Nokia Mobile Internet Client	1.31	0	0	↑
9. Mozilla	1.13	0	0	↑
10. SEMC Browser	0.54	0	0	↑
Total	99.73	0	0	

Markups

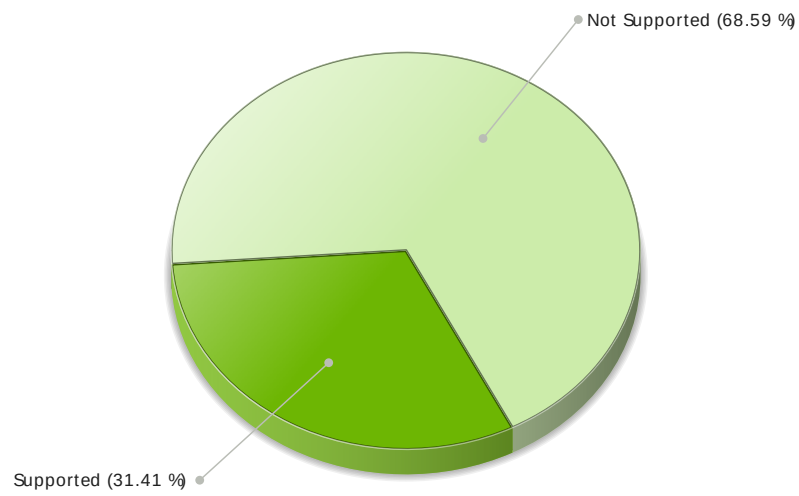
What is the preferred markup?



Markup	Jul/2008	Jun/2008	May/2008	Trend
1. XHTML MP/1.2	67.94	0	0	↑
2. XHTML MP/1.1	11.54	0	0	↑
3. HTML/4.0	9.58	0	0	↑
4. XHTML/1.0	8.98	0	0	↑
5. XHTML MP/1.0	1.73	0	0	↑
6. XHTML BASIC/1.1	0.24	0	0	↑
Total	100	0	0	

JavaScript

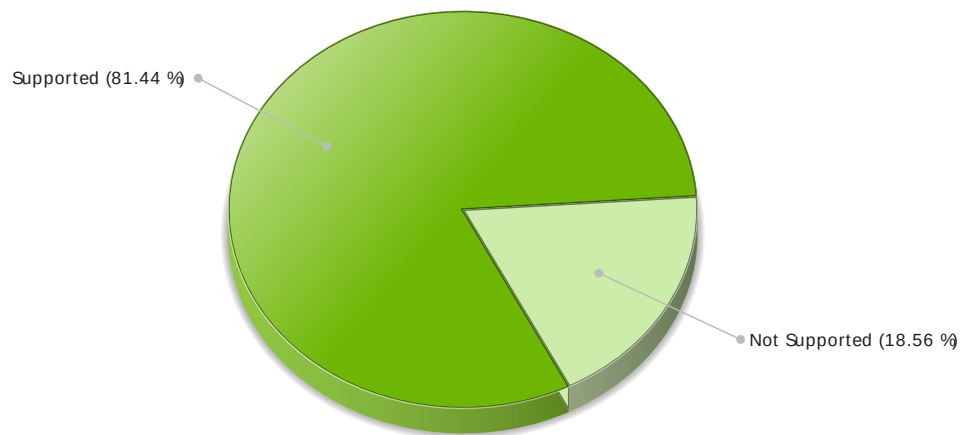
Do JavaScript applications reach the users?



Support	Jul/2008	Jun/2008	May/2008	Trend
1. Supported	31.41	0	0	↑
2. Not Supported	68.59	0	0	↑

Ajax

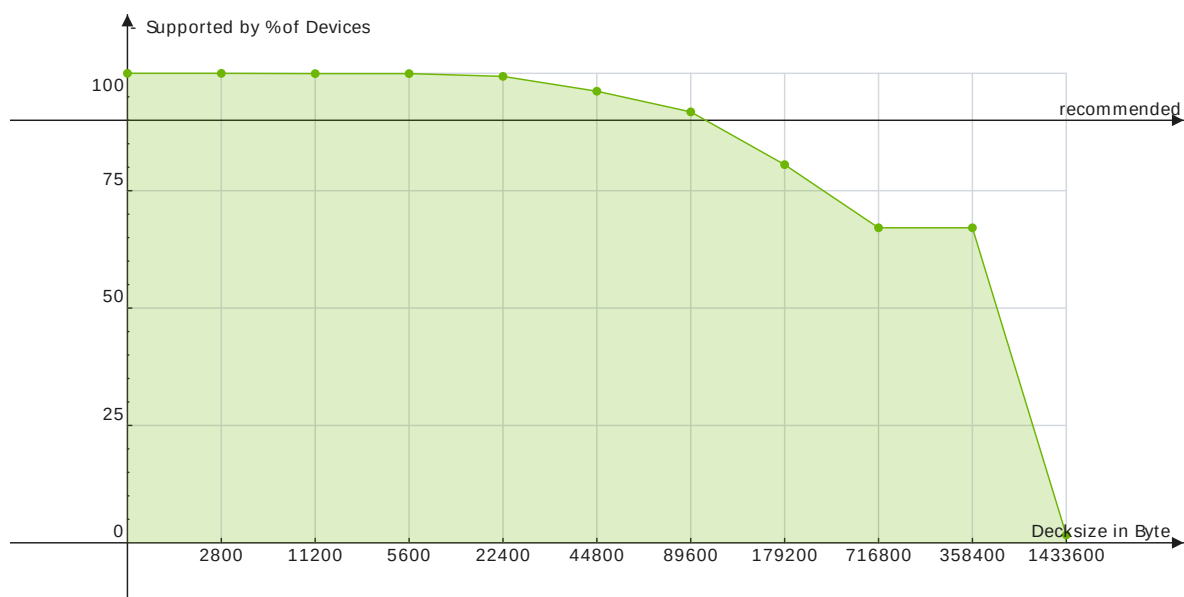
How many mobile devices support Ajax?



Support	Jul/2008	Jun/2008	May/2008	Trend
1. Supported	81.44	0	0	↑
2. Not Supported	18.56	0	0	↑

Maximum Page Size

Which page sizes can be displayed?

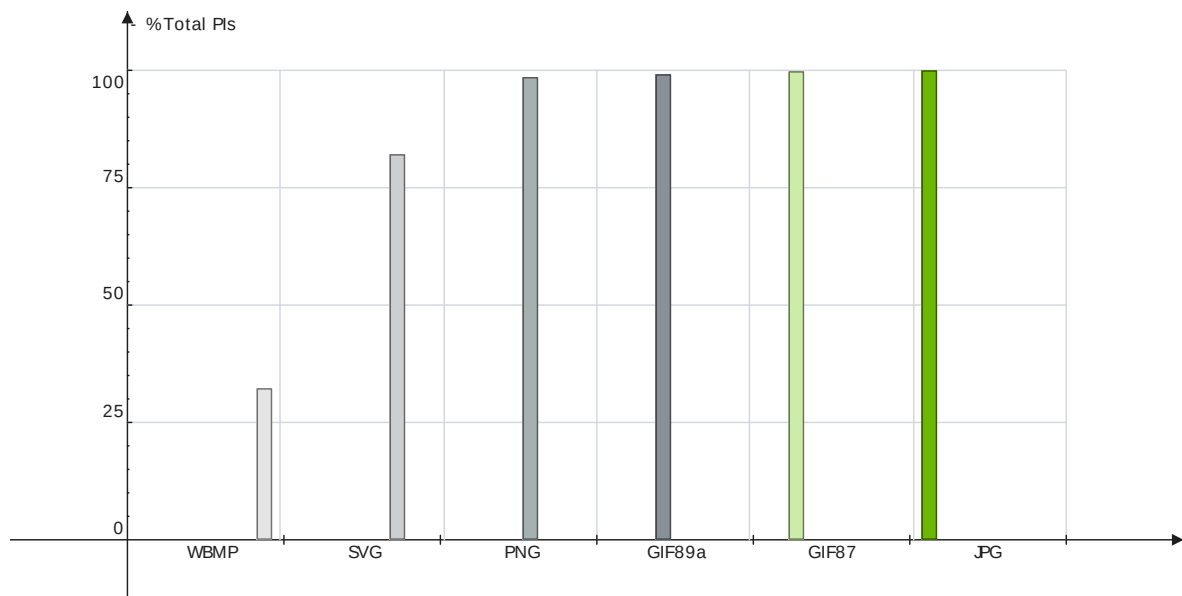


Bytes	Jul/2008	Jun/2008	May/2008	Trend
1. 1400	100.00	0	0	↑
2. 2800	100.00	0	0	↑
3. 11200	99.94	0	0	↑
4. 5600	99.94	0	0	↑
5. 22400	99.35	0	0	↑
6. 44800	96.19	0	0	↑
7. 89600	91.79	0	0	↑
8. 179200	80.55	0	0	↑
9. 716800	67.10	0	0	↑
10. 358400	67.10	0	0	↑

Table 7. maximal Bytes/Page

Image Formats

Which image formats can be used?

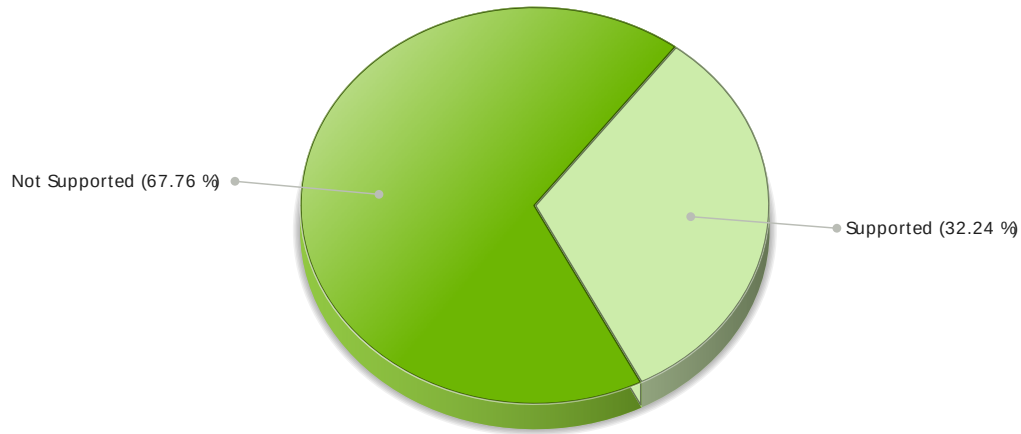


Format	Jul/2008	Jun/2008	May/2008	Trend
1. JPG	100.00	0	0	↑
2. GIF87	99.82	0	0	↑
3. GIF89a	99.17	0	0	↑
4. PNG	98.57	0	0	↑
5. SVG	82.15	0	0	↑
6. WBMP	32.30	0	0	↑

11 Client Side

WAP Push

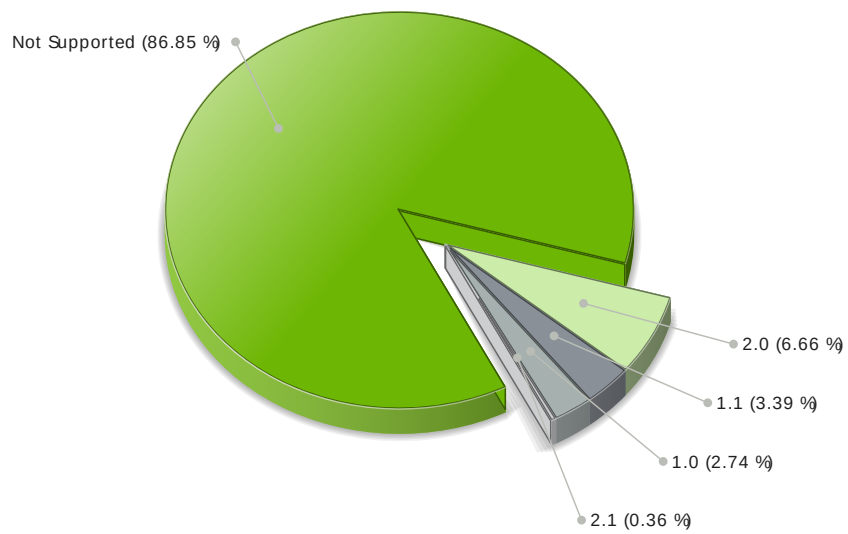
How many devices can process WAP push news?



	Jul/2008	Jun/2008	May/2008	Trend
1. Not Supported	67.76	0	0	↑
2. Supported	32.24	0	0	↑

Flash Lite

How many devices support Flash Lite?

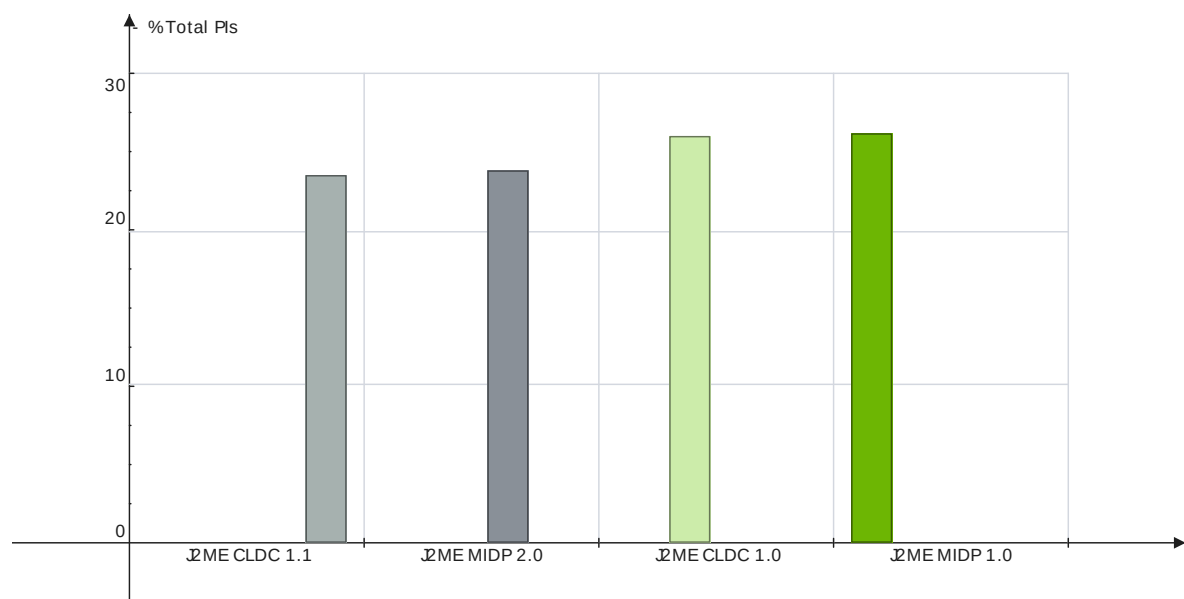


Version	Jul/2008	Jun/2008	May/2008	Trend
1. Not Supported	86.85	0	0	↑
2. 2.0	6.66	0	0	↑
3. 1.1	3.39	0	0	↑
4. 1.0	2.74	0	0	↑
5. 2.1	0.36	0	0	↑

Flash Lite Versions are downwardly compatible.

Java ME

Which Java ME standards are supported?

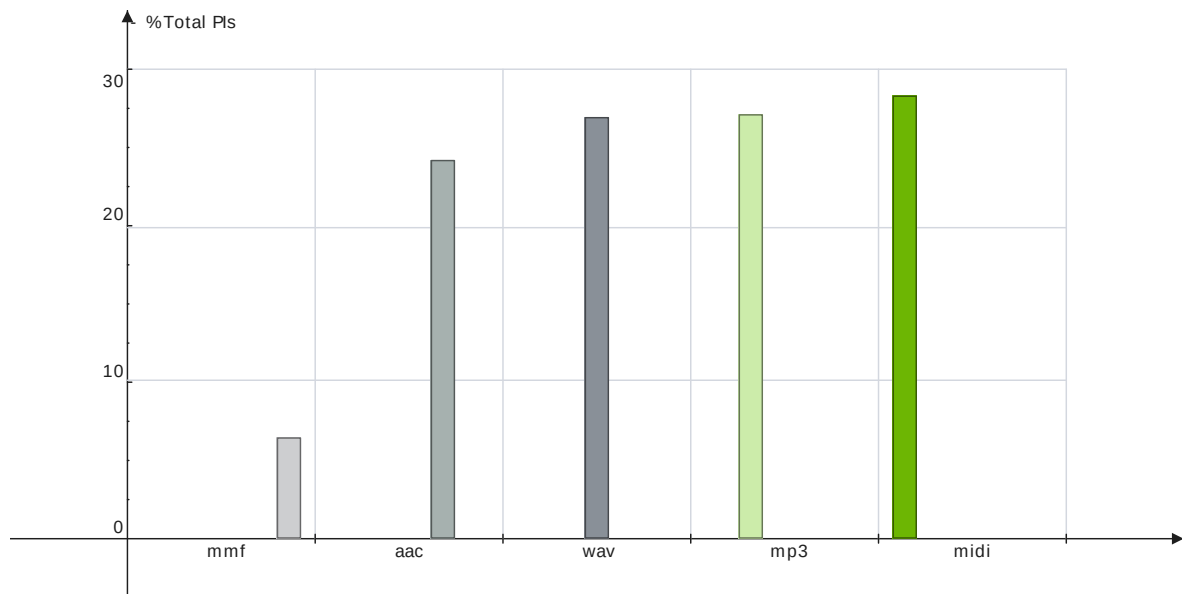


Standard	Jul/2008	Jun/2008	May/2008	Trend
1. J2ME MIDP 1.0	26.17	0	0	↑
2. J2ME CLDC 1.0	26.00	0	0	↑
3. J2ME MIDP 2.0	23.80	0	0	↑
4. J2ME CLDC 1.1	23.50	0	0	↑

12 Multimedia

Audio

Which audio files can be played?



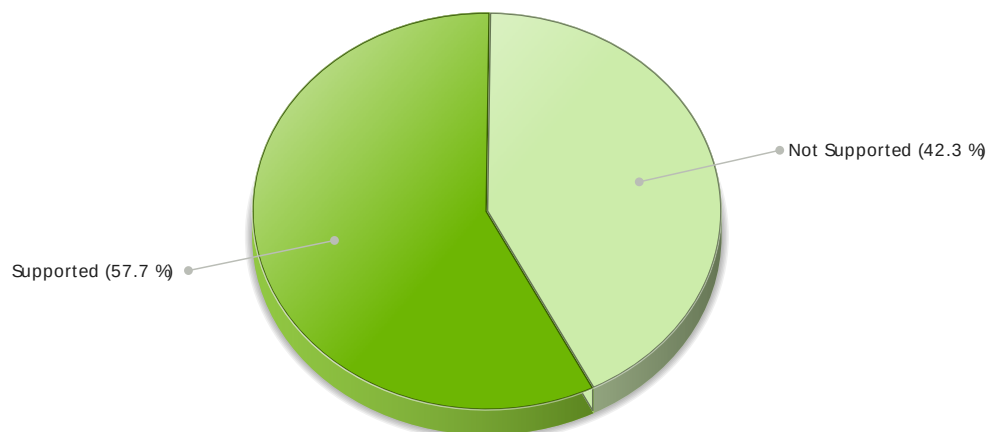
Format	Jul/2008	Jun/2008	May/2008	Trend
1. midi	28.32	0	0	↑
2. mp3	27.13	0	0	↑
3. wav	26.95	0	0	↑
4. aac	24.21	0	0	↑
5. mmf	6.48	0	0	↑

Table 8. Audio File Playback Support

Video

General

How many devices are video compatible?

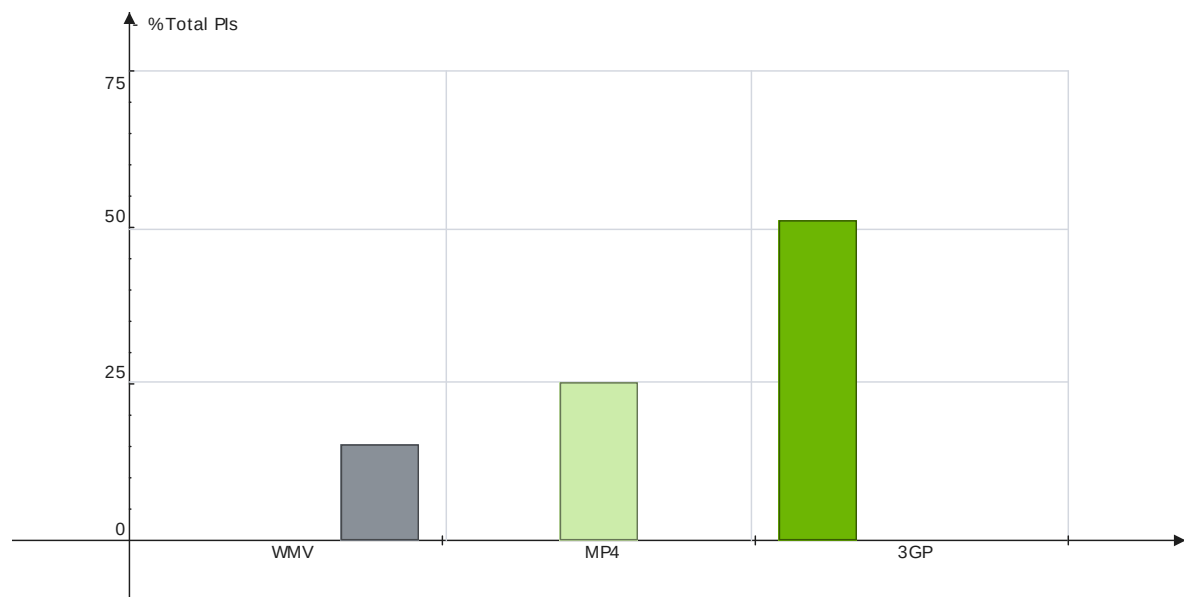


	Jul/2008	Jun/2008	May/2008	Trend
1. Supported	57.70	0	0	↑
2. Not Supported	42.30	0	0	↑

Table 9. General Video Support

Download Container

Which video formats are supported?

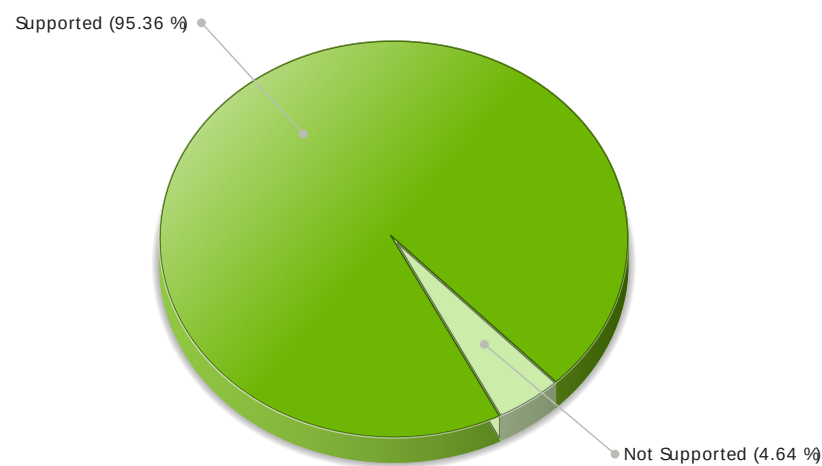


Container	Jul/2008	Jun/2008	May/2008	Trend
1. 3GP	51.16	0	0	↑
2. MP4	25.28	0	0	↑
3. WMV	15.35	0	0	↑

Table 10. Supported download video containers

Streaming

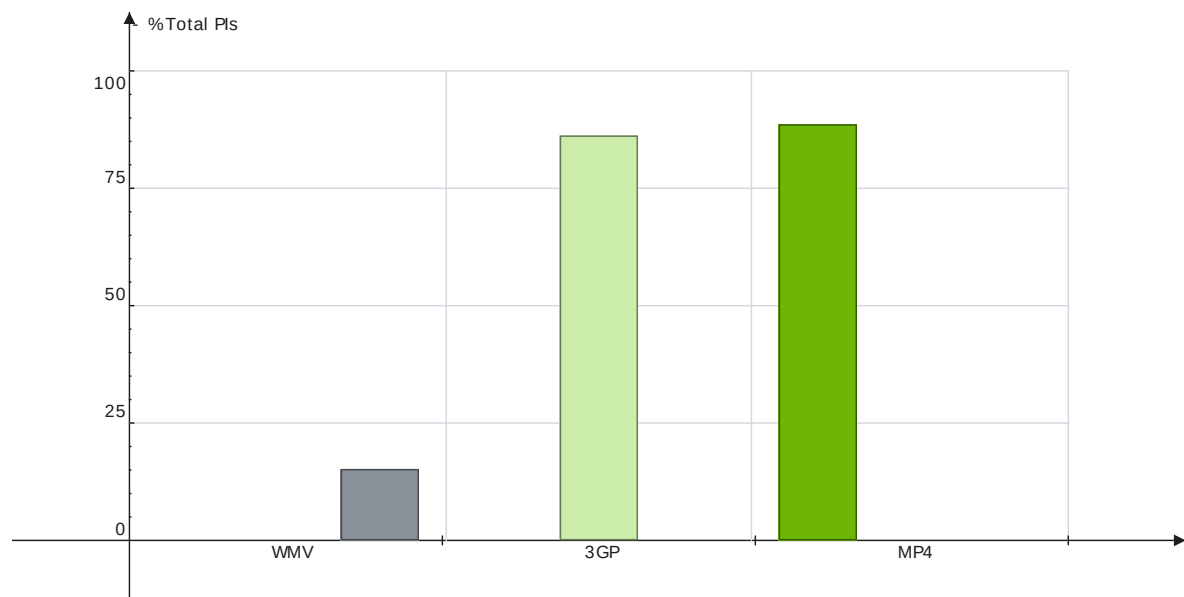
How many devices support streaming?



	Jul/2008	Jun/2008	May/2008	Trend
1. Supported	95.36	0	0	⬆
2. Not Supported	4.64	0	0	⬆

Streaming Container

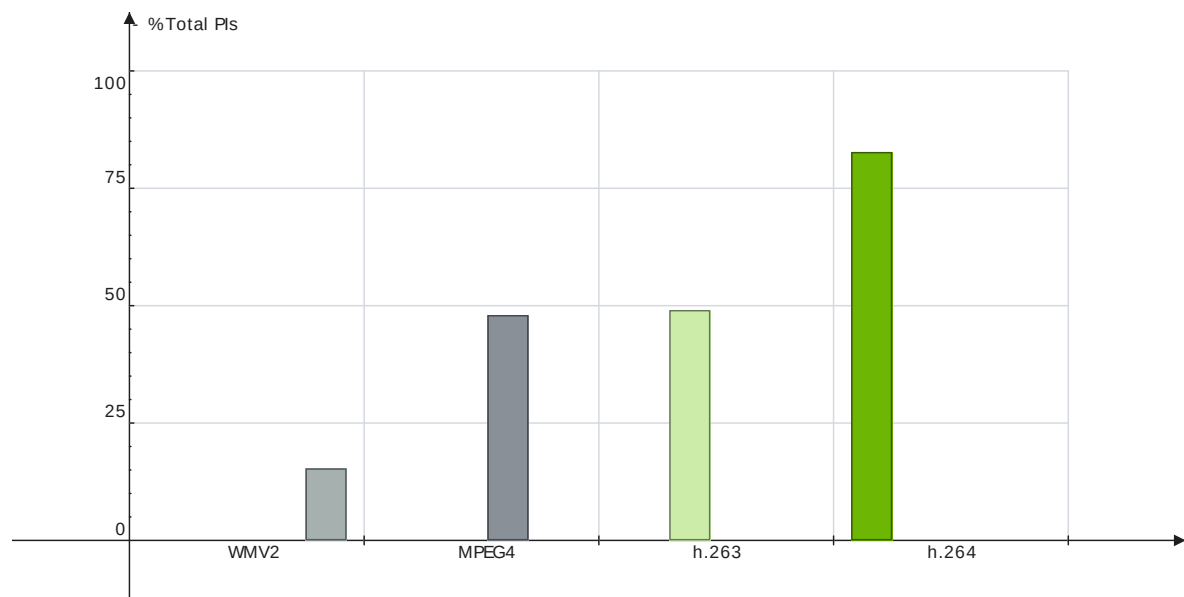
Which formats are supported for video streams?



Container	Jul/2008	Jun/2008	May/2008	Trend
1. MP4	88.64	0	0	↑
2. 3GP	86.26	0	0	↑
3. WMV	15.23	0	0	↑

Video Codec

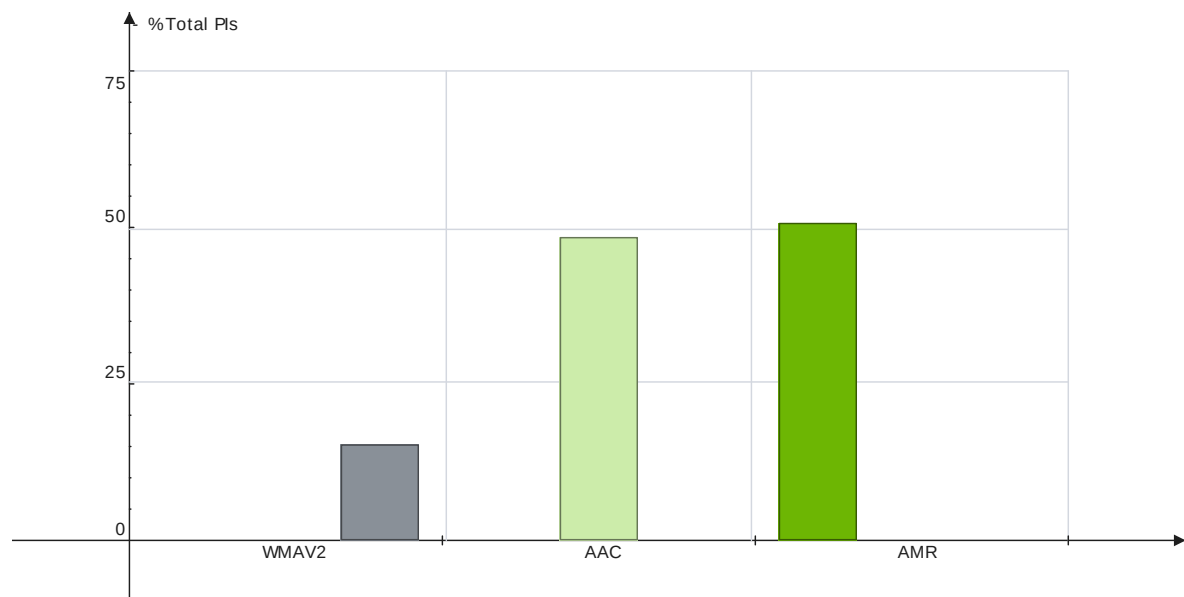
Which video codecs are supported?



Codec	Jul/2008	Jun/2008	May/2008	Trend
1. h.264	82.75	0	0	↑
2. h.263	49.08	0	0	↑
3. MPEG4	48.01	0	0	↑
4. WMV2	15.35	0	0	↑

Video Audio Codec

Which audio codecs are supported in videos?



Codec	Jul/2008	Jun/2008	May/2008	Trend
1. AMR	50.74	0	0	↑
2. AAC	48.48	0	0	↑
3. WMAV2	15.35	0	0	↑

Table 11. Supported Audio Codecs in Video Container

13 About

About Sevenval

Sevenval AG is one of the foremost specialists in mobile internet anywhere in the world, covering the entire value-added chain for this market starting with conceptualization and including technical launch right down to mobile advertising.

Sevenval created its Sevenval Mobile Platform to devise a whole range of ready-for- market software products used by the leading mobile portals. Sevenval's mobile applications have won a series of prizes. Sevenval is the first European company to have a full-service range for mobile advertising in its Sevenval AdMobile Unit.

Sevenval's clients include national and international Mobile Network Operators, content providers, portal and community operators and banks.

For more information visit our website www.sevenval.com

The Country Code & Internet Service Provider Database copyright is owned by www.maxmind.com and was licensed by Sevenval.

Sevenval is part of the YOC-Group.



Legal Notice

The contents of this document are protected by copyright. The contents may not be reproduced in any form (photocopy, microfilm or any other procedure) for commercial purposes without written authorization from Sevenval AG, and may not be processed, duplicated or distributed by way of electronic systems unless a statement to the contrary has been explicitly annotated. All of the brand names and trademarks named within this document are subject to the unrestricted regulations of the currently valid labeling law as well as potentially the property rights of the registered proprietor.

Every effort has been made in the preparation of this document to ensure its accuracy. Sevenval AG assumes no responsibility for errors or damages caused by the information contained in this document.