

## News release

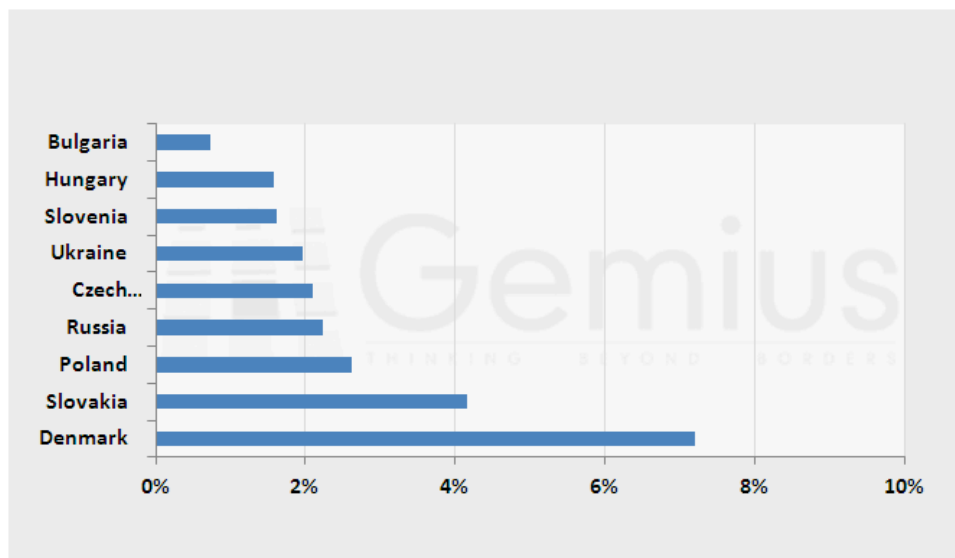
12 January 2012

### CEE – a promising market for further development of mobile internet

**A growing share of page views generated from mobile devices, a boom for tablets and smartphones, interesting surfing habits of mobile users - can we finally say that 2012 will be a year of mobile in CEE?**

According to the gemiusTraffic data, the share of page views generated by visitors using mobile devices is still much smaller compared to those who use PC computers. It is, however, experiencing a dynamic growth. In the CEE countries studied by Gemius, in August 2011 this indicator oscillated around the 2% mark. One exception to this rule was Slovakia, where the size of mobile internet (the share of page views from mobile devices) accounts for approximately 4%. The growth rate is significant: only a year before this share was much lower not only in CEE, reaching for instance 0.87% in Ukraine or 1.87% in Slovakia, but also in Western Europe. An example representing the latter region can be Denmark, which in September 2010 saw only 2.20% of internet traffic coming from mobile devices, but a year later mobile page views reached 7% of all page views.

**Chart 1. Share of page views generated by visitors using mobile devices in the selected countries studied by Gemius.**



Source: Gemius SA, gemiusTraffic, 08.2011

When it comes to preferences of mobile internet users, in 2011 iPad became the most popular mobile device in the CEE region. Over one fifth of page views generated on websites monitored by Gemius comes from this device and this number is growing systematically, rising by about 8 percentage points just between January and September 2011. The strong position of the Apple's tablet is observed in all CEE countries measured by Gemius. iPhone comes second in the ranking of 5 top mobile devices in the region. Samsung, an Apple's competitor, with its mobile products Samsung GT - i9000 (Galaxy

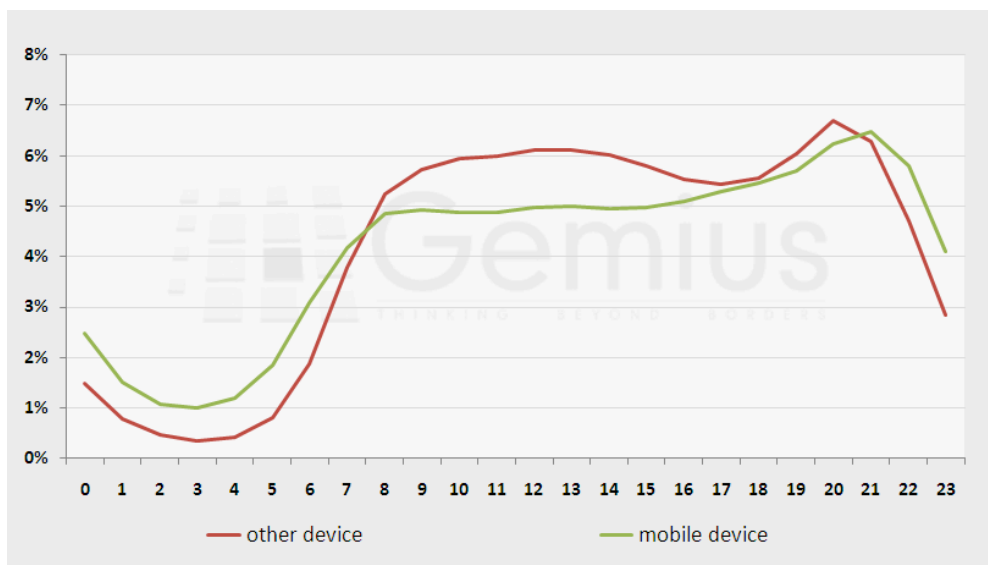
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S) and GT – i9100 (Galaxy SII) falls behind the leader with over 18 percentage points less.

The daily activity pattern of mobile internet users differs from that of the PC internet users. According to the gemiusTraffic data for Slovenia, Bulgaria, Russia, Poland, the Czech Republic, Hungary, Ukraine and Slovakia, they are active online from the early morning, but the peak in page views generated from mobile devices is noted at 9:00 pm (CET). Mobile internet users browse the Web earlier, moving to traditional way of internet surfing throughout the day and finishing their day with phones in hand. It opens new advertising possibilities and proves that mobile internet campaigns could effectively reach the users while they are not necessarily in front of their computers.

**Chart 2. Average daily distribution of mobile and non-mobile page views in the selected countries surveyed by Gemius (Slovenia, Bulgaria, Russia, Poland, Czech Republic, Hungary, Ukraine, Slovakia)**



**Source: Gemius SA, gemiusTraffic, 08.2011**

To sum up, the mobile internet, thanks to the eased access, lower prices of mobile devices, and finally better speed of connection and data transfer, is gaining popularity in Central and Eastern Europe. This trend, further fostered by the growing mobile internet traffic, high user engagement and the increase in smartphone and tablet penetration figures, sets the stage for a slow yet steady development of the market. Few years ago, the internet industry was cautious with investment in mobile ad formats or applications. Today, this is a fast-developing business and technology changing the way we surf the Web.

**For more information, view the Gemius presentation from the Internet Hungary conference entitled [‘Smart, intelligent, mobile: The time is now.’](#)**

**About Gemius**

Gemius is an international research agency, the leader and forerunner in the field of research of the internet and on the internet in Europe and in the Middle East. Originating in Poland, Gemius has expanded across the EMEA region and is now currently operating on thirty markets. The company is the pioneer of the full hybrid methodology for online audience measurement, integrating both consumer panels and advanced site-centric research, giving media planners highly credible results (gemiusAudience). It also offers professional research

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solutions, analytical and advisory services, from site-centric and user-centric studies to technologically-advanced tools for studying internet user behaviour on chosen websites (gemiusTraffic), internet user socio-demographic profiles (gemiusProfile), the quality of WWW page usage (gemiusUsability) and the effectiveness of internet advertising campaigns (gemiusEffect). Gemius also conducts research related to subjects submitted by customers (gemiusAdHoc). Apart from the above-mentioned research services, Gemius offers studies on the behaviour of users who view online multimedia content (gemiusStream) and a research tool for immediate measurement and presentation of all clicks made by internet users on a website (gemiusHeatMap).

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