

comScore launches mobile measurement in Canada

TORONTO, CANADA: comScore, Inc has announced the introduction of its syndicated mobile measurement service, [comScore MobiLens](#), in Canada. MobiLens offers insights into mobile consumers' demographics, behaviours, and device attributes and capabilities, to provide a comprehensive picture of the mobile market.



Canada marks the eighth individual market now reported in MobiLens, along with US, UK, France, Germany, Italy, Spain and Japan.

"We are excited to bring MobiLens to market in Canada in order to deliver a mobile measurement solution to this growing industry," said comScore vice president Bryan Segal. "MobiLens provides valuable and actionable reporting capabilities, essential for establishing mobile as a legitimate advertising medium. Advertisers, publishers, advertising agencies, and mobile carriers alike can now gain visibility into Canada's mobile audience and optimise their sales and marketing strategies for this rapidly developing market."

Mobile behaviours in Canada

Mobile subscribers in Canada exhibited strong usage of mobile media on their devices. In March 2011, 40.6% of mobile users in Canada used an application on their mobile device, while 32.7% used a mobile browser. Accessing of news/information was conducted by 35.2% of the mobile audience, while social networking sites or blogs were used by 25.4%. Sending text messages and taking photos with their phone were the top two activities, used by 64.5% and 48.9%, respectively. Accessing work or personal email represented 29.7% of the total mobile audience.

Select Mobile Behaviours in Canada March 2011 Total Canada Mobile Audience Ages 13+ Source: comScore MobiLens	
	Share of Mobile Subscribers
Total Mobile Subscribers: 13+ yrs old	100.0%
Sent text message	64.5%
Took photos	48.9%
Used application	40.6%
Accessed news and information	35.2%
Used browser	32.7%
Used email (work or personal)	29.7%
Played games	27.3%
Accessed social networking site or blog	25.4%
Accessed weather	22.9%
Used major instant messaging service	21.1%
Accessed search	21.1%
Captured video	20.3%
Listened to music on mobile phone	19.0%
Accessed maps	17.5%
Accessed sports information	13.1%
Accessed entertainment news	13.0%
Accessed movie information	12.0%
Accessed bank accounts	11.1%
Accessed restaurant information	9.8%
Accessed financial news or stock quotes	9.4%

Smartphone penetration across global markets

Smartphone adoption continues to spread across the globe at various rates. Canada's smartphone penetration reached 32.8% in March 2011, marginally higher than that of the US. The UK led all reportable markets in smartphone penetration at 40.8%, followed by Spain (40.2%) and Italy (38.3%).

Smartphone Penetration Across Global Markets March 2011 Total Mobile Subscribers Ages 13+ Source: comScore MobiLens	
	Share of Mobile Subscribers
Total Smartphone Subscribers	100.0%
United Kingdom	40.8%
Spain	40.2%
Italy	38.3%
Canada	32.8%
United States	32.2%
France	31.4%
Germany	28.3%
Japan	9.7%

Smartphone platform market share in Canada

In March 2011, 6.6 million people in Canada owned smartphones, representing one-third of the total mobile audience. RIM was the leading mobile smartphone operating system with 42.0% share of Canadian smartphone subscribers. Apple ranked second with 31.0% share, followed by Google with 12.2%, Symbian with 6.4% share and Microsoft with 5.1% share.

Top Smartphone Platforms March 2011 Total Canada Smartphone Subscribers Ages 13+ Source: comScore MobiLens	
	Share of Smartphone Subscribers
Total Smartphone Subscribers	100.0%
RIM	42.0%
Apple	31.0%
Google	12.2%
Symbian	6.4%
Microsoft	5.1%

Mobile industry leaders voice support for comScore mobile measurement in Canada

"comScore has a heritage of commitment to the Canadian marketplace. With the growth of mobile from a consumer perspective, and an advertising platform, we are very excited to see the first ongoing syndicated measurement of the mobile market established," said Michael Becker, managing director of North America for the Mobile Marketing Association. "The availability of ongoing data should only help raise the profile and investment in this important and growing media"

"Consumption of mobile media is dramatically accelerating in the Canadian market," said Greg Banducci, head of mobile, Yahoo! Canada. "In order to continue leading and innovating, Yahoo! relies on a comprehensive data set to provide insight

into consumers' mobile behaviours; our own methods and insights combine with products like MobiLens provide us with that advantage."

"Reliable data is an essential ingredient in delivering sound strategic planning and media buying solutions for our customers," said Robert Jenkyn, vice president of Digital Solutions at Media Experts. "We welcome the advent of a comprehensive and ongoing mobile measurement service in Canada. We are eager to derive actionable and verified mobile consumer behaviours as we continue to explore this rapidly evolving media."

For more information on comScore MobiLens, go to

http://www.comscore.com/Products_Services/Product_Index/MobiLens.

For more, visit: <https://www.bizcommunity.com>