

# Mobile views of websites see strong growth

KUALA LUMPUR, MALAYSIA: Effective Measure, a leading provider of digital media planning solutions in emerging markets, has reported that over 115 million web pages are viewed on mobile devices in the month of September 2011 in Malaysia - attributing to a 6% increase in mobile page views from the start of the year.



Effective Measure SEA regional director, Russell Conrad, said, "The increasing number of web pages being viewed on mobile points to a growing, tech-savvy Malaysian audience.

"With over 30% of Malaysians polled saying they access the Internet from their mobile phones, we expect to see a steady increase in page views from mobile looking ahead- in line with the introduction of better broadband connectivity and low price point smartphones.



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## Number of page views from mobile in other South East Asian countries in September:

- Indonesia: 85 million
- Philippines: 25 million
- Singapore: 26 million
- Thailand: 69 million
- Vietnam: 22 million

"The Internet knows no boundaries - advertisers and online publishers should explore the opportunities in producing mobile-friendly content, if they have not done so already," said Conrad.

## Consumer electronic sites most viewed on mobile

Consumer electronics and technology websites in Philippines were the most viewed on mobile - with a significant 12% of web pages in this category viewed on mobile devices in September, a 7% increase from the 'All Categories' monthly average.

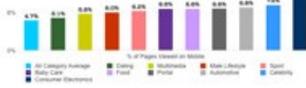
Conrad said: "Consumer electronic sites performed well above all categories, highlighting the Filipino audience's keen interest in electronic products.

"With almost 40% of Filipinos polled saying they access the Internet from their mobile phones, we expect to see a steady increase in page views from mobile across more categories looking ahead - in line the increasing popularity of newly released smartphones such as iPhone 4S.

## Effective Measure top 10 site categories with highest mobile access to web pages, Sept 2011

"As most Filipinos users regard themselves as 'Mavens' - inquisitive, information seekers, mobile-friendly content will be

warmly welcomed if made easily available and engaging," said Conrad.



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