



Global survey reveals new insight into impact of mobile advertising on affluent consumers

Sydney, 21 February 2014. BBC World News and BBC.com/news have today released the results of a global study - the first of its kind - examining the usage of mobile devices by consumers around the world.

The study surveyed 6,000 smartphone owners in Australia, Germany, Sweden, India, Hong Kong and the US. It compared the habits of affluent consumers - the highest 20% income earners in each country - to those of the general population.

The results reveal the increasing importance of smartphones to affluent consumers in most countries and demonstrate the extent to which mobile devices are integrated into their personal and, crucially, their business lives, as improved technology enables greater engagement with content. The study also provides clear evidence that affluent consumers globally, who make up a large proportion of the BBC World News and BBC.com/news audience, are significantly more receptive to mobile advertising than the general population.

In Australia the findings indicate that affluent consumers are increasingly using their mobile phone for business and are accessing news sites directly on their mobile phone in preference to apps, although they are not yet on global trend.

Key findings include:

- 51% of affluent consumers use their mobile phone for business, compared to 40% of the general population. In Australia, this figure is 39% compared to 30%.
- 39% of affluent consumers access the internet via their mobile devices at least once an hour, which is 18% higher than the general population. In Australia there is no difference between the affluent consumer (31%) and the general population.
- More than one in three affluent Australians (34%) are accessing news on mobile phones directly via news sites as opposed to via apps (22%). This is different from the global trend where apps are preferred (37% vs. 26%).
- A third of affluent consumers agree that, if a brand wants to be modern and dynamic, it needs to be on mobile. In Australia this is 22% which is 10% higher than the general population.
- The percentage of high income earners who are happy to see ads on mobile websites rises to 41% globally and 36% in Australia for sites where the content is free.

The survey emphasises the growing trend for news consumption on mobile platforms globally and reflects the results of the BBC's 2012 study of news consumption - <http://www.bbc.co.uk/mediacentre/worldnews/news-consumption.html> - in which 59% of affluent consumers expected to consume more news on their phones over the next five years. It indicates that Australia follows the pattern for increasing mobile phone usage among affluent consumers but that they are not currently consuming news on their mobiles with the same voracity as other territories.



Additionally, 2012's survey found that news consumption on mobiles was mainly restricted to scanning news headlines. In comparison, 34% of new handset users* surveyed in the new study say they now dive deeper when consuming news and are likely to read additional articles connected the original piece. This is 42% higher than for those using older handsets. Owners of the latest handsets are also 10% more likely than the general population to watch news video or stream content on their mobile phones.

Jim Egan, CEO of BBC Global News Ltd said: "The rapidly growing importance of mobile to our global audiences is one of the big themes for our industry and we are constantly working to create the best mobile browsing experience, be that with the introduction of our international BBC News and Sports apps, or on-going responsive design innovations."

Alistair McEwan, VP of BBC Advertising ANZ said: "This global survey tells us that affluent consumers in Australia spend a great deal of time on their mobile phones for work purposes and demonstrates how important mobile is in the multi-channel mix. This presents an opportunity for advertisers to get ahead of the curve and reach and engage affluent consumers in new and creative ways."

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For more information and an infographic on the findings contact: **Laura Dumbrell, ph: +61 2 9744 4502, laura.dumbrell@bbc.com**

Notes to editors

*New/latest handsets defined as those released since September 2012.

The study was conducted by Millward Brown.

BBC World News and bbc.com/news are owned and operated by **BBC Global News Ltd**, a member of the BBC's commercial group of companies.

BBC World News is available in more than 200 countries and territories worldwide, and over 360 million households and 1.8 million hotel rooms. The channel's content is also available on 175 cruise ships, 53 airlines and 22 mobile phone networks. For further information on how to receive BBC World News, download schedules or find out more about the channel, visit bbc.com/tvschedule. bbc.com is one of the most respected brands on the internet and complements **BBC World News** in its offering of high quality, up-to-the minute international news, business, sports, weather, lifestyle, technology content and in-depth analysis. Launched in November 2007, the site attracts 58 million unique visitors each month.

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