



Mobile users in the U.S. use mobile Internet services more than UK users

Recently, [Bytemobile](#) commissioned a research on mobile internet and consumer usability. According to the study results, contrary to popular belief, more mobile users in the U.S. are using mobile internet services on a daily basis than U.K. users — with 57% of participants reporting daily usage in the U.S. compared to 46% in the U.K. However, it's not the web, users are accessing the most - it's directions, weather and email.

Other findings:

- 96% of the study participants said they expect the mobile browsing experience to be the same or at least similar to the browsing experience on their PC.
- Regarding paying for premium services, 75% of participants would pay to have content adapted if it would look more like the PC-web browsing experience.
- Less than half of participants access videos from their mobile phone, with most commenting that was not very important for them. It's the device limitations (screen size, battery life and memory capacity) participants quoted as reasons for not accessing video.
- Regarding the future of mobile TV, participants do not trust mobile video enough to commit to watching long clips (greater than 5 minutes).
- Finally, regarding ad-supported content nearly all of participants stated they would rather watch a short video ad preceding video content than pay for video itself.

There you have it - another research subtly suggests users want free ad-supported content and unlimited data plans (that's actually me suggesting it).

