

# InfoGin finds mobile internet inadequate

By Danielle Long

One in three (33 per cent) UK mobile users want to use the web on their handset, but only if it's as easy as on a PC, according to InfoGin's recent survey.

The survey of mobile internet adoption found that 11 per cent of UK users have browsed the web on their mobile, compared to more than 28 per cent worldwide. And 20 per cent said they found it too difficult.

According to Eran Wyler, CEO and founder of InfoGin, the survey shows that, despite clear consumer demand, UK mobile operators have not put enough thought into web browsing.

"Our research indicates that UK operators have not fully embraced the potential of the



Wyler: UK operators are behind

mobile internet while they focus on other mobile data services, such as mobile TV. There is clear demand and a potential of 8.7 million new users."

The survey also found that those using mobile internet

access entertainment and interactive content. Ten per cent search for sports results and internet gaming; nine per cent use instant messaging and email; and six per cent access news weather and information.

"The Brits' love of sport is driving growth, with two-thirds of men surfing the internet on their mobiles to check the latest results, suggesting that the World Cup could provide an upturn in demand," said Wyler.

"We can certainly resolve any outstanding issues pertaining to mobile internet for UK operators in time for the World Cup. Such a service will enable operators to unleash the potential upsurge in demand for mobile data usage around this time."