

Gen Y carry the net in their hands

If you want to reach Generation Y, you are increasingly likely to have to take them by the hand. That hand invariably has an internet-enabled mobile phone in it.

Recent studies by Brisbane-based Generation Y and youth marketing and advertising agency, Fresh has found 40 percent of the 'GenY' demographic in Australia have access to mobile internet from their handset with nearly half - 46 percent - using mobile internet at least once a month.

Fresh's managing director, Adam Penberthy describes this strong growth in use of internet on handsets as the inevitable evolution of a converging communications community.

"Gone are the days when only the Jones' kids could access internet via their handset. With mobile carriers jumping at light speed to develop ways to make it both more accessible and affordable, we expect steady increases in user adoption," Mr Penberthy said.

The Fresh study focused on mobile phone users between the ages of 10 and 28. It included users in both regional and metro locations across Queensland.

"The group that stood out the most was the 18-20 year old segment, which we found were the primary users of mobile internet," Mr Penberthy said.

One third of 18-20 year olds said they use mobile internet on a frequent or daily basis, which is 12 percent higher than the average of Generation Y.

"From our survey findings, the majority of Generation Y use mobile

internet on average once per week, the 18-20 year old group were the clear exception though," Mr Penberthy said.

"These users primarily use mobile internet to 'search for information' albeit, weather, entertainment information, sporting results or various other content.

"As well, there was an overarching belief that Google's mobile friendly site was frequented to fulfill this need," he said.

GOOGLE ON THE BUTTON

The fast-paced development of Google's mobile internet service is a direct outcome of the rapidly increasing thirst for information by the tech-savvy Generation Y, which has resulted in a "watershed moment in terms of mobile internet usage" according to Google's product manager, Matt Waddell.

Increased accessibility to data networks, the speed of transmission and progressive features available to users on their handsets will all help drive mobile internet usage.

"With the recent release and the hype generated about the Apple iPhone we assume that the percentage of active users will undoubtedly increase over the coming 12 months," Fresh's Mr Penberthy predicted.

The research found there were identifiable trends within the particular age groups showing the different motives behind the use of mobile internet. The 10-14 age group were predominantly downloading ring tones and handset related content.

Among the 15-17 and the 24-28 age groups, sporting results are the most



Gen Y embraces iPhone age.

popular. Accessing social networking mobile sites (Facebook and Myspace primarily) was prevalent among the 18-20 market, while the 21-24 age group are interested in email and MSN.

This information has particular importance for companies interested in targeting these ages through possibilities of cross promotion and identification of media channels, Mr Penberthy said.

"Think of all the times when you were out and you struggled to think of the name of that obscure movie, actor or song title. Mobiles (through mobile internet) have become that friend that knows everything, yet fits in your pocket," he said.

The report also looked at which mobile carrier Gen Y preferred. Optus was the prime controller of the 18-24 sector at 37 percent market share, while Telstra had a strong foothold over the rest of the age bracket.

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