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LATEST NEWS**Mobile internet attracts Gen Y crowd**

BRISBANE: Internet mobile usage among Gen Y is only going to increase, with the iPhone propelling its popularity, a new study has found.

Queensland-based youth marketing agency Fresh has found 40% of the Gen Y demographic in Australia have access to mobile internet from their handset, with 46% using it at least once a month.

The study focused on 10 to 28-year-old mobile users in regional and metropolitan locations across Queensland, finding that the 18 to 20-year-old age group was the biggest users of mobile internet.

One third of the age group said they used mobile internet on a frequent or daily basis, 12% higher than the average Gen Y user.

"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," said Adam Penberthy, managing director of Fresh.

The launch of the iPhone, giving accessibility to data networks and making more online features available to handset users will drive an increase in mobile internet usage, Penberthy said.

"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

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Damaging to the industry

Great entertainment

A ratings hit for the ABC

Has turned industry players into rock stars

None of the above

All of the above

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months," he said.

The study found that within the age groups surveyed, 10 to 14-year-olds used mobile internet to download ring tones and handset related content, while 15 to 17-year-olds and 24 to 28-year-olds searched for sporting results.

Social networking sites including Facebook and MySpace was prevalent among the 18 to 20-year-old age group, while 21 to 24-year-olds were interested in email and MSN messenger.

The study also found Optus was the prime controller of the 18 to 24-year-old age bracket at a 37% market share, while Telstra had a strong foothold over the rest of the age bracket.

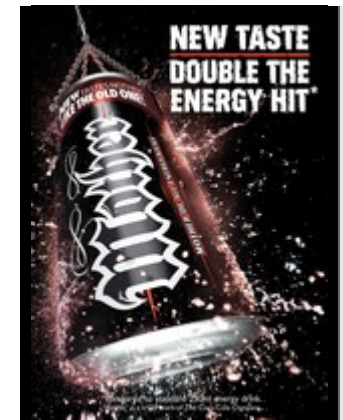
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- 22 July 2008

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