

Mobile Commerce reveals top UK Mobile Search terms and changing trends of 2011



Mobile Search has continued to grow during 2011, with the average number of searches per user up 30%, whilst 'Facebook' remains the number one search term according to an analysis of UK Mobile Search in 2011 released today by Mobile Commerce.

Mobile Commerce, the UK's leading provider of optimised monetised Mobile Search services, has been providing Mobile Search services since 2004 and handles over 25% of searches from mobile internet users via UK operator portals, and a growing number of others seeking to monetise their mobile assets. The company deals with 3.6 billion searches a year in the UK and USA and has developed a detailed knowledge of what mobile users search for and how it changes year by year.

Using its analytic tool to analyse these search requests and clicks, Mobile Commerce has released a summary of the findings on UK Mobile Search during 2011.

Top 20 Mobile Search terms of 2011

Top 20 Mobile Search Terms of 2011 (last year's position in brackets)

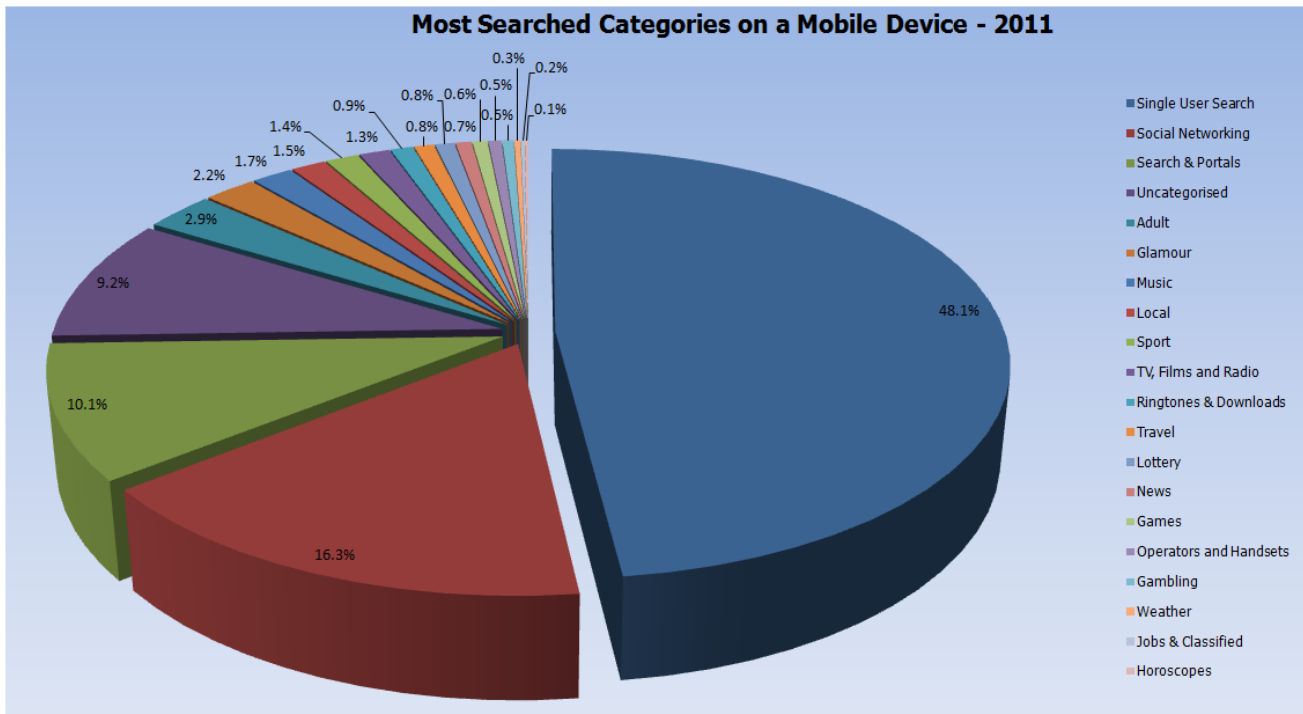
1. Facebook	(1)	11. You tube	(13)
2. Google	(2)	12. Face book	(14)
3. Youtube	(4)	13. Flirtomatic	(15)
4. Ebay	(6)	14. Facebook login	(new entry)
5. www.facebook.com	(5)	15. Plenty of fish	(18)
6. Facebook.com	(8)	16. MSN	(10)
7. Hotmail	(9)	17. Yahoo mail	(17)
8. Yahoo	(11)	18. Plentyoffish	(new entry)
9. Lottery	(12)	19. Lotto	(new entry)
10. Google.com	(19)	20. Twitter	(20)

Over the last 12 months, the top 20 individual terms users submitted from their mobile devices has changed slightly. Whilst 17 remain the same, there are three new terms: 'facebook login', 'plentyoffish' and 'lotto'.

The three terms to have dropped out of the top twenty are 'Bebo' (down from 3 to 21) 'Ebuddy' (down from 7 to 27) and 'Free Games' (down from 16 to 38).

NB The monthly searches of 'Bebo' has dropped by 90% over the year so its position is maintained by the high volume of searches 12 months ago.

Categories



What mobile users have been searching for over the 12 months ending 30th November 2011

Mobile Commerce's categorisation tool makes it easy to see what users are searching for. The largest section is 'Single User Search' – these are search terms unique to individual users. As such they truly represent the long tail. *Single User Search* currently stands at 48.1% and has risen from 45.1% over the year.

Uncategorised represents 9.1% of all searches. These are search terms from multiple users that don't fit into the other categories.

Category winners

- **Dating**

Single terms can be deceptive as users often have different ways of looking for the same things. Although *Flirtomatic* is the most searched dating site, when search terms are aggregated *Plenty of Fish* receives twice as many searches.

- **Football**

Manchester United and *Liverpool* dominate the searches with *Arsenal* lagging in third position. High spending *Manchester City* only receive 16% of the volume of searches of *Manchester United*.

- **People**

Justin Bieber, *Cheryl Cole* and *Rihanna* were the most searched individuals over the 12 months with *JLS* being the most searched band.

- **Astrology**

Jonathan Cainer remained the most searched astrologist while *Gemini*, *Taurus* and *Virgo* were the most searched star signs. Interestingly, the least searched star signs coincide with the summer holiday periods – *Cancer* & *Leo*, and getting ready for Christmas – *Sagittarius*.

Winners and losers in 2012

When just the last two months are analysed it is possible to predict which terms might drop from next year's top 20 and what they might be replaced with.

'*MSN*' and '*plenty of fish*' are likely to drop from the top 20 individual terms and could be replaced by '*chat*', '*BBC*' or '*tubidy*'.

The category with the largest percentage increase was '*Jobs*' with a 57% increase.

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<http://bit.ly/ttpFRv> #LBS #mcommerce #search #mobilesearch

About Mobile Commerce

Mobile Commerce has been operating managed services to Tier One Mobile Operators since February 2002 and is the UK's leading provider of Local Search and Monetised Search services on mobile. Current customers include Vodafone, O2, T-Mobile, Orange, Yahoo!, Nokia, HP, thomsonlocal.com, The AA and Sony Ericsson.

A growing element of Mobile Commerce's core business model is the development of monetised search using paid listings. Mobile Commerce offers a Monetised Mobile Search solution connecting mobile users with advertisers. This generates additional revenue for publishers and gives advertisers relevant and targeted distribution.

Mobile Commerce has published a White Paper containing unique insights into Mobile Search - to download a summary version go to <http://tinyurl.com/26h8ajm>

In addition to monetising search, the company is the leading provider of location and develops html5 mobile internet sites as well as apps on multiple platforms.

Over the years, the company has won a number of awards including being named in Deloitte's top 50 fastest growing UK tech companies ranking the country's 50 fastest-growing technology companies based on percentage growth over five years and joining the Tech Media Invest Top 100, which showcases the UK's most innovative media and technology companies.

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