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**Highlights**

Welcome to **MobileDevPro**, a new resource brought to you from the familiar editors and authors of the **Windows IT Pro** family of publications and our Penton Media colleagues at **Connected Planet Online**, which covers the telecom and wireless industries.



Windows IT Pro   Connected Planet

Together, we aim to bridge the gaps between the mobile industry, the IT and developer communities, and an increasingly mobile business world that seeks to better understand how they can benefit from mobile technology.

June 21, 2011 12:21 PM

## Mobile App Use Now Ahead Of Desktop Web Browsing

Michelle Maisto

Mobile Dev Pro

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If lately you find yourself spending more time using apps on your mobile device than cruising the Web not only on your phone but on your computer as well, it turns out you're not alone. According to a new report from Flurry, consumers now spend more minutes each day — 7, to be exact, or 9% more time overall — interacting with mobile apps than using the Web.

The data shows a continuing shift in how users interact with content online. While online usage seems to have shifted toward mobile apps, mobile usage could be shifting away from apps and back toward HTML5-based Web browsing. So we may not have reached an end-state quite yet.

While in June 2010 the average mobile device user spent 65 minutes a day on the Web and 43 minutes using mobile apps, by December those figures were more neck-and-neck — at 70 and 66 minutes, respectively — and this month mobile apps jumped ahead. Users now spend 81 minutes on apps, and 74 on the Web.

"This growth has come primarily from more sessions per user, per day rather than a large growth in average session lengths," Flurry explained in a blog post. Time spent on the Internet has grown at a



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**UPCOMING EVENTS**

SharePoint Connections Coast-to-Coast Tour, San Francisco

Date: 5/9/2011 - 5/11/2011

Location: San Francisco

Category: SharePoint,SharePoint

**Description:** The SharePoint Connections Coast to Coast Tour and Microsoft Bootcamp are coming to San Francisco, CA May 9-11, 2011 at the Grand Hyatt San Francisco. We're bringing the best speakers from SharePoint Connections to you.

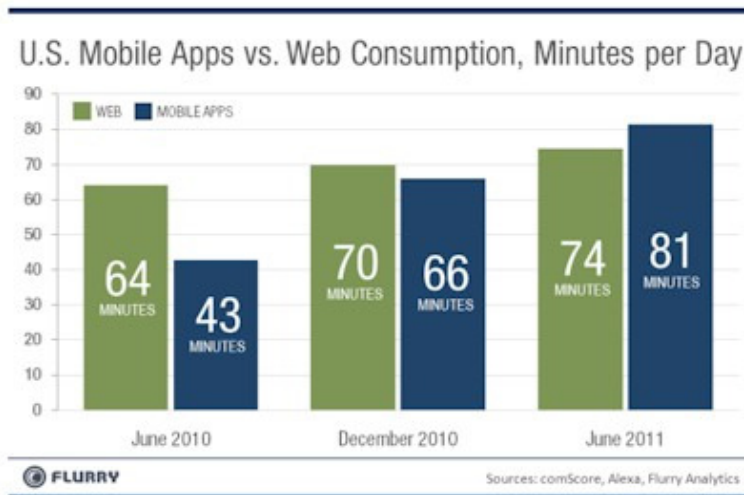
much slower rate, 16% over the last year, with users now spending 74 minutes on the Internet a day."

How does all that app use break down? If you guessed games (47%) and social networking (32%), you're spot on.

Sidenote: These are hardly just American trends. According to Nokia, Malaysians, the heaviest users of social networks, spend 9 hours a week, on average, with such sites; 40 percent of Vietnam accesses the mobile Web on their phones; and Facebook has a 94 percent penetration rate in the Philippines. (CP: [With new \(including non-smartphone\) devices, Nokia takes first steps toward its future.](#))

Flurry notes that with games and networking constituting 79 percent of consumers' mobile app time, it's little wonder that Facebook has Project Spartan in the works, wanting to work around the Apple App Store and keep its major profits to itself. (MDP: [Facebook, Planning an iPad App, Looks to Work Around Apple.](#))

"Games, which typify the most popular kind of app played on the Facebook platform itself, are also the top categories on both Android and iOS platforms," states Flurry. "As interactive media usage continues to shift from the web to mobile apps, one thing is certain: Facebook, Apple and Google will all expend significant resources to ensure that no one company dominates owning the direct relationship with the consumer."



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Get your team up to speed for developing, deploying and administering SharePoint 2010 sites and get on the SharePoint success. Catch this one-of-a-kind tour a stops in Chicago! August 8-10, 2011.

#### **Identity Management: The Basics and Beyond**

In this three-part eLearning series, Jan De Clercq explains the building blocks of a modern identity management system.

#### **DevConnections returns to Las Vegas this fall**

Join us October 31 - November 3, 2011 and explore latest technology trends. DevConnections brings the experts and the community together with three days over 50 sessions plus workshop. Register before August 1st and save!

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