

THE EVOLUTION OF CONTENT CONSUMPTION ON MOBILE AND TABLETS

OPPA investigated in March 2013 its members, in order to design a clear picture of the traffic on all devices, browsers and apps.

One year later is it time to update the evolution and take a deeper dive in the mobile data and its evolution.

THE MOBILE AND TABLET EVOLUTION OF CONTENT PUBLISHERS : UPDATE MARCH 2014

- The monthly page requests on all devices (PC, smartphone, tablet) measured on the OPPA members' sites are **37% higher as in March 2013**.

	MARCH 2013	MARCH 2014
Monthly Page Requests ALL DEVICES	867 mio	1,38 billion

- The repartition between the devices is comparable with last year.** From the 1.38 billion page requests, 72% are generated on PC, 21% on mobile (apps and mobile browsers) and 7% on tablets (apps and tablet browsers)

	MARCH 2013	MARCH 2014
PC Monthly Page Requests	73%	72%
Mobile Monthly Page Requests	21%	21%
Tablet Monthly Page Requests	6%	7%

- All devices are growing in number of page requests. After the impressive growth of traffic on smartphones in March 2013, there is **a huge growth of the monthly traffic on tablets in March 2014 compared with the page requests of March 2013**.

	MARCH 2013	MARCH 2014	EVOLUTION
PC Monthly Page Requests	633 mio	998 mio	37%
Mobile Monthly Page Requests	182 mio	284 mio	36%
Tablet Monthly Page Requests	52 mio	98 mio	47%

- The total number of **tablet en mobile app downloads** increased from 2.6 mio to 4.5 mio, that's **x 1,75** in 1 year time. There is an average growth of **127 000 new downloads** every month.

	MARCH 2013	MARCH 2014	EVOLUTION
Mobile & tablet App Total downloads	2,6 mio	4,5 mio	43%

THE FUTURE IS BRIGHT - THE LATEST APPS – MAY 2014

While content consumption on smartphones and tablets is growing, content publishers continue developing new apps. **It's a booming market that continues growing.** Not only the number of page requests and the number of downloads is increasing every month, also new apps are regularly launched.

- The latest apps :
 - **Feel.it** from Sanoma : A woman's guide on tablet. Feel.it is an interactive lifestyle guide on tablet that encourages the app user to get the best out of the week. Feel.it is launched on the 21st of May 2014.
 - **Ciné-Télé-Revue** is available on tablet since the 22nd of May 2014. This apps allows readers to access the latest content and updates in avant-premiere.



Platform	Tablet: Compatible with iOS and Android
Language	Dutch
Launch date	May 21st, 2014
Distribution	The feel.it app can be downloaded for free in App Store or Google Play Store. Every Wednesday a new digital magazine can be downloaded with a voucher code. 1 voucher code is valid for 1 month (4 editions of feel.it). This voucher code is included in Feeling, the print monthly, or can be purchased via App Store or Google Play Store. Subscribers can freely download feel.it with their subscription information.

Curious about the feel.it app? Please contact your sales representative. He or she will provide you with a code to download this online magazine.

THE BRAND

feel.it is a new weekly magazine on tablet by the makers of Feeling. Just like the monthly, feel.it offers inspiring lifestyle content: fashion, beauty, gastronomy, culture, travel and other stylish subjects are covered. The digital weekly selects the 10 must dos of the week.

But feel.it goes further and aims to offer the app user a digital experience. The lifestyle content is enriched with photo galleries, animations and audio & video fragments. Besides, feel.it engages with its readers: the app user can localize a hotspot, share a charming image on social media, make reservations in a recommended restaurant, shop a trendy accessory online, ... The interactive possibilities are unlimited.

In short, feel.it is an interactive lifestyle guide on tablet that encourages the app user to get the best out of the week.

Ne tournez plus les pages...
Faites-les glisser!



Téléchargez l'application GRATUITE pour tablette.

  Plus d'infos sur cine.telerevue.be/tablette

 **Tout pour me plaire.**

Ne tournez plus les pages ... Faites-les glisser !

A partir du jeudi 22 mai, Ciné-Télé-Revue arrive sur votre tablette.

- Rendez-vous sur l'App Store ou Google Play
- Cherchez Ciné-Télé-Revue
- Téléchargez gratuitement l'application
- Si vous avez un i-Pad, vous verrez la couverture de la semaine, et si vous avez une tablette Android, vous verrez le logo CTR.

Que des avantages :

- **Rapide** : lisez votre magazine préféré avant tout le monde (disponible dès le mercredi en fin d'après-midi)
- **Avantageux** : Profitez de nos offres de lancement exceptionnelles
- **Emportez-le en vacances** : Où que vous soyez, téléchargez votre magazine.
- **Pratique** : Sur votre i-Pad, profitez de la lecture guidée. Zoomer sur le texte, l'application ajustera la colonne à votre écran et poursuivez votre lecture à l'aide de flèches.

BACKGROUND

- OPPIA investigated in March 2013 its members, in order to design a clear picture of the traffic on all devices, browsers and apps : from the 867 mio impressions generated on the OPPIA members' sites, 73% was generated on PC, 21% on smartphone and 6% on tablet. The mobile app downloads increased 8 x in 4 years. Especially content consumption on smartphones increased between March 2012 and March 2013.
- In March 2014 it was time to have a deeper look in the latest evolutions. The number of participating site decreased slightly, the number of m-sites reached the same level, the number of smartphone and tablet apps increased the most.

	March 2013	March 2014
Number of websites	66	61
Number of m-sites	39	39
Number of smartphone and tablet apps	50	61

- The complete analysis of March 2013 are available in the free white paper "Smartphones in the world of content publishers" :
http://www.theppress.be/media/12/files/OPPIA%20WHITE%20PAPER.pdf?utm_source=white%20paper&utm_medium=site&utm_campaign=Oppa%20white%20paper&phpMyAdmin=1O8gxZogQwd1ACs65xffSyzwg01

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