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Mobile Phones to Become Most Popular Web Access Devices by 2013

Predict Gartner analysts

Mobile browsing to become a lot more popular in the future
3G.co.uk

When was the last time you used your mobile phone for accessing the Web? I don't know about you, but in my case, it was about an hour and a half ago, while waiting for the subway. Nothing serious, just checking my e-mail account and my Twitter...

Anyway, it seems people are employing mobile phones for Internet access a lot more than they used to in the past (simply because there a lot more smartphones capable of providing such functions out there), and the trend will only go up, according to Gartner analysts. Within their latest study, called "Gartner Highlights Key Predictions for IT Organizations and Users in 2010 and Beyond," the market analysis company claims that by 2013, mobile phones will overtake PCs as the most common Web access device worldwide.

According to Gartner's PC installed base forecast, the total number of PCs in use will reach 1.78 billion units in 2013. By then, the combined installed base of smartphones and browser-equipped enhanced phones will exceed 1.82 billion units and will be greater than the installed base for PCs thereafter.

Gartner's report also states that "Mobile Web users are typically prepared to make fewer clicks on a website than users accessing sites from a PC. Although a growing number of websites and Web-based applications offer support for small-form-factor mobile devices, many still do not. Websites not optimized for the smaller-screen formats will become a market barrier for their owners - much content and many sites will need to be reformatted/rebuilt." Of course, this is just one of the predictions issued by Gartner, but others are also pretty interesting (especially if you're a part of the IT industry), so they're worth taking a quick look at.

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