



The Media, Minorities and Mobile

What the future holds

A glimpse

by Aly Colón

For ASNE: “Leadership in Diversity”

The internet has surpassed newspapers and radio in popularity as a news platform...ranks just behind TV

Project for Excellence in Journalism 2010



40% of all Americans use mobile for internet, email, or IM

Pew Internet & American Life Project 2010



One quarter (26%) of all Americans say they get some form of news via cell phone today—that amounts to 33% of cell phone owners.

Project of Excellence in Journalism



What news mobile users access:

- Weather: 26%
- News/current events: 25%
- App for news content: 18%
- Traffic: 13%
- Financial: 12%
- News via email/texts: 11%
- **Source: "Understanding the participatory news consumer"**

Mobile phones offer tremendous access to consumers



- With 88% market penetration and 16 hours of connected time a day, the mobile phone represents the technology with the broadest reach possible in the world today[1].
- Mastering The Mobile Medium by Haden Kirkpatrick Source (Consumption): Nielson Media Survey 2009, Reach (Mobile) : Yankee Group Global Mobile Forecast and US Census Data, Reach (Other) : Nielson Media Group 2010



Mobile:
local
audiences/
local content

Great news for news
publishers

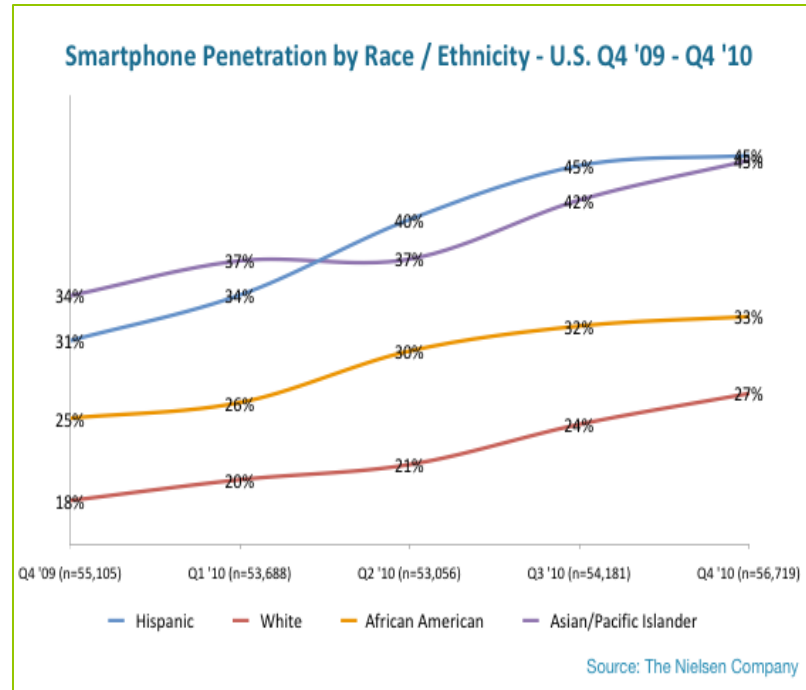
The top four uses for mobile are news, traffic, sports and weather.

-- Bill Gannon, GM of local sales for Verve Wireless

- “Local will own mobile,” he said. “Today, eyes are on the phone, not ears ... In the next two and a half years, more people will access the Internet with a wireless device than with [a PC].”



Smartphone penetration is higher among mobile users who are part of ethnic and racial minorities in the U.S. than White mobile users



African Americans are the most active users of the mobile internet – and their use of it is also growing the fastest.

Pew Internet & American Life Project-2009



- **48% of African Americans** have at one time used their mobile device to access the internet for information, emailing, or instant-messaging.
- **29% of African Americans** use the internet on their handheld on an average day.

Mobile access to data and information

Handheld internet use by African Americans grew 141 % between the end of 2007 and of 2009. Handheld internet use on the average day grew by 73% for general population.

Pew Internet & American Life Project 2009



Associated Press / Kristin Murphy

English-speaking Hispanics are ardent users of wireless access, whether that is on a handheld device or a laptop computer.

Pew Internet & American Life Project-2010

- **55%** of English-speaking Hispanics go online using a handheld device
- **87%** of English-speaking U.S. Hispanics owned a cell phone, vs. 80 percent of non-Hispanic whites



African-Americans/Latinos continue to outpace whites in their use of data applications on handheld devices.

Pew Internet & American Life Project-2010

	All adults	White, non-Hispanic	Black, non-Hispanic	Hispanic (English-speaking)
Access the internet	38	33	46*	51*
Use a social networking site	23	19	33*	36*

African-Americans and Latinos

Pew Internet & American Life Project-2010

- 18% of blacks and 16% of English-speaking Hispanics are cell-only wireless users,
- compared with 10% of whites.

- In total, roughly half of African-Americans (54%) and
- Hispanics (53%) go online from a mobile phone.

Sampling of Sources

- **Understanding the participatory news consumer:**
http://www.pewinternet.org/~media/Files/Reports/2010/PIP_Understanding_the_Participatory_News_Consumer.pdf
- **Mobile Access**
2010:http://www.pewinternet.org/~media/Files/Reports/2010/PIP_Mobile_Access_2010.pdf
- **Navigating News Online:** http://www.journalism.org/analysis_report/navigating_news_online
- **Verve Wireless execs: How to launch a successful mobile strategy**
<http://www.newsbizblog.org/2011/05/verve-wireless-exec-s-how-to-launch.html>
- **Minorities most active on mobile phones:**<http://thehill.com/blogs/hillicon-valley/technology/115645-minorities-most-active-on-mobile-phones>
- **Pew: minorities embrace internet via handheld devices:**<http://arstechnica.com/tech-policy/news/2009/07/pew-minorities-embrace-internet-via-handheld-devices.ars>
- **Hispanics lead U.S. embrace of mobile technology:**<http://www.cnn.com/2011/TECH/mobile/05/20/hispanic.mobile.engagement.gahran/index.html>
- **Wireless Internet Use Soaring Thanks to Young People and Minorities:**<http://www.technewsdaily.com/wireless-internet-use-soaring-thanks-to-young-people-and-minorities-0824/>
- **Technology Trends Among People of Color**
:<http://www.pewinternet.org/Commentary/2010/September/Technology-Trends-Among-People-of-Color.aspx>