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# ***Wattpad Global Ebook Metrics Report Q3 2009***

# About Wattpad

Founded in 2006, Wattpad's vision is to revolutionize the way people publish and read written works. The material on Wattpad is created by the community of users. Anyone can publish what they have written - a romantic story, a fan fiction, poetry or a novel - and read by anyone. All the content can be easily accessed on Wattpad's website ([www.wattpad.com](http://www.wattpad.com)), mobile site ([m.wattpad.com](http://m.wattpad.com)) or through the Wattpad application that supports over 1,000 phone models including Nokia, BlackBerry, Apple iPhone, Google Android, Motorola, Sony Ericsson, Samsung, LG, Sharp, Sanyo and more.

Wattpad has experienced explosive growth since its inception. Wattpad is now the world's most popular ebook community where readers and writers discover, share and connect, delivering billions of pages from its library of over 200,000 ebooks created by the community. Wattpad generates more than 3.5M visits and 30M page views per month from its websites. With over 4 million downloads, Wattpad is also the most widely used mobile ebook application in the world.

Wattpad is the pioneer in ebook cloud services. As a result, Wattpad can analyze every upload, read, search and click and uses this to optimize its services. This report offers a snapshot of the data to provide insight into trends in the ebook ecosystem.

# Report Highlights – Q3 2009

- ✦ Wattpad mobile usage continues to grow. Subscribers now come from 600 mobile operators in more than 160 countries with cumulative downloads of over 4 million.
- ✦ Although Java devices continue to be the most popular mobile ebook devices, the usage gap between Java devices and iPhone is shrinking. Fewer than 50% of ebook consumption was on Java devices while 42% of was on iPhone, this compares to 63% for Java devices and 33% for iPhone in Q2 2009. BlackBerry usage has grown almost 160% compared to Q2.
- ✦ US replaced Indonesia as the leading country in mobile ebook consumption in this quarter. Its dominancy comes mainly from the iPhone market. In the non-iPhone market, Indonesia and Vietnam together contribute to more than two third of the market.
- ✦ Over the last quarter, there is a 40% growth in desktop ebook consumption. More readers are reading from their desktops and they read more pages compared to Q2.

## Content

Market Penetration by Device

Geographic Distribution by usage

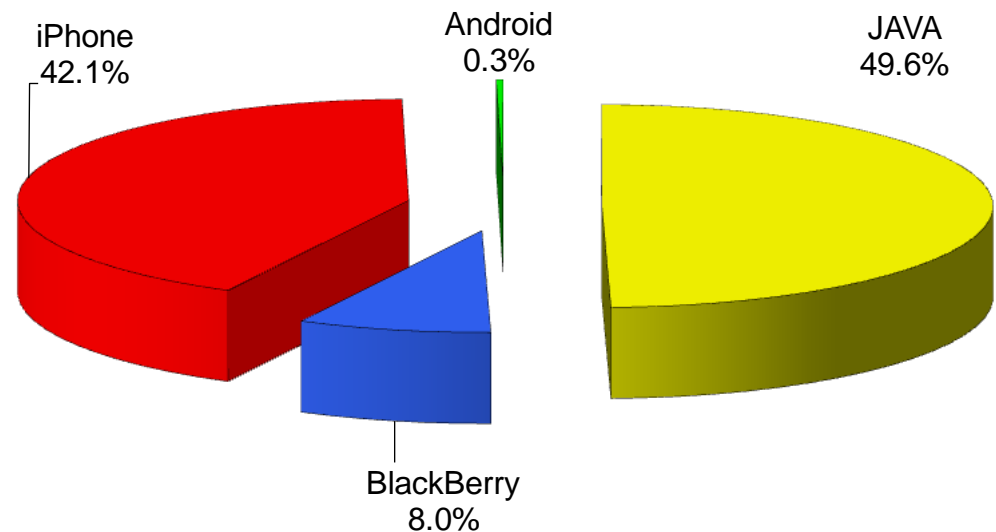
Online Ebook Consumptions

Fun Facts

# Market Penetration by Device

- Java devices continue to be the leading devices in mobile ebook consumption in Q3. However, the usage gap between Java devices and iPhones is shrinking. In this quarter, just under half of the ebook consumptions was generated through Java devices (63% in Q2), whereas iPhone has generated 42% (33% in Q2).
- Compared to Q2, iPhone usage in Q3 was growing faster than Java devices. iPhones grew more than 60% whereas Java devices grew less than 10%. This is a reflection of rapid adoption of iPhones in the market as a new platform compared to Java devices, which is a more mature platform.
- BlackBerry usage has grown almost 160% compared to Q2.
- Support of Android devices was introduced in July 2009. Since then, it is slowly gaining adoption during this quarter.

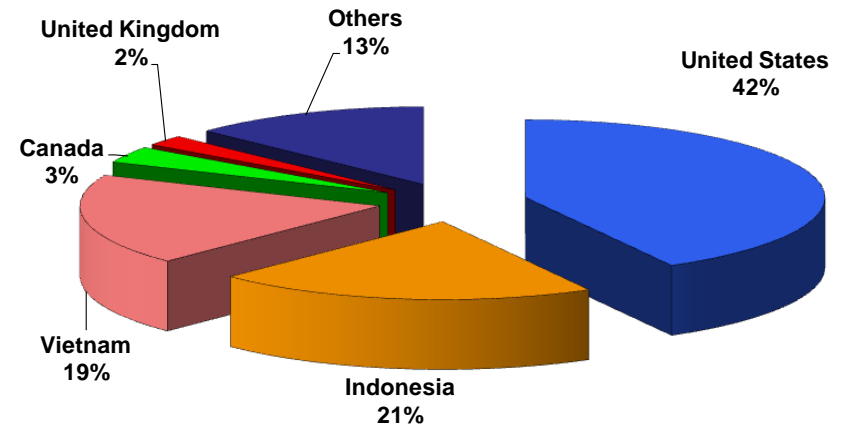
**Ebook Consumption By Devices Q3 2009**



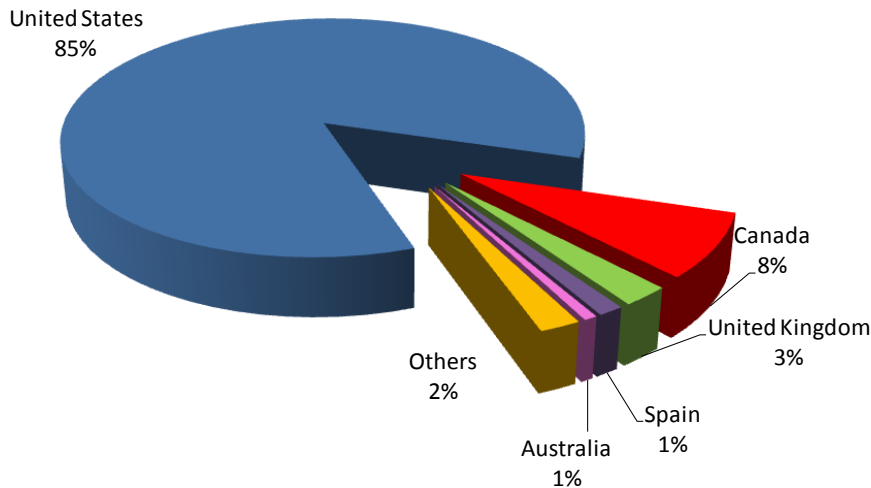
# Mobile Ebook Geographic Distribution (1)

- US is the leading country in Mobile ebook consumption in this Quarter (42%), followed by Indonesia (21%) and Vietnam (19%).
- US's dominance mostly comes from its iPhone market. Over 85% of the mobile ebook consumption on iPhones comes from the US

Mobile Ebook Consumption By Country Q3-2009



Wattpad Usage By Country in Q3 2009 (iPhone Only)

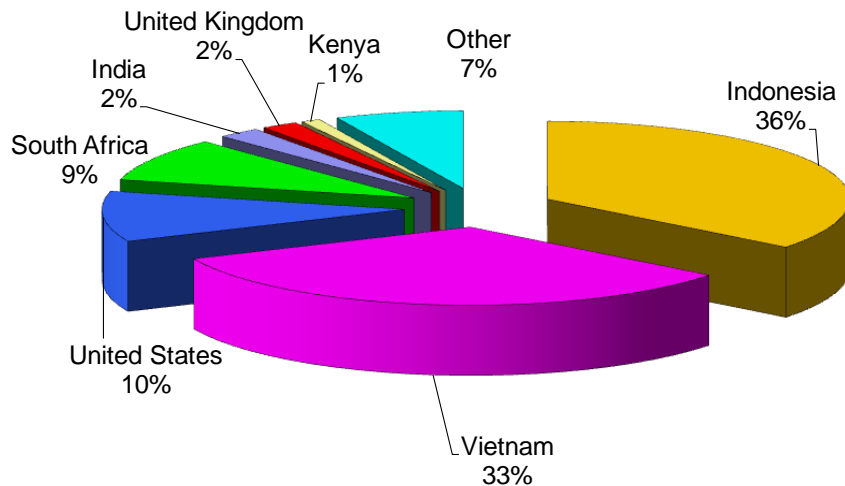


- Ebook consumption in North America on iPhones has doubled in Q3, compared to Q2 2009. The growth in rest of the world is not as significant. This is a reflection of wide adoption in iPhones in North America, compared to the rest of world.

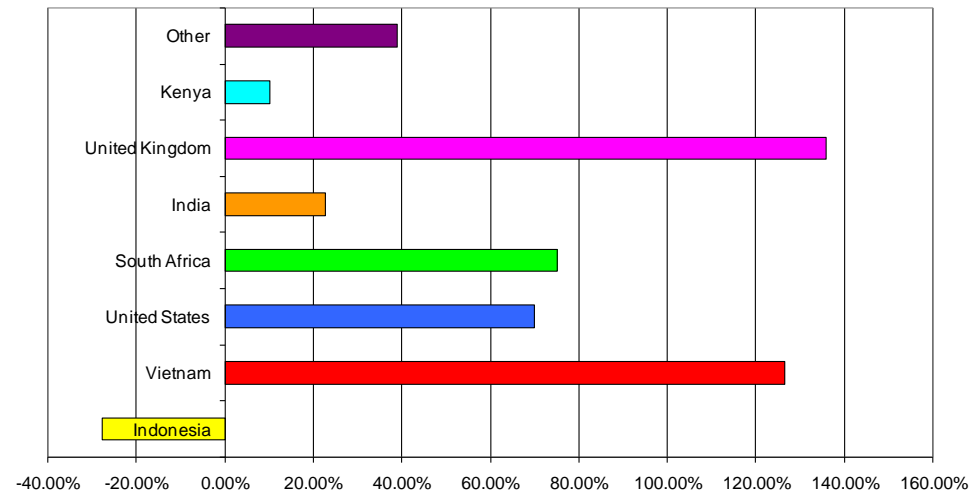
# Mobile Ebook Geographic Distribution (2)

- Indonesia (36%) and Vietnam (33%) continues to be the leading countries in mobile ebook consumption in Java devices Market.
- We continue to experience strong growth in ebook consumption among almost all top countries.
- Both Vietnam and the UK have more than doubled their mobile ebook consumption on Java devices.

**Wattpad Usage By Country Q3 2009  
(Java Devices)**

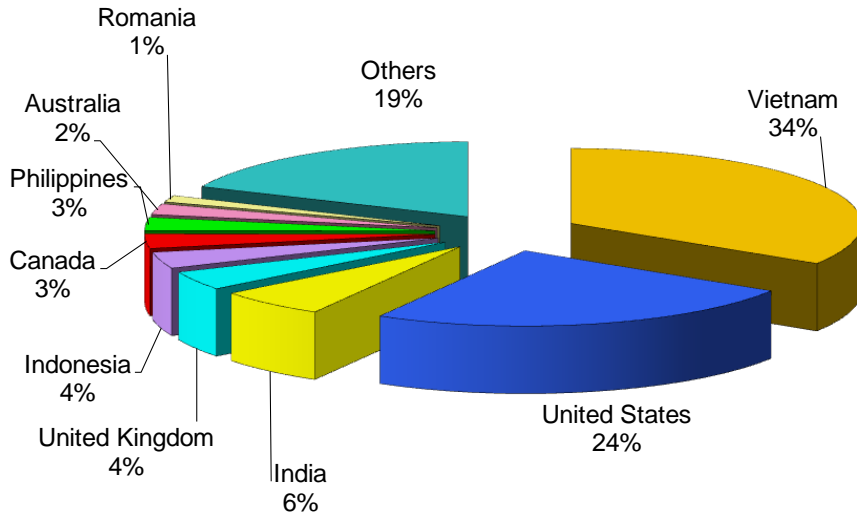


**Growth in Wattpad Usage By Country  
(Java Devices) Q3 2009**



# Online Ebook Consumptions

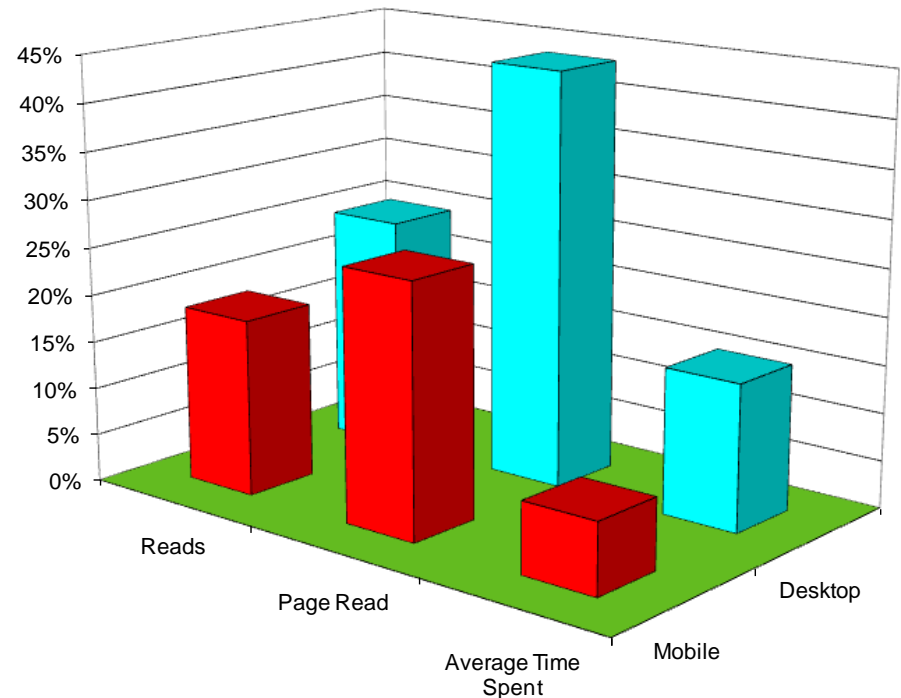
## Online Ebook Consumption By Country Q3-2009



- Over the last quarter, online ebook consumption via PC grew more than 40% (online page views).
- Users are spending more time on both PC and mobile devices in ebook consumption. E.g. PC users from English speaking countries spent on average more than 25 minutes per day. The growth in average time spent is just under 15% for PC, and over 5% on mobile devices.

- Vietnam is the leading country in online ebook consumption (via PC). It contributed to one third of the overall traffic, followed by the US.

## Growth in Ebook Consumptions Q2-Q3 2009



# Fun Facts

- ✦ The country of Turkmenistan, which claims to possess the world's fifth largest estimated reserves of natural gas, has the highest average time spent on mobile ebook consumption in Q3. Two people in total spent more than a total of 90 minutes on Wattpad, which makes the average time spent 45mins. Wattpad recorded no traffic from Turkmenistan in Q2. Percentage-wise it also made Turkmenistan one of the highest growth countries in this quarter.
- ✦ iPhone users are reading the most frequently as shown in our average daily number of sessions. iPhone users registered 2.6 sessions per day, compared to Java phone users at 2.4 sessions per day, Blackberry users at 1.6 sessions per day and Android users at just less than 1.4 sessions per day.

# About Wattpad Global Ebook Metrics Report

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## Methodology

- For every access, Wattpad analyzes information available in the user's request. From this, Wattpad determines device capabilities, geographic location, mobile operator and other information using open source tools and a variety of proprietary techniques. The result is a snapshot of the ebook usage from subscribers of 600 mobile operators from 160 countries. We believe this data will be valuable in identifying and tracking trends, evaluating market readiness and more.

## Limits of this Data

- Wattpad does not claim that this information will necessarily be representative of the ebook industry as a whole or of any particular region. The data is collected through Wattpad's mobile application, usage from Wattpad's website and mobile site. Because the data is collected from over 160 countries (excluding China), we feel the data is an important data point in analyzing global ebook usage.

## Questions

- If you have any question, feedback or would like to receive regular update of this report, please email us at [contact@wattpad.com](mailto:contact@wattpad.com)