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Wattpad Global Ebook Metrics Report June 2009

About Wattpad

Founded in 2006, Wattpad's mission 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've written - a romantic story, a fan fiction, poetry, an essay or a novel - and share with the whole world.

Wattpad has experienced explosive growth since its inception. Wattpad is now the world's most popular destination to publish and read ebooks. Wattpad has delivered billions of pages from its library of over 100,000 ebooks created by the community. Wattpad generates more than 2.5M visits and 20M page views per month from its website (www.wattpad.com) and mobile site (m.wattpad.com). Additionally, with over 3 million downloads supporting over 1000 phone models from 450 mobile operators, Wattpad is also the most popular mobile ebook application of all time.

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

June 2009

- ✦ Wattpad is the world's most downloaded mobile ebook applications with 3.1M downloads, 60% more than second place Lexcycle Stanza (acquired by Amazon).
- ✦ Usage come from subscribers of over 450 mobile operators in 160 countries.
- ✦ Java devices are still the most used mobile platform for reading ebooks. 63% of ebook usage come from Java devices while 33% of usage now comes from iPhone.
- ✦ Nokia dominates the top device list. Though iPhone is the single top device, it is followed by a number of very popular Nokia Series 40 devices.
- ✦ iPhone dominates US ebook usage with 78% of iPhone usage comes from North America. Nokia still dominates the rest of the world.
- ✦ Blackberry usage grew over 400% since the launch of App World. Indicates the effectiveness of an application storefront.

Content

Wattpad: Leader in the market

Market Penetration by Device

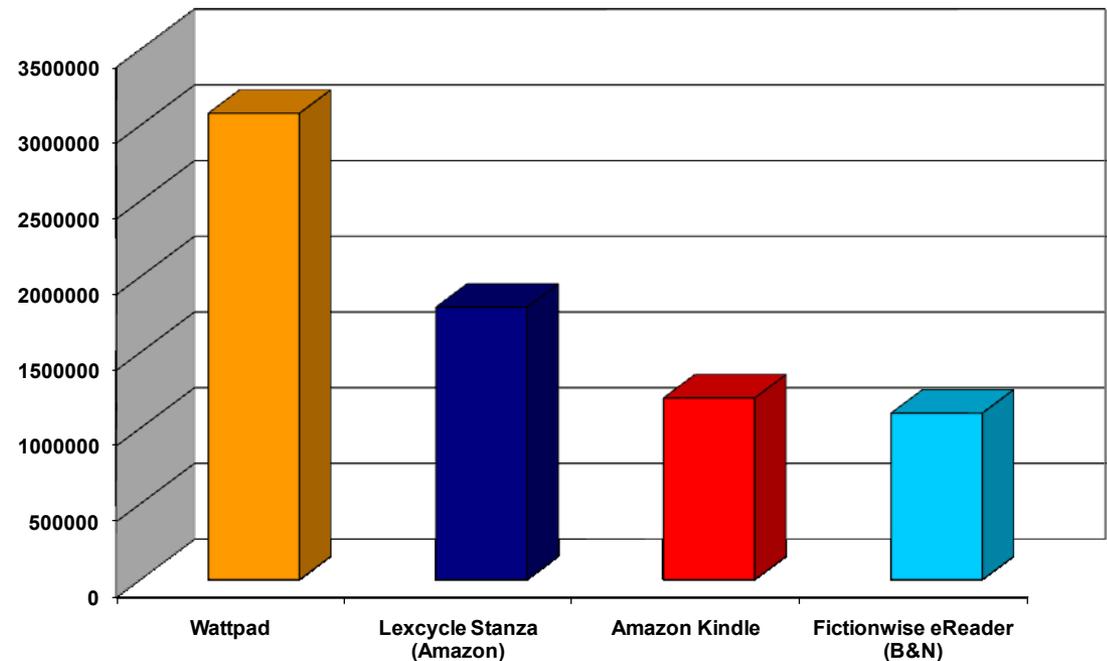
Geographic Distribution by usage

Fun Facts

Wattpad – Leader in the market

- Wattpad has accumulated 3.1M downloads of the application to date, 60% more than that of Stanza¹ and nearly double that of Amazon Kindle² and Fictionwise eReader³.
- Wattpad leads the pack with its support for more than 1000 different mobile phone models, compared to Stanza and Kindle for the Apple iPhone, and Fictionwise for smartphones only.
- Wattpad users are subscribers of over 450 mobile operators in 160 countries.

Application Cumulative Downloads (All Devices)



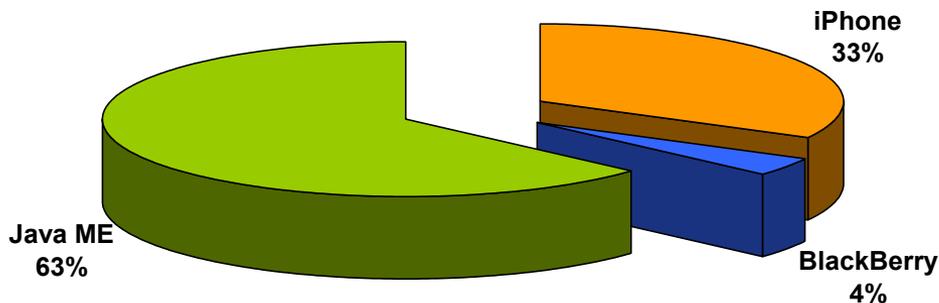
Note:

1. Source – Lexcycle Stanza
2. This is an estimation using the proxy method utilized by Medialets. It is estimated based on number of reviews and comments in iTunes Store.
3. Same as (2)

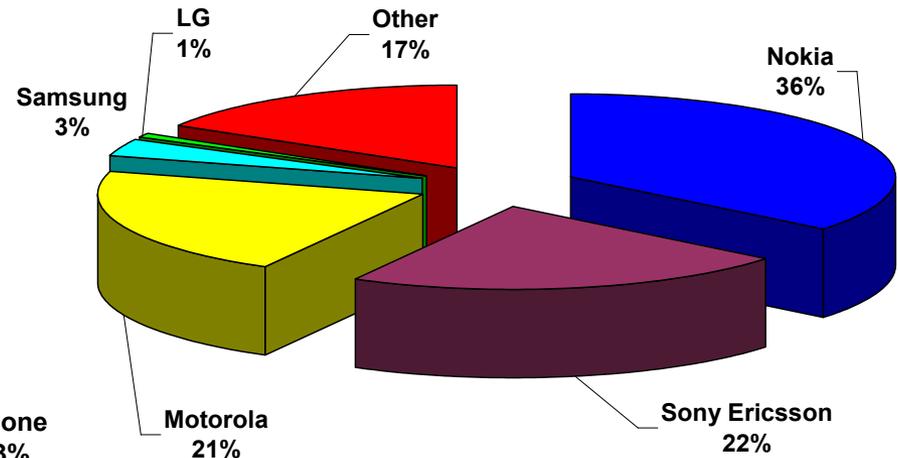
Market Penetration By Devices

- Java devices contribute to nearly two thirds of the Wattpad monthly usage, followed by iPhones (one third) and BlackBerry (4%).
- Among all Java devices, Nokia dominates (over one third) the top device list with a number of Nokia series 40 devices, followed by Sony Ericsson (22%) and Motorola (21%)
- Top 6 devices are:
iPhone, Nokia 3110c, Sony Ericsson w200i, Nokia 2630, Nokia 6300, Nokia 6030

Wattpad Monthly Usage By Devices



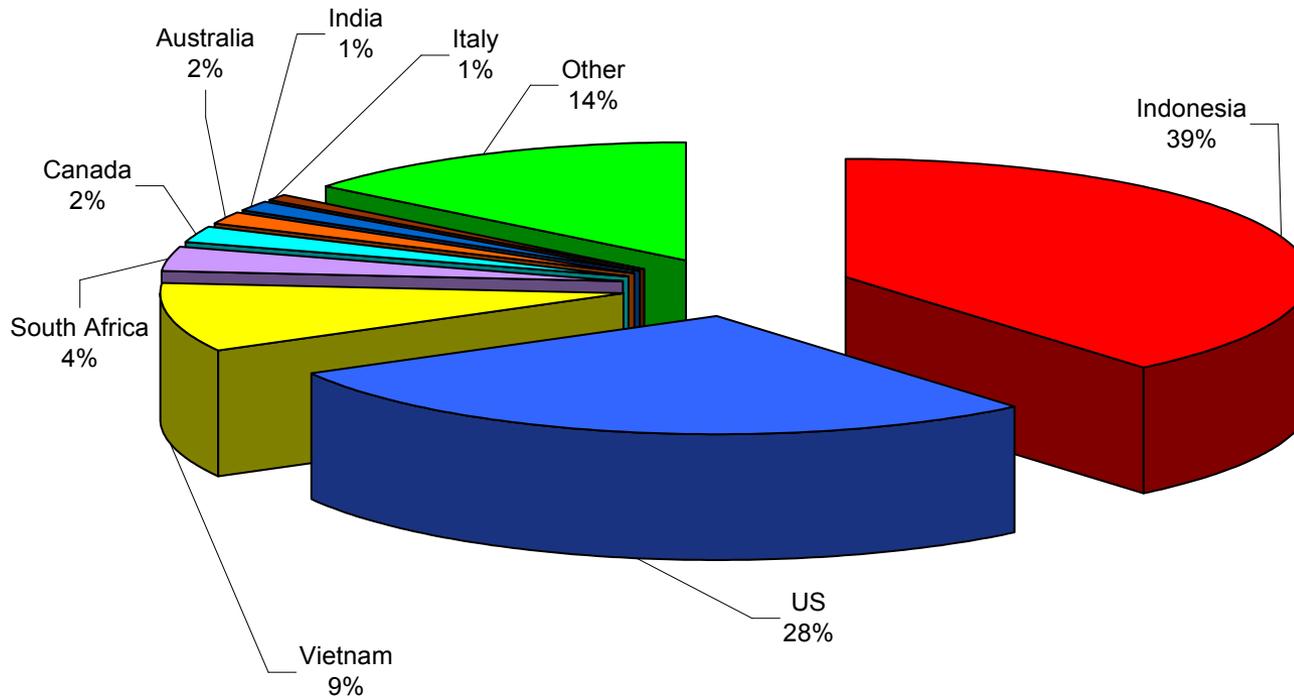
Wattpad Monthly Usage By Java Devices



Geographic Distribution (1)

- Indonesia is the top country (39%), followed by US (28%) and Vietnam (9%)
- Asia contributes more than 50% of the Wattpad usage, while North America contributes just under than one third.

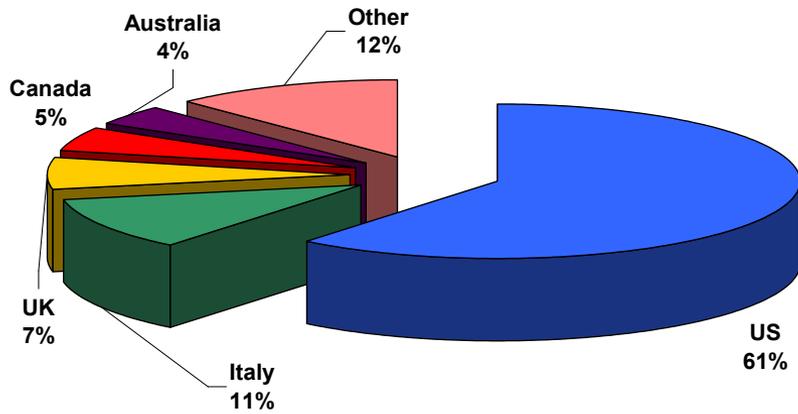
Wattpad Usage By Country



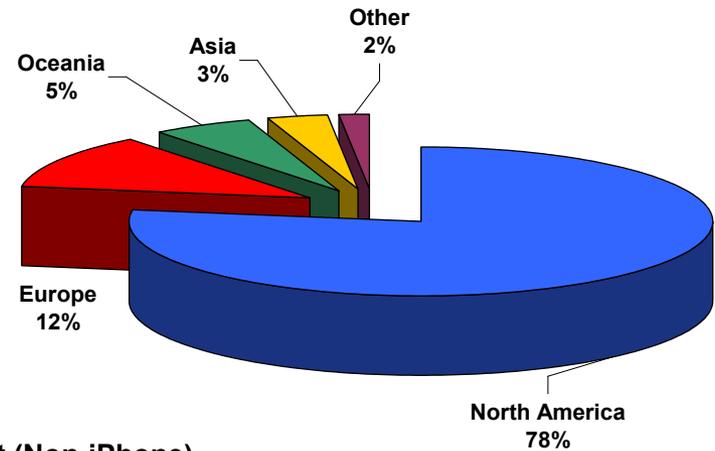
Geographic Distribution (2)

- It is consistently shown that most of the **iPhone** usage and downloads come from North America (two thirds of iPhone download and 80% of usage) and Europe (one quarter of downloads and 12% of usage), while the majority of usage using **non-iPhone** comes from Asia (80%).

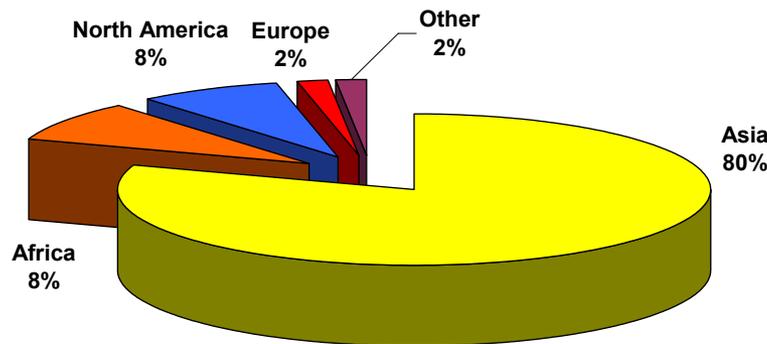
Wattpadd Downloads By Country (iPhone Only)



Wattpad Monthly Usage (iPhone Only)



Wattpad Monthly Usage By Continent (Non-iPhone)



Fun Facts

- ✦ Usage typically surges on weekends by 10%
- ✦ Daily usage peaks in the evening at bed time (local times).
- ✦ Blackberry users read the least per day as shown in our average daily number of sessions. Blackberry users have about 1.6 session per day, while iPhone users have 2.3 and Java phone users read the most with 2.6 sessions per day.

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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 450 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 only. It does not include usage from Wattpad's website and mobile site. Because the data is collected from over 160 countries (excluding China and Japan), 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