

# Entertainment Goes Mobile

ENTERTAINMENT-THEMED WEBSITES ARE MOST POPULAR WITH MOBILE Internet users in Brazil, Russia, India and China (BRIC), according to a global survey by The Nielsen Company. The trend stands in stark contrast to the US and European markets, where information and news draw the most mobile Internet browsers. According to the survey, entertainment, gaming and music websites rank among the top five categories visited in all four BRIC countries, but do not have a place among the top US and European rankings. In the US, entertainment, music, and games rank eighth, ninth, and tenth, respectively. One reason why people in the US and Europe don't rely on mobile Internet for entertainment is that users have access to other sources of entertainment through a large distribution infrastructure, says Jeff Herrmann, VP of Mobile Media at Nielsen, adding: "Devices like iPods, too, meet consumers' entertainment needs."

K.R. BALASUBRAMANYAM

## THE TOP CATEGORIES

Users in BRIC nations frequently use their mobile phones to access sports and entertainment.

	Brazil	Russia	India	China	US	Europe
Top 5 Website Categories (% of Mobile Internet Users)	1 E-mail 57	Entmnt. 34	Games 38	Entmnt. 55	E-mail 65	E-mail 46
	2 Music 27	Search 29	E-mail 33	Games 36	Weather 41	Search 25
	3 Entmnt. 25	E-mail 24	Entmnt. 21	Music 31	Search 29	News/ 24
	4 Games 18	Music 24	Music 18	News 26	News 26	Weather 24
	5 News & Movies tied 12	Games 24	Sports 15	Business 18	City Guides 24	Sports 22

Entmnt: Entertainment

All figures in per cent

## India Still 'Incredible'

THE SLOWDOWN IN THE WEST MAY BE WORRYING ECONOMISTS SILLY. High inflation and terrorism in India may have our politicians in a flap. But guess which group isn't bothered about any of this? Foreign tourists; contrary to perception, arrivals till July this calendar year have risen 10.6 per cent to 3.15 million. "At the most, foreign tourist arrivals have seen a 3 per cent dip due to terrorism-related threats," says Manish Dayya, General Manager, Lemon Tree Amarante Beach Resort in Goa. Even the political potboiler currently being played out in Jammu & Kashmir seems to have impacted only that state. "I don't think it will have much of impact on inbound tourism," says Manav Thadani, MD, HVS Hospitality Services, a hospitality consultancy. Thadani feels that any downturn, if it does come about, will owe its genesis more to a general economic slowdown than to any political events.

TEJESH N.S. BEHL

### NUMBERS DON'T LIE

Tourist arrivals into India are growing at a healthy clip

Month	Foreign Tourist Arrivals	Increase Over 2007*
Jan.	591,337	10.4
Feb.	561,393	11.9
Mar.	541,478	14.6
Apr.	384,203	9.6
May	300,840	8.6
June	340,159	9.6
July	429,456	7.4
<b>Total</b>	<b>3,148,866</b>	<b>10.6</b>

\* Figures in per cent

## CARS SALES HIT ROADBLOCK



A DAY AFTER THE SOCIETY OF INDIAN Automobile Manufacturers (SIAM) released monthly sales and production figures, the country's largest car maker, Maruti-Suzuki (MSIL), issued a release pointing out that some data was wrong. But despite that, there has been a perceptible drop in automobile sales, pointing to the fact that the increase in car loan rates have begun to pinch.

From rack rates of about 13 per cent last year, the average auto loan is now available at 16-17 per cent. However, car makers have tried to work around this issue by launching more "basic" models and offering more incentives to car buyers.

The figures released by SIAM, which will be revised soon, showed car sales in July 2008 slowing to 87,824 units against 89,250 in July 2007, a drop of about 1.6 per cent. Even if the revised figures from MSIL result in this figure being revised upwards, that will not change the fact that the biggest drop occurred in the Executive segment, in which the company has no presence.

However, market dynamics are also playing a role here. Toyota is launching Corolla's replacement, the Altis, on September 5 and is ramping down the current model. This has also eaten into sales of Corolla's biggest rival and market leader Honda Civic, which declined to 548 units during the first quarter from 1,385 units.

KUSHAN MITRA

Copyright of Business Today is the property of Syndications Today (Division of Living Media India Ltd.) and its content may not be copied or emailed to multiple sites or posted to a listserv without the copyright holder's express written permission. However, users may print, download, or email articles for individual use.