

# The Guardian unveils new mobile site developed by Mobile IQ

Submitted by: Nomad Communications

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Nomad Communications

## GUARDIAN UNVEILS NEW MOBILE SITE DEVELOPED BY MOBILE IQ

"Mobile is a crucial part of Guardian News & Media's digital strategy" - Janine Gibson, editor, guardian.co.uk

Mobile IQ (<http://www.guardian.co.uk/mobile-site>) has developed a new mobile site for guardian.co.uk which launched today with an enhanced design, faster updates and a range of new features. The new mobile site – [m.guardian.co.uk](http://m.guardian.co.uk) – is ad-funded, free for mobile users to access on all handsets globally and affirms Guardian News & Media's commitment to mobile.

Mobile IQ (<http://www.guardian.co.uk/mobile-site>) has a distinguished pedigree in helping content providers mobilise their content, having developed the BBC's news app and mobile websites for major brands such as Channel 4, Maxim and News International - as well as niche publications such as the British Medical Journal.

Shaun Barriball, Managing Director of Mobile IQ (<http://www.guardian.co.uk/mobile-site>), said: "The Guardian has a fantastic pedigree in mobile content. Together we have yet again raised the benchmark for consuming news via the mobile web. Publishers who want a successful app or website which delights their users come to Mobile IQ".

Janine Gibson, editor, guardian.co.uk, said: "Mobile is a crucial part of Guardian News & Media's digital strategy, and the statistics speak for themselves in terms of how important being able to access our content on the move is to our readers. The new mobile site - along with a number of other mobile products in the pipeline - demonstrates our commitment to this growing medium."

About The Guardian's mobile site [www.guardian.co.uk/mobile-site](http://www.guardian.co.uk/mobile-site)

The latest ABCe figures show that [m.guardian.co.uk](http://m.guardian.co.uk) had an average of 507k page impressions each day in September 2010. In September 2009 this figure was 217k.

The Guardian's mobile site originally launched in March 2009. Since then it has become the number one UK newspaper mobile site (ComScore, August 2010) with an average of over half a million page impressions each day (ABCe, September 2010). This is more than double the number of page impressions the mobile site recorded this time last year, and means that over 5% of Guardian News & Media's global digital page impressions come from mobile devices. Guardian.co.uk is the first UK newspaper website to have its mobile figures published as part of the monthly ABCe report because over 5% of its digital impressions come from mobile devices.

About Mobile IQ (<http://www.guardian.co.uk/mobile-site>)

Mobile IQ helps publishers and media agencies take their content mobile in intelligent, engaging, profitable ways.

Its proprietary publishing hub enables content owners large and small to reach new audiences and make new revenue. Added with its ability to rapidly develop, integrated smartphone apps, Mobile IQ helps its customers stand out from the crowd.

Please visit [www.mobileiq.com](http://www.mobileiq.com) for more information or contact MobileIQ's PR representative Bridget Fishleigh – [bridget@nomadcomms.com](mailto:bridget@nomadcomms.com), +44 7946 342 903