

Top 1000 U.S. Brands

Mobile Web Presence Survey

RarePlay delivers an insightful survey of some of the nation's leading brands' mobile web presence and identifies industry category leaders who have established an online presence accessible to audiences over handheld devices.

Top 1000 U.S. Brands Mobile Web Presence Survey

Cellular Telecommunications & Internet Association (CTIA) estimated that roughly **69%** of the **U.S. population** or **208.9** million people were cellular phone users at the end 2005.

RarePlay's Top 1000 U.S. Brands Mobile Web Presence Survey measures 1000 top U.S. brands' mobile web presence and identifies industry category leaders who have established an online presence accessible to audiences over handheld devices.

The augmentation of the cellular phone industry has opened up vast opportunities for organizations and marketers to benefit financially. From selling individual handsets and accessories to ring tones and other video/sound features, the cellular phone industry has come a long way. Currently we are in the midst of a revolution that is instigating a shift in the

functionality of people's handheld devices.

The number of cell phone users in the U.S. is growing steadily and there is no indication that it will slow down anytime soon. In 2006 the Cellular Telecommunications & Internet Association (CTIA) estimated that roughly 69% of the U.S. population or 208.9 million people were cellular phone users at the end 2005.

It is evident that the cellular phone industry is merging with the Internet providers to deliver mobile web services, enabling efficient web browsing capabilities via handheld devices such as cell phones and

PDAs. Recent improvements in these technologies have resulted in increased bandwidth and larger browser screens that make mobile web browsing easier and more satisfying for the users.

Organizations that want to cater to the growing number of users who access the Internet over mobile browsers should consider creating mobile compatible sites. The typical size of a mobile web site in html without images is 5k while a typical desktop accessible site averages from 35k in html and if images are included grows to be 100k and up, both are much too large to display on mobile devices.

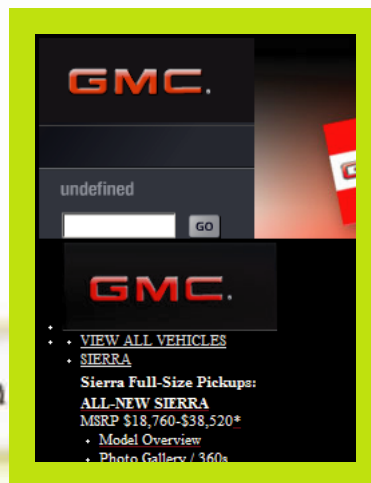


Figure 1.0 - Mobile Incompatible Screenshot
<http://www.gmc.com>

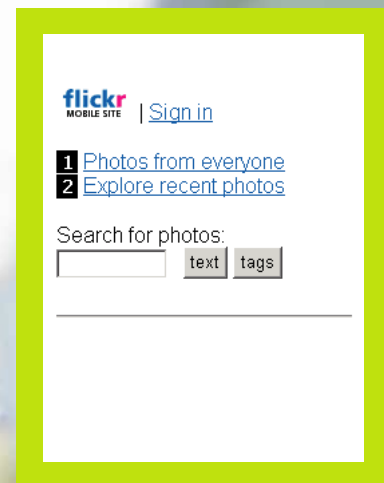


Figure 2.0 - Mobile Compatible Screenshot
<http://m.flickr.com>

Methodology: Behind the Numbers

We have compiled the first ever **Top 1000 U.S. Brands** Mobile Web Presence Survey. Our selection of brands is a subjective representation of industry leaders in their relative categories randomly taken from Brandweek's published list of **Top 2000 Superbrands** in their 2005 Superbrands report.

Brands were placed into 1 of 15 condensed industry categories (see below) and then individually processed using inSitesEngine*, RarePlay's unique information filter, to determine Mobile Web Presence.

- Apparel & Jewelry
- Automotive
- Banks & Financial Institutions
- Charity, Government & Non-profit Organizations
- Consumer Packaged Goods
- Specialty Retail, Department Stores, Supermarkets
- Education
- Electronics & Home Appliances
- Entertainment
- Fast Food & Restaurant Chains
- Insurance
- ISP & Telecommunications
- Medicine & Pharmaceuticals
- Services
- Travel

Brands' Mobile Web Presence was measured by identifying their utilization of at least one of nine known mobile domain formats (Table 1.0) and by employing an exhaustive search of each brand's website.

Mobile Domain Formats

<http://mobile.domain>
<http://m.domain>
<http://wap.domain>
<http://domain.mobi>
<http://wireless.domain>
<http://www.domain/mobile/>
<http://www.domain/wap/>
<http://www.domain/wireless/>
<http://www.domain/wml/>

Table 1.0 - Mobile Domain Formats

Additionally, brands' mobile web sites must be publicly accessible to users over their handsets without having to download additional software or sign up for a paid subscription to be included in the survey.

* inSitesEngine

inSitesEngine, RarePlay's unique platform for distilling business intelligence from the web, utilizes innovative Natural Language Processing (NLP) and Machine Learning (ML) techniques to deliver vital business insight.

inSitesEngine reviews volumes of unstructured text including web pages, news articles, press releases, and publications to discover actionable business and educational insight.

inSitesEngine allows our clients to leverage the vast store of buried knowledge in the internet (or private intranet) for critical business decision-making.

For more detailed information on inSitesEngine visit Rareplay's website at www.rareplay.com

In a Nutshell: Web Presence Revealed

Our Top 1000 U.S. Brands Mobile Web Presence Survey reveals that only **79** of the top 1000 U.S. brands, **8%**, have web sites that are compatible with mobile web browsers, such as those on mobile phones or PDAs.

Mobile web browsers on cell phones and PDAs have limited bandwidth and small displays that inhibit users from viewing standard web sites easily or at all (Figure 1.0). On the other hand, web sites that have been formatted to accommodate wireless mobile devices (Figure 2.0) account for both bandwidth limitations and limited screen size, making it possible for users to efficiently view and navigate such sites easily.

Interestingly, of the 79 brands with web sites compatible with mobile browsers, 22 or 28% have sites that are equipped with a mobile device auto detect feature. When users access web sites equipped with this feature, the site automatically detects which type of browser is being used and displays the correctly formatted version. If sites do not have this feature, users must know and input the mobile browser specific web address in order for the site to display properly.

As mentioned in the Methodology section, there are at least nine mobile domain formats being used. Without auto detect users would

potentially have to input variations of these domain formats in searching for the mobile web site in question.

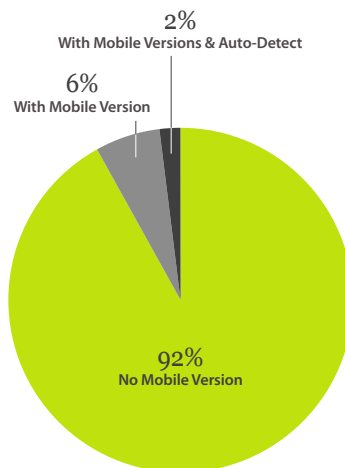


Figure 3.0 - Top 1000 U.S. Brands Mobile Web Presence Survey

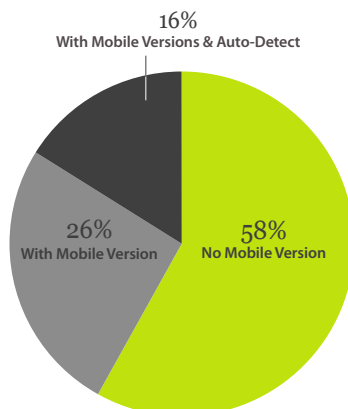


Figure 4.0 - Top 100 Websites Mobile Web Presence Survey

NOTE: Based on Alexa's Top 100 Web Ranking as of December 2006

Take into Consideration...

In a recent study comScore Networks identified that 152,698,000 million people in the U.S. over the age of 15 are online. And, of these, 19% or roughly 29 million are accessing the web from mobile devices like cellular phones.

Keeping these numbers in mind, also consider that in a quick survey of Alexa's Top 100 U.S. web sites 42% had mobile web versions and 16% had mobile versions equipped with the auto detect feature.

Although the sample size is much smaller, the percentages of Alexa's web sites that have mobile web versions are much larger. Alexa ranks these sites based on the amount of traffic they receive; it is evident that these sites thrive from being accessible to their audiences and, as such, it makes sense that they have quickly adopted mobile web versions at a higher rate than the brands in the Top 1000 list.

A Closer Look: Brand Break Down

Let's take a more detailed look at the break down of mobile web presence across the brand categories.

Brands that revolve around mobile lifestyles and are leisure orientated have higher rates of mobile web presence. The brand categories with the highest adoption rates fall into five main categories:

- Electronics/Home Appliances (16%)
- Insurance Companies (17%)
- Entertainment (17%)
- Travel (18%)
- Internet & ISPs (23%)

On the other hand brand categories with the lowest adoption rates or representation of mobile web versions are:

- Pharmaceuticals (1%)
- Specialty Retail, Department Stores & Supermarkets (< 1%)
- Education (0%)

Brand Category	Brand Count	# with Mobile	% with Mobile
Electronics & Home Appliances	38	6	16%
Insurance	24	4	17%
Entertainment	71	12	17%
Travel	49	9	18%
Internet, ISP & Telecommunication	81	19	23%

Table 2.0 - Brand categories with highest adoption rates.

Brand Category	Brand Count	# with Mobile	% with Mobile
Education	9	0	0%
Medicine & Pharmaceuticals	95	1	1%
Specialty Retail, Department Stores & Supermarkets	132	1	1%

Table 3.0 - Brand categories with lowest adoption rates.

Top 1000 U.S. Brands Category Summary	Brand Count	# with Mobile	% with Mobile
Apparels & Jewelry	42	2	5%
Automotive	63	2	3%
Banks & Financial Institutions	77	7	9%
Charity, Government & Non-Profit Organizations	58	4	2%
Consumer Packaged Goods	190	4	3%
Education	9	0	0%
Electronics & Home Appliances	38	6	16%
Entertainment	71	12	17%
Fast Food & Restaurant Chains	38	3	8%
Insurance Companies	24	4	17%
Internet, ISP & Telecommunications	81	19	23%
Medine & Pharmaceuticals	95	1	1%
Services	33	5	12%
Specialty Retail, Department Stores & Supermarkets	132	1	1%
Travel	49	9	18%
Total	1000	79	8%

Table 4.0 - Top 1000 U.S. Brands - Category Summary

What It All Means: Looking Ahead

The Top 1000 U.S. Brands Mobile Web Presence Survey recognizes a **shift** in the consumption of Internet services to include access from **handheld mobile devices** and identifies mobile web acceptance levels across industry categories.

Mobile web browsing is emerging as a suitable alternative to accessing the internet via notebook PCs when people are on the move thanks to the technological advancements that allow higher bandwidth and larger display screens on handheld mobile devices.

The introduction of Third Generation or 3G wireless services has streamlined mobile connection to the Internet, making it faster and more efficient than previous networks. 3G technologies enable video, games, pictures, TV, Internet and other features at a rate much faster than the older 1G, 2G, and 2.5G versions.

Taking into consideration the growing popularity of Internet and web based service access over mobile browsers along with the increased capacity and functionality of mobile devices, i.e. 3G technologies, there is a growing sign that more organizations will adopt mobile web site versions.

Migration of Bandwidth Among US Mobile Phone Subscribers, 2004 - 2007 (in millions)

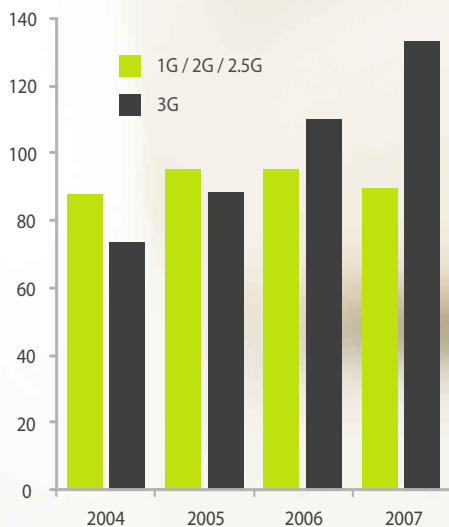


Figure 5.0 - Migration of Bandwidth Among US Mobile Phone Subscribers, 2004 - 2007 (in millions)

NOTE: 3G* includes mobile subscribers to CDMA2000 1x, CDMA 2000 EV-DO, 3G WCDMA

Source: Strategy Analytics, January 2006



Appendix A: Top 1000 U.S. Brands - Category Breakdown

Category Breakdown	Brand Count	# with Mobile	% with Mobile
Apparel & Jewelry	43	2	5%
Apparel	29	2	7%
Jewelry	14	0	0%
Automotive	63	2	3%
Cars & Trucks	43	2	5%
Parts	16	0	0%
Rental	4	0	0%
Banks & Financial Institutions	77	7	9%
Charity, Government & Non-Profit Organizations	58	4	7%
Consumer Packaged Goods	190	4	2%
Beverage	39	2	5%
Cigarettes	4	1	2%
Food & Candy	50	0	0%
Health & Beauty	65	0	0%
Home & Cleaning	27	1	20%
Pet	5	0	0%
Education	9	0	0%
Electronics & Home Appliances	38	6	16%
Electronics	27	5	19%
Home Appliances	11	1	9%
Entertainment	71	12	17%
Organizations	3	1	33%
Books, Magazines & Newspapers	6	2	33%
Radio	3	0	0%
Film	29	2	7%
TV	30	7	23%
Fast Food & Restaurant Chains	38	3	8%
Insurance Companies	24	4	17%
Internet, ISP & Telecommunication	81	19	23%
Internet & Computers	62	16	26%
ISP & Telecommunications	19	3	19%
Medicine & Pharmaceuticals	95	1	1%
Medicine	89	0	0%
Pharmaceuticals	6	1	17%
Services	33	5	15%
Delivery Services	4	3	75%
Fitness	4	0	0%
Gas & Electric	5	1	20%
Miscellaneous	19	1	5%
Specialty Retail, Department Stores & Supermarkets	132	1	1%
Travel	48	9	18%
Transport: Air/Ground/Sea	19	7	37%
Accommodation	17	2	13%
Miscellaneous	13	0	0%
Total	1000	79	8%

Table 5.0 - Top 1000 U.S. Brands - Category Breakdown

Appendix B: Complete List - Top 1000 U.S. Brands

	AUTO DETECT	MOBILE	TYPE	ADDRESS		AUTO DETECT	MOBILE	TYPE	ADDRESS
Apparel & Jewelry					Apparel				
adidas.com					dodge.com				
burlingtoncoatfactory.com					ford.com				
championusa.com					gm.com				
coldwatercreek.com					gmc.com				
cottoninc.com					harley-davidson.com				
davidsbridal.com					herbchambers.com				
demetriosbride.com					honda.com				
dockers.com					hummer.com				
dswshoe.com					hyundai-motor.com				
gap.com					infiniti.com				
hanes.com					jaguar.com				
josbank.com					jeep.com				
kswiss.com					kia.com				
lee.com					landrover.com				
levi.com					lexus.com				
louisvuitton.com					lincoln.com				
menswearhouse.com					lincolnmotor.com				
moldingup.net					maaco.com				
nike.com		✓	HTML	http://www.nike.com/nikebasketball/mobile/index.html	mazda.com				
oldnavy.com					mercedes-benz.com				
payless.com					midas.com				
polo.com		✓	HTML	http://polo.mobi	mini.com				
rbk.com					mitsubishi.com				
ridersjeans.com					mitsubishicars.com				
rossstores.com					nissan.com				
steinmart.com					pontiac.com				
talbots.com					quirkars.com				
victoriassecret.com					saab.com				
wrangler.com					saturn.com				
					subaru.com				
					suzuki.com				
					toyota.com				
					volvo.com		✓	WML	http://apps.volvotrucks.com/wap/pickcountry.aspx
					vw.com				
					yamaha-motor.com				
Jewelry					Parts				
cartier.com					advanceautoparts.com				
citizenwatch.com					autozone.com				
davidyrman.com					bridgestone-firestone.com				
debeers.com					conocophillips.com				
helzberg.com					gmgoodwrench.com				
jared.com					goodyear.com				
jewelryexchange.com					jiffylube.com				
kay.com					majorworld.com				
rolex.com					meineke.com				
shanesworld.com					michelinman.com				
tagheuer.com					napaonline.com				
tiffany.com					onstar.com				
					pepboys.com				
					quakerstate.com				
					tirerack.com				
					weathertech.com				
					avis.com				
					dollarcar.com				
					enterprise.com				
					hertz.com				
Automotive					Cars & Trucks				
acura.com					acura.com				
audi.com					audi.com				
billheard.com					billheard.com				
bmw.com		✓	HTML	http://bmw.mobi	bmw.com				
buick.com					buick.com				
cadillac.com					cadillac.com				
chevrolet.com					chevrolet.com				
chrysler.com					chrysler.com				

Appendix B: Complete List - Top 1000 U.S. Brands (Cont.)

	AUTO DETECT	MOBILE	TYPE	ADDRESS
Rental				
avis.com				
dollarcar.com				
enterprise.com				
hertz.com				
Banks & Financial Institutions				
53.com				
800creditcarddebt.com				
accenture.com				
agedwards.com				
americancentury.com				
americanequity.com				
americanexpress.com				
ameriprise.com				
ameriquestmortgage.com				
amex.com				
arcaex.com				
bankofamerica.com				
bankone.com				
bbt.com				
capitalone.com				
charteronebank.com				
chase.com				
citibank.com				
citicards.com				
citizenonline.com				
compassweb.com				
comstock.com				
consolidatedcredit.org				
countrywide.com				
discovercard.com				
ditech.com				
edwardjones.com				
eloan.com				
equitech.com		✓	HTML	http://wireless.etrade.com
etrade.com				
fbaa.us				
fi.com				
fidelity.com	☐	✓	WML	http://www.fidelity.com
franklintempleton.com				
freecreditreport.com				
hrblock.com				
hsbc.com				
ingdirect.com				
jacksonhewitt.com				
jpmorganchase.com				
key.com				
lasallebank.com				
lendingtree.com				
lfg.com		✓	HTML	http://www.lfg.com/wireless
loanweb.com				
mastercard.com				
mbna.com				
ml.com				
mmis.com				
morganstanley.com				
mortgages-expo.com				
nationalcity.com				
oppenheimerfunds.com				
pcdi.com				
peachtree.com				
pnccs.com				
principal.com				
privacymatters.com				
quickenloans.com				
rbs.co.uk				
regions.com				
schwab.com	☐		HTML	http://wireless.schwab.com
sharebuilder.com				
suntrust.com				
tdameritrade.com				
tdwaterhouse.com	☐	✓	HTML	http://www.tdwaterhouse.com
troweprice.com				
ubs.com	☐	✓	WML	http://wap.ubs.com
visa.com				
wachovia.com		✓	HTML	http://www.wachovia.com/mobile/
wamu.com				
weichert.com				
wellsfargo.com				
westernunion.com				
wisebuy.co.uk				
worldmarket.com				
worldsavings.com				
Charity / Government / Non-Profit Organizations				
adcouncil.org				
af.mil				
aids.org				
almondboard.com				
americanheart.org				
aphanet.org				
arborday.org				
army.mil				
aspca.org				
beef.org				
bgca.org				
calottery.com				
campaignforeducation.org				
cancer.org		✓	HTML	http://mobile.cancer.org
cdc.gov				
christianchildrensfund.org				
davethomasfoundation.org				
dot.gov				
drink-milk.com				
drugfree.org				
earthshare.org				
firstgov.gov				
flalottery.com				
fund.org				
galottery.com				
globalgiving.com				
habitat.org				
hhs.gov				

Appendix B: Complete List - Top 1000 U.S. Brands (Cont.)

	AUTO DETECT	MOBILE	TYPE	ADDRESS		AUTO DETECT	MOBILE	TYPE	ADDRESS
illinois.gov									
illinoislottery.com									
kff.org									
knowhivaid.org									
marchofdimes.com									
nar.realtor.com									
navy.mil									
networkforgood.org									
nsc.org									
nylottery.org									
oaaa.org									
orgulotponnm.com									
palottery.com									
peacecorps.gov									
pork.org									
realcaliforniachese.com									
redcross.org		✓	WML	http://www.redcross.org/wireless/					
salvationarmyusa.org									
shapeup.org		✓	HTML	http://wireless.shapeup.org					
specialolympics.org									
stjude.org									
thetruth.com									
tiaa-cref.org									
txlottery.org									
unitedhealthfoundation.org									
usafreedomcorps.gov									
usmc.mil									
uso.org									
wfp.org									
whitehousedrugpolicy.gov		✓	HTML	http://www.whitehousedrugpolicy.gov/pda/					
Consumer Packaged Goods									
Beverage									
7up.com									
amstel.com									
anheuser-busch.com									
aquafina.com									
budlight.com									
budweiser.com									
coca-cola.com									
coorslight.com									
corona.com									
dasani.com									
diageo.com									
dietcoke.com									
drpepper.com									
ensure.com									
floridasnatural.com									
folgers.com									
gatorade.com									
greygoosevodka.com									
heineken.com		✓	HTML	http://mobile.heineken.com					
jackdaniels.com									
ketelone.com									
maxwellhouse.com									
michelob.com									
millerbeer.com									
millerbrewing.com									
mountaindew.com									
pepsi.com									
powerade.com									
propelfitnesswater.com									
redbull.com		✓	WML	http://mobile.redbull.com					
samueladams.com									
sierramist.com									
silksoymilk.com									
slim-fast.com									
smirnooffice.com									
sprite.com									
sunnyd.com									
tropicana.com									
v8juice.com									
Cigarettes									
camelsmokes.com									
kool.com									
pmusa.com									
ussmokeless.com									
Food & Candy									
bertolli.com									
bettycrocker.com									
breyers.com									
bushbeans.com									
campbellsoup.com									
chunky.com									
countrycrock.com									
crackerbarrel.com									
dentyne.com									
doritos.com									
edys.com									
enovaoil.com									
generalmills.com									
gerberlife.com									
hersheys.com									
hiddenvally.com									
llovecheese.com									
jif.com									
kashi.com									
kelloggs.com									
kraft.com		✓	HTML	http://www.kraftfoods.com/mobile/					
kraftindustrial.com									
lays.com									
lipton.com									
mayo.com									
m-azing.com									
mms.com									
nabiscoworld.com									
nestle.com									
nicorette.com									
nutrystem.com									
pediasure.com									
planters.com									
poptarts.com									

Appendix B: Complete List - Top 1000 U.S. Brands (Cont.)

AUTO DETECT	MOBILE	TYPE	ADDRESS
			pringles.com
			quakeroatmeal.com
			quakerricesnacks.com
			quakersnackbars.com
			ricearoni.com
			smuckers.com
			snickers.com
			splenda.com
			starburst.com
			stouffers.com
			tablemate.com
			tridentgum.com
			twix.com
			tyson.com
			unclebens.com
			wrigley.com

Health & Beauty

			abbottdiabetescare.com
			ablounge.com
			academy.com
			almay.com
			always.com
			ascensia.com
			aveeno.com
			avon.com
			biotechresearch.com
			bosley.com
			braun.com
			clairol.com
			colgate.com
			consideryourselfwarned.com
			covergirl.com
			crest.com
			degreedeodorant.com
			dove.com
			firstresponse.com
			garnier.com
			gillette3power.com
			gillettevenus.com
			goodnites.com
			headandshoulders.com
			hoveround.com
			huggies.com
			hydroderm.com
			invisalign.com
			jergens.com
			jnj.com
			justformen.com
			lamisilat.com
			listerine.com
			loreal.com
			lorealparisusa.com
			luvs.com
			maybelline.com
			mpullc.com
			neutrogena.com
			nivea.com

AUTO DETECT	MOBILE	TYPE	ADDRESS
			norelco.com
			olay.com
			oldspice.com
			one-a-day.com
			onetouch.com
			oralb.com
			pampers.com
			pantene.com
			puffs.com
			pull-ups.com
			quattroforwomen.com
			revlon.com
			rgxsport.com
			schickquattro.com
			scottbrand.com
			scrubbingbubbles.com
			secret.com
			sonicare.com
			tampax.com
			theaxeeffect.com
			thermacare.com
			tresemme.com
			vaseline.com
			veet.us
			zest.com

Home & Cleaning

			charmin.com
			clorox.com
			cottonelle.com
			dawndirectfoam.com
			downy.com
			easyoffbam.com
			energizer.com
			febreze.com
			glad.com
			glade.com
			hallmark.com
			kidskandoo.com
			kleenex.com
			mrclean.com
			mrcleanautodry.com
			offprotects.com
			oustodor.com
			pinesol.com
			pledge.com
			quickerpickerupper.com
			quiltednorthern.com
			scjohnson.com
			snuggletime.com
			spraywash.com
			swiffer.com
			tide.com
			visine.com

Pet

			1800petmeds.com
			frontline.com

Appendix B: Complete List - Top 1000 U.S. Brands (Cont.)

AUTO DETECT	MOBILE	TYPE	ADDRESS
			k9advantix.com
			pedigree.com
			purina.com

Education

			aiuniv.edu
			artinstitutes.edu
			artinstructionschools.com
			classesusa.com
			devry.edu
			itt-tech.edu
			phoenix.edu
			sylvanlearning.com
			uopxonline.com

Electronics & Home Appliances

Electronics

			bhphotovideo.com
			bose.com
			canon.com
	✓	HTML	http://www.cingular.com/wap/
			epson.com
			faradayflashlight.com
			frys.com
			garmin.com
			ge.com
	☐	✓	WML http://www.jamster.co.uk
			jamster.co.uk
			kodak.com
			lenovo.com
			lge.com
			motorola.com
			nikon.com
	✓	WML	http://www.nokia.com/nseries/
			nokia.com
			panasonic.com
			pcrichard.com
	✓	WML	http://wap.philips.com
			philips.com
			playstation.com
			samsung.com
			sharpusa.com
			sony.com
			sprintpcs.com
	✓	WML	http://t-mobile.mobi
			t-mobile.com
			twtr.com
			uscc.com
			xerox.com

Home Appliances

			asseenontv.com
			conns.com
			craftmatic.com
			craftsmantools.com
			dyson.com
			hhgregg.com
	✓	WML	http://mobile.hoovers.com
			hoovers.com
			jennair.com
			kenmore.com

oreck.com

Entertainment

Organizations

			comcast.com
			nascar.com
		☐	✓ WML http://nfl.com
			nfl.com

Books, Magazines & Newspapers

			ap.org
			ok-magazine.com
			pch.com
		☐	✓ WML http://reuters.com
			reuters.com
		✓	HTML http://www.wsj.com/wml/
			wsj.com
			yellowbook.com

Radio

			clearchannel.com
			sirius.com
			xmradio.com

Film

			amctheatres.com
			bmj.com
			bventertainment.go.com
			crashfilm.com
			dreamworks.com
			foxmovies.com
			foxsearchlight.com
			girlsgonewild.com
			inglessinbarreras.com
			lionsgate.com
			mediamaxnetwork.com
			mgm.com
			miramax.com
			mundodeingles.com
			newline.com
		✓	HTML http://www.paramount.com/wml/
			paramount.com
			razorandtiemedia.com
			regalcinemas.com
			rogue.com
			roguepictures.net
			sonyclassics.com
			sonypictures.com
			timelife.com
		✓	WML http://mobile.titantv.com
			titantv.com
			tvatlas.com
			universalpictures.com
			univision.com
			warnerbros.com
			weinsteinco.com

TV

			abc.com
		☐	✓ WML
			bravotv.com
			cartoonnetwork.com
			cbs.com
			comedycentral.com

Appendix B: Complete List - Top 1000 U.S. Brands (Cont.)

	AUTO DETECT	MOBILE	TYPE	ADDRESS
cox.com				
cwtv.com				
direc4u.com				
directv.com				
discovery.com		✓	WML	http://www.discoverymobile.com/?clik=ww_discoverymobile
dishnetwork.com				
eentertainment.com				
espn.go.com		✓	WML	http://mobileapp.espn.go.com/wireless/espn/redesign/
fox.com				
hbo.com				
hgtv.com				
history.com				
lifestimetv.com				
nbc.com		✓	WML	http://www.nbcports.com
newscorp.com				
pbs.org				
sho.com				
tbs.com				
thewb.com		✓	WML	http://mobile.thewb.com
timewarnercable.com				
tlc.discovery.com		✓	WML	http://www.discovery.com/wireless/
tnt.tv				
usanetwork.com				
vh1.com				
wgntv.com		✓	WML	http://www.chicagotribune.com

Fast Food & Restaurant Chains

applebees.com				
arbys.com				
bostonmarket.com				
burgerking.com				
carlsjr.com	☐	✓	WML	http://www.carlsjr.com/wml/
carrabbas.com				
checkers.com				
chilis.com				
chuckecheese.com				
churchs.com				
dairyqueen.com				
dennys.com				
dominos.com				
dunkindonuts.com				
fridays.com	☐	✓	WML	http://www.fridays.com
friendlys.com				
hardees.com	☐	✓	WML	http://www.hardees.com/wml/
ihop.com				
jackinthebox.com				
kfc.com				
ljsilvers.com				
mcdonalds.com				
olivegarden.com				
outback.com				
papajohns.com				
pizzahut.com				
popeyes.com				
quiznos.com				

	AUTO DETECT	MOBILE	TYPE	ADDRESS
rallyshamburgers.com				
redlobster.com				
rubytuesday.com				
sonicdrivein.com				
starbucks.com				
subway.com				
tacobell.com				
wendys.com				
whataburger.com				
whitecastle.com				

Insurance Companies

aaa.com		✓	WML	http://mobile.aaa.com
accuquote.com				
aflac.com				
aig.com				
allstate.com				
amfam.com				
bcbs.com				
colonialpenn.com				
esurance.com				
eterm.com				
farmers.com				
geico.com		✓	WML	http://mobile.geico.com
humana.com				
kaiserpermanente.org				
massmutual.com				
megainsurance.com				
nationwide.com				
newyorklife.com		✓	HTML	http://www.newyorklife.com/file/html/nyl-wi.html
progressive.com		✓	WML	http://wireless.progressive.com
prudentchoice.com				
prudential.com				
prudentialcal.com				
safeauto.com				
uhc.com				

Internet , ISP & Telecommunications

Internet & Computers

1800flowers.com				
aarphealthcare.com				
amazon.com	☐	✓	HTML	http://www.amazon.com/gp/aw/h.html
aol.com	☐	✓	WML	http://www.aol.com
ask.com	☐	✓	WML	http://wap.ask.com
autotrader.com				
bluehippo.com				
buy.com				
cancercenter.com				
careerbuilder.com		✓	HTML	http://mobile.careerbuilder.com
carfax.com				
cars.com				
cisco.com	☐	✓	WML	http://www.cisco.com
classmates.com				
cnn.com				
coolsavings.com				

Appendix B: Complete List - Top 1000 U.S. Brands (Cont.)

	AUTO DETECT	MOBILE	TYPE	ADDRESS
cybertrader.com				
dell.com				
ebay.com		✓	HTML	http://wap.ebay.com
ediets.com				
eharmony.com				
esuvee.com				
findtherightschool.com				
gametap.com				
gateway.com				
geek squad.com				
gorving.com				
harrisdirect.com				
hotels.com				
ibm.com		✓	WML	http://www.ibm.com/wireless/
ink2all.com				
intel.com		✓	WML	http://intel.mobi
intelius.com				
intuit.com				
lavalife.com		✓	WML	http://wap.lavalife.com/carrier/fido.act
lowermybills.com				
match.com		✓	HTML	http://m.match.com
microsoft.com				
monster.com				
msn.com		✓	WML	http://vzw.msn.com
napster.com				
netflix.com				
nextag.com				
office.microsoft.com				
orbitz.com		✓	WML	http://mobile.orbitz.com
overstock.com	☐	✓	WML	http://mobile.overstock.com
partypoker.net				
planetout.com				
playboystore.com				
priceline.com				
realarcade.com				
rent.com				
rosettastone.com				
sap.com				
scottrade.com				
superpages.com	☐	✓	HTML	http://yp109.superpages.com/cgi/cs_client.cgi?DEV=deviceid&SRC=wap&TPL=xhtml&&PROC=wap_form_movie
ti.com				
tickle.com				
travelocity.com	☐	✓	WML	http://www.travelocity.com/mobile/
webmd.com				
yahoo.com		✓	WML	http://news.yahoo.com
zappos.com				

ISP & Telecommunications

1and1.com				
alltel.com				
americatel.com				
bellsouth.com		✓	WML	http://wireless.bellsouth.com
boostmobile.com				
comcast.net				

	AUTO DETECT	MOBILE	TYPE	ADDRESS
earthlink.net		✓	WML	http://wireless.earthlink.net
net10.com				
netscape.com				
netzero.net				
nextel.com				
peoplepc.com				
rr.com				
sbc.com				
sprint.com				
suncom.com				
tracfone.com				
verizon.com		✓	WML	http://vzw.msn.com
vonage.com				

Medicine & Pharmaceuticals

Medicine

abilify.com				
abreva.com				
actonel.com				
adderallxr.com				
advair.com				
advil.com				
alavert.com				
aleve.com				
alkaseltzer.com				
allegra.com				
ambien.com				
ambien cr.com				
apple.com				
aricept.com				
arimidex.com				
avandia.com				
avodart.com				
bayer.com				
boniva.com				
botoxcosmetic.com				
centrum.com				
cialis.com				
claritin.com				
commitlozenge.com				
concerta.net				
coreg.com				
cortislim.com				
crestor.com				
detrola.com				
ditro.com				
elidel.com				
enzyte.com				
excedrin.com				
femara.com				
flonase.com				
fosamax.com				
gsk.com				
humira.com				
hydroxycut.com				
imodium.com				
lamisil.com				

Appendix B: Complete List - Top 1000 U.S. Brands (Cont.)

	AUTO DETECT	MOBILE	TYPE	ADDRESS
levitra.com				
lipitor.com				
lunesta.com				
metamucil.com				
migrainehelp.com				
mucinex.com				
nasonex.com				
neosporin.com				
neulasta.com				
nicodermcq.com				
nuvaring.com				
nyquil.com				
orthoevra.com				
ortho-mcneilneurologics.com				
orthotricyclen.com				
pepcidac.com				
pfizerch.com				
plavix.com				
pontiac.com				
premarin.com				
prevacid.com				
prilosecotc.com				
procrit.com				
purplepill.com				
relpax.com				
requip.com				
restasis.com				
robitussin.com				
savrx.com				
singulair.com				
stjosephaspirin.com				
strattera.com				
sudafed.com				
topamax.com				
tums.com				
tylenol.com				
valtrex.com				
vesicare.com				
viagra.com				
vicks.com				
vytorin.com				
wellbutrin-xl.com				
yasmin.com				
zantac.com				
zelnorm.com				
zocor.com				
zoloft.com				

Pharmaceuticals

bms.com	✓		HTML	http://mobile.bms.com
lilly.com				
merck.com				
pfizer.com				
sanofi-aventis.com				
wyeth.com				

Services

	AUTO DETECT	MOBILE	TYPE	ADDRESS
Delivery Service				
dhl.com		✓	WML	http://wap.dhl.com
fedex.com		✓	WML	http://wap-asia.fedex.com/700.wml
ups.com		✓	WML	http://mobile.ups.com
ups.com				

Fitness

24hourfitness.com				
ballyfitness.com				
curves.com				
laweightloss.com				

Gas & Electric

bp.com				
chevron.com				
mobil.com				
shell.com				
siemens.com		✓	HTML	http://wap.siemens.com

Miscellaneous

centexhomes.com				
century21.com	☐	✓	HTML	http://mobile.century21.com
empiretoday.com				
infotrak.com				
jennycraig.com				
kbhome.com				
lasikplus.com				
libertymedical.com				
lifealert.com				
mni.com				
pearlevision.com				
remax.com				
smi-thematics.com				
sothebys.com				
southbeachdiet.com				
tyco.com				
usrarecoininvestments.com				
valassis.com				
vanguardcreative.com				
weightwatchers.com				

Specialty Retail, Department Stores & Supermarkets

7-eleven.com				
acehardware.com				
adorama.com				
aetv.com				
afwonline.com				
albertsons.com				
artvan.com				
ashleyfurniture.com				
baershomefurniture.com				
big5sportinggoods.com				
biglots.com				
blockbuster.com				
bloomingdales.com				
bobs.com				

Appendix B: Complete List - Top 1000 U.S. Brands (Cont.)

AUTO DETECT	MOBILE	TYPE	ADDRESS
			boscovs.com
			bowflex.com
			brandsmartusa.com
			broyhillfurniture.com
			buildabear.com
			cargill.com
			carter-reedcompany.com
			cdw.com
			circuitcity.com
			coldheat.com
			collectiblestoday.com
			comfortdirect.com
			compusa.com
			crateandbarrel.com
			cvs.com
			danburymint.com
			dickssportinggoods.com
			dillards.com
			doubledaybookclub.com
			eckerd.com
			espnshop.com
			ethanallen.com
			expo.com
			fields.com
			filenes.com
			firststreetonline.com
			foleys.com
			fredmeyer.com
			furniturerow.com
			galleryfurniture.com
			gnc.com
			grauerspaint.com
			guitarcenter.com
			guth.com
			hamiltonaction.com
			havertys.com
			hawthornevillage.collectib
			lestoday.com
			hechts.com
			hobbylobby.com
			homedepot.com
			ikea.com
	✓	WML	http://wap.ikea.com
			jcpenny.com
			jeld-wen.com
			jenniferfurniture.com
			jewelosco.com
			jnjvision.com
			kaufmanns.com
			kmart.com
			kohls.com
			kroger.com
			la-z-boy.com
			lenscrafters.com
			levitz.com
			Int.com
			longs.com
			lowes.com
			lumberliquidators.com
			macys.com
			mattressdiscounters.com
			mattressfirm.com
			meijer.com
			menards.com
			mervyns.com
			michaels.com
			mongoose.com
			neimanmarcus.com
			newegg.com
			nordstrom.com
			o2optix.com
			officedepot.com
			officemax.com
			osh.com
			petco.com
			petsmart.com
			pier1.com
			propolene.com
			publix.com
			radioshack.com
			ralphs.com
			randalls.com
			raymourflanigan.com
			rei.com
			rentacenter.com
			rhodesfurniture.com
			riteaid.com
			robinsonsmay.com
			roomstogo.com
			roomstore.com
			safeway.com
			saksfifthavenue.com
			savon.com
			searsoptical.com
			serta.com
			sharperimage.com
			sherwin-williams.com
			shoprite.com
			sitnsleep.com
			sleepys.com
			smart-spin-storage-system.com
			sportsauthority.com
			staples.com
			starfurniture.com
			strawbridges.com
			target.com
			tempurpedic.com
			thineyeglasses.com
			thomasville.com
			tjmaxx.com
			towerrecords.com
			toysrus.com
			trane.com
			truevalue.com
			vcf.com
			vons.com
			walgreens.com

Appendix B: Complete List - Top 1000 U.S. Brands (Cont.)

	AUTO DETECT	MOBILE	TYPE	ADDRESS
walmart.com				
wawa.com				
wickes.co.uk				

	AUTO DETECT	MOBILE	TYPE	ADDRESS
visitflorida.org				
visitmexico.com				

Travel

Accommodation

atlantis.com				
bestwestern.com				
choicehotels.com				
disneyland.disney.go.com				
disneyworld.disney.go.com				
doubletree.com				
embassysuites.com				
foxwoods.com				
harrahs.com				
hilton.com				
ichotelsgroup.com		✓	WML	http://www.ichotelsgroup.com/wireless/
marriott.com	☐	✓	WML	http://marriot.com/wireless/
mohegansun.com				
motel6.com				
sandals.com				
super8.com				
timesharesonly.com				

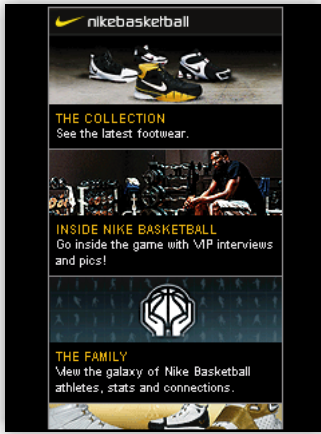
Transport: Air/Ground/Sea

aa.com				
airtran.com				
amtrak.com	☐	✓	WML	http://amtrak.com
boeing.com				
britishairways.com				
carnival.com				
celebritycruises.com				
continental.com		✓	WML	http://wap.continental.com
cruisesonly.com				
delta.com		✓	WML	http://mobile.delta.com
flysong.com				
funjet.com				
greyhound.com				
jetblue.com		✓	WML	http://mobile.jetblue.com
lufthansa.com	☐	✓	HTML	http://www.lufthansa.com
princess.com				
royalcaribbean.com				
southwest.com		✓	WML	http://mobile.southwest.com
united.com		✓	WML	http://ua.flightlookup.com/index.php

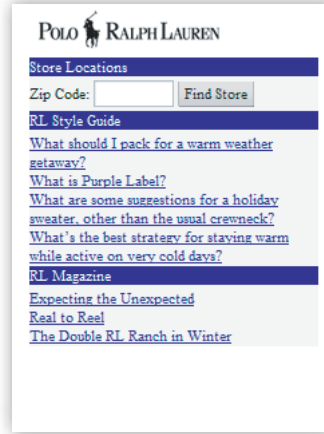
Miscellaneous

applevacations.com				
arkansas.com				
bahamas.com				
hollandamerica.com				
hotwire.com				
libertytravel.com				
ncl.com				
seaworld.com				
sixflags.com				
travel.state.tx.us				
travelzoo.com				

Appendix C: Screenshots - Mobile Web Sites



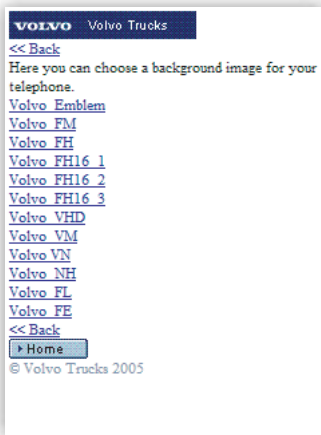
Apparel & Jewelry
Nike
<http://www.nike.com/nikebasketball/mobile/index.html>



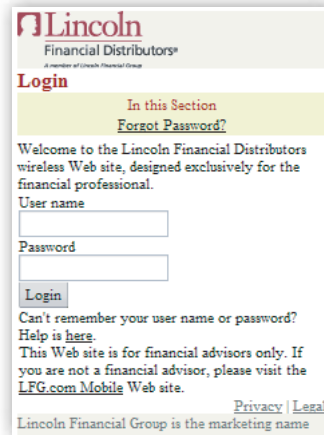
Apparel & Jewelry
Polo Ralph Lauren
<http://polo.mobi>



Automotive
BMW
<http://bmw.mobi>



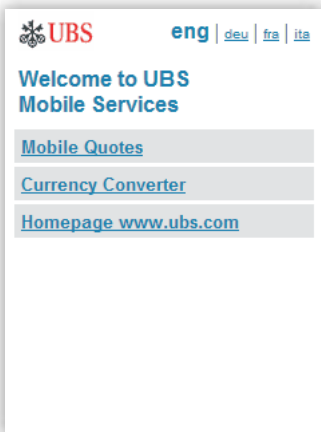
Automotive
Volvo Trucks
<http://apps.volvotrucks.com/wap/pickcountry.aspx>



Banks & Financial Institutions
Lincoln Financial Distributors
<http://www.lfg.com/wireless/>



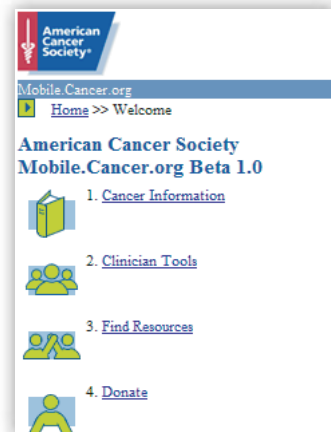
Banks & Financial Institutions
Charles Schwab
<http://wireless.schwab.com>



Banks & Financial Institutions
UBS
<http://wap.ubs.com>

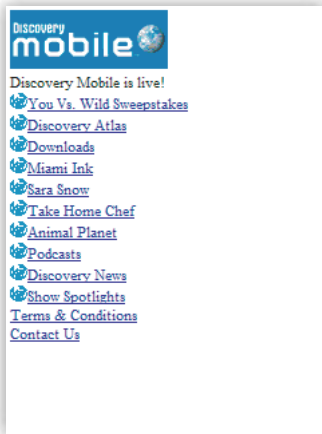


Banks & Financial Institutions
Wachovia
<http://www.wachovia.com/mobile>



Charity, Government & Non-Profit Organizations
American Cancer Society
<http://mobile.cancer.org>

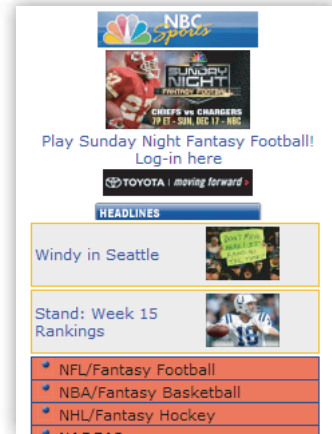
Appendix C: Screenshots - Mobile Web Sites (Cont.)



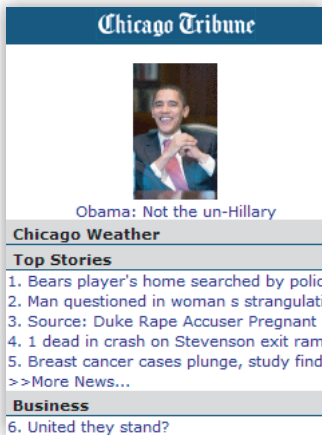
Entertainment - TV
Discovery Mobile
http://www.discoverymobile.com/?clik=www_discoverymobile



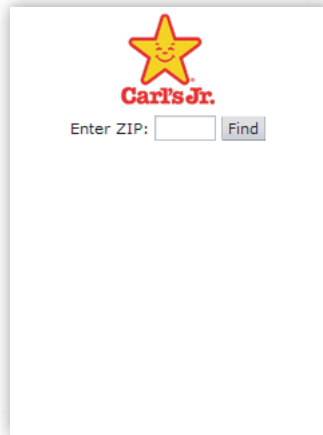
Entertainment - TV
ESPN
<http://mobileapp.espn.go.com/wireless/espn/redesign/>



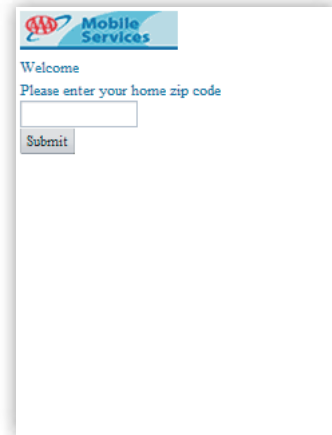
Entertainment - TV
NBC
<http://www.nbcsports.com>



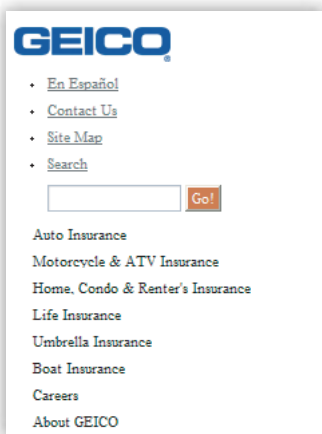
Entertainment - TV
Chicago Tribune
<http://www.chicagotribune.com>



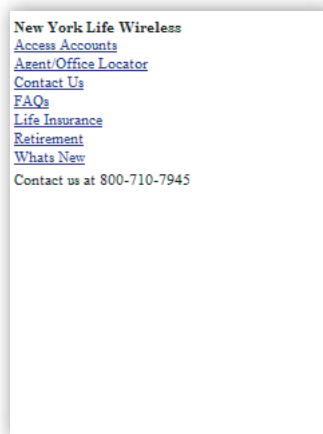
Fast Food & Restaurant Chains
Carl's Jr.
<http://www.carlsjr.com/wml/>



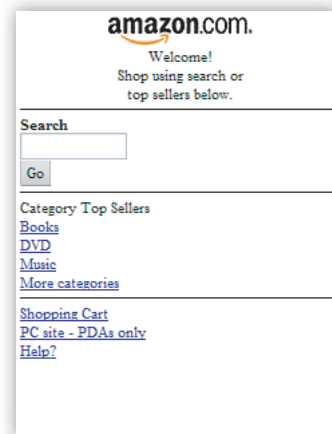
Insurance Companies
AAA
<http://mobile.aaa.com>



Insurance Companies
Geico
<http://mobile.geico.com>

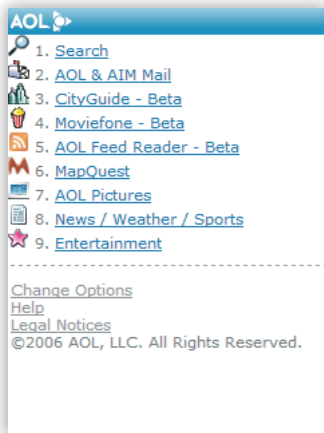


Insurance Companies
New York Life
<http://www.newyorkliffe.com/file/html/nyl-wi.html>



Internet, ISP & Telecommunications
Amazon.com
<http://www.amazon.com/gp/aw/h.html>

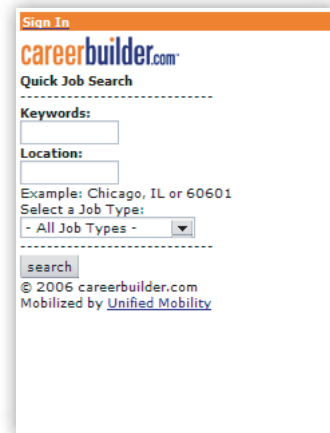
Appendix C: Screenshots - Mobile Web Sites (Cont.)



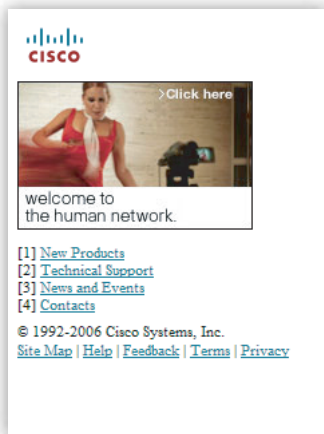
Internet, ISP & Telecommunications
AOL
<http://www.aol.com>



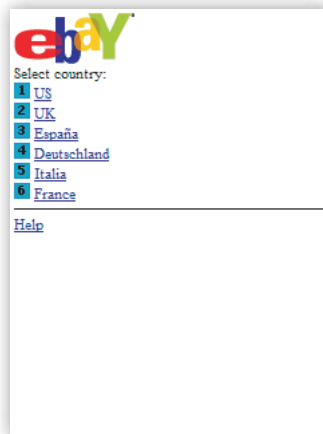
Internet, ISP & Telecommunications
Ask.com
<http://wap.ask.com>



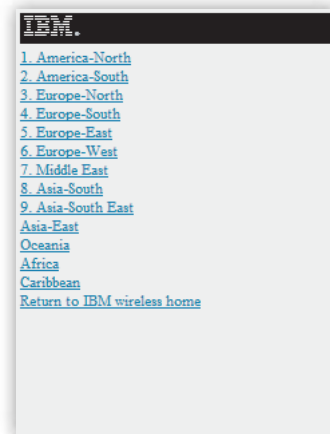
Internet, ISP & Telecommunications
CareerBuilder.com
<http://mobile.careerbuilder.com>



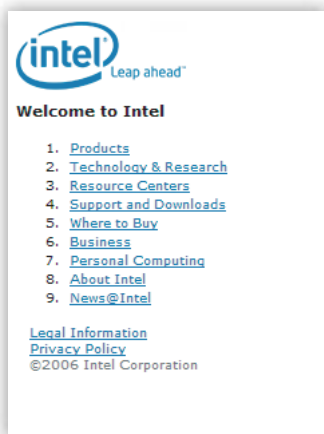
Internet, ISP & Telecommunications
Cisco
<http://www.cisco.com>



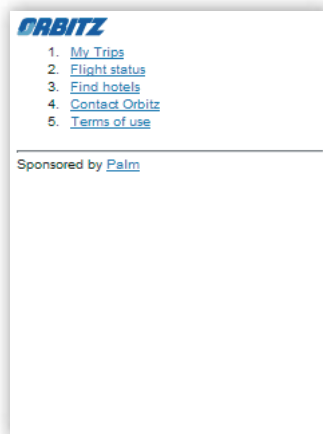
Internet, ISP & Telecommunications
ebay
<http://wap.ebay.com>



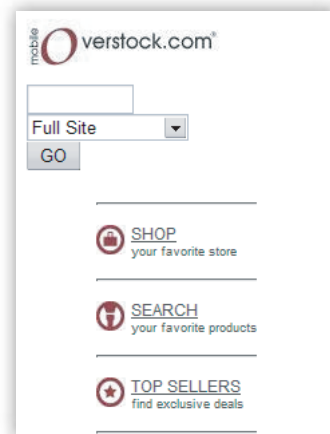
Internet, ISP & Telecommunications
IBM
<http://www.ibm.com/wireless/>



Internet, ISP & Telecommunications
Intel
<http://intel.mobi>

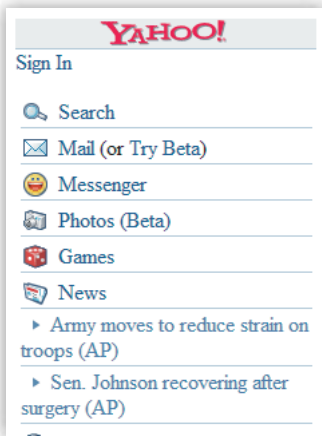


Internet, ISP & Telecommunications
Orbitz
<http://mobile.orbitz.com>

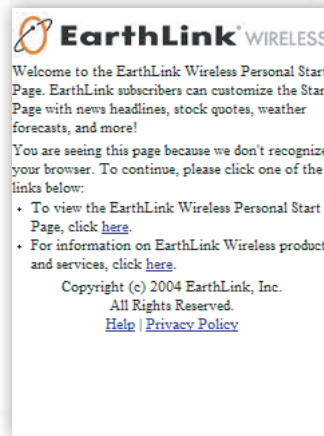


Internet, ISP & Telecommunications
OverStock.com
<http://mobile.overstock.com>

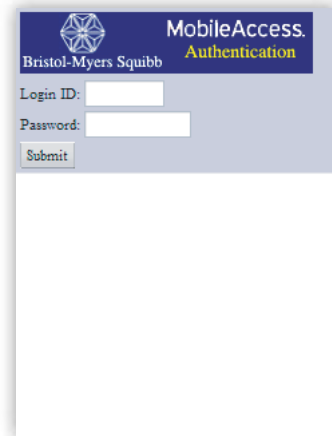
Appendix C: Screenshots - Mobile Web Sites (Cont.)



Internet, ISP & Telecommunications
Yahoo!
<http://news.yahoo.com>



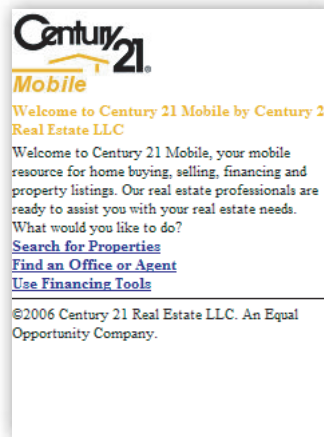
ISP & Telecommunications
EarthLink
<http://wireless.earthlink.net>



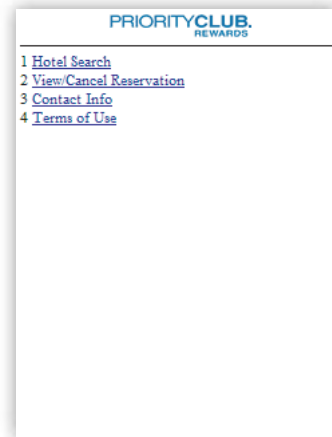
ISP & Telecommunications
Bristol-Myers Squibb
<http://mobile.bms.com>



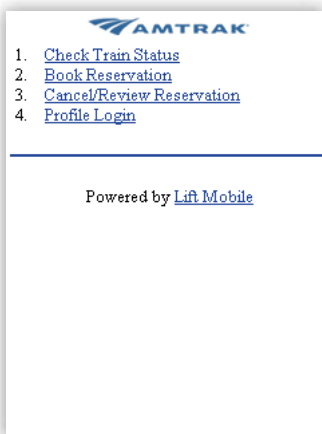
Services - Gas & Electric
Siemens
<http://wap.siemens.com>



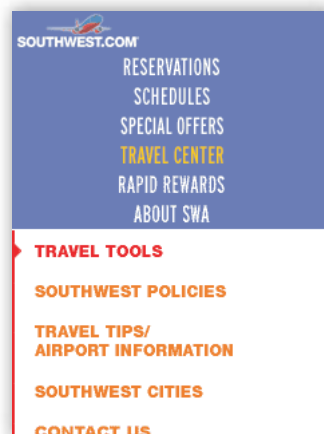
Services - Gas & Electric
Century21
<http://mobile.century21.com>



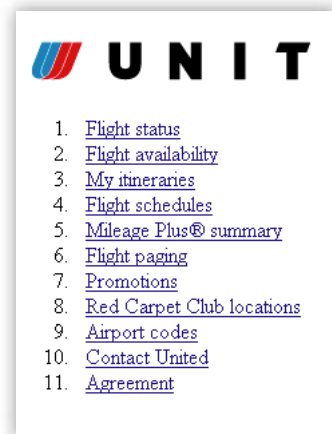
Travel - Accommodation
IC Hotels Group
<http://www.ichotelsgroup.com/wireless/>



Services - Transport: Air/Ground/Sea
Amtrak
<http://amtrak.com>



Services - Transport: Air/Ground/Sea
Southwest
<http://mobile.southwest.com>



Services - Transport: Air/Ground/Sea
United
<http://ua.flightlookup.com/index.php>



About RarePlay

RarePlay is a full service interactive agency dedicated to enhancing people's lives through the enrichment of media experiences. RarePlay designs, develops, implements, and supports customized, professional strategies and applications that enable the integration of lifestyle technologies, like cell phones, web pages, PDA's, iPods, etc.

RarePlay builds Web 2.0 applications that allow the seamless integration of the lifestyle technologies in every aspect of user's lives – from work to leisure. RarePlay is a leader in the discovery and application of innovative machine learning techniques that facilitate the development of next generation digital applications.

RarePlay's strategies and applications position clients at the forefront of their business potential and create a more satisfying and functional user experience while delivering extraordinary ROI.

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The Top 1000 U.S. brands utilized in this survey are a subjective representation of industry leaders based on *Brandweek's 2005* published list of *Top 2000 Superbrands*.

Mobile web sites listed herein have been created in two presentation standards; Wireless Markup Language (WML) and Hyper-Text Markup Language (HTML). Sites created in WML are only accessible over handheld wireless devices and will not display on normal browsers.

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