

Your Business Needs an APP and MOBILE WEBSITE Here's Why

MOBILE DATA TRAFFIC FORECAST

Global mobile data traffic grew **2.3-fold** in 2011, more than doubling for the fourth year in a row.

Last year's mobile data traffic was **eight times** the size of the entire global Internet in 2000.

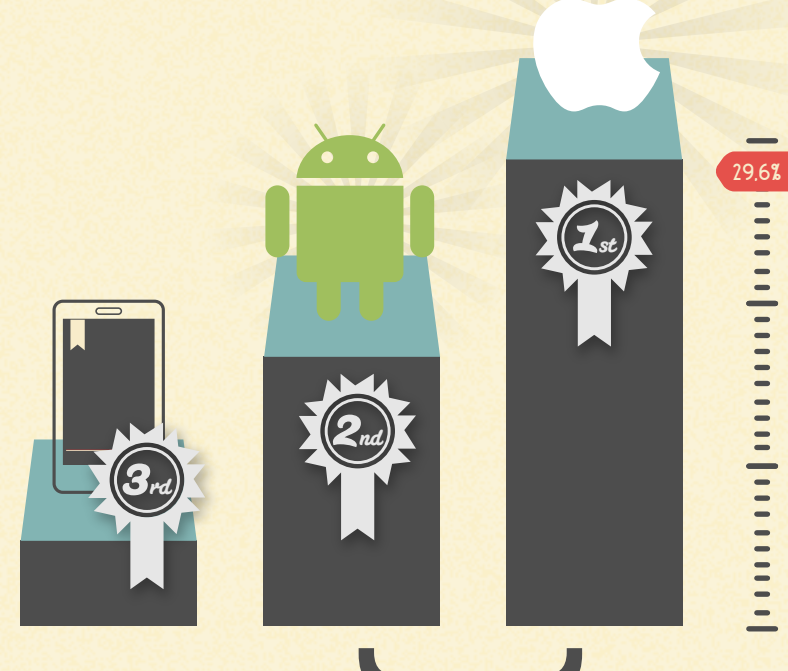
Mobile video traffic **exceeded 50%** of all video traffic for the first time in 2011.

Average smartphone usage nearly **tripled** in 2011.

By the end of 2012, the number of mobile-connected devices will **exceed the number** of people on earth,

and by 2016 there will be **1.4 mobile devices per capita.**

MOBILE DEVICE TYPE



At the end of 2011 there were **more than 400 smartphone device types** on the market in the U.S., providing a wide range of options for the consumer

Android and Apple dominated the smartphone narrative in 2011, with a combined market share of more than 75% in December 2011.

Apple accounted for **29.6%** of the smartphone market in December 2011.

PHONE & TABLET OWNERSHIP



It took seven years to reach nearly **40 million smartphones** compared to less than two years to reach nearly 40 million tablets



91.4 million smartphones in the U.S.



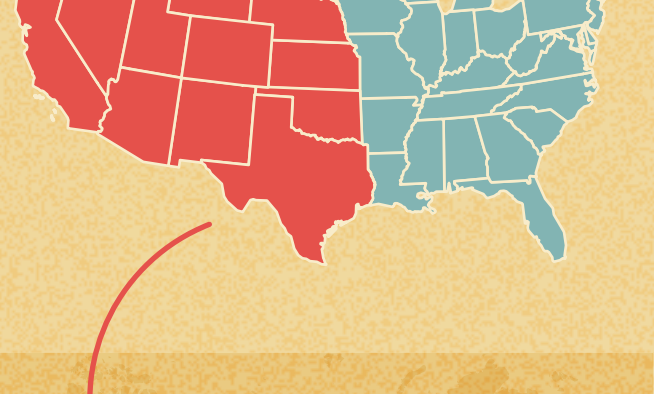
80% (5 billion) of the world's population now has a mobile phone



62% of adults aged 25-34 own smartphones

Half of U.S. adult cell phone owners (50%) now have apps on their phones.

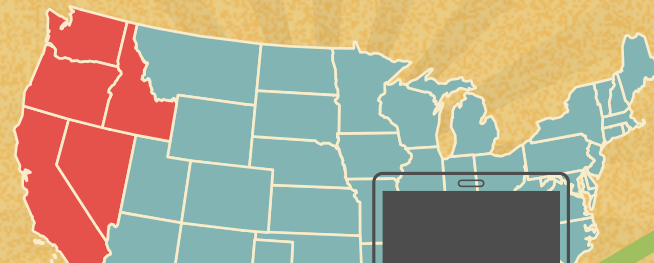
The share of adult cell phone owners who have downloaded an app to their phone nearly doubled in the past two years – rising from 22% in September 2009 to 38% in August 2011.



In the U.S. and EU5, mobile app audience growth exceeded that of mobile browser growth

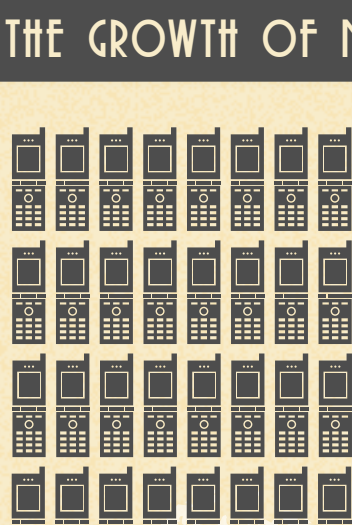
19% of United States adults own a tablet device and 29% own either a tablet or E-Reader.

Facebook app ranks as #3 most popular app for iPhone and #4 for Android users



Tablet and e-reader ownership **increased by nearly double** over the holidays, and more than 1 out of every 4 Americans now has one of the devices.

THE GROWTH OF MOBILE MARKETING AND TAGGING



Of the world's 4 billion mobile phones in use, **1.08 billion** are smartphones



By 2014, mobile internet usage should take over desktop internet usage



Half of local searches are performed on mobile devices



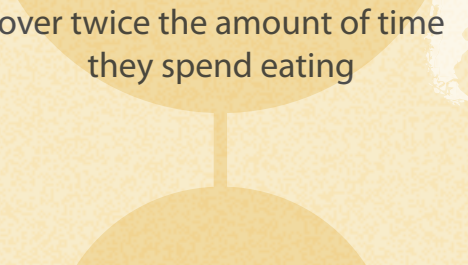
Over one-third of Facebook's (600+ million) user base uses Facebook mobile



200 million plus YouTube views occur on mobile devices per day



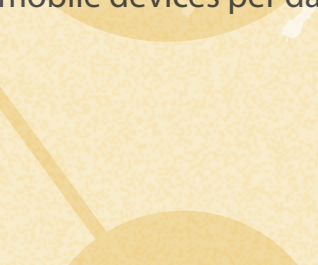
On average, Americans spend **2.7 hours / day** socializing on their mobile device, which is over twice the amount of time they spend eating



In the U.S. and EU5, **more than half** of mobile users accessing social networks did so on a near daily basis



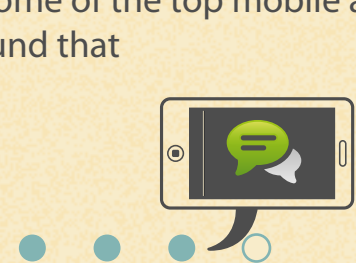
91% of mobile internet access is to socialize, compared to 79% on desktops



8% of total U.S. Internet traffic comes from mobile and connected devices

TOP MOBILE ACTIVITIES

A look at some of the top mobile activities for smartphone and feature phone owners in 2011 found that



texted



taking photos



captured video



In December 2011, **28.5 million** mobile users accessed online retail content on their mobile devices, up 87% from the previous year

More than half of the U.S. smartphone population used their phone to shop while in a brick-and mortar store

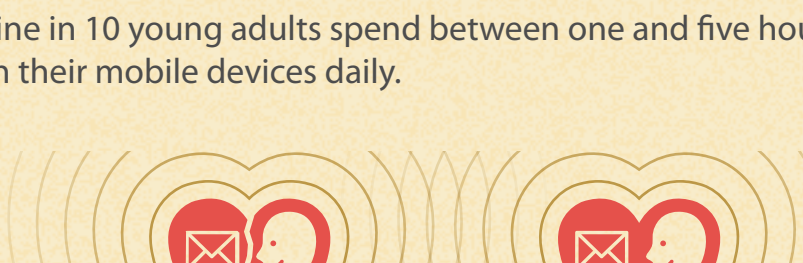
WHAT MOBILE USERS WILL AND WON'T PUT UP WITH



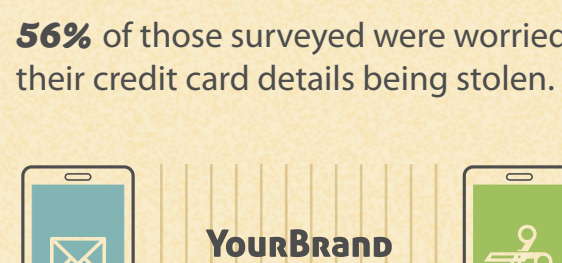
Nine in 10 young adults spend between one and five hours on their mobile devices daily.



56% of those surveyed were worried their credit card details being stolen.



66% don't want brands to know about their whereabouts but **30% think that it is important** that offers are close to their location.



Nearly one in three would like brands to send them promotions via mobile device.

MOBILE SPENDING AND REVENUE

Mobile Enterprise Spending **Projected to Double** in Next 18 Months

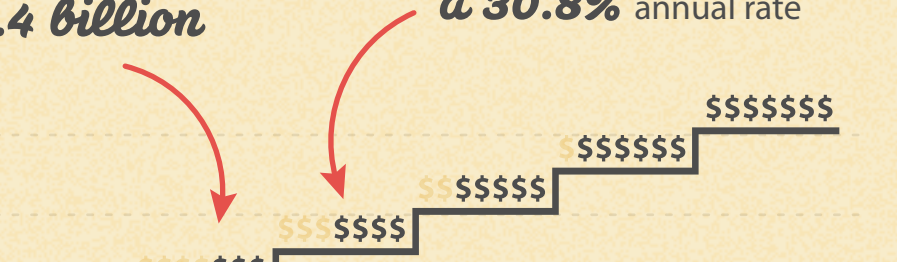
U.S. Mobile & social media revenue **surged 30%** to **\$45.4 billion** in 2011

Mobile & social media revenue growth is expected to continue in 2012 **accelerating at a 30.8%** annual rate



The mobile media sector alone reached the **\$1 billion** revenue mark faster than any communications industry in history in 2008, taking only five years compared with 16 for the internet

U.S. and U.K. businesses are embracing mobile technology at an unprecedented rate, more than doubling their investments in the next year and a half.



A third of companies surveyed planned to launch four or more mobile projects in the next 12 to 18 months.

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to get started with mobile, call us today