GLOBAL MOBILE MEDIA CONSUMPTION: A ‘NEW WAVE’ TAKES SHAPE
Understand mobile media consumption and how it’s changing…

**OBJECTIVES**

14,000+ respondents
14 key markets globally

Global

Mobile average based on 14 key markets balanced by economic tier and geographic location
(Australia, China, France, Germany, India, Indonesia, Kenya, Korea, New Zealand, Nigeria, Malaysia, South Africa, UK, US)

Wave 3 research*
recruited via InMobi global mobile ad network, conducted over Decision Fuel and On device research mobile platform

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*Wave 1 research was conducted between Sep’11-Mar’12; Wave 2 research was conducted between Aug – Nov’12; Wave 3 research was conducted in June 2013 to January 2014
Our Mobile Barometer shows a strong inverse correlation between wealth and mobile centricity.

Mobile centricity defined by:
- Relative importance of mobile in media consumption
- Comfort level with transacting through device
- Breadth and depth of mobile activity
- Mobile influence on offline and online purchasing behavior

Source: Decision Fuel and InMobi research, sample n=14,256; Worldbank 2009-12 GNI PPP Intl $s; R² = 0.47
Executive Summary:
A new wave of mobile consumer behavior is creating changes in the mobile landscape

Who?
- Moving into the mainstream: mobile is becoming the leading source of media
- This phenomenon is widespread, across different segments of mobile web users

What?
- Mobile has surpassed traditional media (TV & online) in terms of time spend
- Multi-screen behavior is common – 61% of mobile web users engage in mobile activities (e.g. social networking, text messaging) while watching TV
- Mobile is catching up with traditional media as one of the key medium for conducting different activities (e.g. entertainment, search and communication)
- Across the 14 markets, growth in mobile use in the next year is likely to come from social media, followed by entertainment (e.g. music, videos, etc)

Why?
- Key drivers/enablers for new mobile consumers: ease of use, availability & privacy
- Mobile is becoming an important companion, for the in between times
- Rapidly increasing accessibility of features, apps and services

Advertising Impact
- Mobile web users (61%) are comfortable with mobile advertising
- Although mobile is impacting purchase behavior…it is not yet being fully leveraged
- With this opportunity, however, comes responsibility
THE AVERAGE MOBILE WEB USER CONSUMES

6.0 HOURS
OF MEDIA PER DAY

Sample size: n=12,898
*Note: Data excludes UK & US
The average mobile web user consumes 6.0 hours of media per day.

- Watching TV: 81 minutes
- Online via desktop/laptop: 70 minutes
- Listening to radio: 44 minutes
- Tablet devices: 37 minutes
- Reading magazines/newspapers: 33 minutes
- Using mobile (ex SMS/calls): 97 minutes

Sample size: n=12,898

*Note: Data excludes UK & US
### Mobile takes up a fair share of media time, especially in middle and lower income markets (surpassing online)

<table>
<thead>
<tr>
<th>Country</th>
<th>Using Mobile (excluding SMS/Calls)</th>
<th>Online via desktop/laptop</th>
<th>Watching TV</th>
<th>Listening to Radio</th>
<th>Using a tablet device</th>
<th>Reading Newspapers/Magazines</th>
<th>Total Media Time Spent (Hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>27%</td>
<td>22%</td>
<td>19%</td>
<td>12%</td>
<td>10%</td>
<td>9%</td>
<td>6.0</td>
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<tr>
<td>Indonesia</td>
<td>31%</td>
<td>27%</td>
<td>16%</td>
<td>9%</td>
<td>10%</td>
<td>7%</td>
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<tr>
<td>China</td>
<td>30%</td>
<td>17%</td>
<td>29%</td>
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<td>Germany</td>
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<td>India</td>
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<td>18%</td>
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<td>5.3</td>
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<tr>
<td>Nigeria</td>
<td>27%</td>
<td>23%</td>
<td>14%</td>
<td>18%</td>
<td>7%</td>
<td>12%</td>
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<td>Kenya</td>
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<td>South Africa</td>
<td>26%</td>
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<td>10%</td>
<td>7.9</td>
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<tr>
<td>Korea</td>
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<td>24%</td>
<td>8%</td>
<td>11%</td>
<td>9%</td>
<td>5.2</td>
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<tr>
<td>Australia</td>
<td>24%</td>
<td>26%</td>
<td>17%</td>
<td>16%</td>
<td>10%</td>
<td>8%</td>
<td>6.4</td>
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<tr>
<td>New Zealand</td>
<td>23%</td>
<td>25%</td>
<td>20%</td>
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<td>Malaysia</td>
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<tr>
<td>France</td>
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<td>22%</td>
<td>22%</td>
<td>13%</td>
<td>15%</td>
<td>8%</td>
<td>6.5</td>
</tr>
</tbody>
</table>

Sample size: Global n=12,898; Australia n=297; China n=2,397; France n=762; Germany n=751; India n=2,765; Indonesia n=755; Kenya n=1,037; Korea n=1,018; New Zealand n=830; Nigeria n=1,074; Malaysia n=457; South Africa n=755  Note: Data excludes UK & US
61% of mobile web users engage in mobile activities while watching TV

Sample size: n=14,473
At least 1 out of 2 mobile web users would engage in dual screen activity (between TV and mobile)

For mobile activities like surfing the web (excludes calls and SMS), do you typically use your mobile when…watching TV

- Global: 61%
- Indonesia: 71%
- South Africa: 70%
- US: 66%
- New Zealand: 66%
- Australia: 66%
- China: 64%
- France: 64%
- India: 62%
- Malaysia: 60%
- Germany: 60%
- UK: 57%
- Nigeria: 55%
- Kenya: 52%
- Korea: 45%

Sample size: Global n=14,473; Australia n=297; China n=2,397; France n=762; Germany n=751; India n=2,765; Indonesia n=755; Kenya n=1,037; Korea n=1,018; New Zealand n=830; Nigeria n=1,074; Malaysia n = 457; South Africa n=755; UK n=563; US n=1012
Mobile web users are mainly engaged in social activities (social networking, text messaging) while watching TV

How do you typically use your mobile while watching TV? Please select top 2

- Social Networking (e.g. Facebook, Twitter, etc.) 50%
- Text messaging/ Instant messaging 41%
- Playing games or listening to music 25%
- Finding for information about products you see on TV 21%
- Finding for information about the show you are watching 17%
- Finding for content not related to what you are watching 14%
- Shopping online 10%
- Other 8%

Sample size: n=8,465

Marketers can leverage this by establishing a mobile presence and incorporating social elements into their TV campaigns.
For mobile web users, mobile is the preferred media for communication, entertainment and finding information.

Sample size: n=12,898
*Note: Data excludes UK & US
6.8 apps

ACTIVELY USED IN LAST 30 DAYS

Of all the apps you currently have, how many have you actively used in the last 30 days?

Sample size: n=10,371
France mobile web users top the list in terms of active apps usage

Of all the apps you currently have, how many have you actively used in the last 30 days?

Sample size: Global n=10,371; Australia n=196; China n=2,042; France n=392; Germany n=341; India n=1,906; Indonesia n=498; Kenya n=780; Korea n=687; New Zealand n=585; Nigeria n=824; Malaysia n=246; South Africa n=528; UK n=482; US n=863
DIGITAL MEDIA CONSUMPTION: PC VS MOBILE
60% of the average global mobile web users now use mobile as either their primary or exclusive means of going online.

'How do you typically go online to surf the web?'

- Mostly via desktop: 11%
- Evenly split between both: 28%
- Mostly via mobile: 37%
- Only via mobile: 23%

Sample size: n=14,256
**Mobile is becoming a major component of internet behavior, especially in developing markets**

*‘How do you typically go online to surf the web?’*

<table>
<thead>
<tr>
<th>Country</th>
<th>Mostly via a desktop/laptop</th>
<th>Evenly split between mobile and desktop/laptop</th>
<th>Mostly via mobile phone</th>
<th>Only via mobile phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>11%</td>
<td>37%</td>
<td>28%</td>
<td>23%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>4%</td>
<td>41%</td>
<td>15%</td>
<td>40%</td>
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<tr>
<td>India</td>
<td>5%</td>
<td>40%</td>
<td>21%</td>
<td>34%</td>
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<tr>
<td>South Africa</td>
<td>5%</td>
<td>37%</td>
<td>24%</td>
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<tr>
<td>Malaysia</td>
<td>10%</td>
<td>33%</td>
<td>26%</td>
<td>31%</td>
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<tr>
<td>Nigeria</td>
<td>5%</td>
<td>43%</td>
<td>23%</td>
<td>29%</td>
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<tr>
<td>Kenya</td>
<td>4%</td>
<td>48%</td>
<td>20%</td>
<td>28%</td>
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<tr>
<td>Australia</td>
<td>15%</td>
<td>32%</td>
<td>28%</td>
<td>25%</td>
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<tr>
<td>Germany</td>
<td>16%</td>
<td>33%</td>
<td>30%</td>
<td>22%</td>
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<tr>
<td>UK</td>
<td>15%</td>
<td>46%</td>
<td>18%</td>
<td>21%</td>
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<tr>
<td>US</td>
<td>28%</td>
<td>31%</td>
<td>18%</td>
<td>16%</td>
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<tr>
<td>New Zealand</td>
<td>15%</td>
<td>33%</td>
<td>38%</td>
<td>14%</td>
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<td>France</td>
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<td>39%</td>
<td>11%</td>
</tr>
<tr>
<td>China</td>
<td>15%</td>
<td>35%</td>
<td>42%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Sample size: Global n=14,256; Australia n=297; China n=2,397; France n=762; Germany n=751; India n=2,765; Indonesia n=755; Kenya n=1,037; Korea n=1,018; New Zealand n=830; Nigeria n=1,074; Malaysia n=457; South Africa n=755; UK n=488; US n=970;

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In the image, the chart illustrates the percentage of people using different devices to access the internet. The data is segmented by country, showing the variation in internet access preferences. The chart highlights that mobile use is becoming a significant component, especially in developing markets. The sample sizes for each country are also provided, ensuring the reliability of the data.
New wave of mobile users includes a proportion of ‘regular’ consumers (not only early adopters)

How do you feel about the following statement:
“I am usually the first among my friends to acquire new technology”?

Sample size: 12,375
Across emerging and developed markets, mobile web is no longer just about early adopters.

How do you feel about the following statement: “I am usually the first among my friends to acquire new technology”?

Sample size: Global n=12,375; Australia n=284; China n=2,352; France n=737; Germany n=728; India n=2,606; Indonesia n=704; Kenya n=986; Korea n=1,006; New Zealand n=812; Nigeria n=1,008; Malaysia n=437; South Africa n=714 *Note: Data excludes UK & US
It's easy to use
It's always there
I can use it privately
Saves money
Don't own or usually have access to computer
Boredom

48%
42%
30%
24%
22%
16%

WHY?

“It’s easy to use”
“It’s always there”

Sample size: n = 10,754
WHERE?

- 46% social event
- 57% Commuting
- 81% Lying in bed
- 83% Waiting for something
- 43% Shopping
- 51% Spending time with family
- 61% While watching TV
- 25% in a meeting or class
- 27% in the bathroom

Mobile is becoming an important companion, particularly for the in between times.

Sample size: n=14,473
WHAT?

SHARE OF MOBILE ACTIVITIES

21% Social Media (e.g. Facebook, Twitter etc.)

20% Entertainment (music, videos etc.)

16% Play Games

15% General Info (Search, Sports, News etc.)

10% E-mail

9% Local Search

9% Shopping

Sample size: n=12,898
*Note: Data excludes UK & US
In the next 12 months, what types of products and/or services would you expect to use more of on your mobile?

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media (e.g. Facebook, Twitter etc.)</td>
<td>41%</td>
</tr>
<tr>
<td>Search for general information</td>
<td>28%</td>
</tr>
<tr>
<td>Search/Download Apps</td>
<td>25%</td>
</tr>
<tr>
<td>Watching videos / listening to music</td>
<td>24%</td>
</tr>
<tr>
<td>Mobile banking and bill payments</td>
<td>20%</td>
</tr>
<tr>
<td>Playing games</td>
<td>18%</td>
</tr>
<tr>
<td>Send and receive e-mail</td>
<td>16%</td>
</tr>
<tr>
<td>General Info (Search, Sports, News etc.)</td>
<td>15%</td>
</tr>
<tr>
<td>E-mail</td>
<td>10%</td>
</tr>
<tr>
<td>Local Search</td>
<td>9%</td>
</tr>
<tr>
<td>Shopping</td>
<td>9%</td>
</tr>
</tbody>
</table>

Growth in mobile use in the next year would mainly be driven by social media.

Sample size: n=12,898

*Note: Data excludes UK & US
Compared to other forms of advertising like TV or online, how comfortable are you with mobile web and mobile app advertisements (not SMS)?

- More comfortable, I find them to be very useful: 33%
- Equally comfortable, I'm getting used to seeing them: 28%
- Less comfortable, I find them intrusive: 19%
- No opinion, I don't think much about ads on my phone: 19%

61% of mobile users are as comfortable with mobile advertising as they are with TV or online advertising.

Sample size: n=13,936
African markets are especially comfortable with mobile advertising vs. TV/online ads

Compared to other forms of advertising like TV or online, how comfortable are you with mobile web and mobile app advertisements (not SMS)?

*Note: Difference between “More comfortable” & “less Comfortable”

Sample size: Global n=13,936; Australia n=289; China n=2,362; France n=738; Germany n=735; Indonesia n=713; Kenya n=996; Korea n=1,008; New Zealand n=817; Nigeria n=1,032; Malaysia n=439; South Africa n=728; UK n=517; US n=918
87% of mobile web users have noticed mobile advertising via the following channels…

I have noticed advertising on my mobile device before …

Mobile ads in apps are the most noticed among mobile users, the study also highlighted that different format of mobile ads appeal to different segments of consumers

Sample size: n=10,653
How often do you unintentionally click on a mobile ad (i.e. ads displayed on mobile phone e.g. banners, rich media ads)?

- Never
- Rarely (less than 5% of the time)
- Occasionally (5-10% of the time)
- Frequently (10-25% of the time)
- Very frequently (over 25% of the time)

Only 17% of mobile web users frequently click on mobile ads unintentionally.

Sample size: n=8,796

*Note: Data excludes UK & US
The frequency of unintentional clicks differ by markets

How often do you unintentionally click on a mobile ad (i.e. ads displayed on mobile phone e.g. banners, rich media ads)?

<table>
<thead>
<tr>
<th>Country</th>
<th>Very frequently (over 25% of the time)</th>
<th>Frequently (10-25% of the time)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>6%</td>
<td>11%</td>
</tr>
<tr>
<td>Kenya</td>
<td>13%</td>
<td>16%</td>
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<tr>
<td>Nigeria</td>
<td>12%</td>
<td>12%</td>
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<tr>
<td>South Africa</td>
<td>8%</td>
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<td>India</td>
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<td>Malaysia</td>
<td>3%</td>
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<tr>
<td>Australia</td>
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<td>9%</td>
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<tr>
<td>Germany</td>
<td>2%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Sample size: Global n=8,796; Australia n=190; China n=2,028; France n=378; Germany n=327; India n=1,828; Indonesia n=485; Kenya n=758; Korea n=677; New Zealand n=570; Nigeria n=804; Malaysia n=233; South Africa n=518

*Note: Data excludes UK & US
Which two forms of media most impact your purchasing decisions?

- Mobile: 48%
- TV: 44%
- News: 28%
- Online: 41%
- Shopping: 16%
- Music: 10%

Sample size: n=9,519
*Note: Data excludes UK & US

Mobile has taken over TV & online in impacting purchase decisions
Mobile is one of the key media which impact purchasing decisions, especially in Nigeria and Kenya.

Which two forms of media most impact your purchasing decisions?

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### Ranking of mobile

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>48%</td>
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<tr>
<td>Kenya</td>
<td>63%</td>
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<tr>
<td>Nigeria</td>
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<td>India</td>
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<td>Indonesia</td>
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<td>Korea</td>
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<td>South Africa</td>
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<td>China</td>
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<td>Malaysia</td>
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<td>New Zealand</td>
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<td>Australia</td>
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<td>Germany</td>
<td>24%</td>
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<tr>
<td>France</td>
<td>15%</td>
</tr>
</tbody>
</table>

Sample size: Global n=9,519; Australia n=204; China n=2,084; France n=413; Germany n=353; India n=2,042; Indonesia n=545; Kenya n=835; Korea n=708; New Zealand n=620; Nigeria n=865; Malaysia n=275; South Africa n=576  *Note: Data excludes UK & US
Mobile has clearly emerged as the most influential channel that influences consumer’s purchasing decision process from beginning to end.

Has mobile advertising ever:

- Introduced you to something new (79%)
- Provided you with better options (70%)
- Helped you find something nearby (71%)
- Caused you to reconsider a product (58%)
- Influenced your in-store purchase (48%)
- Influenced you to buy via your mobile (51%)

Sample size: n=12,898
*Note: Data excludes UK & US
Mobile ads driving purchase intent among smartphone users

Has mobile advertising ever influenced you to:

- Download an application: 78%
- Visit the website of an advertiser: 68%
- Go to the store/retailer/business to get additional information or purchase a product: 56%
- Buy something via your mobile: 52%
- Locate an advertiser on a map: 44%
- Call the advertiser by clicking on the phone number on your phone: 43%

Our study highlighted that mobile ads drive smartphone users to take actions such as visiting a Website, downloading an app or making a purchase.

Sample size: n=9,767
*Note: Data excludes UK & US
MOBILE MEDIA BEHAVIOURS: COMMERCE & SHOPPING
68% have spent money on an activity via mobile

Commerce behavior is extending past digital goods, and now includes physical and financial goods

Sample size: n=12,898
*Note: Data excludes UK & US
83% of consumers plan to conduct mobile commerce in the next 12 months, a 15% increase from where we are today.

Sample size: n=12,898

*Note: Data excludes UK & US
2 out of 3 mobile users have spent via their mobile phones

Sample size: Global n=12,898; Australia n=297; China n=2,397; France n=762; Germany n=751; India n=2,765; Indonesia n= 755; Kenya n=1,037; Korea n=1,018; New Zealand n=830; Nigeria n=1,074; Malaysia n=457; South Africa n=755 *Note: Data excludes UK & US
**Key Implications & Next Steps**

**Educate, Educate**
- We must be evangelists
- Media mix analysis
- Private presentations

**Interplay with TV**
- Mobile has surpassed traditional media (TV & online) in terms of time spend
- Multi-screen behavior is common – 61% of mobile web users engage in mobile activities (e.g. social networking, text messaging) while watching TV

**Engage the Creative**
- Lean-back experience – akin to TV
- Social, Private, Entertainment – willingness to explore, relaxed mode
- Emotions/connections – great responsibility. Thin experience, poor brand.

**Targeting**
- Unique access point to certain segments
- Mobile consumers recognize impact of mobile advertising on purchase behavior…but this is only the tip of the iceberg

**Media Planning**
- Cost effective
- Dominate share of voice
MOBILE MEDIA BEHAVIOURS: CONSUMER SEGMENTS
SEGMENTS DEFINED:

- **MATURE AFFLUENT**: Over 35 with high/middle income group
- **YOUNG PROFESSIONAL**: Age 25-34, university/graduate school degree
- **MOBILE MOTHER**: Female with children living at home
- **GEN M**: Under 25 and 1+ hour on their mobile daily
- **EDUCATED TECHIE**: Attended university & spend via mobile
- **URBAN YOUTH**: Under 25 living in Tier 1 and Tier 2 cities
- **MILLENNIAL**: Age 20-34
Mobile web focus is broad based

“How do you typically go online to surf the web?”

- Mostly via a desktop/laptop
- Evenly split between mobile and desktop/laptop
- Mostly via mobile phone
- Only via mobile phone

<table>
<thead>
<tr>
<th></th>
<th>Mostly via desktop/laptop</th>
<th>Evenly split</th>
<th>Mostly via mobile phone</th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Global</strong></td>
<td>11%</td>
<td>28%</td>
<td>37%</td>
<td>23%</td>
</tr>
<tr>
<td><strong>Mature Affluent</strong></td>
<td>16%</td>
<td>36%</td>
<td>33%</td>
<td>16%</td>
</tr>
<tr>
<td><strong>Mobile Mother</strong></td>
<td>16%</td>
<td>35%</td>
<td>32%</td>
<td>17%</td>
</tr>
<tr>
<td><strong>Gen M</strong></td>
<td>9%</td>
<td>40%</td>
<td>38%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Sample size: Global n=14,256; Mature Affluent n=873; Mobile Mother n=1,069; Gen M n=1,923
Compared to traditional online, mobile is preferred for communication and finding information especially among Youth Teens.

Which form of media do you use most often for the following activities:

**Communication** (Mail, Facebook, Twitter, etc.)

- **Youth Teens**: 13% Desktop or Laptop, 73% Mobile Device
- **Mobile Mother**: 27% Desktop or Laptop, 56% Mobile Device
- **Global**: 19% Desktop or Laptop, 65% Mobile Device

**Finding out information** (sports, news, etc.)

- **Youth Teens**: 15% Desktop or Laptop, 51% Mobile Device
- **Mobile Mother**: 26% Desktop or Laptop, 43% Mobile Device
- **Global**: 19% Desktop or Laptop, 46% Mobile Device

Sample size: Global n=12,898, Mobile Mother n=942; Youth Teens n=5,488

*Note: Data excludes UK & US*
Young Professionals are more likely to purchase financial, entertainment and physical goods via mobile relatively.

83% have ever purchased via mobile / expect to in the next 12 months.

Which, if any, of the following goods have you ever purchased via your mobile?

- Digital goods: 44% Global, 46% Young Professional, 45% Mobile Mother, 39% Millennial
- Physical goods: 30% Global, 33% Young Professional, 40% Mobile Mother, 46% Millennial
- Financial: 24% Global, 27% Young Professional, 34% Mobile Mother, 27% Millennial
- Entertainment: 21% Global, 23% Young Professional, 21% Mobile Mother, 23% Millennial
- Travel: 16% Global, 17% Young Professional, 30% Mobile Mother, 18% Millennial

Sample size: Global n=12,898; Young Professional n=1,200; Mobile Mother n=942, Millennial n=6,752

*Note: Data excludes UK & US
Educated Techie are more likely to be impacted by mobile ads and drive traffic to the advertiser (online/physical store)

Has mobile advertising ever influenced you to:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Global</th>
<th>Mobile Mother</th>
<th>Educated Techie</th>
<th>Millennial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Download an application</td>
<td>78%</td>
<td>70%</td>
<td>76%</td>
<td>80%</td>
</tr>
<tr>
<td>Visit the website of an advertiser</td>
<td>68%</td>
<td>65%</td>
<td>76%</td>
<td>72%</td>
</tr>
<tr>
<td>Go to the store/retailer/business to get additional information or purchase a product</td>
<td>56%</td>
<td>53%</td>
<td>61%</td>
<td>60%</td>
</tr>
<tr>
<td>Buy something via your mobile</td>
<td>52%</td>
<td>53%</td>
<td>56%</td>
<td></td>
</tr>
<tr>
<td>Locate an advertiser on a map</td>
<td>44%</td>
<td>41%</td>
<td>51%</td>
<td>47%</td>
</tr>
<tr>
<td>Call the advertiser by clicking on the phone number on your phone</td>
<td>43%</td>
<td>37%</td>
<td>45%</td>
<td>46%</td>
</tr>
</tbody>
</table>

Sample size: Global n=9,767; Mobile Mother n=889; Educated Techie n=1,879; Millennial n=5,369

*Note: Data excludes UK & US
Accessibility & ease of use are main reasons for using mobile device to access content / use applications

Which of the following best describes why you use your mobile device to access content or use applications?

- Easy to use
- Always there
- I can use it privately
- Boredom
- Saves money

Sample size: Global n=10,754 Mobile Mother=975; Young Professional n=1,167, Millennial n=5,630
Mobile ads in different formats appeal to different segments

I have noticed advertising on my mobile device before …

48% 47% 49% 49%
40% 36% 41% 41%
27% 25% 31% 30%
25% 27% 26% 26%

In an app  On a search engine  On a video website  On a retailer website

Sample size: Global n=10,653; Mobile Mother n=972; Gen M n=1,390; Millennial=5,583
*Note: Data excludes UK & US
APPENDIX
91% are expected to purchase in the next 3 months

Clothing, shoes, or jewellery 58%
Groceries 36%
Music, Videos, Books 36%
Beauty or grooming products (toothpaste, moisturizer, etc.) 33%
Entertainment activities i.e. days/night out, restaurant, movies etc. 28%
Tickets (events, travel, attractions) 20%
Exercise and fitness products 16%
Natural or organic products 12%
DIY products 9%

83% are expected to purchase in the next 6 months

Computer or Laptop 38%
Items for your home i.e. Furniture and other housewares 34%
Television or Home Audio/Stereo System 22%
Auto or Motorcycle 20%
Holidays 19%
Toys or baby products 16%
Cable or Satellite Television Package 14%

Clothing & accessories are most common items to purchase in the short term; while computer or laptop are most desired for the mid term

Sample size: Global n=12,898
Demographic Profile

**Gender**
- 64% Male
- 36% Female

**Mobile Savvy Users**

**Age**
- 15-19: 20%
- 20-24: 25%
- 25-34: 27%
- 35-44: 15%
- 45+: 14%

Sample size: n=14,107
For further information or requests for detailed information on any of the countries surveyed or specific consumer segments, please contact:

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