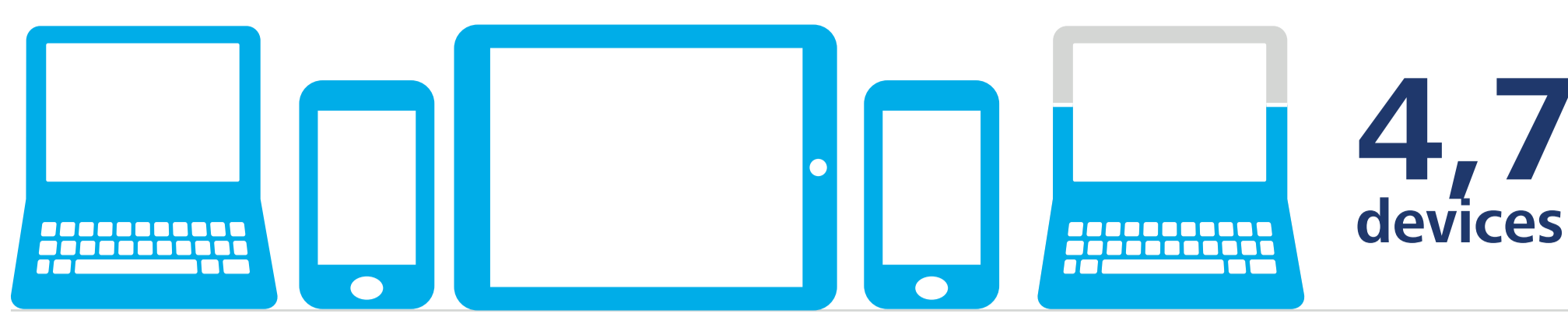


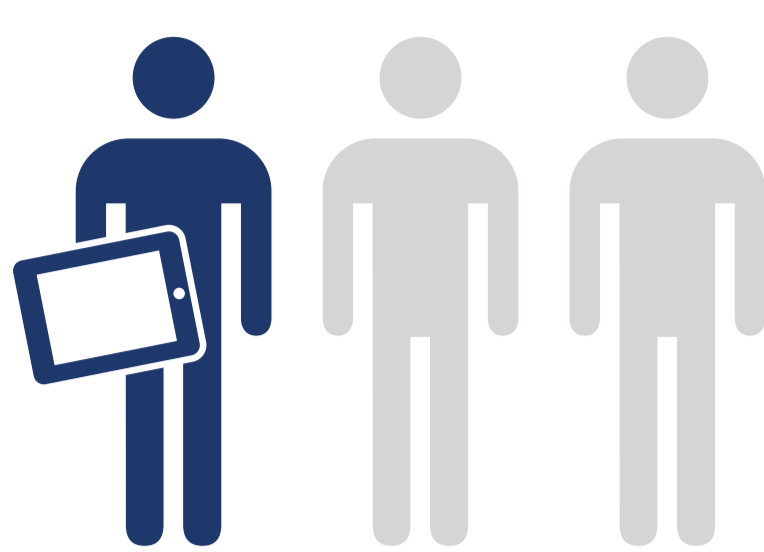
Global Mobile Consumer Survey 2013

Top 10 Belgian mobile consumer facts

Belgian respondents own or have access to an average of 4,7 portable devices



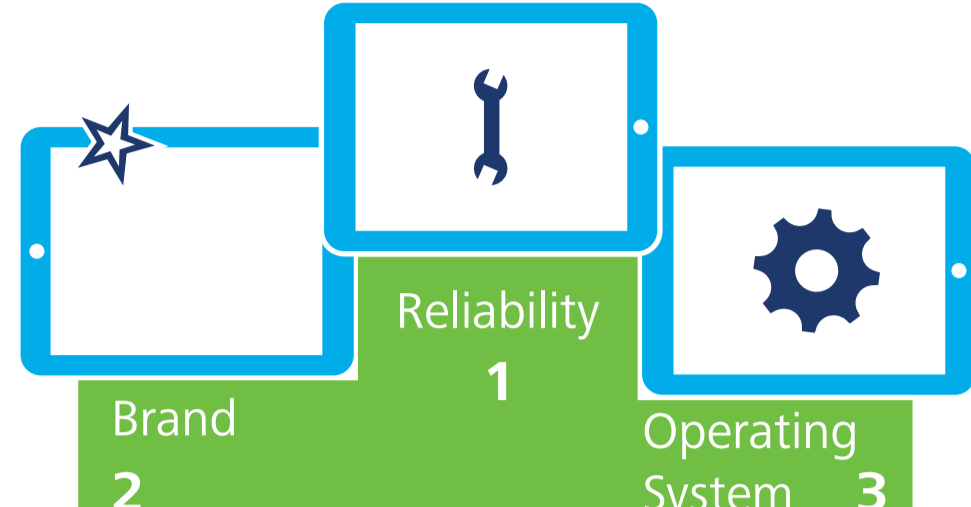
Tablet penetration more than doubled in 2013 (+150%), now reaching 30%



The most important influencers when buying a phone are:



The most important influencers when buying a tablet are:



Wi-Fi is by far the principal source of mobile connectivity for all portable devices in Belgium

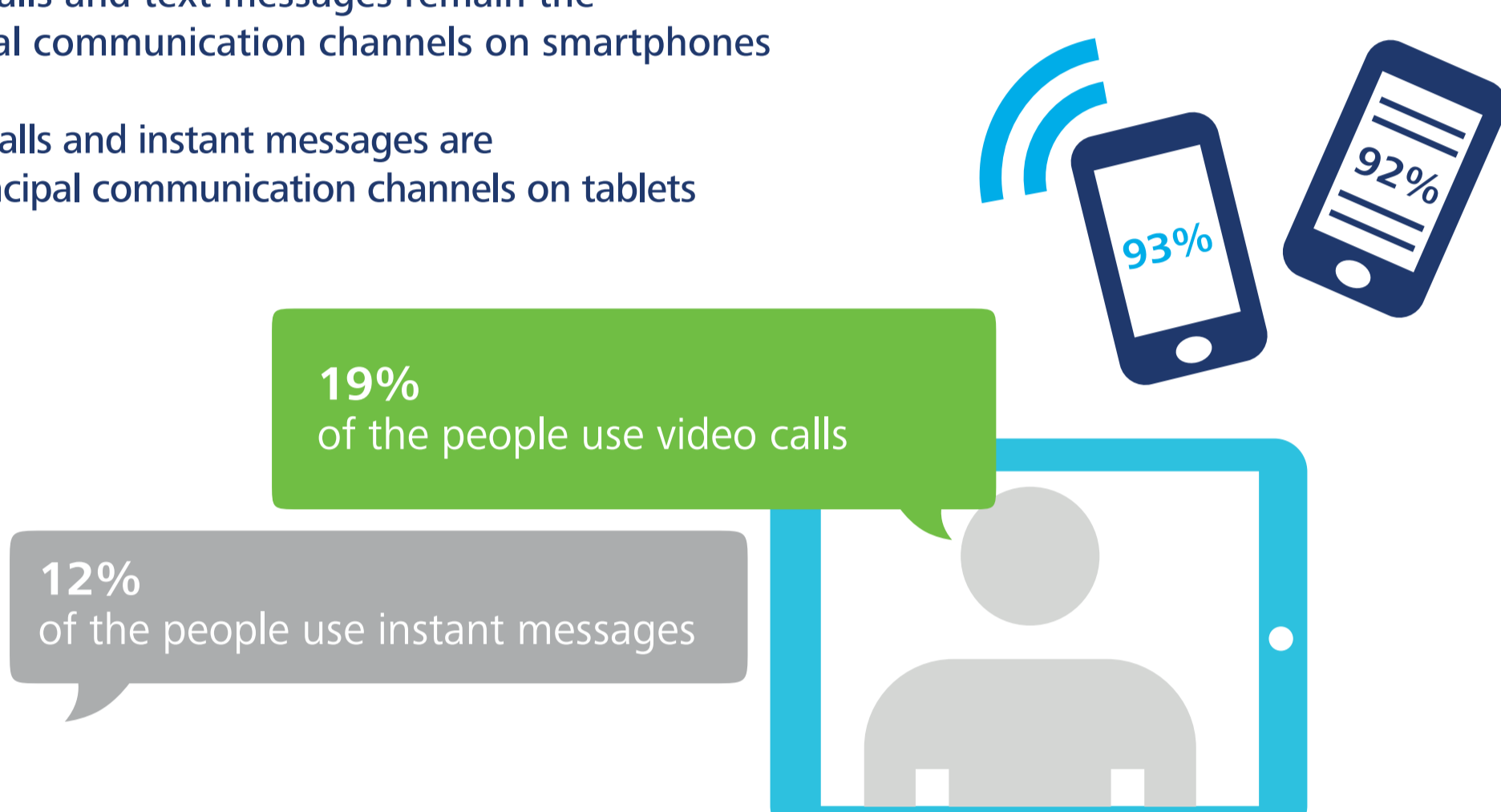


51% of smartphone users connect to WiFi whilst on the go

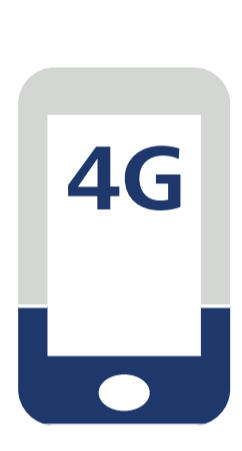


Voice calls and text messages remain the principal communication channels on smartphones

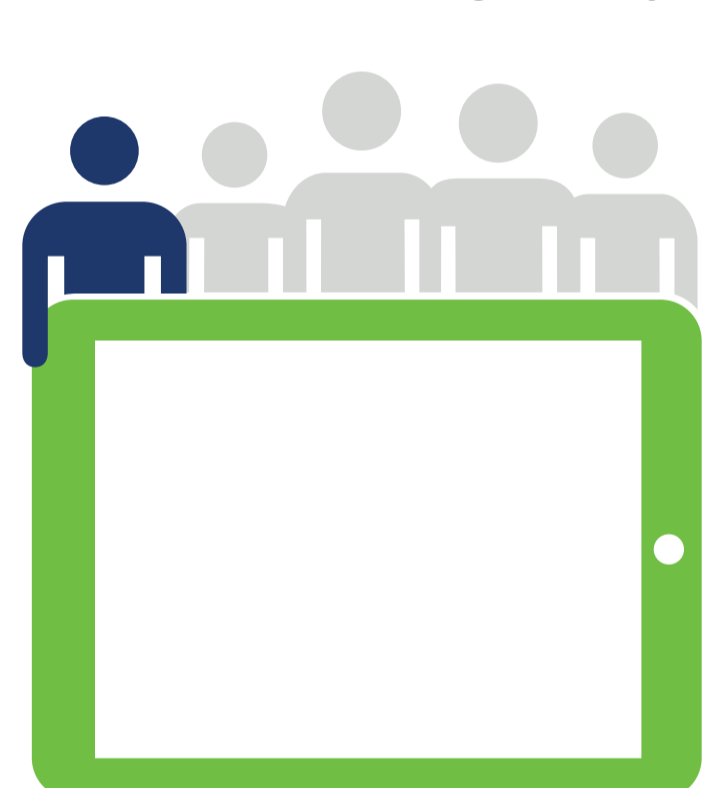
Video calls and instant messages are the principal communication channels on tablets



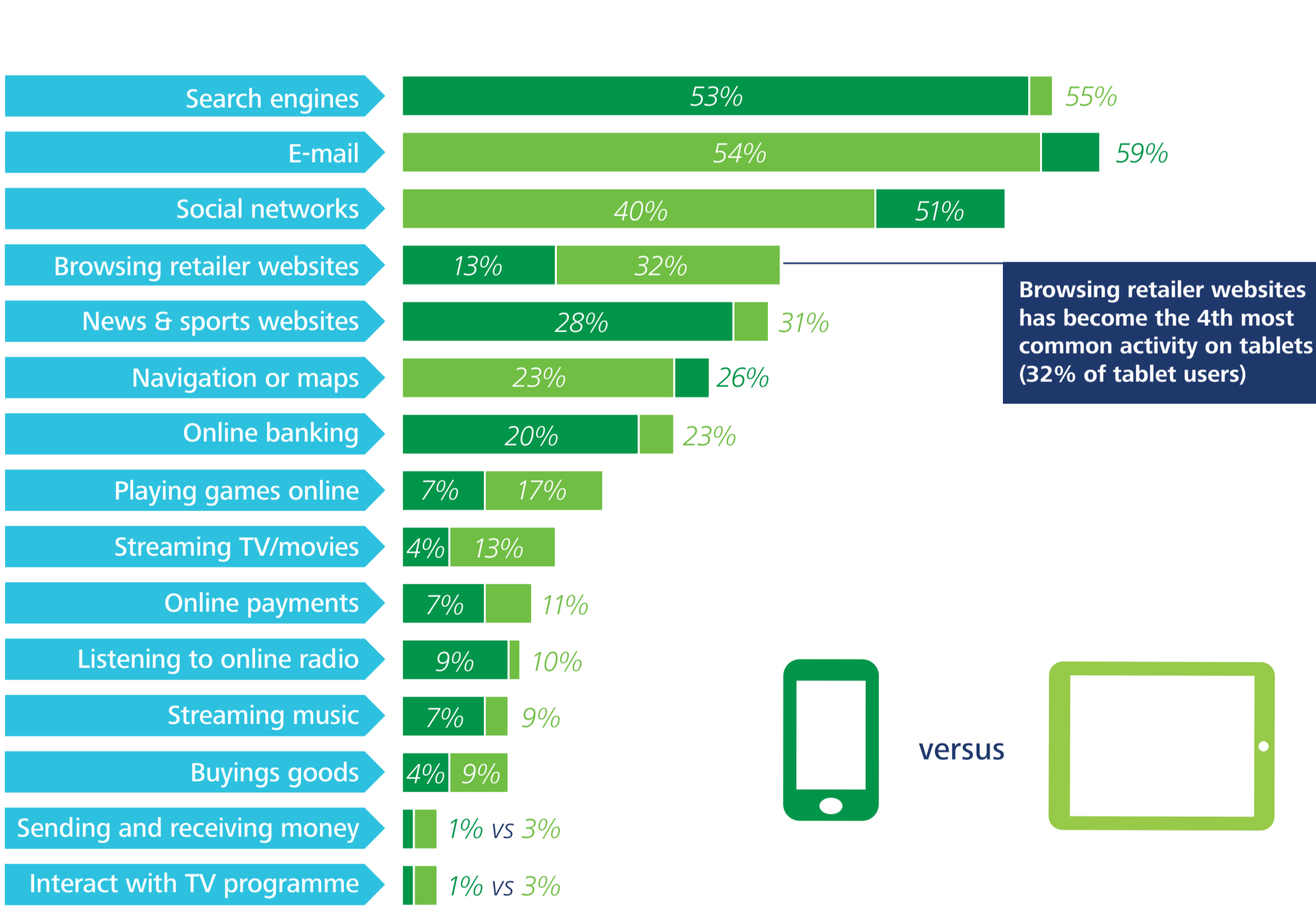
The number of people who want their next phone to have 4G has gone up to 31% in 2013



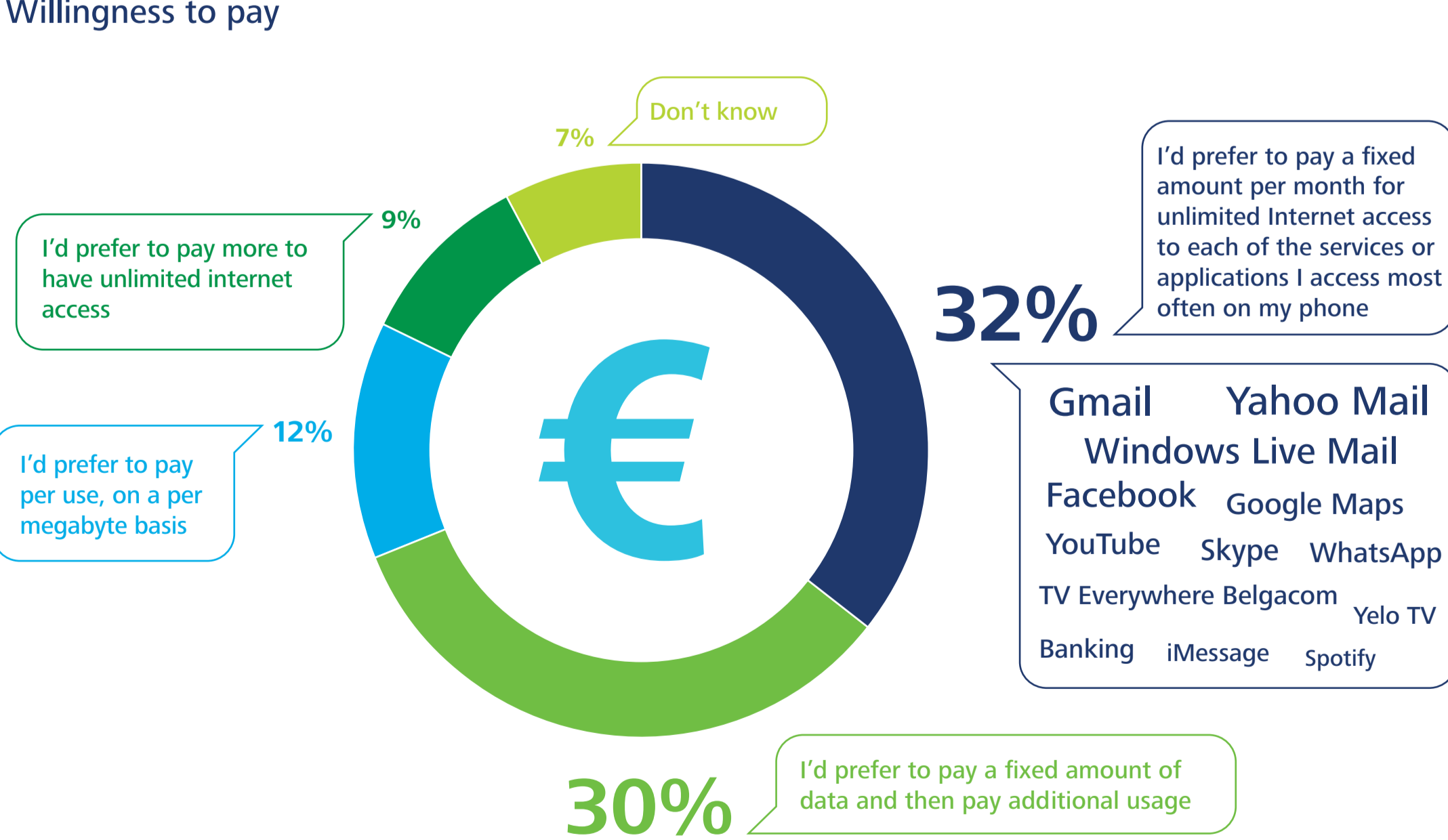
One in five tablet users access a shared tablet through family and friends



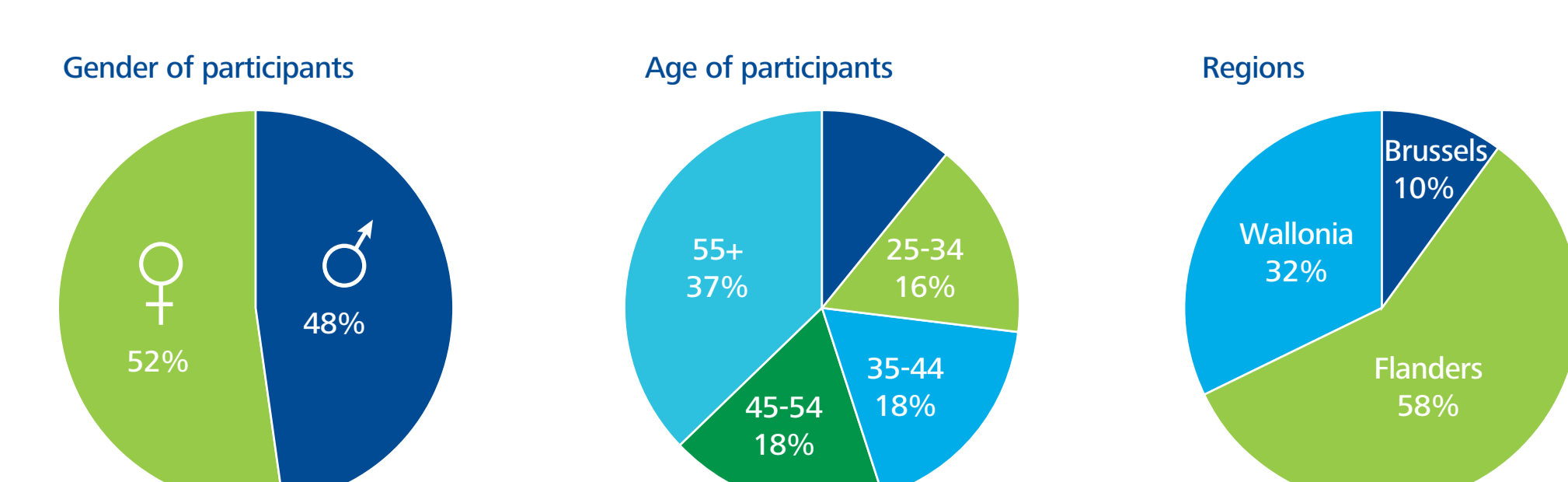
Weekly online activities on tablet & smartphone



Willingness to pay



Global Mobile Consumer Survey, 2013
 Belgian sample: 2000 interviewees
 Field research took place between May and June 2013



For more information please go to www.deloitte.be

