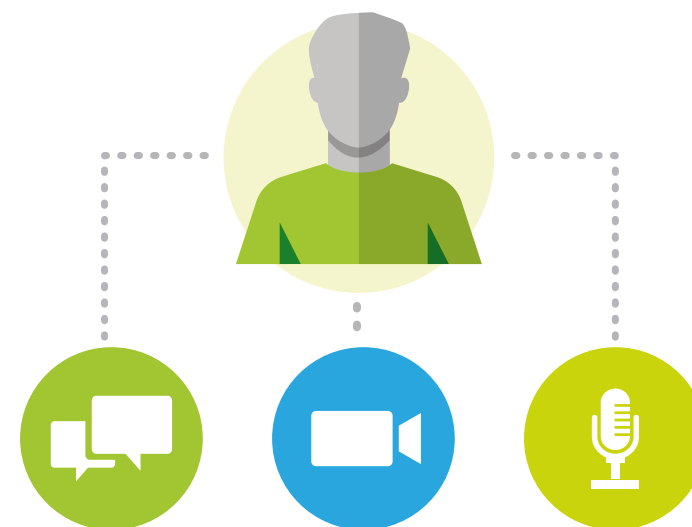


The rise of the data exclusive

Deloitte Global predicts that in 2016,

26% of smartphone users in developed markets *will not make any traditional phone calls in a given week*



A “*data exclusive*” – someone that substitutes voice calls for a combination of messaging (including SMS), voice and video services delivered ‘over the top’.

Drivers for this trend:

- ✓ Apps developed to eliminate need to make calls
- ✓ No real-time response required
- ✓ Affordability of messaging over WiFi

Deloitte.

www.deloitte.com/TMTpredictions

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