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

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