The continuing rapid adoption of mobile devices and the increasing ubiquity of connectivity is changing our lives at an ever increasing pace. This is confirmed by astonishing statistics such as the 1.8 billion images uploaded to social platforms daily\(^1\) and the forecast of 12 billion internet-connected devices by the end of 2014\(^2\). The growth in mobile devices is significantly impacting a wide range of industries, from banking and consumer lifestyle to telecoms, technology and media.

In order to understand what drives consumers to choose, connect and use their mobile devices, Deloitte conducts the annual Global Mobile Consumer Survey. By gathering insights from 37,000 respondents across 22 countries and by combining the results with expert perspectives and additional research, we provide one of the largest information resources of its kind.

This survey offers a unique perspective on the Dutch market by combining up-to-date comparisons with other countries and with last year’s survey results. In addition to this survey, a report containing additional insights into the latest trends on mobile devices and connectivity is available. If you would like to discuss the data or hear the perspective of our experts on the impact of these trends on you and your business, please contact us.

Sources: \(^1\) KPCB Internet Trends Report 2014, \(^2\) Telecompaper
Executive Summary
Affordable devices and connectivity for traditional usage

“This year’s Global Mobile Consumer Survey brings out that Dutch consumers are really starting to pick up 4G while at the same time they seem more price conscious than ever when choosing services and devices. With mobile usage being as intense as ever and more low cost 4G devices coming to market there is opportunity for the leading operators, device manufacturers as well as for low-cost MVNOs who seem to be making a come-back.”

Patrick Steemers
Sponsoring Partner
Telecom Consulting Lead

“Again this year has shown that the Dutch consumers’ addiction to mobile devices is not slowing, but usage behaviour differs by demographic. The winners will be those that exploit and learn quickly”.

Stephen Ward
Partner
Deloitte Digital

“The massive adoption of smartphones and tablets is creating unprecedented opportunities for companies that adopt mobile specific business models. In the digital era, successful businesses take the user perspective as a starting point and require deep insights in mobile consumer behavior”.

Daan Witteveen
Partner
TMT Industry Leader

Devices: Demand for affordable phones in a maturing market
- As the ultimate multi-purpose mobile device, the smartphone continues to dominate the market
- Older consumer segments are rapidly catching up with smartphone ownership
- Certain consumer segments have become more price sensitive and less brand conscious, allowing new ‘challenger’ brands to gain slices of market share
- Consumers still see their operator as the place to buy a phone, both online and in-store

Connectivity: Free
- ‘Free’ Wi-Fi remains the main mobile internet connection, as 4G is still considered too expensive
- 4G is considered faster than Wi-Fi at home, at work, when out and about, and when commuting
- 4G adoption is likely to grow with the availability of 4G-enabled devices and affordable tariffs
- Bundle price remains the main criterion for choosing an operator in 2014
- SIM-only as a contract type has doubled in market share compared with 2013
- Cost concerns are valid: the #1 reason for ‘bill shock’ in 2014 is consumers exceeding their data allowance

Usage: Network effect and price determine service adoption
- Slow start in adopting advanced Over-The-Top services such as TV, video-calling or Mobile VoIP
- Use of mobile payments and transfers is popular among most ages, and banks remain the most trusted institutions for any type of mobile transaction
Devices
### Devices: Ownership

Compared with other developed countries, smartphone penetration in the Netherlands is average, while tablet adoption is slightly above average.

#### Percentage of respondents with access to smartphones and tablets

<table>
<thead>
<tr>
<th>Country</th>
<th>Smartphone</th>
<th>Tablet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Netherlands</td>
<td>71%</td>
<td>50%</td>
</tr>
<tr>
<td>Singapore S. Korea</td>
<td>89%</td>
<td>63%</td>
</tr>
<tr>
<td>Norway</td>
<td>88%</td>
<td>60%</td>
</tr>
<tr>
<td>Spain</td>
<td>87%</td>
<td>53%</td>
</tr>
<tr>
<td>Sweden</td>
<td>85%</td>
<td>46%</td>
</tr>
<tr>
<td>Italy</td>
<td>82%</td>
<td>46%</td>
</tr>
<tr>
<td>UK</td>
<td>76%</td>
<td>50%</td>
</tr>
<tr>
<td>Germany</td>
<td>70%</td>
<td>46%</td>
</tr>
<tr>
<td>France</td>
<td>68%</td>
<td>44%</td>
</tr>
<tr>
<td>Finland</td>
<td>65%</td>
<td>33%</td>
</tr>
</tbody>
</table>

Weighted Base: All respondents (n=2000)

### The most notable increase in smartphone ownership in the past year is among those over the age of 55

#### Percentage of smartphone owners per age segment

<table>
<thead>
<tr>
<th>Age Segment</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>82%</td>
<td>91%</td>
</tr>
<tr>
<td>25-34</td>
<td>79%</td>
<td>84%</td>
</tr>
<tr>
<td>35-44</td>
<td>72%</td>
<td>77%</td>
</tr>
<tr>
<td>45-54</td>
<td>58%</td>
<td>65%</td>
</tr>
<tr>
<td>55+</td>
<td>35%</td>
<td>56%</td>
</tr>
</tbody>
</table>

In line with Deloitte’s 2014 TMT Prediction, the largest growth in smartphone ownership occurred in the 55+ segment.

### In the past year, laptop ownership in the Netherlands has remained stable, while smartphone and tablet ownership has grown at the expense of standard phones

#### Percentage of respondents with access to devices

<table>
<thead>
<tr>
<th>Device Type</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laptop</td>
<td>69%</td>
<td>59%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>69%</td>
<td>59%</td>
</tr>
<tr>
<td>Tablet</td>
<td>71%</td>
<td>50%</td>
</tr>
<tr>
<td>Standard mobile phone</td>
<td>42%</td>
<td>48%</td>
</tr>
<tr>
<td>eReader</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>Netbook</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>Phablet</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Ultrabook</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Weighted Base: All respondents (n=2000)

### The launch of larger devices, such as the iPhone 6 Plus, could make 2014 the year that phablets become mainstream, yet thus far interest in the Netherlands appears limited

#### Percentage of respondents who intend to purchase a phablet in the next 12 months

<table>
<thead>
<tr>
<th>Country</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Singapore</td>
<td>24%</td>
<td>22%</td>
</tr>
<tr>
<td>S. Korea</td>
<td>17%</td>
<td>11%</td>
</tr>
<tr>
<td>Spain</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>Italy</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Germany</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>France</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Sweden</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>UK</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Finland</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Norway</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>5%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Purchase intent is notably higher in Singapore and South Korea, where the growth of tablet sales has been attributed to:
- popularity of gaming
- presence of local manufacturers such as Samsung and LG
- preference for larger screens to work while commuting on public transport

As the ultimate multi-purpose mobile device, the smartphone continues to dominate the market. There is still room for growth, particularly among older consumer segments, yet all consumers are increasingly sensitive to cost, creating an opportunity for new manufacturers. “

Gagandeep Sethi, Senior Manager, Strategy

Weighted Base: All respondents (n=2000) *Note: in 2013 Ultrabook was not an option
Devices: Brands

Samsung leads in market share, while Apple leads in loyalty; Nokia remains relevant and Huawei is a notable new entrant

- Apple and Samsung are capturing users from mainly Nokia and Other
- Apple is losing few users, except to Samsung; even so, the number gained is twice the number lost
- HTC is acquiring users from Nokia and LG, yet losing users to Samsung and Huawei
- Nokia is still acquiring more users from Other than it loses
- Huawei stands out as a new brand that is gaining small numbers of users from all brands, particularly Samsung. Huawei reported 120% growth in handset shipments in Europe and has become the 3rd brand in worldwide shipments, leaving Nokia, HTC and LG behind.

Note: Question refers only to respondents’ main phone
Source: (1) Deloitte Global Mobile Consumer Survey, NL edition, July 2014, (2) http://www.zdnet.com/huawei-sees-massive-handset-growth-outside-china-7000032074/ (3) IDC 2014 Weighted Base: All adults 18-75 who have a phone or smartphone (n=1846)

Apple’s ecosystem remains strong: 54% of iPhone owners have an iPad while only 6% have a Samsung tablet

Devices: Purchasing

The smartphone remains the device that most consumers intend to purchase in the next year

Which of the following devices are you likely to buy in the next 12 months?

Weighted Base: All respondents (n=2000)

Note: 1 = % of iPhone owners, 2 = % of Samsung phone owners
Weighted Base: All respondents who own an iPhone (349) or Samsung phone (701) and an iPad (278) or Samsung tablet (181)

*Note: in 2013 “Ultrabook” was not an option

iPhone users see themselves as the most up to date with devices; over 50% of those that own other brands switch only when their current device is broken

Which of the following best describes your attitude towards new devices?

More than 50% of Samsung, Nokia and Other phone owners wait until their current device is broken to replace it

[Graph showing device preferences]

Weighted Base: All respondents (n=2000)
Devices: Purchasing

As the penetration of tablets increases, the growth of the tablet segment shows signs of slowing down

In what year did you buy or receive your current tablet?

61% of owners bought their tablet in the last 18 months

Before 2012 2012 2013 2014*
13% 26% 36% 25%

In July 2014, the CEO of Best Buy stated “The tablets boomed and now are crashing,” referring to a significant drop in sales. IDC lowered their market forecast in Q2 2014, attributing it to the impact of the “rise of large-screen smartphones” and “longer than anticipated ownership cycles”

Consumers have become more price sensitive since 2013, rating the cost of the device and the contract as more important than the brand

When choosing your next phone, which of the following will be most important?

Price of the device 37%
Cost of the contract 32%
Battery life 26%
Internet connectivity 19%
Brand 16%
Design & quality of build 14%

In 2013 Reliability (37%) and Brand (34%) were rated as the most important aspects of a new phone

Fewer phones are acquired as a ‘free of charge’ addition to consumers’ monthly tariffs, and 44% desire more transparency on the true cost of their device

Did you pay anything for your current handset?

Yes, I paid the entire phone upfront 37%
Yes, I paid through a downpayment 9%
No, it was free and is included in monthly payment 33%
No, other reason (gift / via employer) 18%
Other / don’t know 4%

Weighted Base: All adults 18-75 who have a smartphone (n=1182)

Do you want more transparency on your handset price?

Yes, I would like to know the true cost of my handset 22%
Yes, I would like to see a split between service and handset 22%
No, I would like to pay one price for both my service and handset 40%
Other / don’t know 3%
Don’t Know 3%

In 2013 2012 2014*

Younger consumers renew their phones frequently, while two-thirds of those over 45 renewed their device once or not at all in the past 5 years

How often have you switched your main phone in the last 5 years?

Once 31%
Twice 35%
3x or more 24%
Never 23%

Weighted Base: All adults 18-75 who have a phone or smartphone (n=1846)

In what year did you buy or receive your current smartphone?

2014* 2013 2012
28% 45% 20%

92% of owners have bought their smartphone since 2012

Weighted Base: All adults 18-75 who have a phone or smartphone (n=1846)

*Note: 2014 numbers could change as the survey was conducted in July 2014

Sources: (1) Deloitte Global Mobile Consumer Survey, NL edition, July 2014; (2) RE/Code, July 2014; (3) IDC Weighted Base: All adults 18-75 who have a tablet (n=990)

*Note: 2014 numbers will increase since the survey was conducted in July 2014

In 2013 Reliability (37%) and Brand (34%) were rated as the most important aspects of a new phone

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Weighted Base: All adults 18-75 who have a phone or smartphone (n=1846)

*Note: 2014 numbers will increase since the survey was conducted in July 2014

Weighted Base: All adults 18-75 who have a smartphone (n=1182)
Consumers still see their operator as the place to buy a new phone, both online and in-store

**Online**
- From an operator’s website: 40%
- From an online only e-commerce website: 20%
- From a mobile phone shop’s website: 18%

**In-store**
- From an operator’s store: 42%
- From a consumer electronic retailer’s store: 25%
- From a mobile phone shop: 23%

2x as many respondents purchased their current phone from the operator’s store or website than from other vendors.

Weighted Base: All adults 18-75 who have a phone or smartphone (n=1846)
Connectivity: Wi-Fi, Free and Fabulous
Most users still prefer Wi-Fi to access the Internet via portable devices; however, phablet users are moving relatively quickly to 4G access.

Dutch consumers still highly value the ‘free’ perception of Wi-Fi, sacrificing mobility and speed as a result.

For which, if any, of the following reasons do you use Wi-Fi to connect to the internet instead of your mobile operator’s network (2g, 3g Or 4g/lte)?

Consumer demand for ‘Free’ Wi-Fi is well-justified: the #1 reason for ‘bill shock’ in 2014 is mobile data.

What was the reason for this bill shock? (n=399)

- Exceeded mobile internet allowance: 33%
- Exceeded voice call allowance: 38%
- Exceeded SMS allowance: 5%
- Exceeded SMS allowance: 8%
- Data roaming charges: 10%
- Text roaming charges: 3%
- Other: 7%
- Don’t know: 5%

Connectivity: 4G Cost Concerns
4G adoption has grown fourfold since last year (3% vs. 12%), although it is still early days.

4G handset penetration

- Yes: 66%
- No: 25%
- Don’t know: 9%

4G subscription

- Yes: 74%
- No: 12%
- Don’t know: 4%

Pay a premium for 4G Access

- Yes: 41%
- No: 13%
- No, it’s discounted by operator: 13%
- No, 4G access is included in contract: 18%
**Connectivity: 4G Cost Concerns**

4G is considered faster than Wi-Fi at home, at work, when out and about, and when commuting ...

How do you compare 4G speeds with Wi-Fi in various usage contexts?

- 4G speeds are faster
- Speed is about the same
- 4G speeds are slower
- Don’t use Wi-Fi
- Don’t know

<table>
<thead>
<tr>
<th>Context</th>
<th>4G faster</th>
<th>Speed about the same</th>
<th>4G slower</th>
<th>Don’t use Wi-Fi</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>At home</td>
<td>38%</td>
<td>35%</td>
<td>24%</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>At work/study</td>
<td>35%</td>
<td>30%</td>
<td>21%</td>
<td>19%</td>
<td>14%</td>
</tr>
<tr>
<td>Out and about</td>
<td>42%</td>
<td>36%</td>
<td>22%</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>Commuting</td>
<td>40%</td>
<td>32%</td>
<td>25%</td>
<td>27%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Most customers that have a true 4G experience consider 4G faster than Wi-Fi

Weighted Base: All adults 18-75 who have a 4G/LTE subscription (n=228)

Since customers perceive that 4G is too expensive, operators are likely to start to offer it as a hygiene factor in 2015

“If operators are to capitalise on their investments in spectrum, hardware and back-haul, they need to place mid- and low-end 4G handsets, combined with at least 1GB data bundles, on the market. Once the majority of customers experiences the speed of 4G, they will be less likely to go back to Wi-Fi – which is considered slower than 4G.”

Aart-Jan Schouten, Partner, Consulting TMT Industry

**Connectivity: Data Allowance Developments**

A third of 4G subscribers have a data allowance of less than 1GB and about a third of 4G subscribers have an allowance of between 1 and 3GB

Relation between 4G device penetration & 4G adoption

![Graph showing the relationship between 4G device ownership and 4G adoption](image)

Reason for not taking out a 4G subscription

- Too expensive: 32%
- Happy with current speeds: 27%
- Mostly use Wi-Fi: 22%
- Contract not renewable: 12%
- Not for prepaid: 8%
- Not for data: 5%
- Not for home: 5%
- Too expensive: 3%
- No coverage: 2%
- No offered by provider: 2%

Distribution of data allowances of non-4G customers

- <250MB: 11%
- 250MB - 499MB: 12%
- 500MB - 1GB: 13%
- 1GB - 3GB: 13%
- 3GB - 5GB: 16%
- 5GB - 10GB: 14%
- >10GB: 12%
- Unlimited: 10%
- Pay per use: 7%
- Don’t know: 8%

Distribution of data allowances of 4G customers

- <250MB: 7%
- 250MB - 499MB: 28%
- 500MB - 1GB: 24%
- 1GB - 3GB: 26%
- 3GB - 5GB: 30%
- 5GB - 10GB: 32%
- >10GB: 35%
- Unlimited: 35%
- Pay per use: 3%
- Don’t know: 7%

Weighted Base: All adults 18-75 who connect their phone via the mobile network (2014 non 4G:658, 4G; 191 / 2013: non-4G:1816, 4G:60)

Relation between 4G device penetration & 4G adoption

![Graph showing the relationship between 4G device ownership and 4G adoption](image)

Reason for not taking out a 4G subscription

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- 1GB - 3GB: 26%
- 3GB - 5GB: 30%
- 5GB - 10GB: 32%
- >10GB: 35%
- Unlimited: 35%
- Pay per use: 3%
- Don’t know: 7%
 Connectivity: Data Allowance Developments
Incumbent operators are paving the way slowly towards large data-allowance adoption and Tele2 is evidently pushing for high data-volume packages.

![Distribution of data allowances among various mobile operators](image)

- T-Mobile: 50%, Vodafone: 23%, KPN: 8%, Hi: 21%, Tele2: 10%, Telfort: 17%, Hollands Nieuwe: 10%, Simyo: 8%, T-Mobile 2: 3%, KPN 2: 1%, Hi 2: 2%.

Weighted Base: All adults 18-75 who connect their phone via the mobile network

Connectivity: The Comeback of Low-Cost MVNOs & SIM-Only
The prices of bundles and handsets remain the leading criteria for choosing and leaving an operator.

Why did you choose your current mobile operator? (Top 6)
- Price of device: 9%
- Price of the overall monthly subscription (incl. phone): 16%
- Price of the voice and sms tariff: 14%
- Availability of device: 6%
- Network quality for voice calls: 9%
- Network quality for internet: 7%
- Other reasons: 39%

Weighted Base: All adults 18-75 who connect their phone via the mobile network (n:1301)

If you were to change your operator in the future, what would be the reason(s)? (Top 6)
- Price of device: 11%
- Price of the overall monthly subscription (incl. phone): 19%
- Price of the voice and sms tariff: 16%
- Availability of device: 4%
- Network quality for voice calls: 7%
- Network quality for internet: 8%
- Other reasons: 35%

Weighted Base: All adults 18-75 who have a phone or smartphone (n:1840)

The SIM-only contract has doubled its market share since 2013

![Representation of market share (& churn) is based upon subscription for primary phone](image)

- 2013: 8%
- 2014: 16%

Weighted Base: All adults 18-75 who have a phone or smartphone (n:1840)

Low-cost operators can grow at the cost of incumbents

- The incumbents have lost major market share to T-Mobile and low-cost operators.
- Tele2 and Simyo have been able to establish strong positions in the market.
- ACM data confirms that MVNO subscriptions have grown by 20% at the cost of pre-paid MNO.

Weighted Base: All adults 18-75 who have a phone or smartphone (n:1840)

“Incumbent operators are under severe pressure from the rebirth of low-cost MVNOs, which now offer a full range of propositions, including mid-level handsets. These propositions answer the current needs of customers. Incumbent operators are expected to and required to adapt their values and offerings to those of MVNOs because most customers are attaching less value to network quality.”

Gagandeep Sethi, Senior Manager, Strategy
### Connectivity: The Comeback of Low-Cost MVNOs & SIM-Only

Most mobile customers are not interested in integrating various services into their mobile service, yet many accept multiple services.

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Wi-fi hotspots</td>
<td>9%</td>
</tr>
<tr>
<td>Home broadband / Internet</td>
<td>5%</td>
</tr>
<tr>
<td>Fixed line voice</td>
<td>4%</td>
</tr>
<tr>
<td>Interactive TV</td>
<td>4%</td>
</tr>
<tr>
<td>Music streaming services</td>
<td>4%</td>
</tr>
<tr>
<td>TV / Video on demand</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
<tr>
<td>Would not subscribe to any</td>
<td>54%</td>
</tr>
<tr>
<td>I don’t know</td>
<td>26%</td>
</tr>
</tbody>
</table>


Weighted Base: All adults 18-75 who have a phone or smartphone (n=1840)

<table>
<thead>
<tr>
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<tr>
<td>TV / Video on demand</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
<tr>
<td>Would not subscribe to any</td>
<td>47%</td>
</tr>
<tr>
<td>I don’t know</td>
<td>5%</td>
</tr>
</tbody>
</table>


Weighted Base: All adults 18-75 aware of services offered by their mobile operator
Usage: Wake Up and Plug In
Almost half of 18-24 year olds check their device within 5 minutes of waking up

Typically how long is the interval between waking up and looking at your smartphone for the first time (not including turning off your phone’s alarm clock)?

Within 5 minutes
- 18-24: 48%
- 25-34: 39%
- 35-54: 20%
- 55-70: 11%
- 65-75: 31%

Within 15 minutes
- 18-24: 67%
- 25-34: 55%
- 35-54: 34%
- 55-70: 20%
- 65-75: 9%

Within 30 minutes
- 18-24: 81%
- 25-34: 69%
- 35-54: 48%
- 55-70: 31%
- 65-75: 13%

Within 1 hour
- 18-24: 89%
- 25-34: 82%
- 35-54: 65%
- 55-70: 52%
- 65-75: 27%

Base: All respondents with a phone/smartphone, NL, 1846, Those aged 18-24 (226), 25-34 (335), 35-44 (354), 45-54 (444), 55-64 (336), 65-75 (151)

Usage: Mobile Instant and SMS Text Messaging
Email, social media and instant messaging are still the most popular apps

Most people’s morning routine incorporates checking instant messages, texts, emails and social networks

Typically, what is the first thing you access on your smartphone every day?

<table>
<thead>
<tr>
<th>All Ages</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65-75</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-mails</td>
<td>25%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instant messaging</td>
<td>26%</td>
<td>22%</td>
<td>26%</td>
<td>32%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SMS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>31%</td>
<td></td>
</tr>
<tr>
<td>Social networks</td>
<td>15%</td>
<td>23%</td>
<td>17%</td>
<td>18%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>News</td>
<td></td>
<td>15%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SMS/IM</td>
<td></td>
<td></td>
<td>13%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Base: All respondents with a phone/smartphone, NL, 1423, Those aged 18-24 (209), 25-34 (300), 35-44 (291), 45-54 (315), 55-64 (221), 65-75 (86)

Over 10% of 18-34 year olds look at their phones 100 times or more a day; only 9% of the over 65s never check their phone

How many times would you estimate you look at your phone in a day?

- Over 200 times
- Between 101 and 200 times
- Between 51 and 100 times
- Between 26 and 50 times
- Between 11 and 25 times
- Under 10 times
- Never
- I don’t know

On average, people check their phone 27 times a day. For youngsters (18-24), this is almost 50 times a day!

Base: All respondents with a phone/smartphone, NL, 1846, Those aged 18-24 (226), 25-34 (335), 35-44 (354), 45-54 (444), 55-64 (336), 65-75 (151)

In the last 7 days, how did you use your phone to communicate with others (if at all)?

- Email (41%)
- Check my social networks (eg. Facebook) (37%)
- Instant messaging (29%)
- Read news sites (eg. NU.nl, RT, RTL Nieuws, NOS) (27%)
- Navigation (eg. Google Maps) (27%)
- Search for information from my phone when out and about (24%)
- Watch video (eg. YouTube, RTL Nieuws, Netflix) (24%)
- Browsing shopping sites from my phone (eg. Bol.com, Alberts) (17%)
- Upload or send large photos via social networks or instant messaging (11%)
- Listen to radio (eg. Devoxx, RRO) (11%)
- Voice calling via the internet (9%)
- Stream music (eg. Spotify, Deezer, RDIO) (8%)
- Play online games (7%)

Vertical applications in healthcare, retail, financial services and automotive have most potential for new mobile growth, but they are yet to materialise.
**Usage: Mobile Instant and SMS Text Messaging**

The frequency of SMS usage has increased the most in France and the UK, and declined the most in Spain, the Netherlands and Germany.

Would you say you use SMS to communicate via your mobile devices more, less or about the same as you did 12 months ago?

France: 34%; 13%; 12%; 13%; 10%; 19%; 27%; 63%
UK: 13%
Sweden: 12%
Norway: 8%
Italy: 6%
South Korea: 4%
Singapore: 3%
Germany: 3%
Netherlands: 3%
Spain: 2%

Source: Deloitte Global Mobile Consumer Survey, June-August 2014
Weighted base: All phone/smartphone owners: Australia 1862, France 1807, Germany 1,841, Italy 1871, Japan 1594, Netherlands 1846, Norway 967, Russia 1882, Singapore 1875, South Korea 1911, Spain 1906, Sweden 1882, UK 3676, US 1635

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**IM usage is higher than SMS in Spain and NL; usage of IM in Germany has almost doubled to 46% since 2013**

In the last 7 days, how did you use your phone to communicate with others (if at all)?

**Most IM users have space for no more than two IM services; most IM users also use SMS**

How many instant messaging (IM) apps do you normally use every week? (e.g. WhatsApp, iMessage)

Most popular IM-apps:
- WhatsApp (600m users)
- Viber (600m users)
- WeChat (450m users)

Mobile IM is seen as a complementary service to SMS, rather than a true replacement

Note: MMS refers to picture or video messages
Weighted base (2013/2014): Respondents who own or have access to a smartphone (1079/1423)

Note: those that responded “Don’t know” have been excluded from this analysis.
Base: Respondents that use Instant messaging apps on a weekly basis (898)
Usage: Mobile Instant and SMS Text Messaging

Main drivers of using IM are cost, Wi-Fi, friends who are using it, and the extra functionalities IM offers compared to SMS

You told us that you use instant messaging more frequently than 12 months ago. Which, if any, of the following sentences describe why?

- Cheaper than sending SMS: 62%
- I can use it on Wi-Fi: 52%
- My friends/family are using it: 41%
- I can use the group functionality: 41%
- Easier to use than SMS: 39%
- Easier to send photos & videos than SMS: 32%
- Convenient to communicate with people that live abroad: 25%
- I can see when my messages are read: 24%
- I can see who is online/available: 19%
- I can send emotions/stickers: 14%
- Allows to stay within my SMS allowance: 10%
- I can use it to access apps: 4%
- Other: 4%

“Tariffs influence the adoption of OTT services. In countries like France, where mobile operators’ bundles traditionally include unlimited SMS, IM adoption is historically lower.”
Arseni Storojev, Senior Consultant, TMT Industry

Base: Respondents using Instant messaging more frequently 654

Usage: New Functionalities

Consumers tend to start using new functionalities like VoIP only when friends or family use them, which was the case with IM

You said you do not use Voice over Internet Protocol (VoIP) services every week. Which, if any, of the following reasons best describe why?

- None of my family/friends use it: 24%
- I have enough minutes included in my existing tariff: 22%
- I prefer messaging to calling: 18%
- I know it’s possible, but I’m not sure how: 11%
- I don’t want to use up my internet allowance: 9%
- I wasn’t aware that you can do that: 5%
- My internet connectivity isn’t good enough to allow me: 3%
- There’s no app for doing that: 1%
- I don’t know: 21%

WhatsApp announced the launch of a VoIP service during the Mobile World Congress 2014.

It will compete with Skype, Viber and Tango, who already provide VoIP

Streaming and watching video on mobile devices remains relatively limited

In the last 7 days, which activities did you do on your phone (if any)?

- Play games: 31%
- Listen to music stored on the phone: 23%
- Stream music: 9%
- Listen to online radio (3FM, BNR, Radio 2): 7%
- Watch TV/movies/video saved on my device: 6%
- Stream/watch TV or movies online: 5%
- Interact with TV programme that I am watching via an app: 2%

“Consumers prefer to watch films on larger screens and tend not to use their smartphones for this activity. While the most preferred device remains the (smart) TV, there is some potential for phablets and tablets, particularly when on the move.”
Marieke van der Donk, Director, Media Industry

Base: All Adults 18-75 Who Connect Their Phone To The Internet (1301)
Usage: Apps
Approximately 30% of respondents who have never downloaded an app are aged 45+

How many apps do you download on your phone in a typical month?
Respondents that have never downloaded an app (by age group)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65-70</th>
<th>All ages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downloads</td>
<td>11%</td>
<td>8%</td>
<td>17%</td>
<td>29%</td>
<td>23%</td>
<td>12%</td>
<td>5%</td>
</tr>
</tbody>
</table>

50% of all respondents have never made an app-related expense; the average payment is €0.47

Almost 20% of consumers would like to use a mobile money transfer app; acceptance declines with age

Have you ever used your phone for any of the following?

- Check your bank balance
- Transfer money to another individual
- Make online purchase

<table>
<thead>
<tr>
<th>Age Group</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65-70</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check</td>
<td>38%</td>
<td>33%</td>
<td>24%</td>
<td>28%</td>
<td>22%</td>
<td>15%</td>
</tr>
<tr>
<td>Transfer</td>
<td>48%</td>
<td>15%</td>
<td>24%</td>
<td>17%</td>
<td>12%</td>
<td>9%</td>
</tr>
<tr>
<td>Make online</td>
<td>6%</td>
<td>14%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Almost 20% of consumers would like to use a mobile money transfer app; acceptance declines with age

Would you like to be able to use your phone to transfer money to friends/family?

- Yes, but for small payments only
- Yes, regardless of the amount
- No
- Don't know

The average payment per app is €0.47

“Web standards are improving, but the battle for app vs. web investment continues to be an unresolved issue for our clients.”
Victor Hoong, Director, Deloitte Digital

Usage: Mobile ‘money’
The use of mobile payments and transfers is popular among most ages, especially younger people

Weighted base: Respondents who connect their phones to the Internet: (1301)
In markets with mature financial institutions, banks are likely to be the most trusted institutions for any type of mobile transactions.

“Banks still have a head start in providing mobile payments. This is due to the trust that customers put in them and to the infrastructure that they have in place. The main challenge is accelerating the innovation and enrichment of the customer experience and creating a mobile payment ecosystem that adds value to merchants, consumers and payments providers.”

Hans Honig, Partner, Consulting Financial Services Industry

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>My bank</td>
<td>90%</td>
</tr>
<tr>
<td>Money transfer service</td>
<td>9%</td>
</tr>
<tr>
<td>Financial institutions</td>
<td>9%</td>
</tr>
<tr>
<td>My mobile operator provider</td>
<td>5%</td>
</tr>
<tr>
<td>I do not have a preference</td>
<td>3%</td>
</tr>
<tr>
<td>App store providers</td>
<td>3%</td>
</tr>
<tr>
<td>None of the above</td>
<td>1%</td>
</tr>
<tr>
<td>I don’t know</td>
<td>3%</td>
</tr>
</tbody>
</table>

Base: Phone owners who would like to transfer money (n=910)
Methodology

Data relating to the Netherlands is part of Deloitte’s Global Mobile Consumer Survey, a multi-country study of mobile phone users around the world. The 2014 study comprises 37,000 respondents across 22 countries.

Data cited in this presentation is based on a nationally representative sample of 2,000 Dutch consumers aged 18-70. Fieldwork took place in July 2014 and was carried out online by Ipsos MORI, an independent research firm, based on a question set provided by Deloitte.

Questions were asked in the local official language in all countries, and country-specific examples were provided. All questions pertaining to spend were asked in local currency. Currency ranges were tailored to local purchasing power where appropriate.
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