

4.3  Mobile devices per capita

Never go online on mobile devices **15%** 

46%  Unhappy subscribers name roaming charges main reason for bill shock
This is specific only to Russia

Never changed mobile operator **44%** 
Russian subscribers' loyalty is above average

56%  Consider switching operator should new one introduce 4G services in next 12M

Willing to pay for unlimited access to favorite apps...  **30%**

47%  ...including most popular Russian social network

	Mobile phone	Smartphone	Tablet
Penetration	76%	29%	14%
Go online	34%	20%	71%
Use mobile Internet	62%	71%	36%
Use Wi-Fi	27%	61%	71%
Will buy device in next 12M	19%	24%	28%
Market share of 2 largest device vendors		70%	61%
Own another similar device	49%	22%	16%
Use social networks		56%	54%
Stream video		15%	38%
Never downloaded apps		36%	22%
Avg. monthly spend on apps		RUB151	RUB199

Tablet adopters who use smartphone and laptop less **33%** 

Internet usage rate in Russia is among highest – 46% of subscribers use mobile Internet

Cell phones remain status symbol in Russia. New handset is considered priority purchase twice as often than in developed countries

58%  Interested in service allowing to limit their phone bill

Believe their current data plans are unlimited **46%**

3  years Average handset lifespan in Russia

Wi-Fi and mobile Internet usage



at work



Wi-Fi



mobile Internet



at home



when out and about

