

The market-creating power of mobile

The rise of mobile has paved the way for whole new markets, such as mobile payments, the Internet of Things, location-based advertising, and an entire ecosystem of apps including social media.



Life's essentials: Air, water, food, and smartphones

The speed in which we look at our phones in the morning is continuing to become faster and faster.

43% of consumers check their phones within **5 minutes** of waking up.

We check our phones approximately **47 times** a day.

Similarly, **35%** of consumers check their phones 5 mins before preparing to sleep.

50% of the consumers check their phones in the middle of the night.



After an explosive growth period, smartphone penetration increased only

7% (70% to 77%) reaching saturated levels.

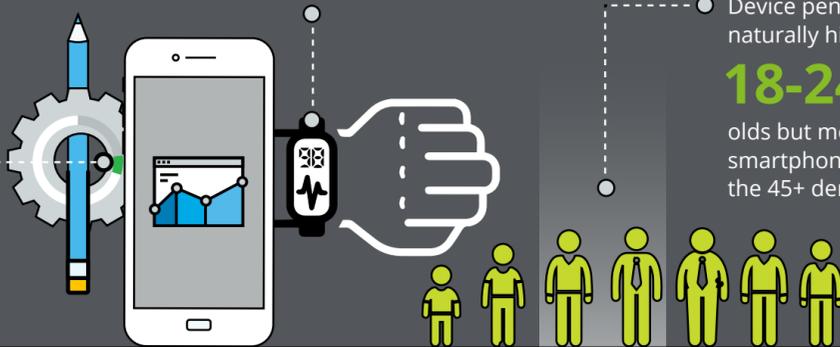
Smart watches (**12% vs 4% last year**) and fitness bands (**17% vs 10% last year**) show higher growth percentages. VR headsets, a newer product in the market remains a niche product, with **8%** of the consumers reporting ownership.

The mobile device landscape: Where to from here?

Device penetration is naturally higher among

18-24 year

olds but most of the smartphone growth occurred in the 45+ demographic.



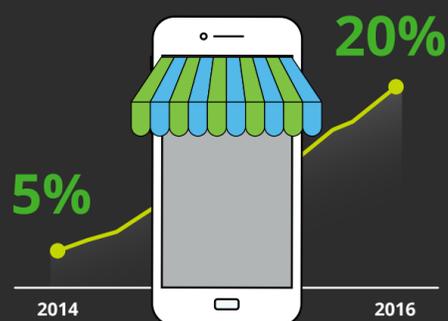
Mobile devices They're in on the action

While out shopping and while at work still rank as the #1 activities with 93% reported usage. Spending leisurely time and watching TV follow closely at 90% and 89%.

93%



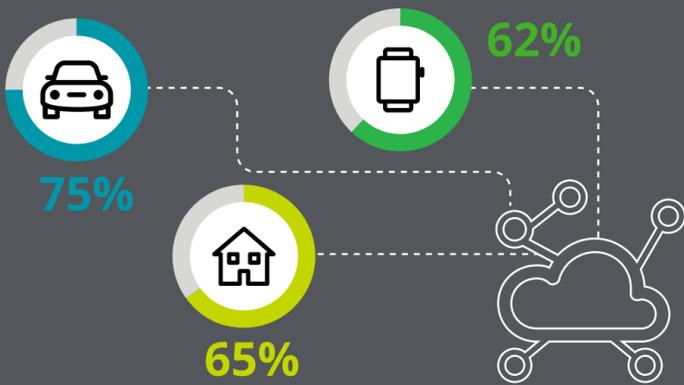
mPayments Staying on course



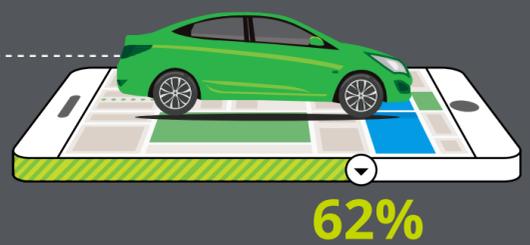
In **2015** mPayments usage for in-store payments increased to **18%** from 5% in 2014. This year, the growth is plateauing at 20%.

IoT: The (connected) lightbulb has turned on

Car based IoT still ranks at #1 spot with 75% of consumers stating interest. Home-based IoT interest showed the largest increase from 53% in 2015, to 65% and taken over personal IoT (wearables) at 62% for the #2 spot.



62% of the consumers would consider eventually owning or riding in an autonomous car. 16% of those aged 25-34 would consider riding and owning one now.



Security and privacy How aware are consumers?

