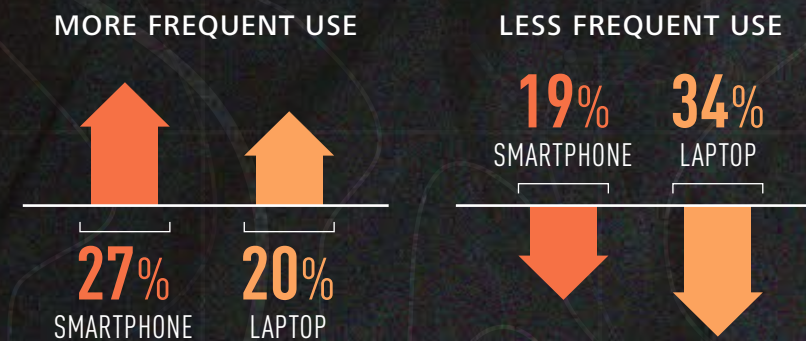


NEW DIRECTIONS IN DEVICES

The relationships mobile consumers have with their devices can have a big impact on service and product development. Here's a look at some of the latest device-focused trends, taken from our Global Mobile Consumer Survey.

Tablet use drives more smartphone use

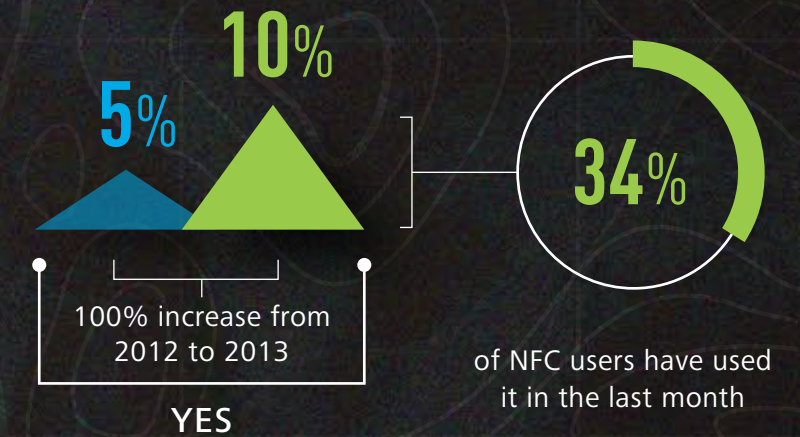
Meanwhile, many consumers report using their laptops less frequently after owning a tablet.



NFC on the rise

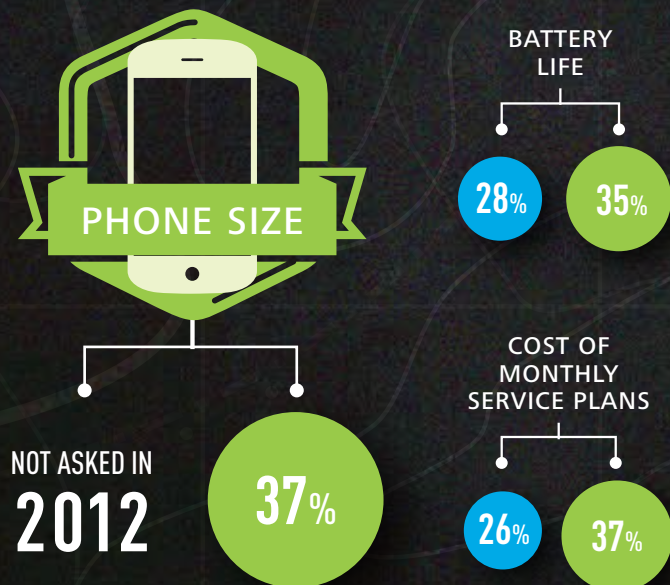
NFC may have a small user base today, but the numbers are growing and people are using it.

DOES YOUR PHONE HAVE NFC TECHNOLOGY?

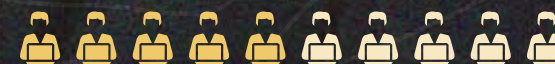


Is bigger better?

Phone size takes its place alongside battery life and service plan costs as one of the top differentiating factors when selecting a device.



The BYOD (bring-your-own-device) effect



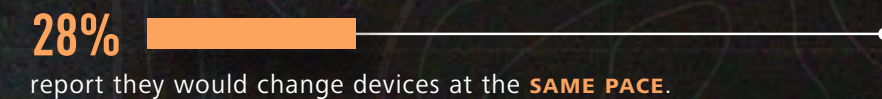
In BYOD workplaces, **roughly half of employees** rely on their **own devices** instead of company-provided devices.

Subsidy surprises

Many consumers may not realize their devices were subsidized:



What if subsidies were discontinued?



Deloitte.