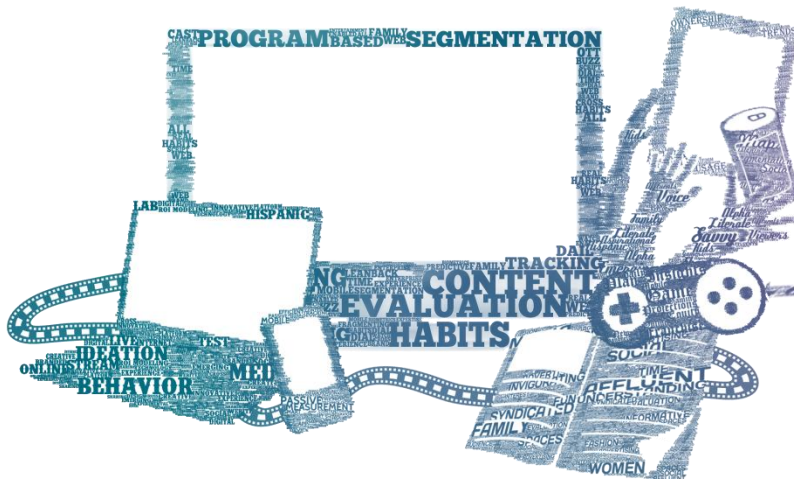


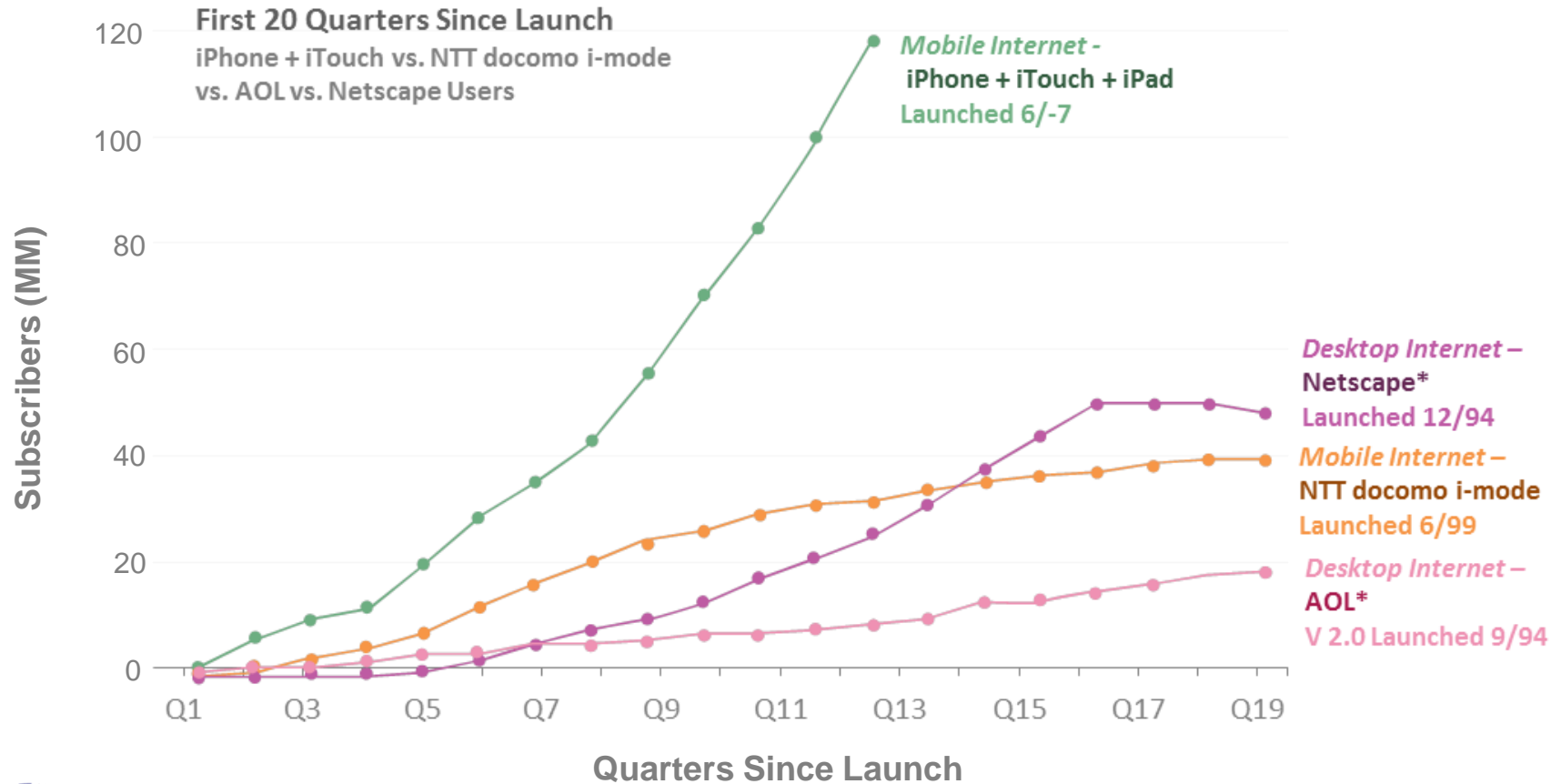
# The March of the Mobile

The Grill 2011



Ipsos OTX MediaCT

# The mobile internet is seeing explosive growth



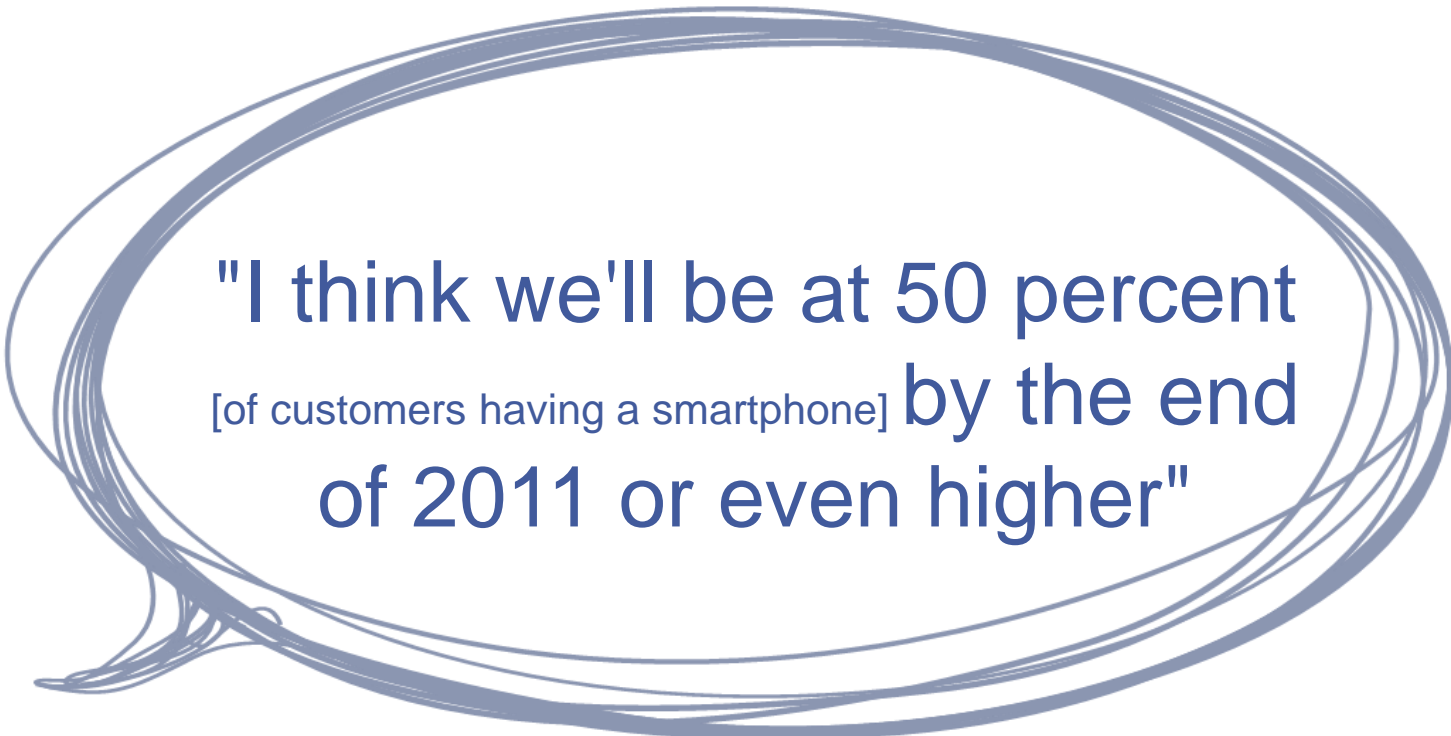


# The mobile internet is seeing explosive growth

\$17,000,000,000

Estimated spend on mobile advertising in 2020

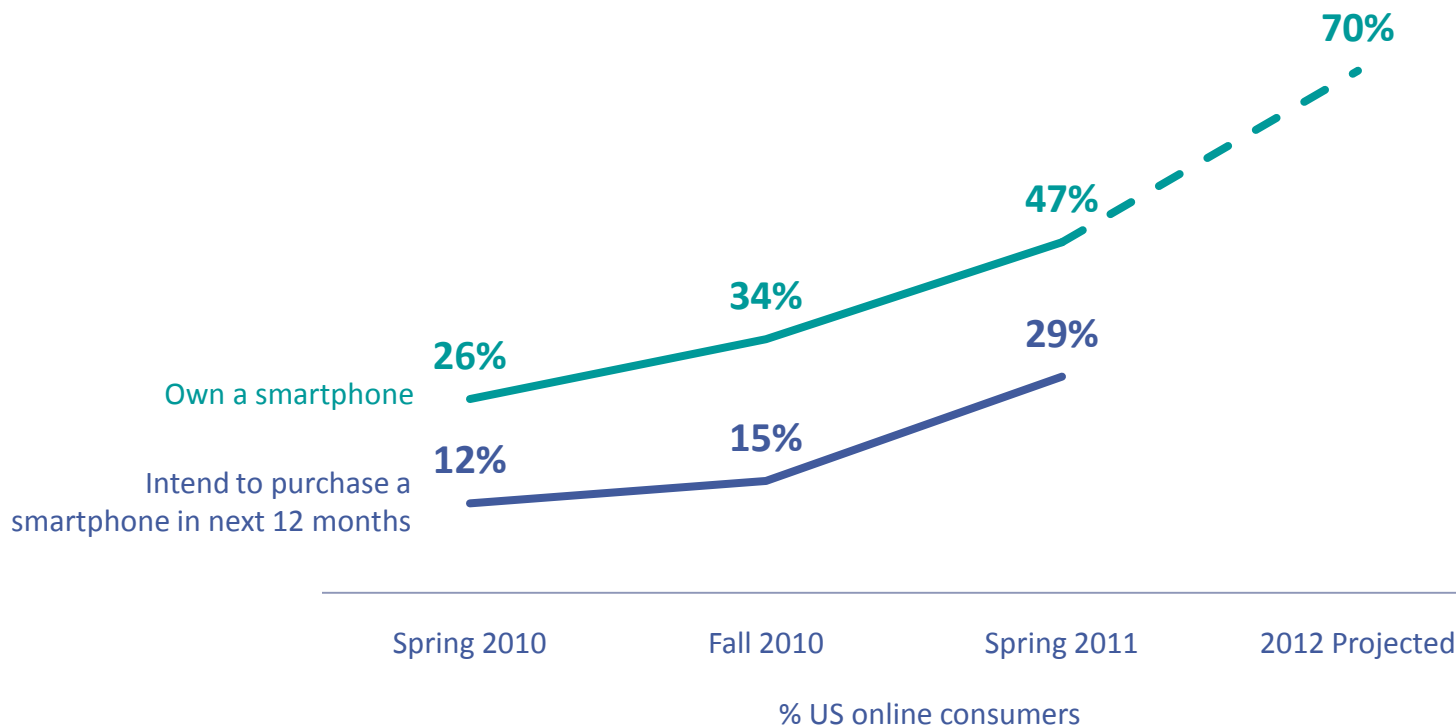
# The mobile internet is seeing explosive growth



"I think we'll be at 50 percent  
[of customers having a smartphone] by the end  
of 2011 or even higher"

Verizon's Lowell McAdam

# The number of internet users who own and who intend to own a smartphone continues to grow



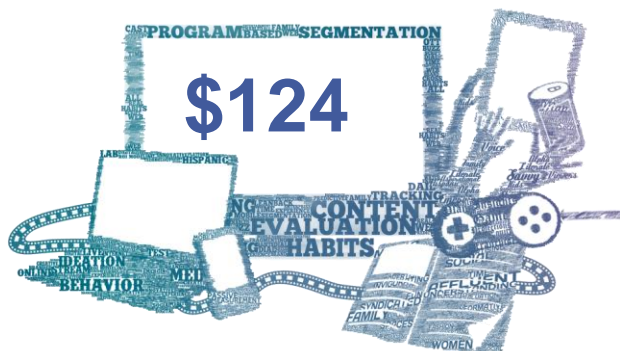
# What do we know about smartphone owners?



**Smartphone Owners** are more likely to be...

- 18-44 years of age
- Well-educated
- Working full-time
- In a household with \$50K+ annual income
- In a household with children

# They're bigger than average spenders on media and entertainment each month



Smartphone owners



US online consumers in general

*Monthly spend on media content/entertainment subscription service*



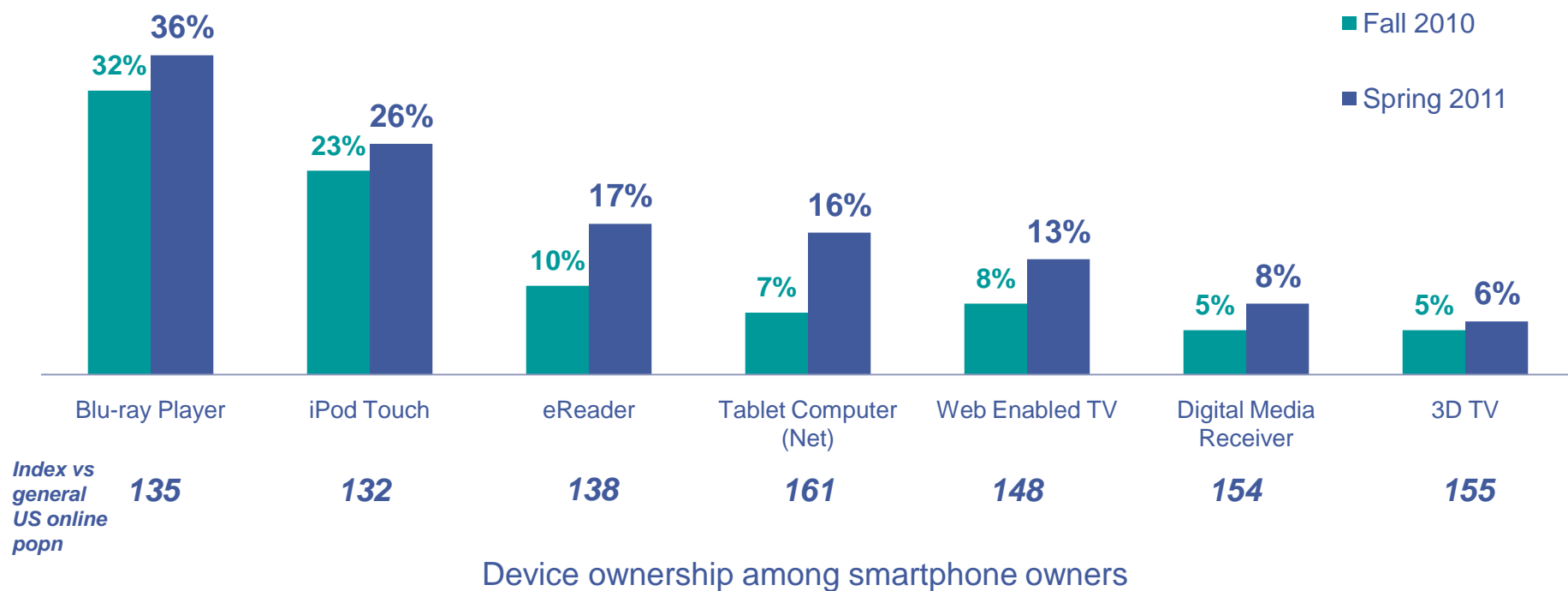


## Smartphone owners

## SHARE OF TOTAL MONTHLY MEDIA CONTENT/SERVICE SPEND

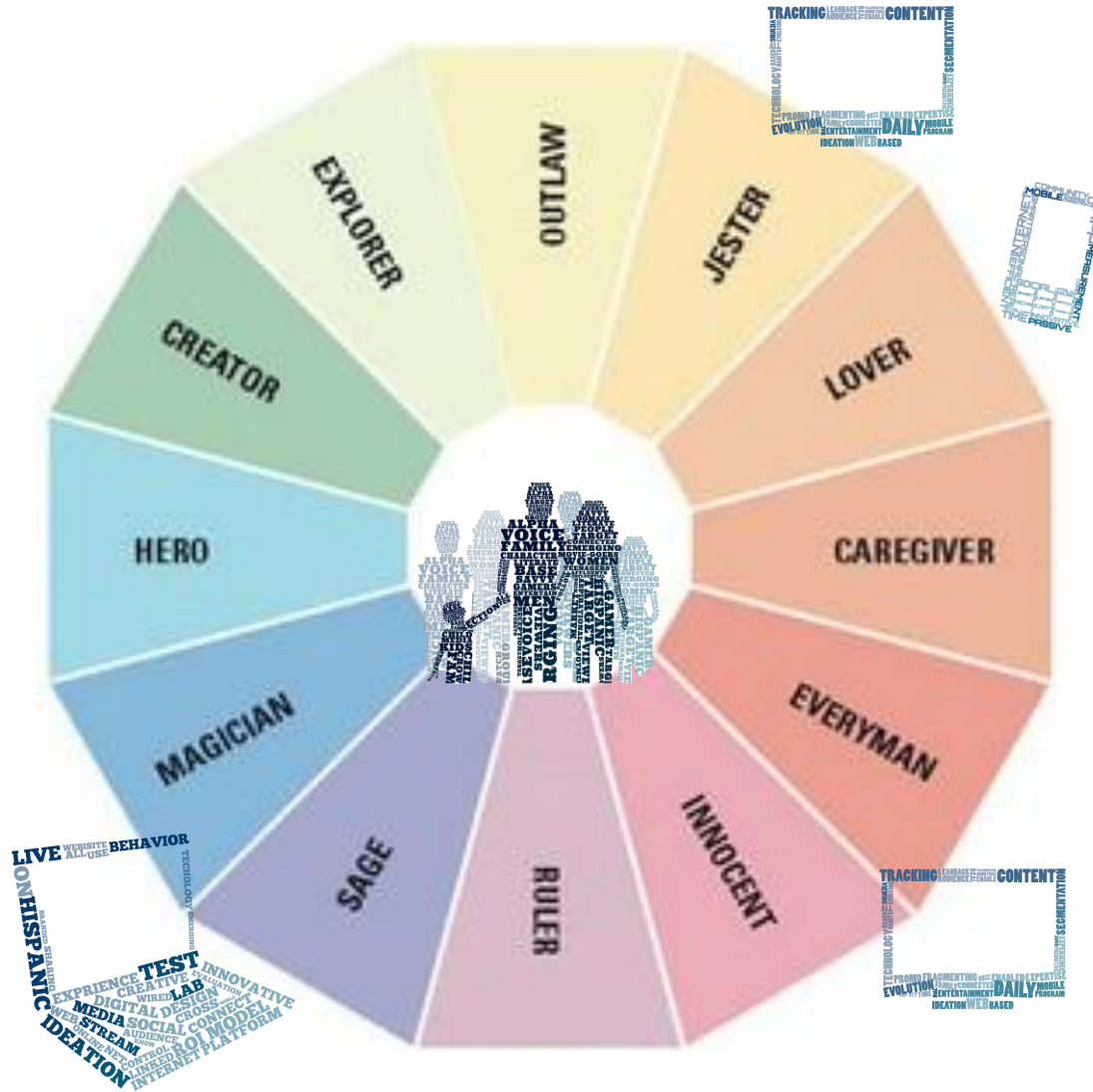
	Video Games	16%
	Live Event Tickets	12%
	Movie Tickets	10%
	Books	9%
	DVDs/Blu-ray Disc Purchases	9%
	Entertainment Subscription Services	6%
	Downloaded Music/Audio	4%
	CDs	4%
	Access To Virtual Worlds/Virtual Goods	4%
	Printed Magazines	4%
	Printed Newspapers	3%
	eBooks	3%
	Other Content	3%
	DVDs/BluRay Disc Rentals	3%
	Applications For Mobile/Smartphone	2%
	Streamed Or Rented Full-length Movies On Demand	1%
	Downloaded Full-length Movies	1%
	Downloaded Full-length TV Shows	1%
	Downloaded Clips/Videos	1%
	Streamed Or Rented Full-length TV Shows On Demand	1%
	Online Magazines	1%

# Smartphone owners are also bigger spenders on media and entertainment hardware





# Consumers have a very different relationship with their mobile vs. other devices



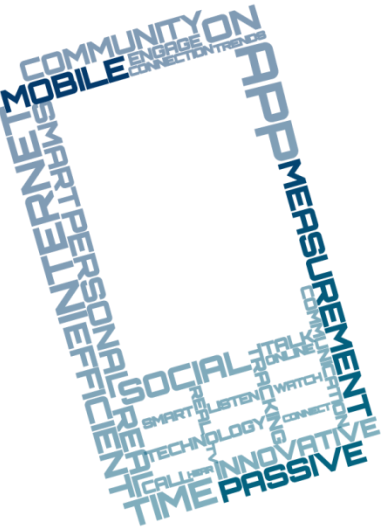
# Their mobile is a 'co-pilot' for life

It's like the cell phone/mobile Internet has become completely integrated into my life at this point.

[without their mobile]  
I felt a sense of sadness. It made me feel **DISCONNECTED** and somewhat out of **CONTROL**.

It's my co-pilot and helps to drive me through life.

[without their mobile] I just felt **NAKED** in a weird sort of way.



# How are owners using their mobiles for entertainment?

**The best way to understand how people  
are using their mobiles...**

**...is to measure how they are using it *via  
the phone itself.***



## DEVICE

- Device features
- Applications
- Camera
- GPS
- Calendar usage
- Games
- App stores
- App installations
- Maps & navigation
- UI activity
- Keypresses
- Roaming
- Charging
- Battery
- Memory usage
- USB
- Search

## SOCIAL

- Calls
- SMS
- MMS
- Email applications
- Social networking
- Webmails
- Instant messaging
- VoIP

## MEDIA

- Music
- Video
- Radio
- Gallery
- Imaging
- Mobile TV

## LIFE

- Meetings
- Movements
- Sleeping
- Alarms
- Journeys
- Status

## INTERNET

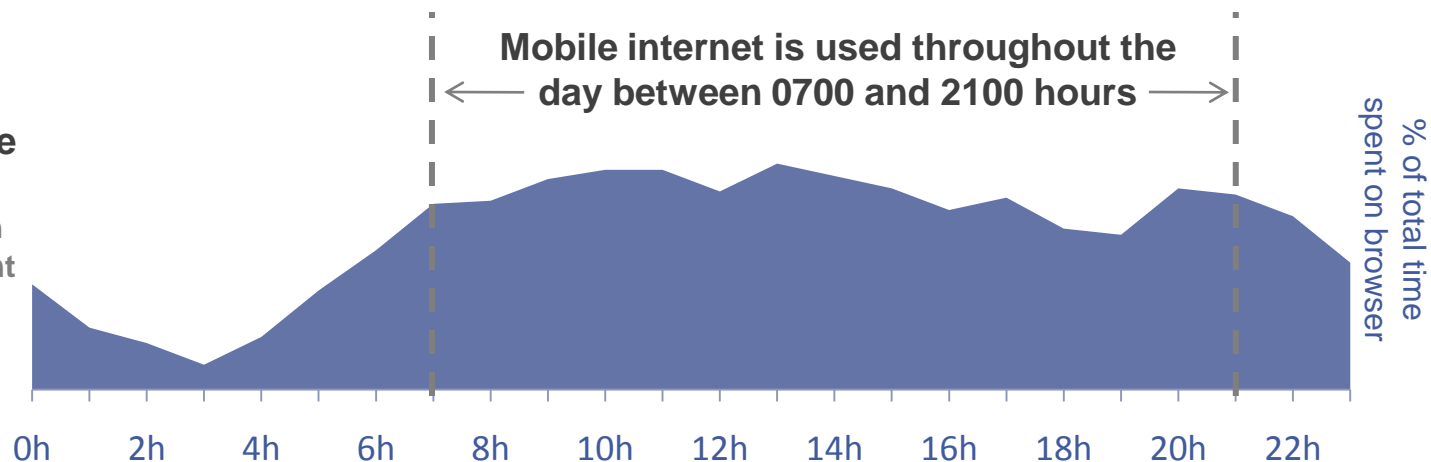
- Data applications
- Streaming
- Wifi
- Data volumes
- Network access technologies
- Session-level statistics
- Browsing content types
- Web browsing URL click-streams
- Page visits
- Page facetime
- Search key words
- Throughputs

## CONTEXT

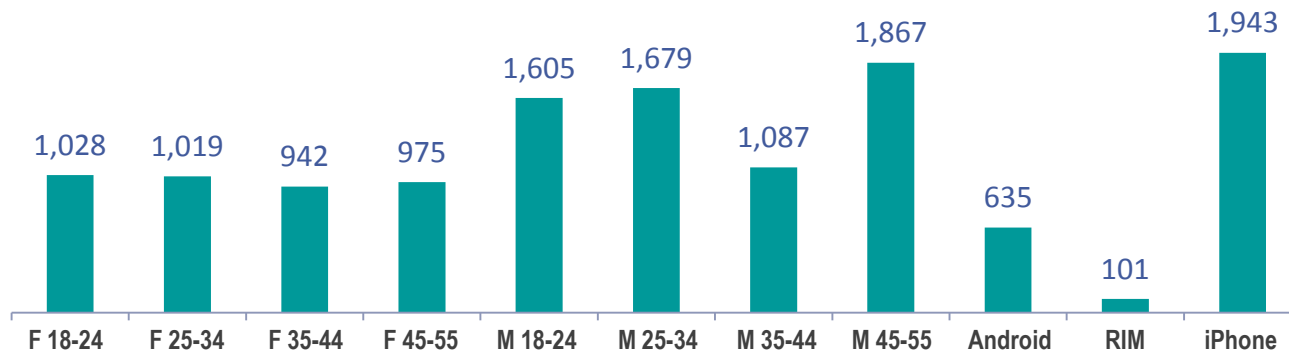
- Profile changes
- Locations
- In-building locations
- Nearby people
- Acceleration



**Average amount of time spent on mobile:**  
90 minutes a day of which approx. 10 minutes is spent browsing



**Average data usage:**  
1200MB a month





# Mobile internet meets different needs throughout day

**Snack** on content

53%

of smartphone owners agree

Break **boredom**

60%

**Get info** when need it

62%

**Connect** with others

55%

Ipsos | YAHOO!

© 2011 Ipsos



## ...making mobile internet a good fit with entertainment

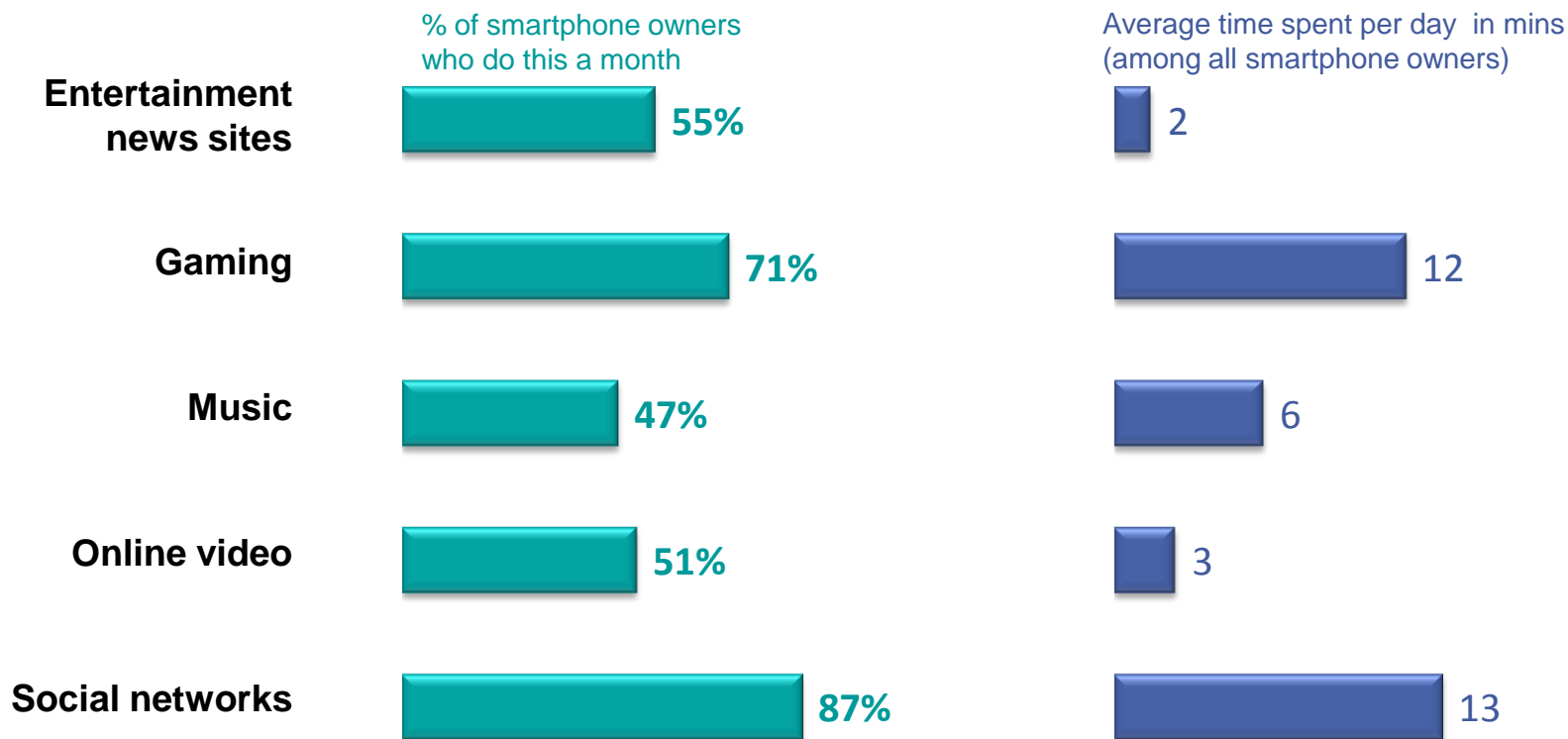
**Snack** on entertainment news, gossip, content

Break **boredom** through social gaming, short online video

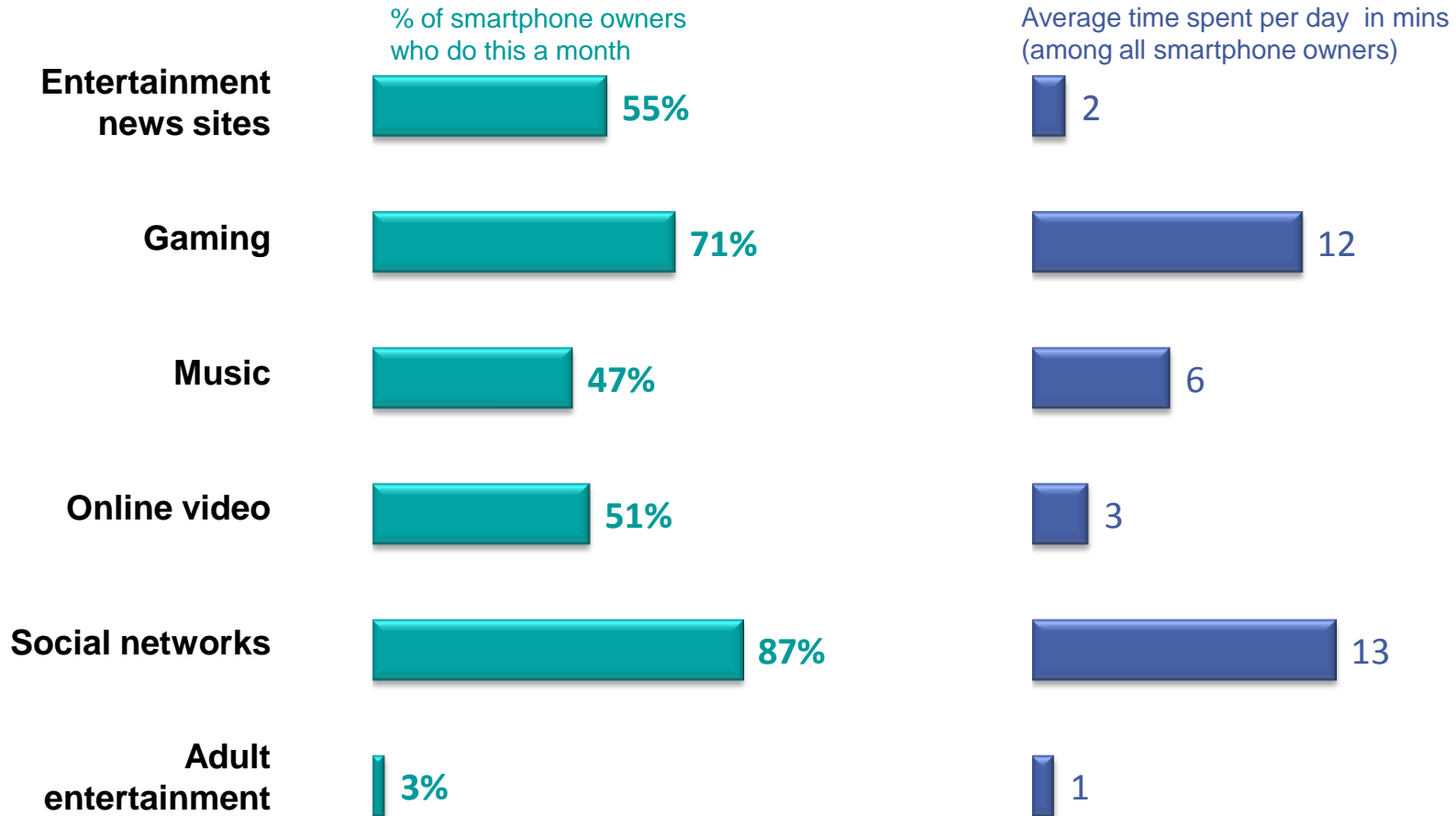
**Get info** on movie times, TV schedule, latest content etc

**Connect** with others using entertainment content as social currency






# Mobile is used for a wide range of entertainment content



# All types of entertainment content!



# Nowadays, entertainment sites and apps reach a large number of people

	App		Website	
	% of smartphone owners using a month	Time spent per month (among users)*	% of smartphone owners using a month	Time spent per month (among users)*
	80%	380 mins	72%	270 mins
	44%	33 mins	22%	5 mins
	26%	250 mins	NA	
	11%	16 mins	9%	5 mins
	8%	195 mins	NA	

\* The time shown represents 'facetime' when the app/website was the primary function on the device

**Mobile internet is also important in driving *offline* entertainment decisions**

**TRACKING** **LEANBACK** **REAL** **FRAGMENTING** **CONTENT**  
**AUDIENCE** **BIOMETRICS** **ENABLE**

Get a message from a friend on your mobile phone recommending a TV show that they're watching...

**TECHNOLOGY** **BASED** **ONLINE** **HABITS** **EVOLVING** **VIEWING** **SEGMENTATION** **EXPERIENCE** **PREDICTIVE** **AVOID**

**PROMO** **FRAGMENTING** **BUZZ** **ENABLED** **EXPERTISE** **MOBILE** **PROGRAM**  
**EVOLUTION** **FAMILY** **CONNECTED** **DAILY** **ENTERTAINMENT** **IDEATION** **WEB** **BASED**



**88%**

Have or would switch channels to check out the show





See an ad on TV for a  
new movie or TV show...



82%

Have or would *immediately* use  
their mobile to look up more info

75%

Tell their friends about it via mobile

TRACKING LEANBACK REAL FRAGMENTING BIOMETRICS AUDIENCE ENABLE CONTENT

TECHNOLOGY BASED VIEWING HABITS EVOLVING

See an ad for a new TV show on your mobile phone whilst watching TV

SEGMENTATION EXPERIENCE AVID PREDICTIVE

PROMO FRAGMENTING BUZZ ENABLED EXPERTISE

EVOLUTION FAMILY CONNECTED DAILY MOBILE PROGRAM

IDEATION WEB BASED



75%

Have or would change channels to check out the show



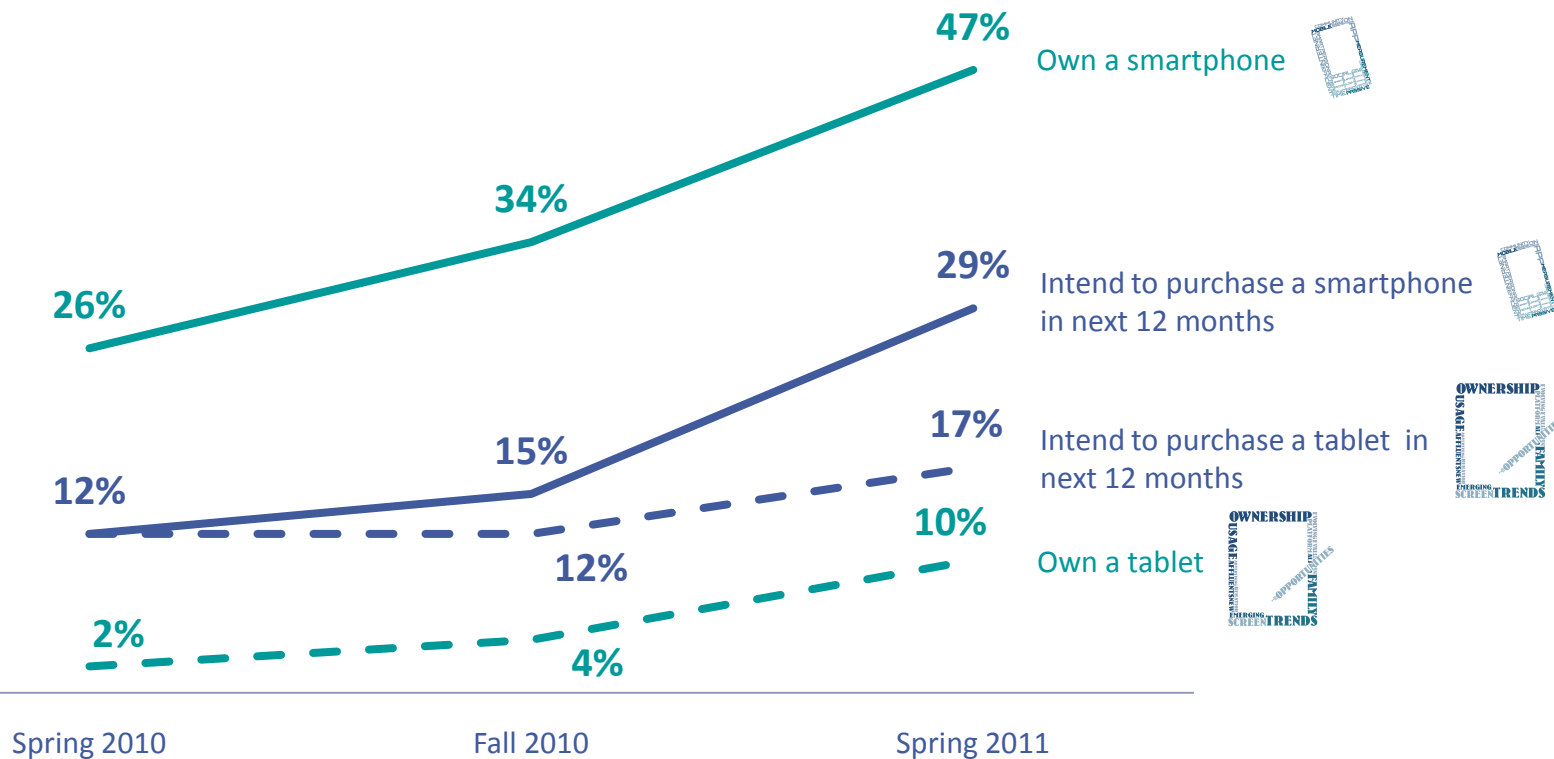
Have or would use mobile to watch trailers on YouTube or another site to help decide what to watch

# Look up reviews on mobile

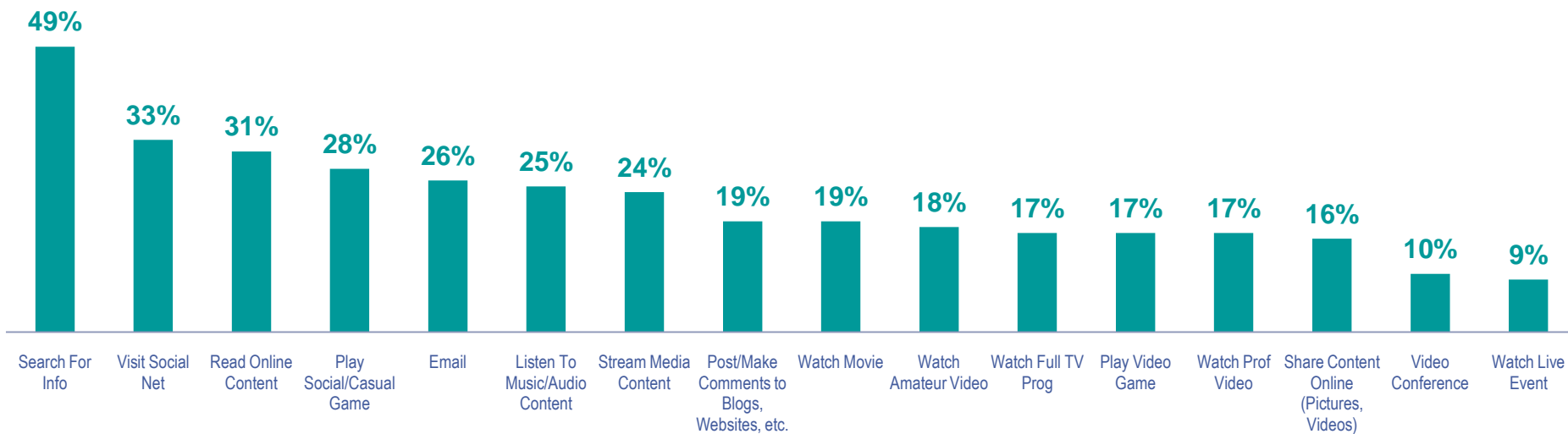


## Tablets

# The ramp in ownership of, and interest in owning a tablet rivals smartphones



# Tablets are being used for a range of functions



OWNERSHIP  
USAGE  
ATTITUDE  
TRENDS

*Activities done on a tablet in the past 3 months (Spring 2011)*



Smartphone owners who also own tablets are less likely to use their smartphone to...

- Search for information
- Visit social networks
- Email
- Listen to music/audio
- Share content
- Post/Make comments on blogs, etc.



**PC owners who also own tablets are less likely to use their PC to...**

- Read online content
- Visit social networks
- Email
- Listen to music/audio
- Play social/casual games
- Share content
- Post/Make comments on blogs, etc.
- Stream media content

## Summing up



The smartphone is the most intimate of devices and media channels



With intimacy comes trust, acceptance, willingness to try things  
- but also acute disappointment if you show a lack of understanding



The smartphone also represents an 'in the moment' media channel,  
giving marketers the ability to shape decision-making in real time



Leveraging mobile as a media means right message, right time



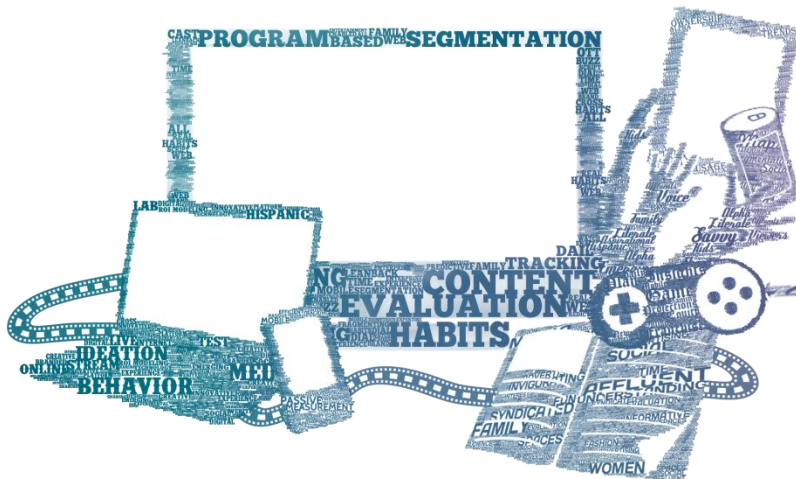
Tablets will reduce the smartphone's role as an entertainment  
device, but mobile's influence on entertainment choices will grow





# Thank you.

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## Ipsos OTX MediaCT