

The Internet: "Going Mobile"

Today's average mobile phone is more powerful than the PCs that sent astronauts to the moon in 1969.



The birth of mobile

1975 Year the first mobile phone call was placed

2002 First BlackBerry with phone released: the "birth of the modern smartphone"

How much

\$3,995 Retail price of the first commercial mobile phone

\$585 Average cost today of a premium, unlocked smart phone, including calling plan (\$398 for a "cheap" smartphone)

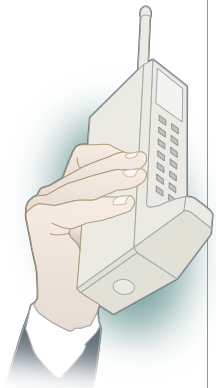
How many

3.9 Number of connected devices the average mobile consumer in the U.S. owns

67% Percentage increase from 2011

7 billion
Number of mobile phones globally

1.5 billion
Number of smart phones globally



What we own

Percentage of American adults that have ...

... a cell phone  **90%**

... a smartphone  **58%**

... a tablet  **42%**

... an e-reader  **32%**

How we spend our media time

Percentage of time spent on the Internet that is spent on a mobile device **40%**

Percentage of all e-mails that are opened on mobile phones **29%**

Percentage of all e-mails that are opened on tablets **11%**

Percentage of cell phone users who sleep with their phones by their sides **44%**

Percentage of mobile Internet access devoted to social activities **91%**

Percentage of desktop Internet access devoted to social activities **79%**

How we are wired...and wireless

2.1 billion Number of mobile broadband subscriptions globally

38% Percentage of US households that are wireless only

34% Percentage of US mobile Internet subscribers that use their phones as their primary Internet device

15% Percentage of all Internet traffic that is global mobile traffic

How it's expanding

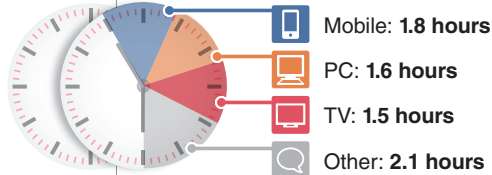
2 million Apps available at Google Play and Apple's App stores

4 Years it took the Internet to reach 50 million users

35 Days it took Angry Birds to reach 50 million users



Media consumption: 7 hours a day



Sources:

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