



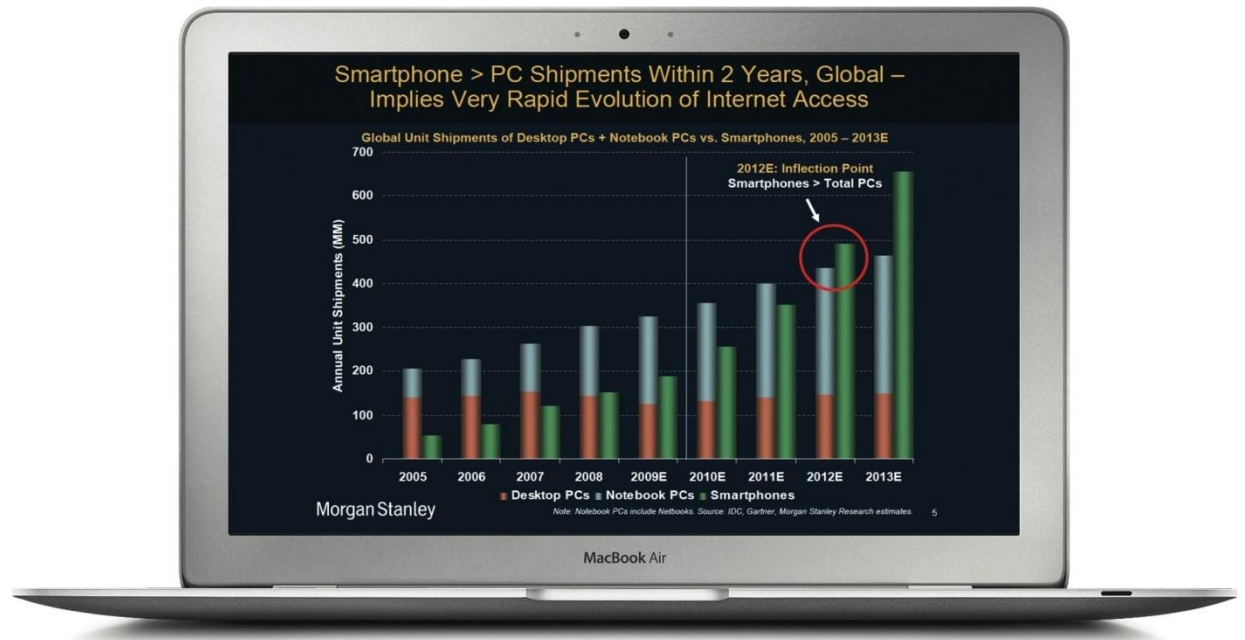
It's not too late to be early

Amanda Rosenberg – Business Development Manager, Mobile EMEA



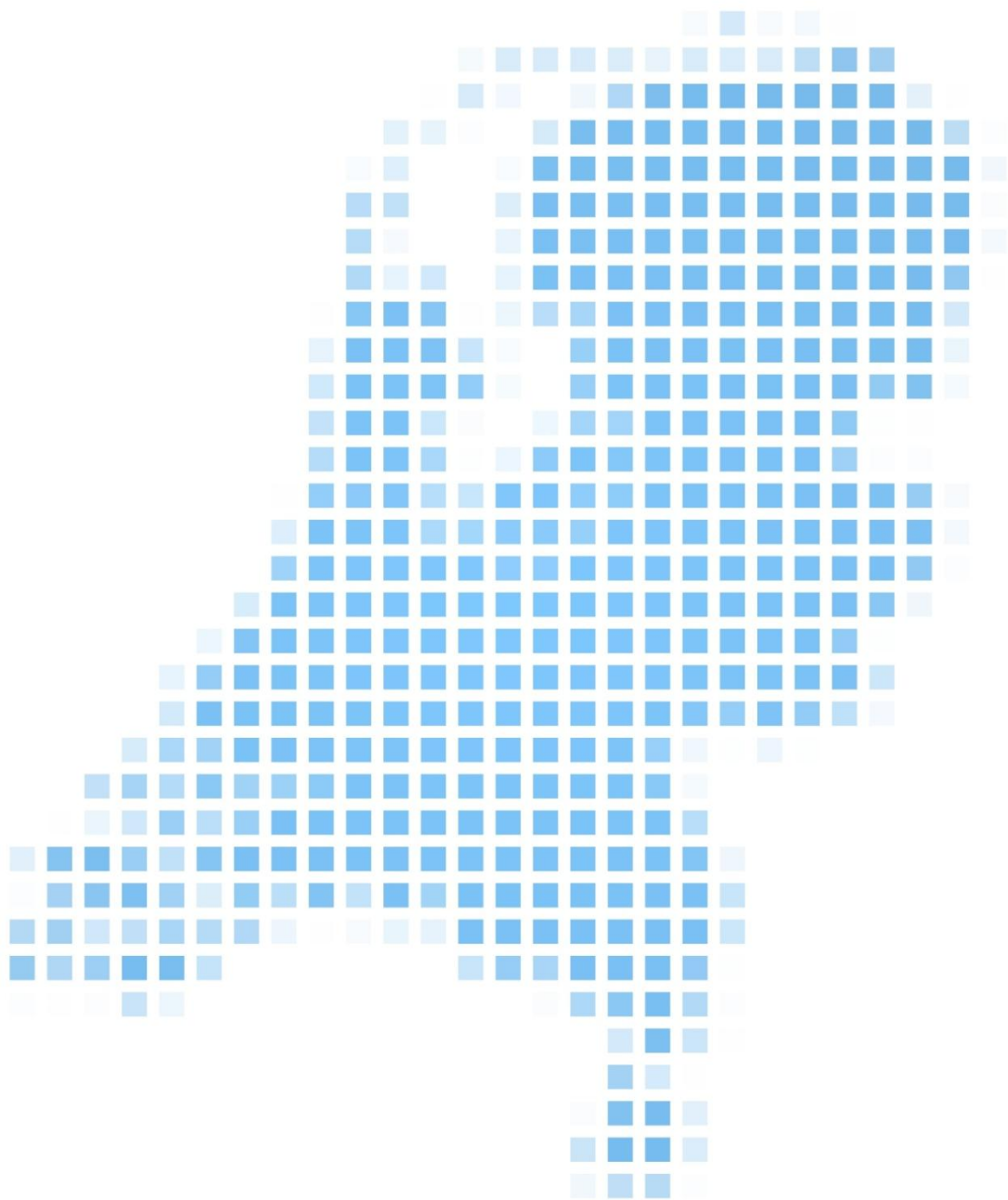
1 Billion

Mobile internet users globally

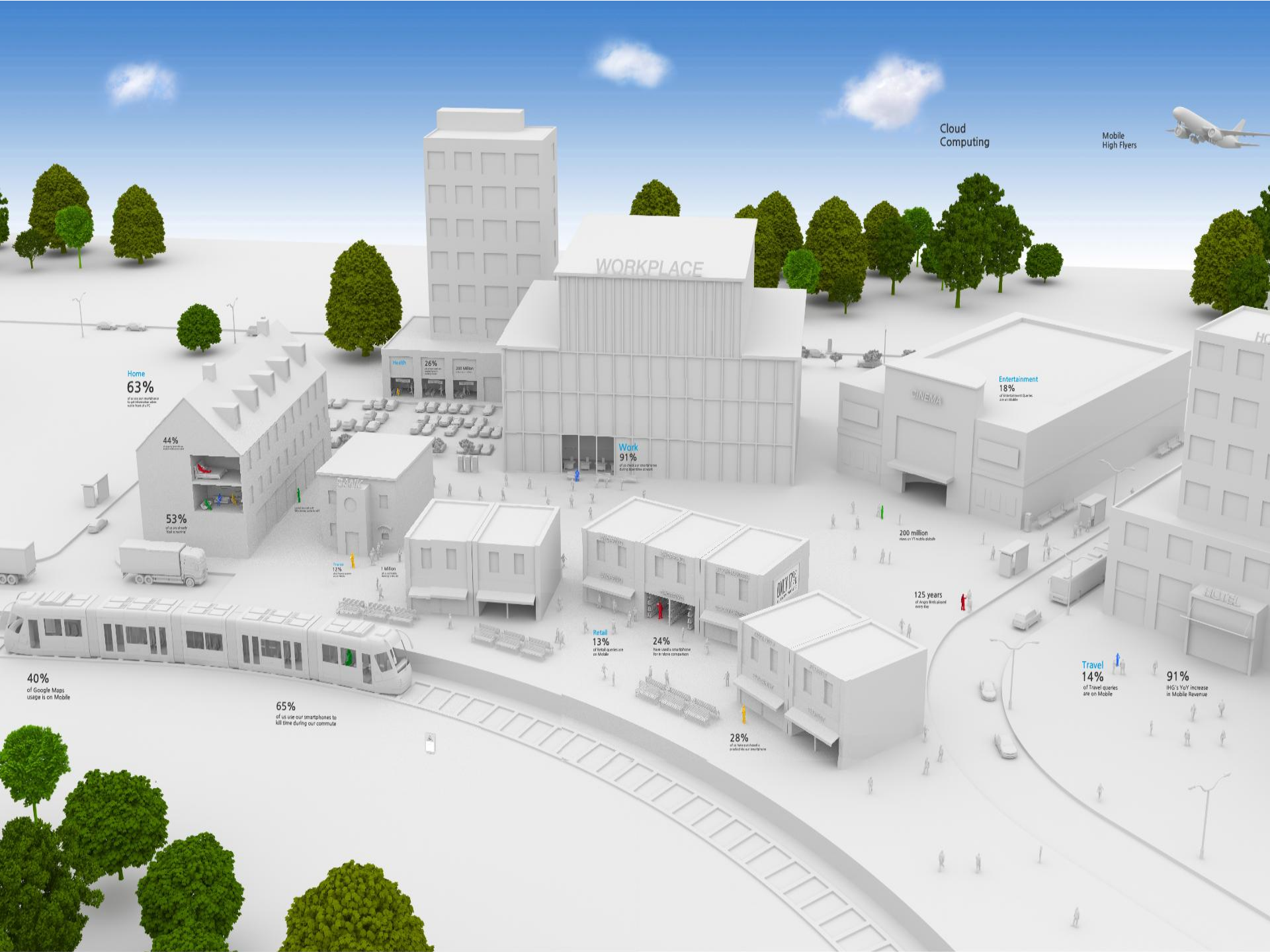


51%

NL Smartphone penetration



TOMORROW'S
WORLD...
TODAY



Cloud Computing

Mobile High Flyers



WORKPLACE

Home
63%
of all mobile app downloads are for home use

44%
of all mobile app downloads are for home use

53%
of all mobile app downloads are for home use

Health
26%
of all mobile app downloads are for health use

200 Million
of all mobile app downloads are for health use

Work
91%
of all mobile app downloads are for work use

of all mobile app downloads are for work use

Entertainment
18%
of all mobile app downloads are for entertainment use

CINEMA

200 million
of all mobile app downloads are for entertainment use

125 years
of Google Maps history

Retail
13%
of all mobile app downloads are for retail use

24%
of all mobile app downloads are for retail use

28%
of all mobile app downloads are for retail use

Travel
14%
of all mobile app downloads are for travel use

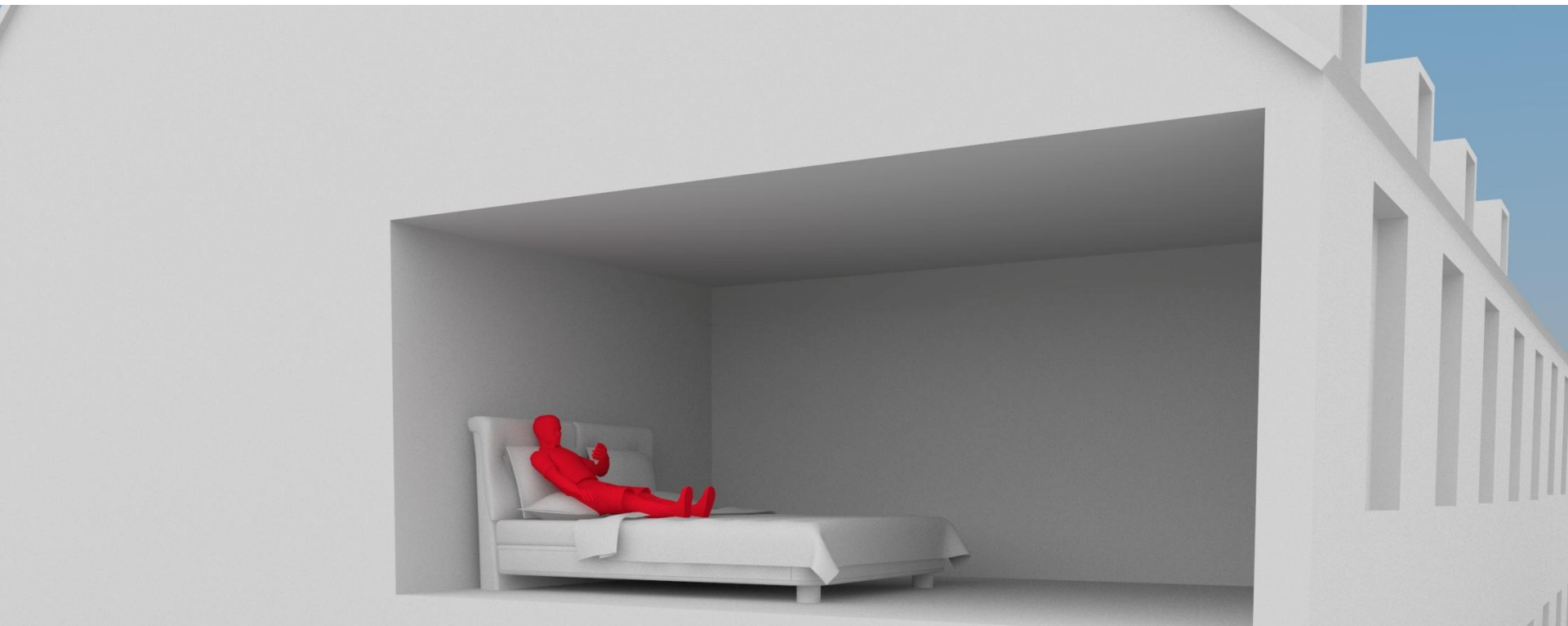
91%
of all mobile app downloads are for travel use

40%
of Google Maps usage is on mobile

65%
of us use our smartphones to kill time during our commute

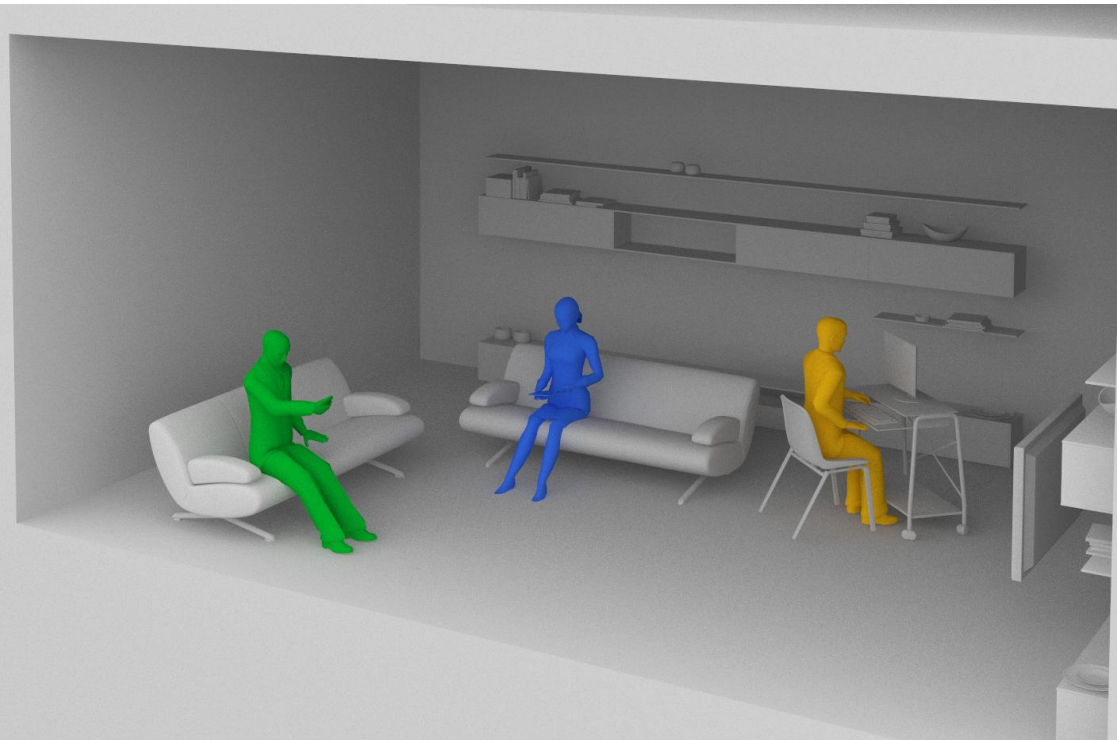
41%

Access the mobile web daily



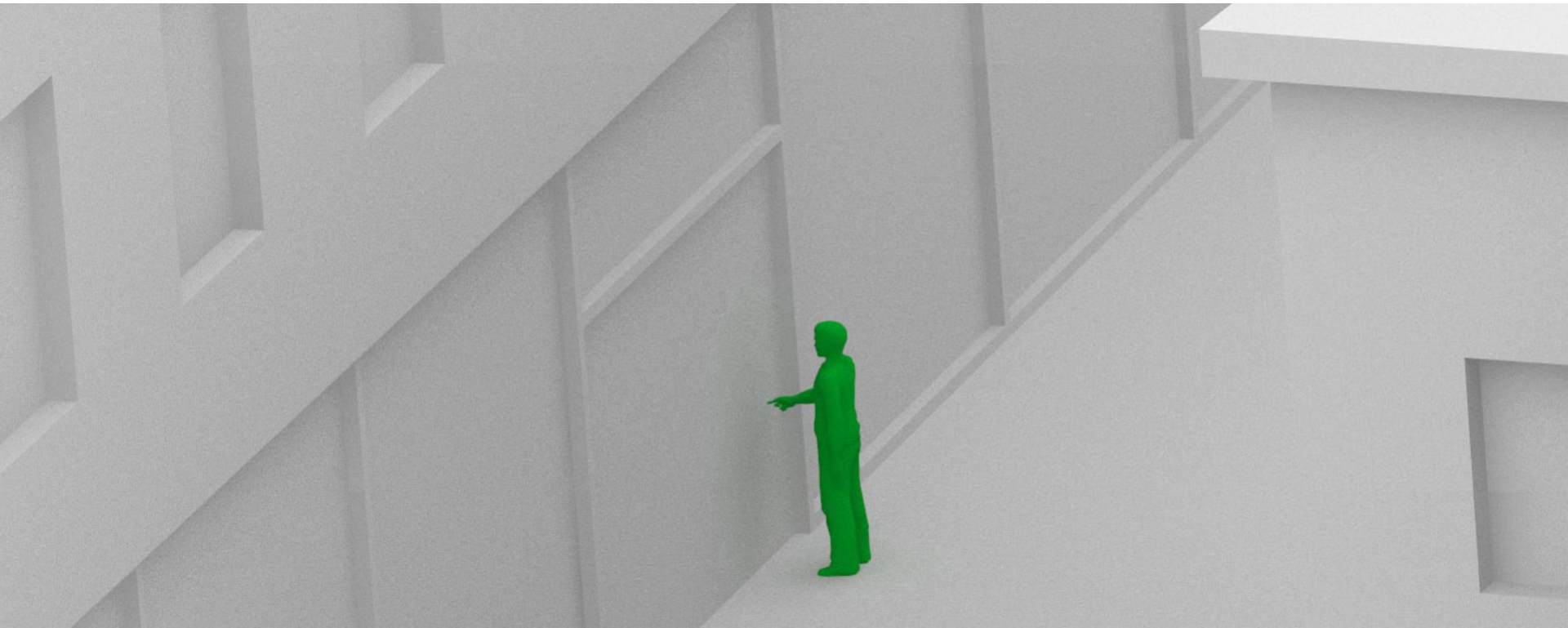
54%

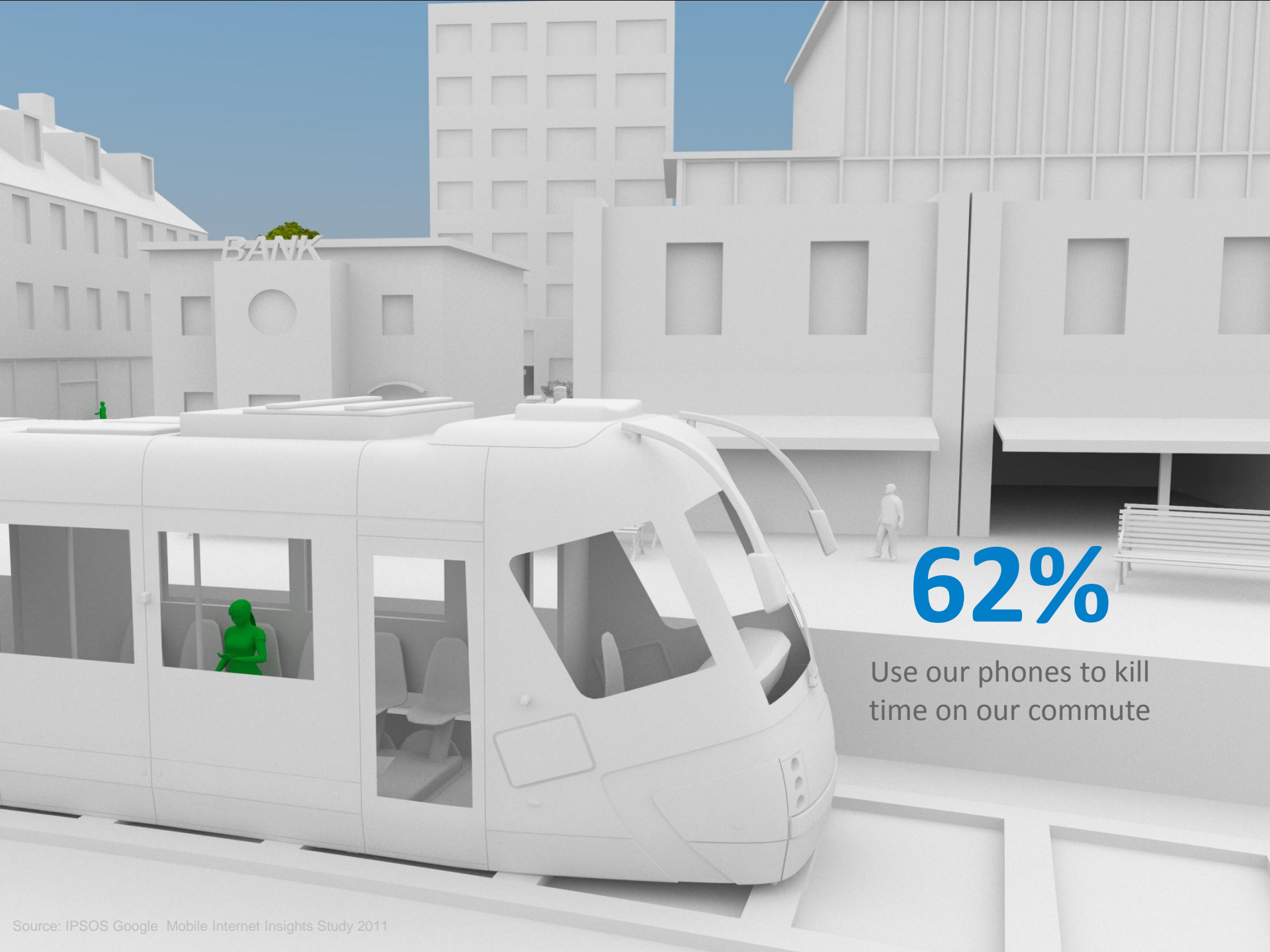
Are dual screening



64%

Don't leave the house
without their Smartphone

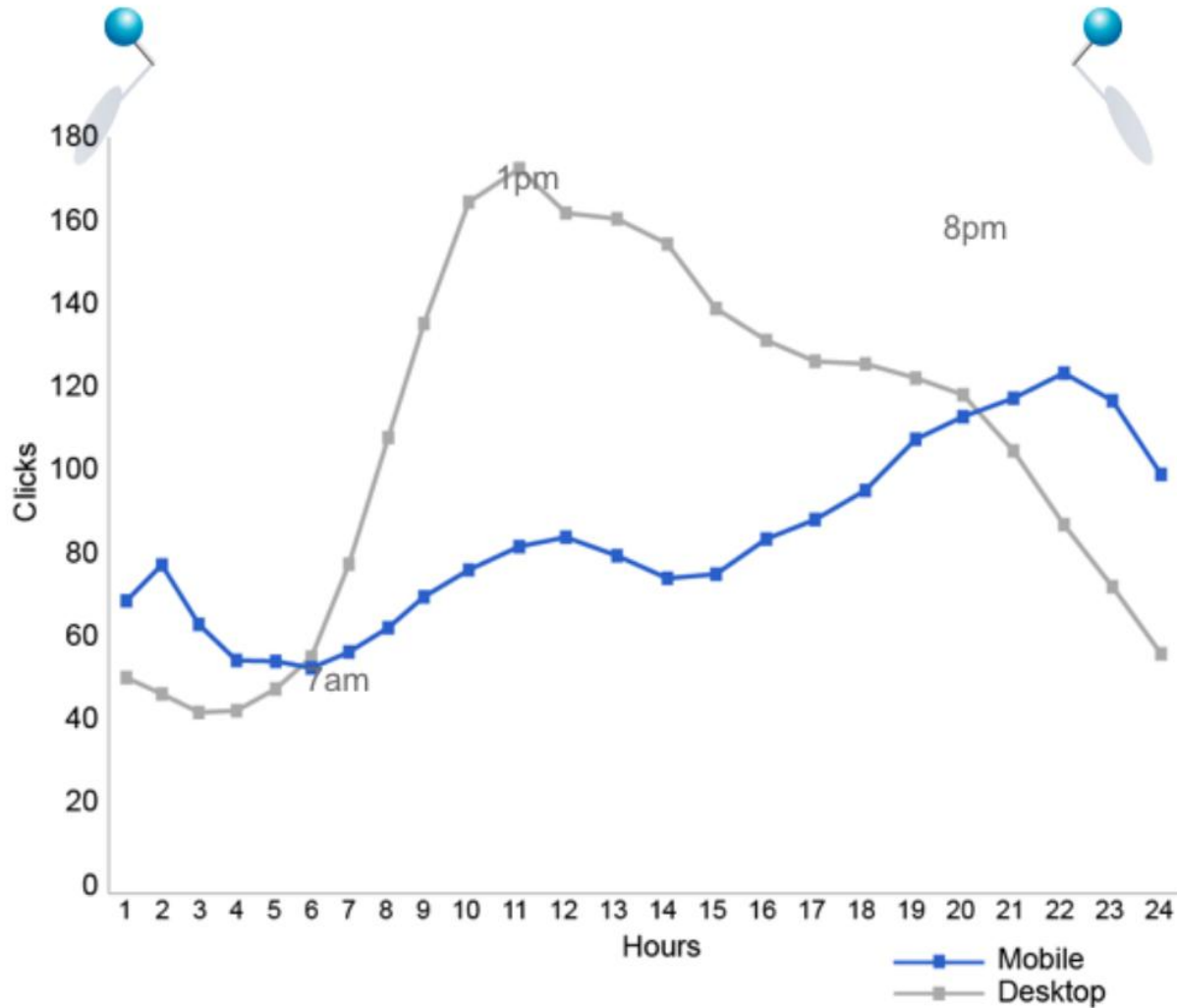




62%

Use our phones to kill
time on our commute

Mobile search compliments desktop



81%

Use our phones during
downtime at work



30%

Use our phones in
waiting rooms

waiting area



waiting area



23%

have researched on
Smartphone and then
purchased online



TAKEAWAY

FL

FL



WORKPLACE

SHOPPING

BOOK

SHOPPING

SHOPPING

SHOPPING

BOOK

21%

have purchased products
on their Smartphones

68%

Have used a Smartphone
in-store

42%

Expect websites on mobile
to be easy to use



**“A little less conversation,
a little more action...”**



Develop &
Integrate
Your Mobile
Strategy



Build
Your Mobile
Destination



Connect
With Your Users



Mobilise
Your Business with data