How Smartphones Set the Internet Free

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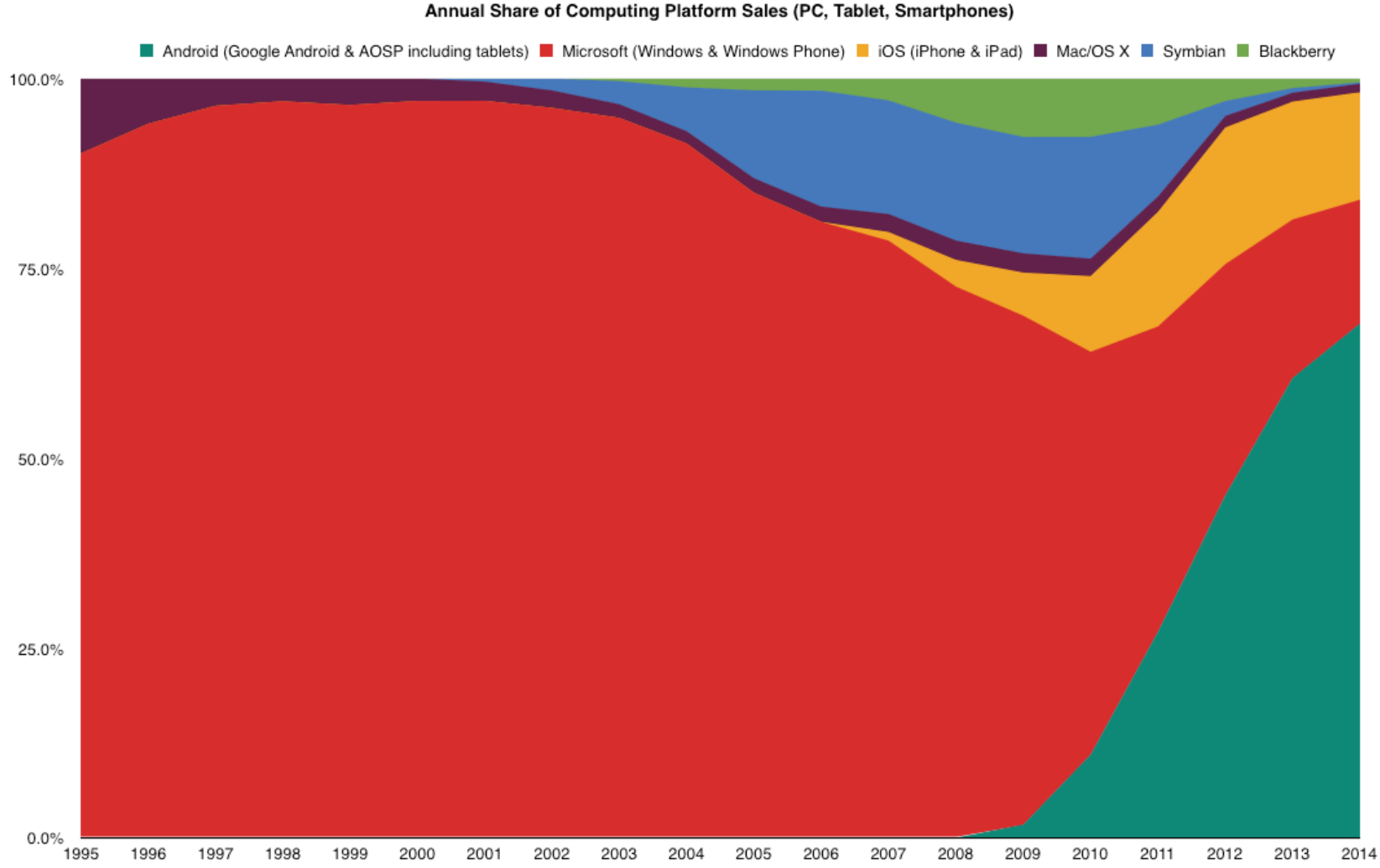
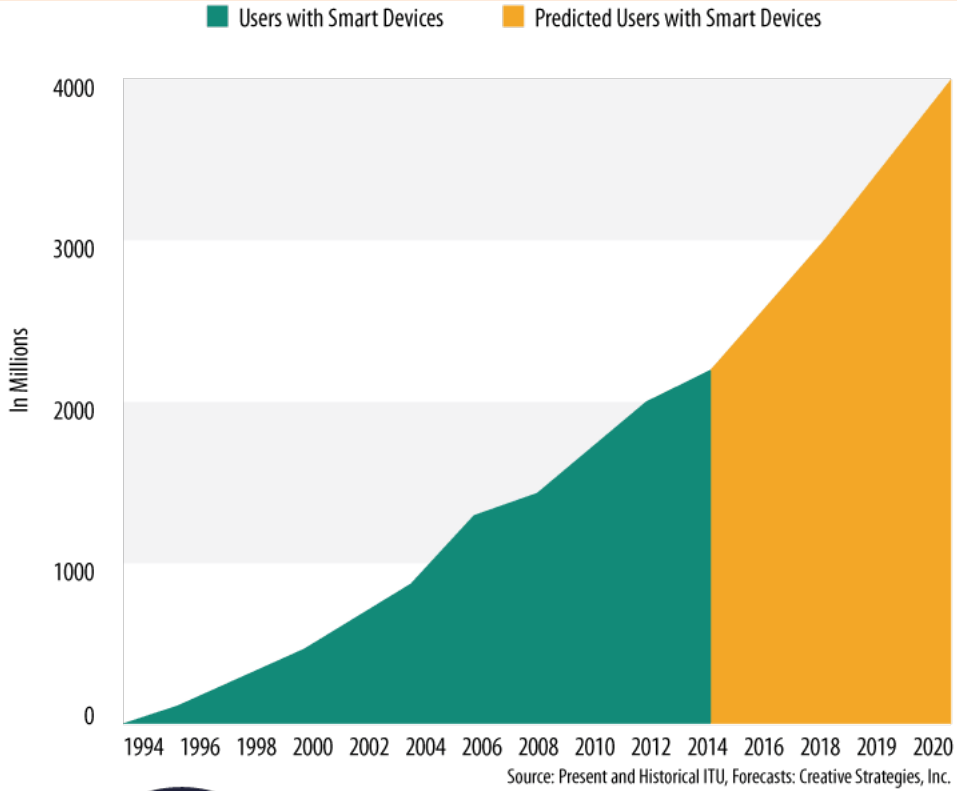
MOBILE MARKETING ASSOCIATION


Annual Share of Computing Platform Sales (PC, Tablet, Smartphones)
Android (Google Android & AOSP including tablets)
Microsoft (Windows & Windows Phone)
iOS (iPhone & iPad)
Mac/OS X
Symbian
Blackberry
100.0%
75.0%
50.0%
25.0%
0.0%
1995
1996
1997
1998
1999
2000
2001
2002
2003
2004
2005
2006
2007
2008
2009
2010
2011
2012
2013
2014

Mobile Only

Number of Internet Users with Smart Device

(Smartphone, PC, Tablet)



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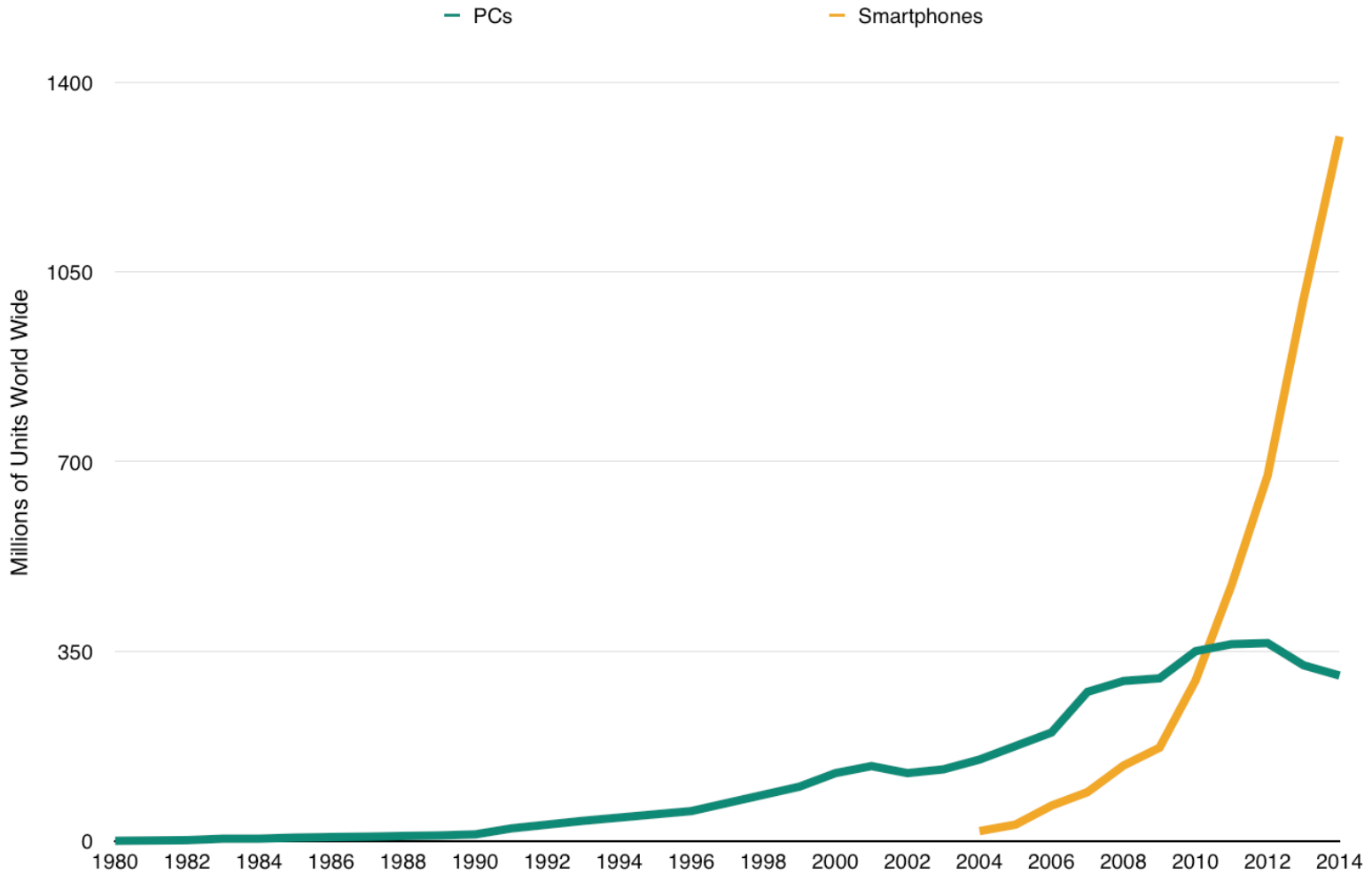
2004

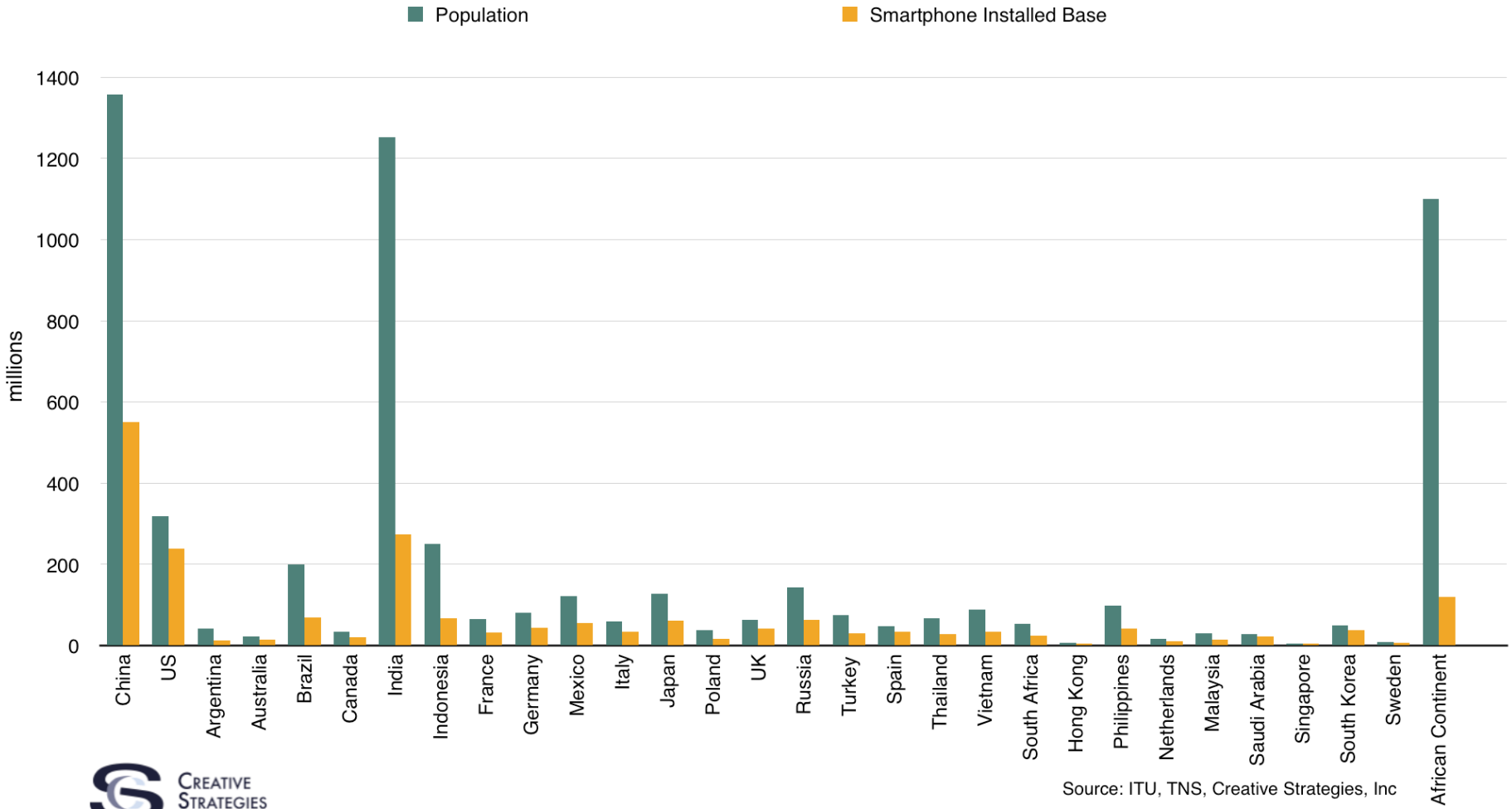
Single Core 1.6-1.8 GHz
$1200-1700

2015

Octa-core- 1.7 GHz
<$200



Source: Vendor Data, IDC, Creative Strategies, Inc


Population
Smartphone Installed Base
millions
1400
1200
1000
800
600
400
200
0
China
US
Argentina
Australia
Brazil
Canada
India
Indonesia
France
Germany
Mexico
Italy
Japan
Poland
UK
Russia
Turkey
Spain
Thailand
Vietnam
South Africa
Hong Kong
Philippines
Netherlands
Malaysia
Saudi Arabia
Singapore
South Korea
Sweden
African Continent
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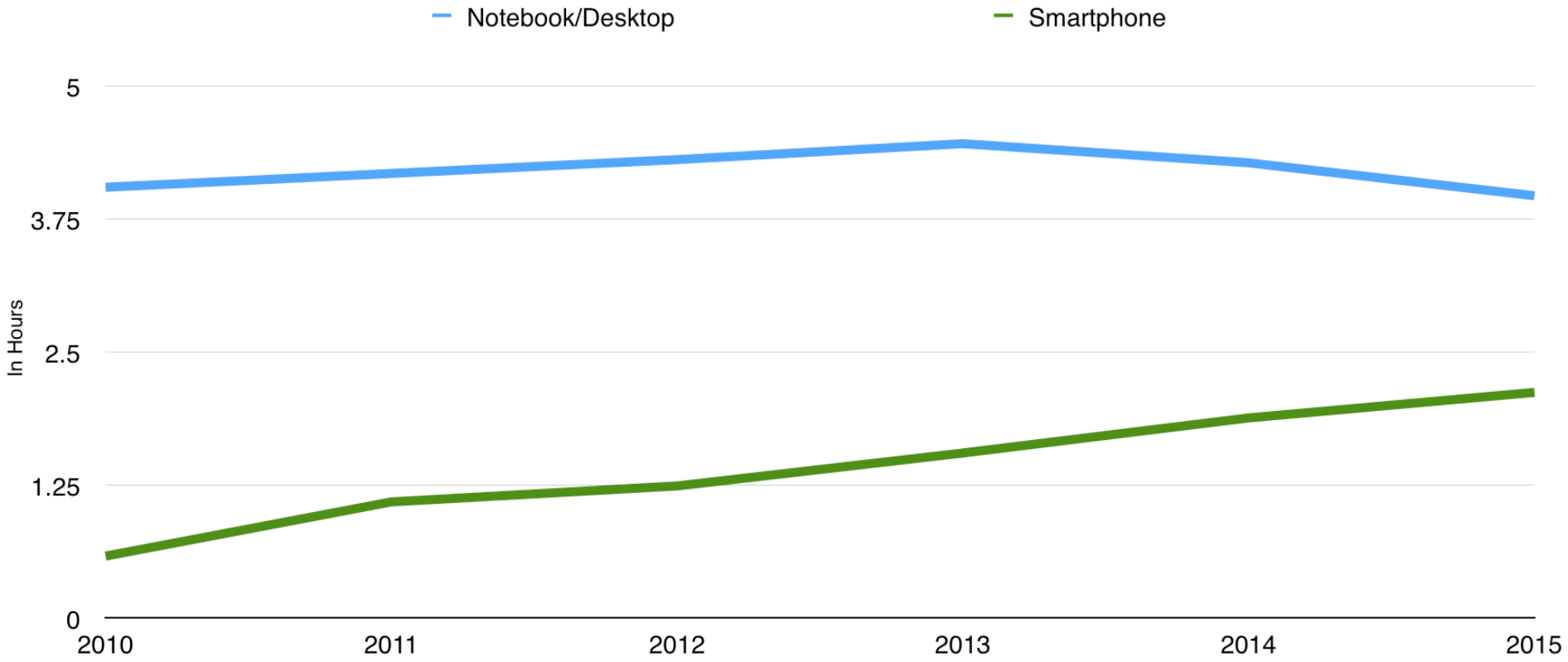
Source: ITU, TNS, Creative Strategies, Inc



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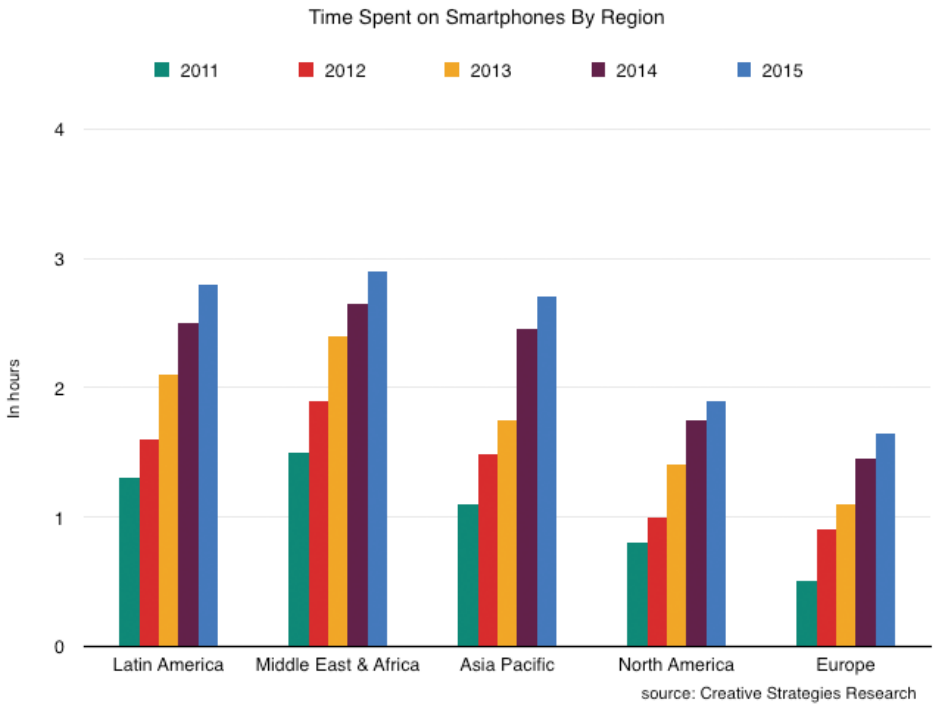
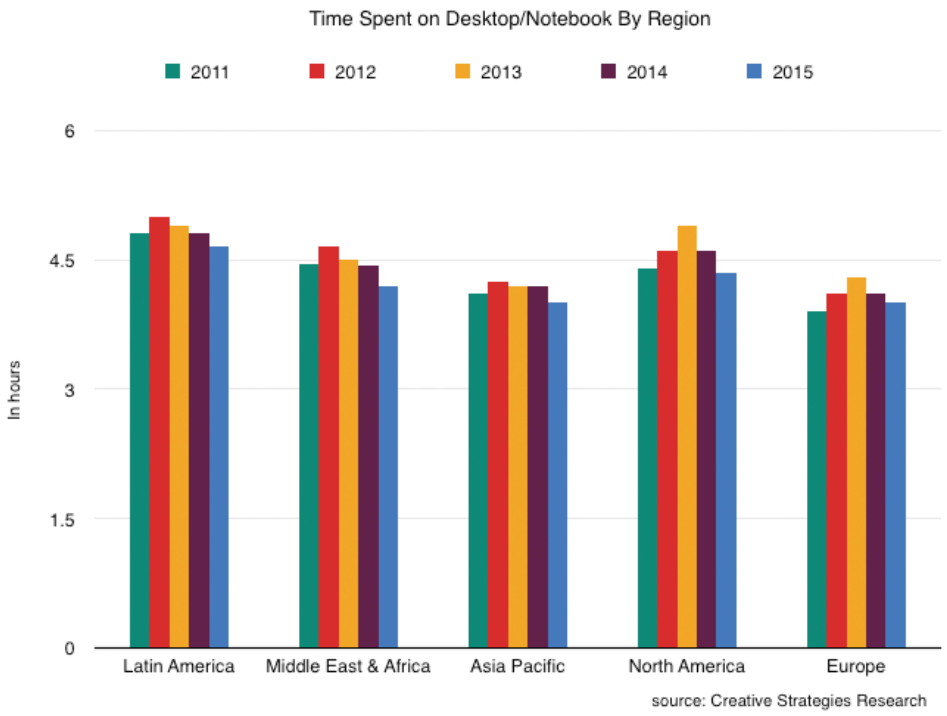
Globally 1 in every 3 minutes spent online is via a smartphone

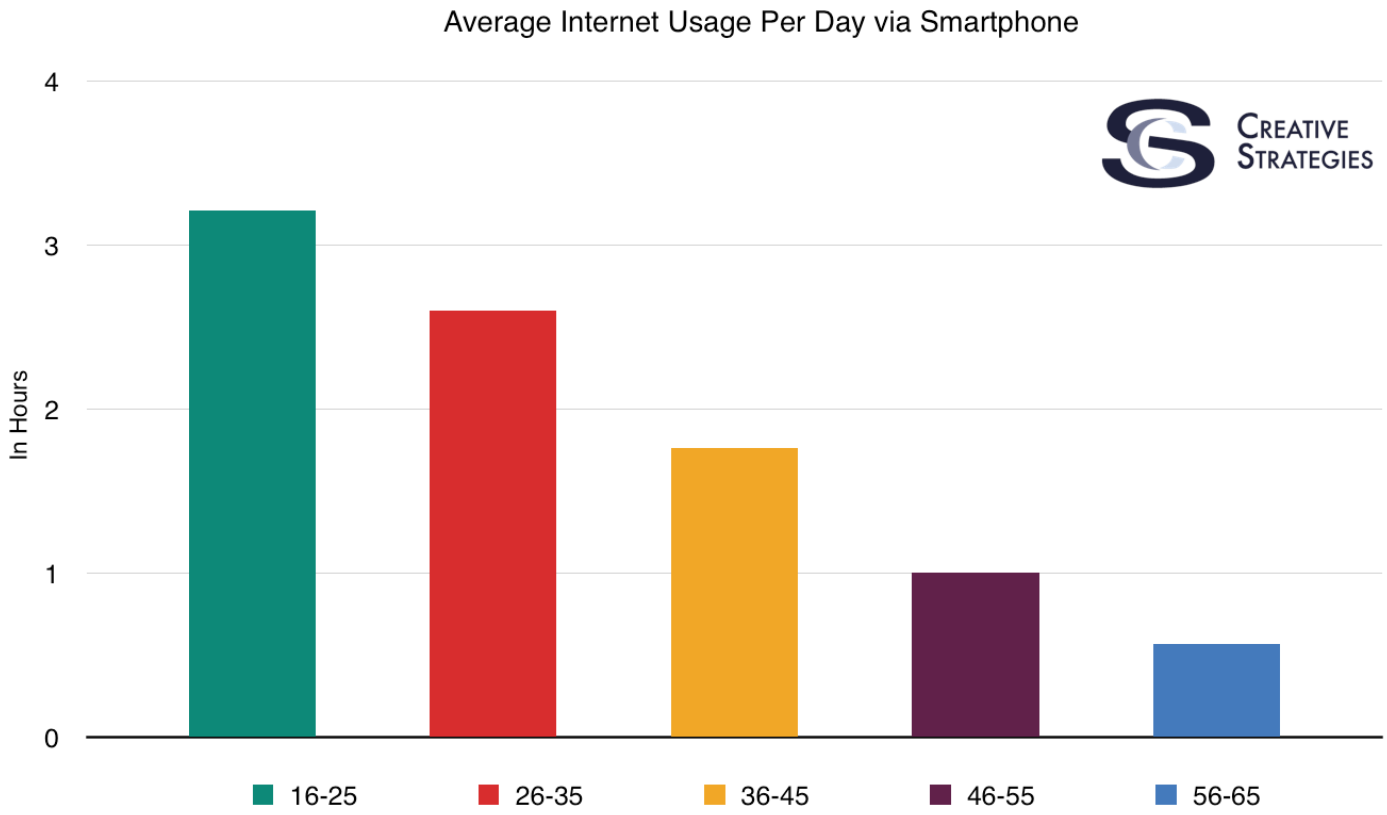
60% more than in 2012

Beyond the Desk





Global Average 2.2 hrs


Average Internet Usage Per Day via Smartphone
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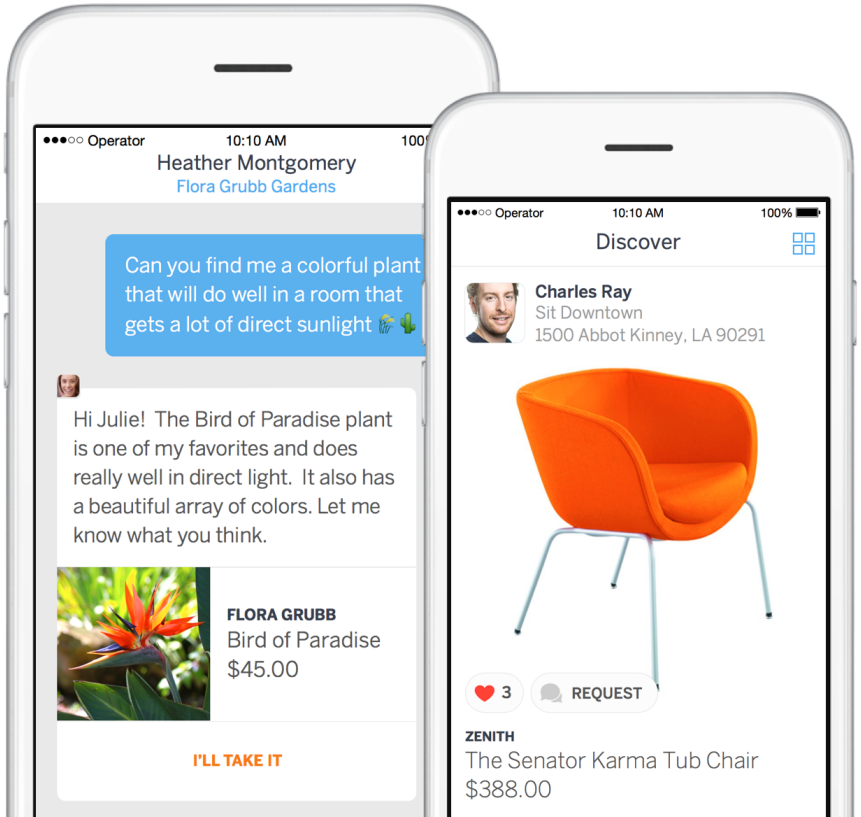
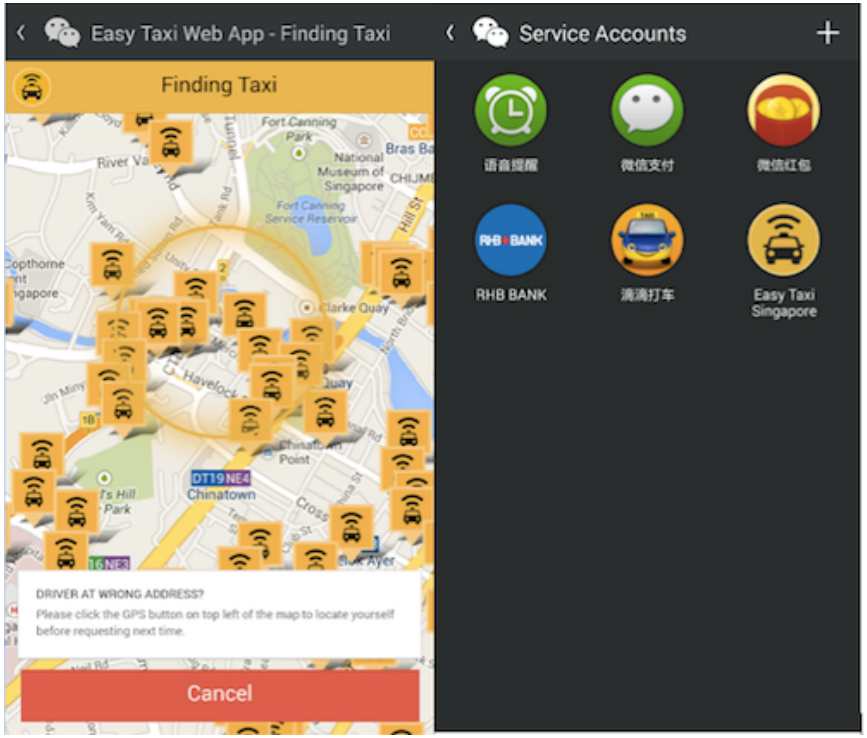
In Hours
4
3
2
1
0
16-25
26-35
36-45
46-55
56-65

Mobile Only





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Mobile Only

UBER

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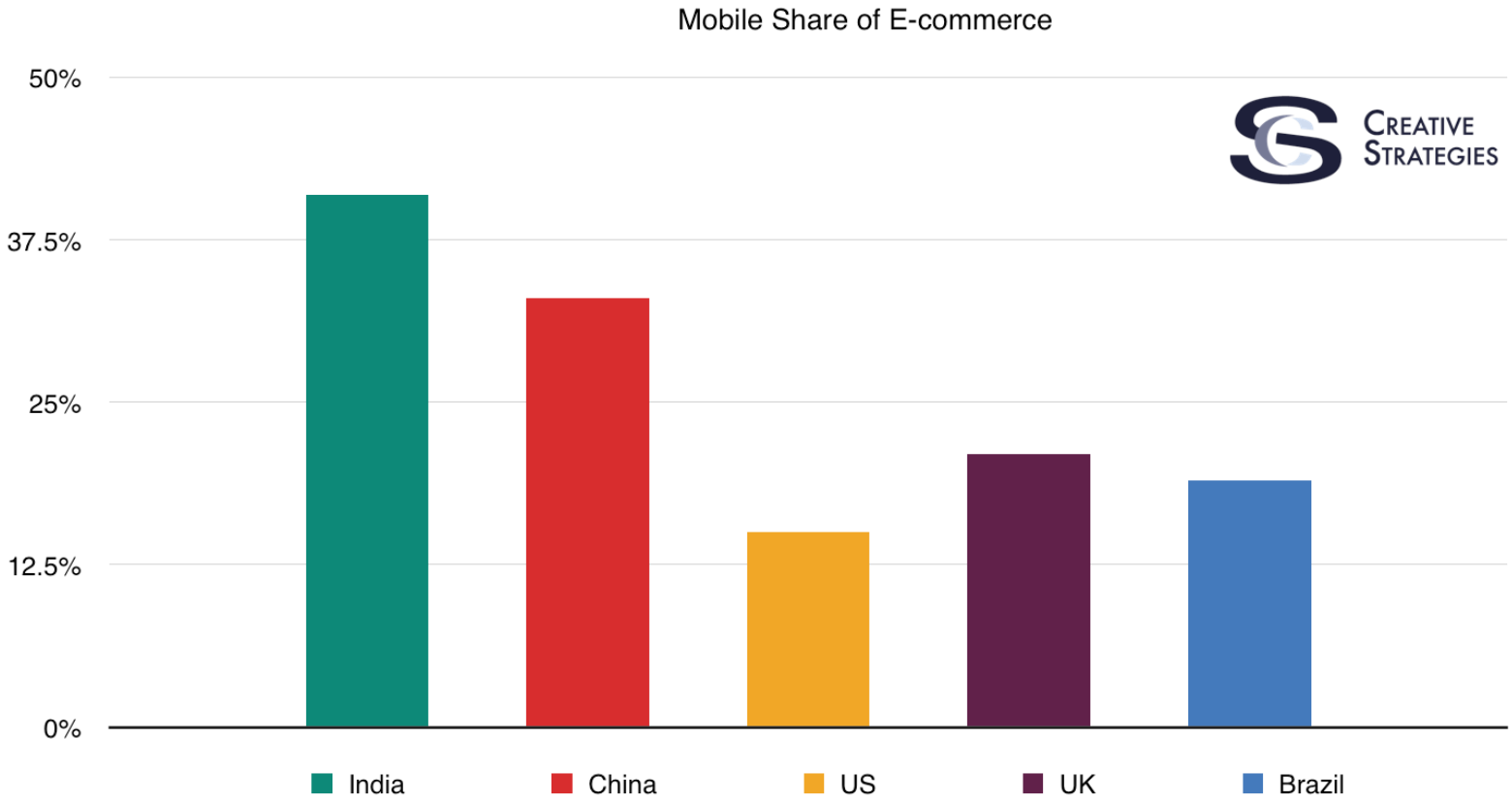
Mobile Share of E-commerce
50%
37.5%
25%
12.5%
0%
India
China
US
UK
Brazil
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Bank of America
VISA
Pay with Touch ID

Beyond the Hands

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Beyond the Desk

Beyond the Desk

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Beyond the Desk

Target

Make your next trip more efficient and even a little more fun. The Target app makes it easy to build a shopping list on your Apple Watch. And when you're in the store, it tells you where to find the items you need.

What's Ahead?

What's Ahead

- Contextual Awareness
- Cognitive Machine Learning
- Visual Processing

Questions?