Usage Type(Group)	Avg (% Usage by Country)
Direct Marketing	39.40%
Applications	56.80%
Barcode or QR Scanning	17.60%
Instant Messaging	40.20%
Location-Based Services/GPS	42.00%
Mobile Banking	29.60%
NFC/Mobile Wallet	9.00%
Text Messaging/SMS	79.00%
Web Browsing	61.80%