

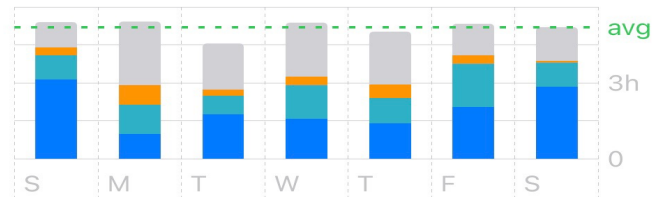
Mobile Visualization

- 6.378 billion smartphone users on Earth
- Visualization on the GO
- Vis should highlight data story
- Easy to view and interpret

3–10 Oct Average

5h 11m

↑ 22% from last week



Social

13h 45m

Productivity & Finance

2h 35m

Entertainment

7h 50m

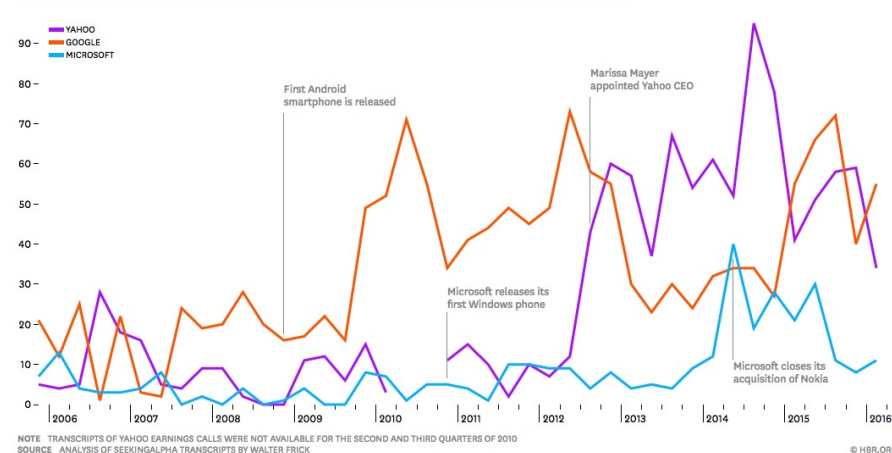
Total Screen Time

36h 18m

Image below: For desktop

Was Yahoo Late to Mobile?

The number of times the words "phone," "smartphone," or "mobile" were mentioned in quarterly earnings calls.



Drawback: On the fly graph computation and generation

	11	34	5	Microsoft releases its first Windows phone
2011	15	41	4	
	10	44	1	
	2	49	10	
	10	45	10	
2012	7	49	9	
	12	73	9	
	43	58	4	Marissa Mayer appointed Yahoo CEO
	60	55	8	
2013	57	30	4	
	37	23	5	
	67	30	4	
	54	24	9	
2014	61	32	12	
	52	34	40	Microsoft closes its acquisition of Nokia
	95	34	19	
	78	27	28	
2015	41	55	21	
	51	66	30	
	58	72	11	
	59	40	8	
2016	34	55	11	
	YAHOO	GOOGLE	MICROSOFT	

Image above: For mobile