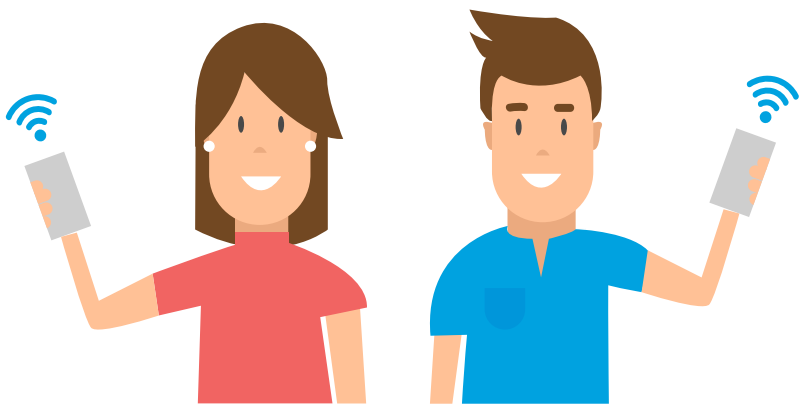


# SOCIAL WI-FI

Infographic provided by Cloud4Wi, the world's first open Wi-Fi engagement platform for businesses.



OVERVIEW

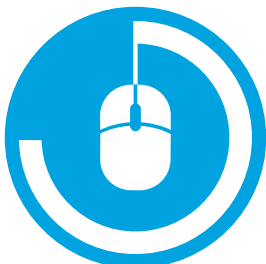
A leading Managed Service Provider is offering fully branded and managed Wi-Fi services in 20 venue locations.



20 Venue Locations



More than 13,000 Monthly Wi-Fi Users



More than 40,000 Monthly Internet Sessions

LOGIN OPTIONS


24% of the Wi-Fi users, sign in to the free Wi-Fi service using the social login option. Among different social media channels, Facebook is the most preferred login choice.





19%



Social Media: 24%

Username

Password

LOGIN 

User/Pwd: 15%



Click-Through: 61%

SOCIAL LOGIN

Facebook is the most popular social login option. Over 60% of Wi-Fi users who select Facebook as their access method are between the ages of 21 to 35.

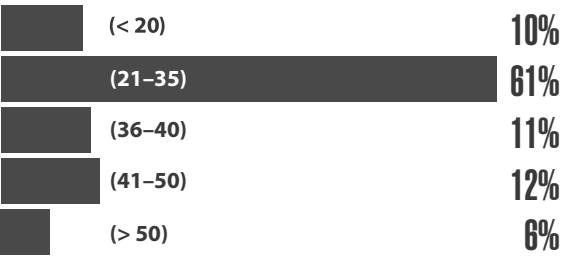
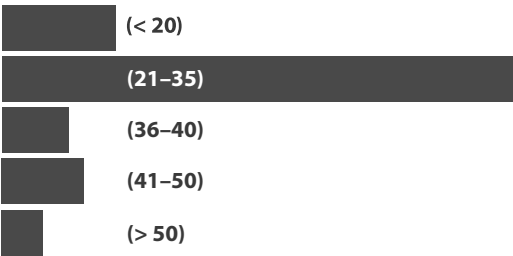


46%



54%

Wi-Fi users who select Facebook as their login option



The age distribution of Wi-Fi users who select Facebook as their login option

TECHNOLOGY

Smart phones are the overwhelming device of choice for Wi-Fi users. Apple iOS is the most used operating system and Safari is the top chosen browser.



13%



74%



13%

Devices selected by Wi-Fi users



OTHER



Apple 56%

Android 31%

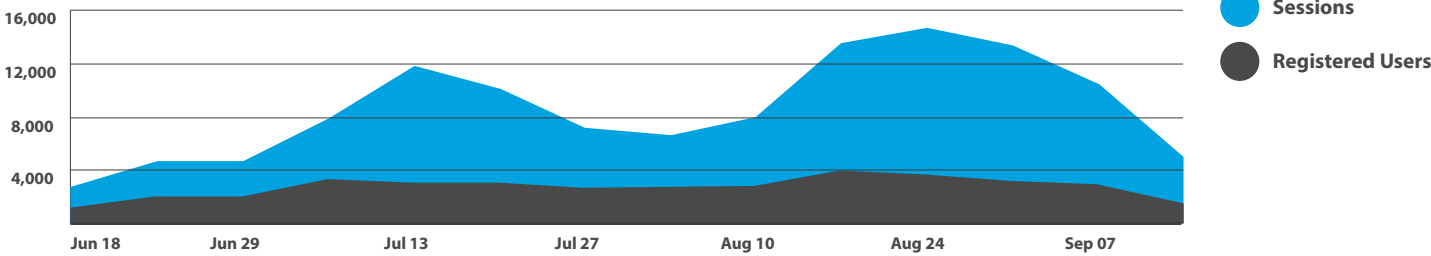
Windows 9%

Other 4%

Browsers and operating systems selected by Wi-Fi users

CONNECTIONS

Internet sessions are usually higher mid week and in the hours of 4:00 PM to 8:00 PM.



Distribution of sessions and registered users over the three-month observing period



4:00-8:00 PM

Weekly distribution of internet sessions

Data was collected during a three-month observing window (June 18th–September 18th, 2014). The monthly data is evaluated as arithmetic average of this observing window.

