



DATASETS

All

General Mobile Activity

In memory

- Age Bracket
- Country
- Date
- Mobile subscriptions
- Month
- Sources
- Type
- Usage Type
- Usage Type(Group)
- Year
- % of population of 3g/4G users
- % of population of Mobile subscriptions
- % Usage by Country
- 3G/4G subscriptions
- Avg (% Usage by Country)
- Desktop
- Mobile
- Mobile apps
- Percentage
- Population
- Row Count

Applications Activity by Age

In memory

ALL OBJECTS

EDITOR

Smartphone Penetration ...



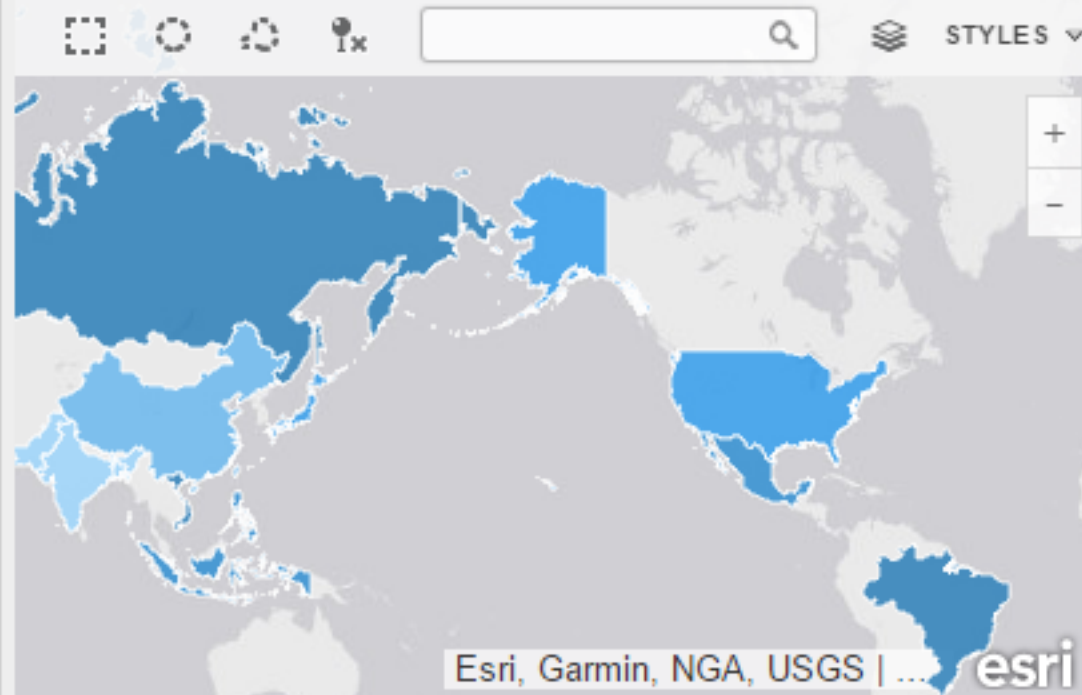
Attributes

- Country
- Smartphone Penetr...

Metrics

- Rank

Mobile Penetration



Phone Usage Type

| Usage Type(Group) | Avg (% Usage by Country) |
|-----------------------------|--------------------------|
| Direct Marketing | 38.24% |
| Applications | 56.70% |
| Barcode or QR Scanning | 19.33% |
| Instant Messaging | 42.60% |
| Location-Based Services/GPS | 39.40% |
| Mobile Banking | 29.30% |
| NFC/Mobile Wallet | 8.00% |
| Text Messaging/SMS | 84.10% |
| Web Browsing | 58.90% |

Phone Trends by Age Group

| Country | Type | Feature Phone | Smartphone |
|-------------|------------|---------------|------------|
| Australia | Ages 35-44 | 20% | 60% |
| Brazil | Ages 35-44 | 20% | 60% |
| China | Ages 35-44 | 20% | 60% |
| India | Ages 35-44 | 20% | 60% |
| Italy | Ages 35-44 | 20% | 60% |
| Russia | Ages 35-44 | 20% | 60% |
| South Korea | Ages 35-44 | 20% | 60% |
| Turkey | Ages 35-44 | 20% | 60% |

Smartphone Penetration by Country

