

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

Age Group

Applications

Percent Usage

Row Count

Smartphone Penetration by Country

In memory

Country

Smartphone Penetration

Rank

Row Count

Smartphone Users

Total Population

Mobile Penetration

Title and Container

Title

Show titlebar

Arial

B I U

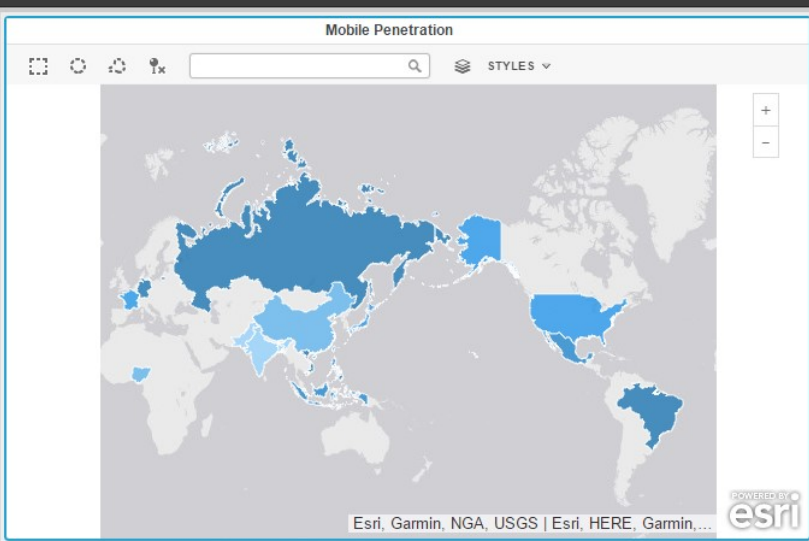
9

Fill color:

Alignment:

Container

Outer border:



### 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%