



Undo ASSETS

All

- % 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

ALL OBJECTS

EDITOR

Smartphone Penetration ...



Attributes

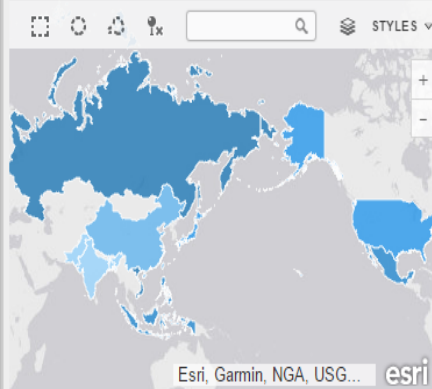
Country

Smartphone Penetr...

Metrics

Rank

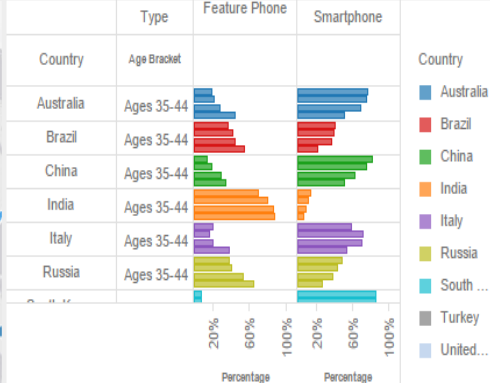
Mobile Penetration



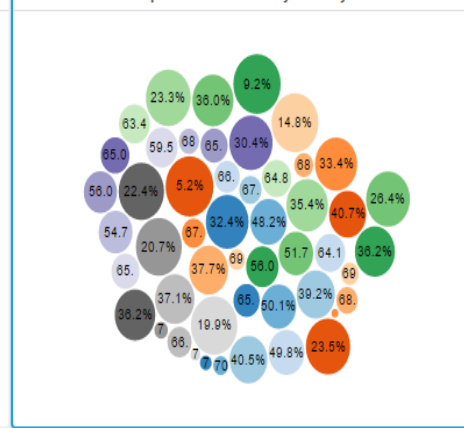
Phone Usage Type

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%

Phone Trends by Age Group



Smartphone Penetration by Country



Sheet 1