

MOBILE INTERNET

GLOBAL RESEARCH

87% MOBILE USERS

90% OF THE WORLD COVERED
BY MOBILE NETWORK

Mobile users, % of population
per 100 people

The Americas 103.3%

Europe 119.5%

Africa 53%

CIS 143%

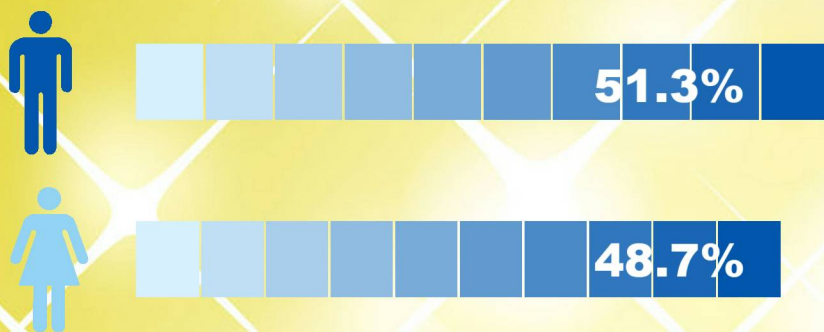
Arab States 96.7%

Asia 73.9%

30% of the world's mobile users live in China (226 million) and India (844 million)

Demo version! CONSUMER PHONE USAGE

Mobile Internet isn't just for younger generations



How people spend time with their mobile phones

Text messages

Photos

Email

Social networking/blogs

Games

Maps

Music

Financial news

Online retail

74.3%

60.3%

40.8%

35.3%

31.4%

26.5%

23.8%

15.1%

12.1%

