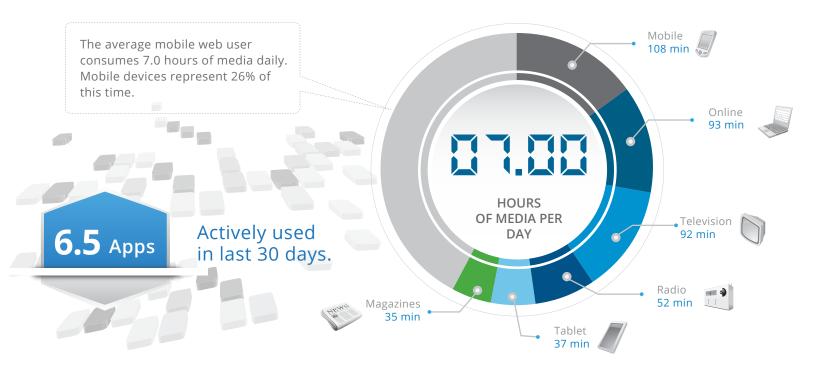


# Media Consumption

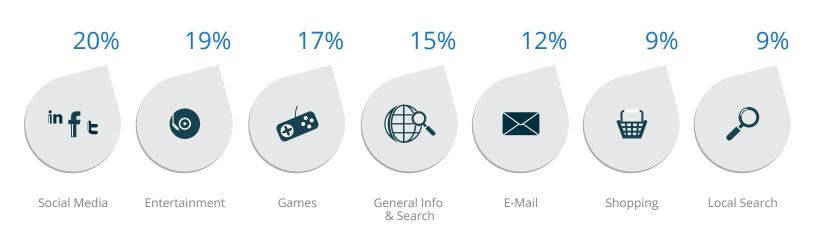
AN INMOBI INSIGHTS STUDY

5 ways mobile devices have changed the way people consume media

# 1. Media Consumption Habits.



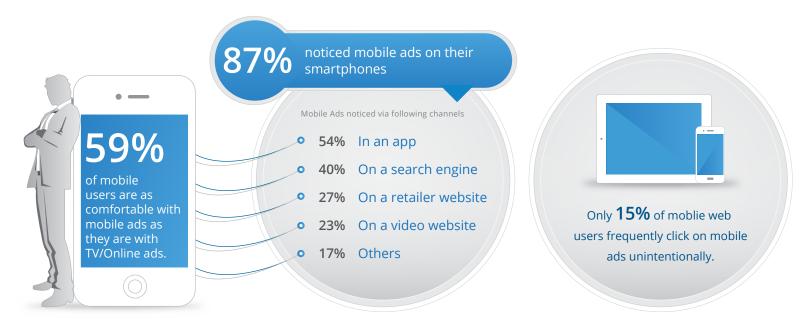
# 2. Mobile Media Activities.



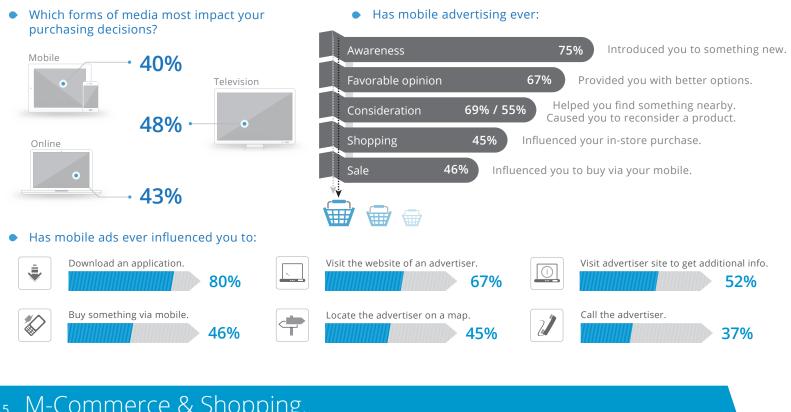


Growth in mobile usage in the next year is likely to come from social media, apps download and search activities.

## 3. Receptive and Responsive Towards Mobile Ads.



# 4. Mobile Media Ads & its Impact Throughout the Purchase Funnel.



80%

# 5. M-Commerce & Shopping.



Digital goods (e.g. apps, games, e-books, music, videos, ringtones)

Physical goods (e.g. electronics, clothes)

Financial (e.g. bill payments, peer-to-peer payments)

Entertainment (e.g. movie tickets)

Travel (e.g. train tickets)

### ••••••••••••••• 22%

### •••••••••••••• 15%

### INMOBI

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### Research Partners:

DECISIONFUEL<sup>®</sup> Bite-sized mobile research.



### Source:

are expected to spend money

on an activity via mobile in the

next 12 months.

InMobi, Decision Fuel & On Device Research, Mobile Media Consumption Research, Wave 2: N= 15,000. Aug - Nov 2012.

GROWTH

44%

25%