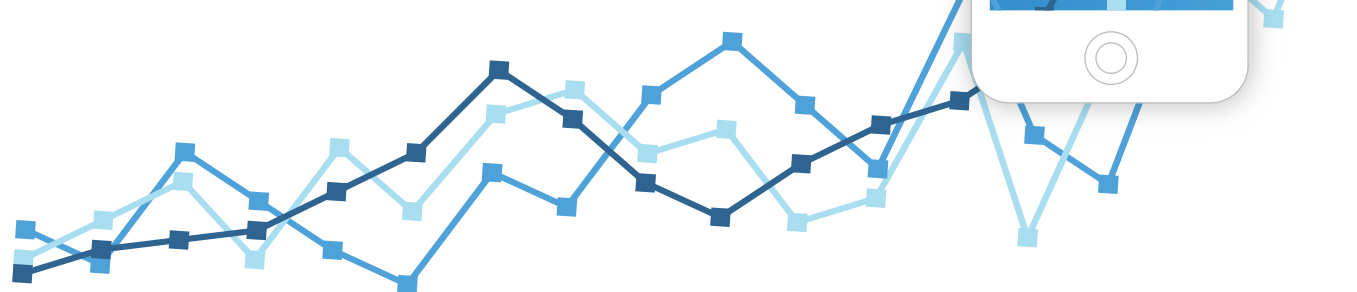


Media Consumption

AN INMOBI INSIGHTS STUDY

5 ways mobile devices have changed the way people consume media

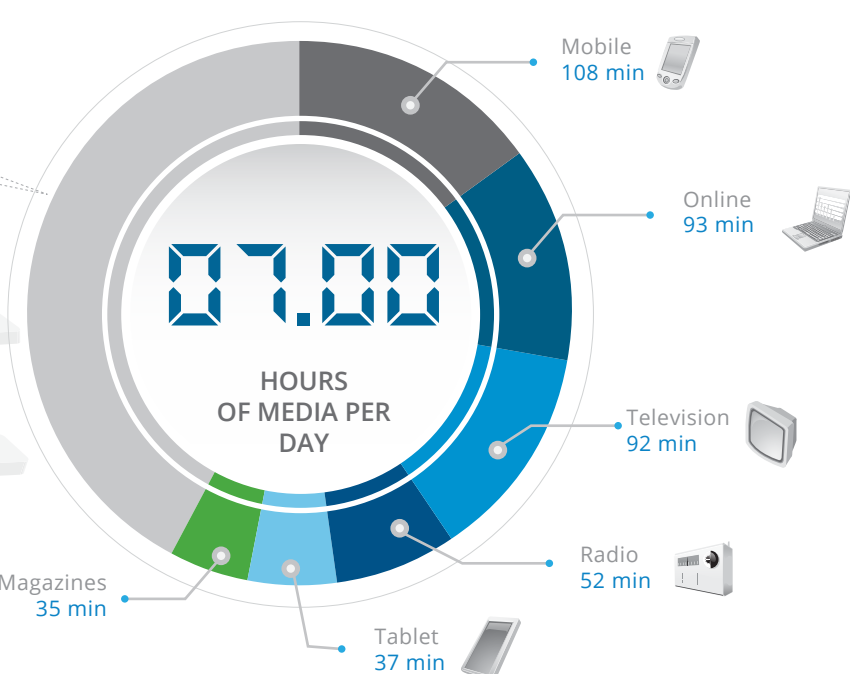


1. Media Consumption Habits.

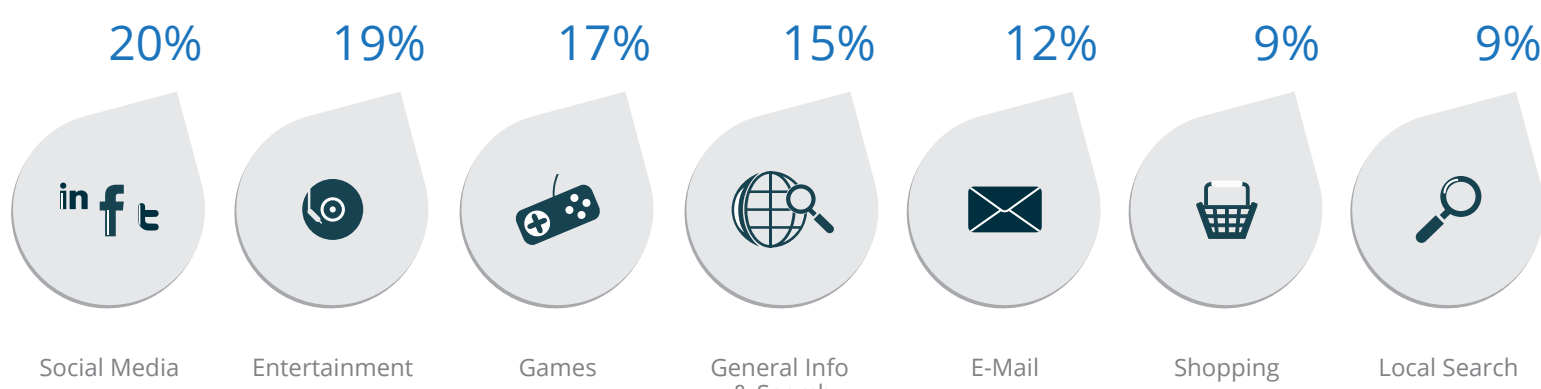
The average mobile web user consumes 7.0 hours of media daily. Mobile devices represent 26% of this time.

6.5 Apps

Actively used in last 30 days.



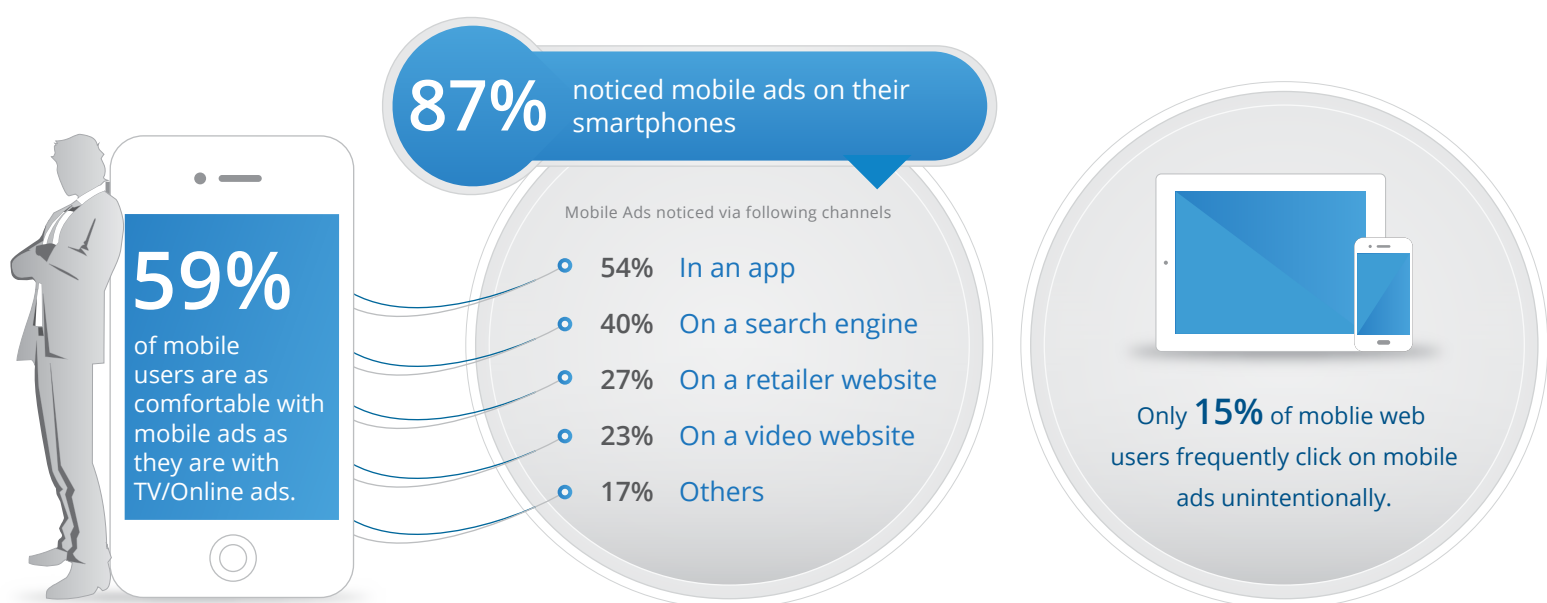
2. Mobile Media Activities.



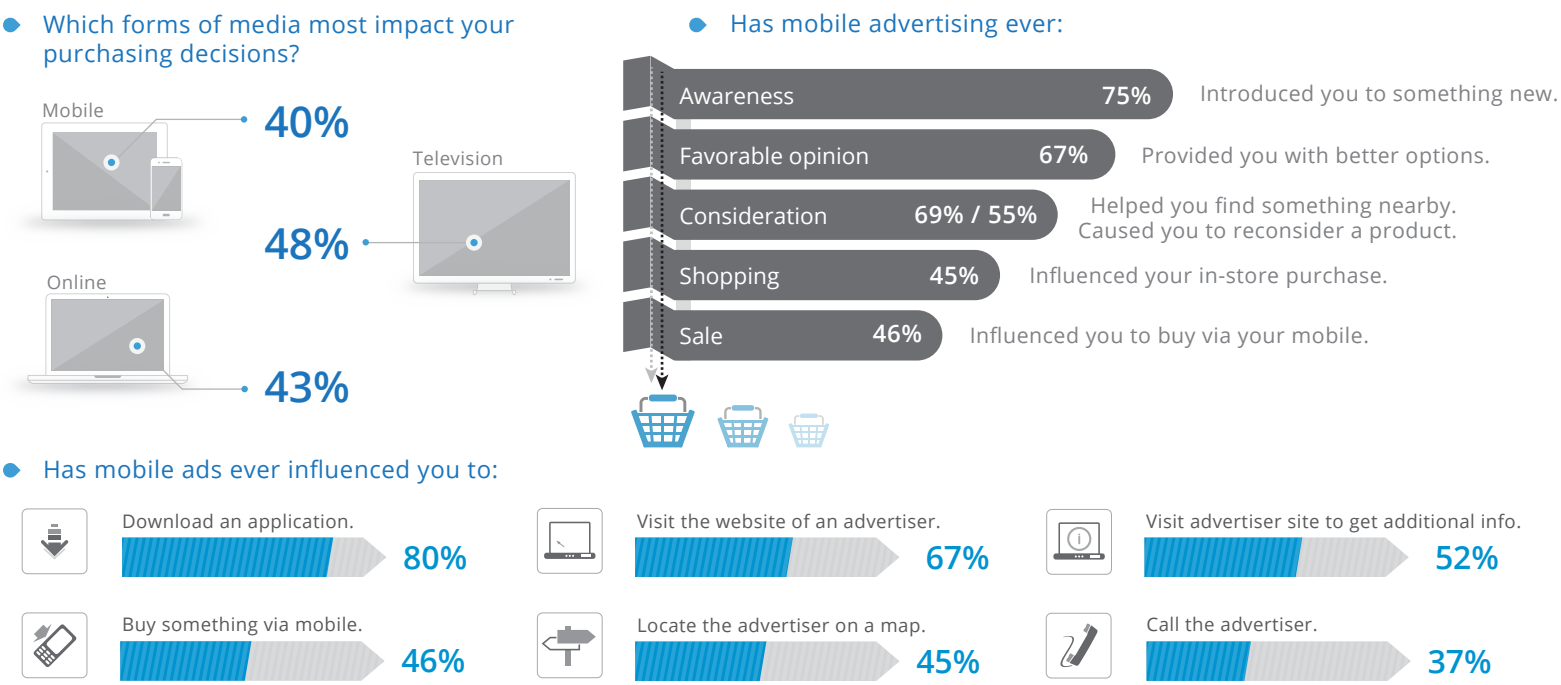
GROWTH

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.



5. M-Commerce & Shopping.

66% have spent money on an activity via mobile.

80% are expected to spend money on an activity via mobile in the next 12 months.

GROWTH

