

WHY MOBILE?

PRESENTED BY
MAJORITY STRATEGIES



THE RISE OF MOBILE

**229.9
MILLION**

**THE ESTIMATED NUMBER OF
SMARTPHONE USERS IN THE U.S. IN 2017¹**

60%

**OF ONLINE ACTIVITY
IS DONE FROM
SMARTPHONES³**

92%

**OF AMERICANS
USE SMARTPHONES²**

50%

**OF ALL GOOGLE
TRAFFIC IS DONE
FROM MOBILE DEVICES⁴**

¹ Statista
² B2C
³ B2C
⁴ TNW News



MOBILE AS THE FIRST SCREEN



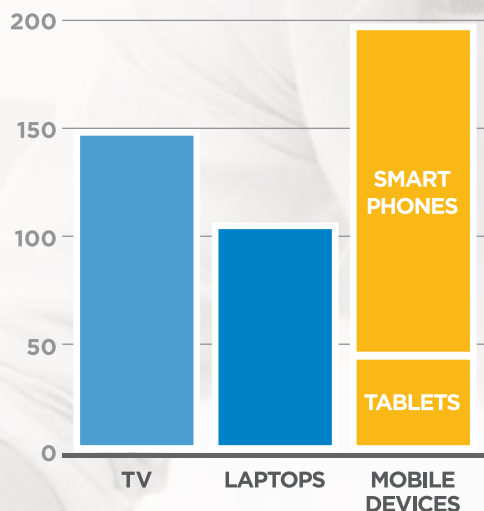
The number of U.S. consumers who are using mobile while watching TV.¹



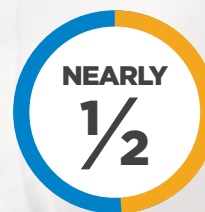
The average American spends 11 HOURS A DAY on electronic media, including computers & smartphones.²

MORE MINUTES

are spent each day on mobile devices than television.³



Nearly 1/2 of all video is being viewed on devices other than TVs, including smartphones and tablets.⁴



“The problem ... is that fewer people are watching live television, and for those who do, there are many more choices of networks and programs. And the consumption of media on phones, tablets and other devices is increasing.”

— *The New York Times*, 1/29/15

¹ AT&T
² National Journal
³ MillwardBrown
⁴ Consumer Technology Association



ADDICTED TO OUR MOBILE DEVICES

— THERE ARE MORE THAN —
280,000,000
— MOBILE ADDICTS WORLDWIDE¹ —

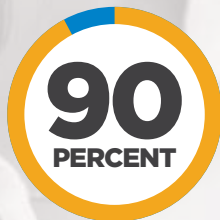
The number of **TIMES PER DAY** a smartphone user reaches for his or her phone.



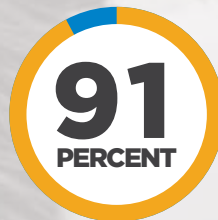
Americans Check Their Phones **8 BILLION** Times a Day³



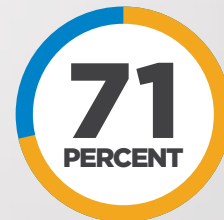
8 BILLION



90% of smartphone users use their devices every day³



91% keep their phone within 3 feet of themselves, 24 hours a day⁴



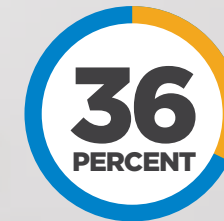
71% sleep with their smartphones⁵



35% reach for their devices first when they wake⁶



89% use their smartphones at least a few times a day⁷



36% check and use their smartphones constantly⁸

¹ Business Insider

² Deloitte

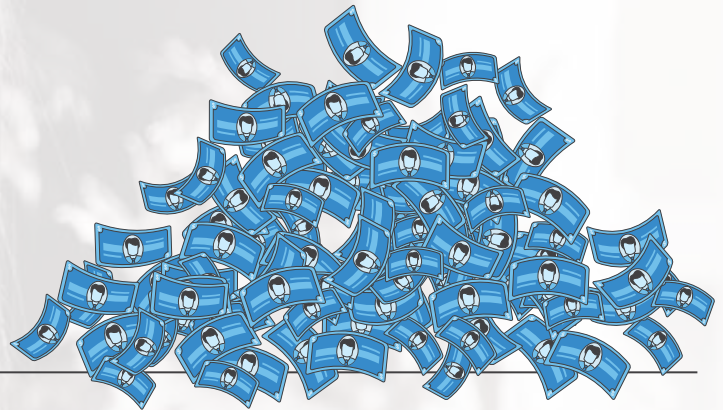
³ Go-Gulf.com

⁴ Morgan Stanley

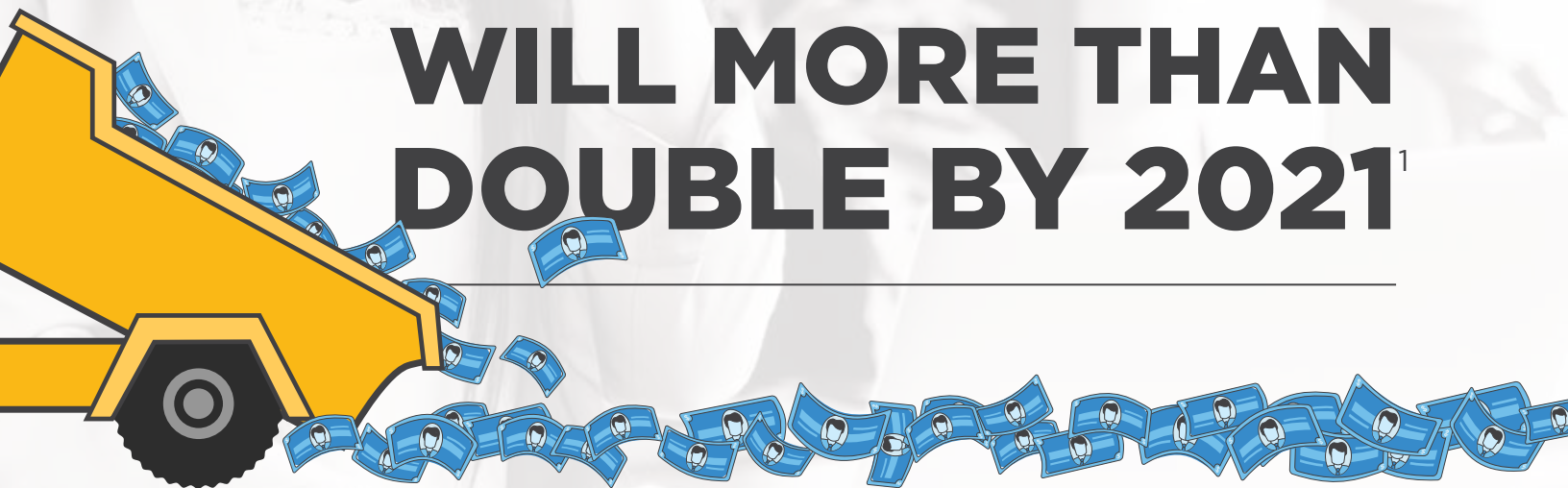
⁵⁻⁸ Bank of America, Trends in Consumer Mobility Report



AD DOLLARS ARE SHIFTING TO MOBILE



**U.S. MOBILE AD
SPENDING
WILL MORE THAN
DOUBLE BY 2021¹**
































**THE U.S. WILL TOP THE LIST OF
MOBILE ADVERTISING COUNTRIES BY 2018.²**

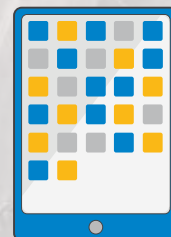
¹BIA/Kelsey
²iMedia



MOBILE APPS VS. MOBILE WEB

 **92%**    
 **OF**  **TIME**  
 **ON**     
SMARTPHONES 
  **IS**  **SPENT**
 **IN**     
   **APPS**¹ 

A typical American smartphone user uses an average of **27 apps**.²



¹ Flurry Insights
² Statista

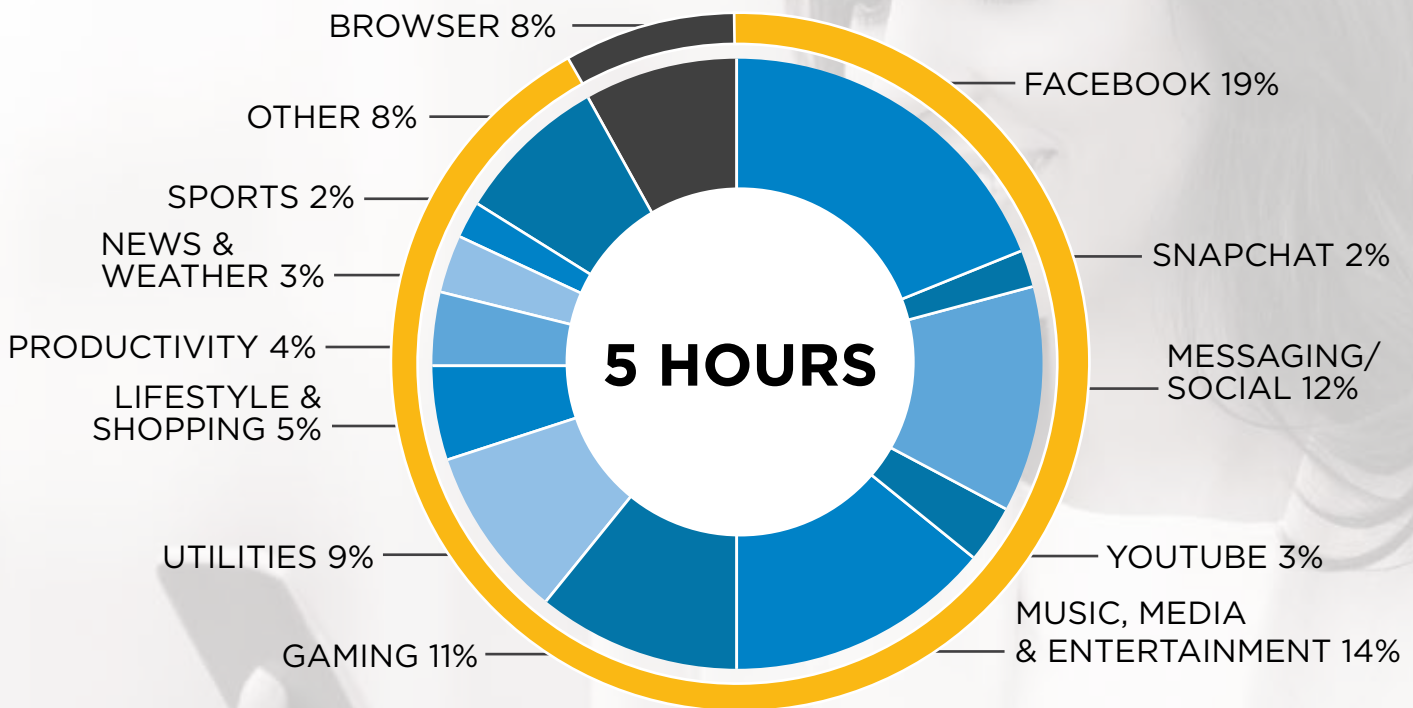


MORE TIME IN MOBILE

**TIME SPENT ON MOBILE DEVICES INCREASED
IN 2016 TO 5 HOURS PER DAY¹**

BROWSER 8%

FACEBOOK 92%



1 HOUR 
Per Week:

**THE TIME SPENT BY MOBILE USERS
ON WEATHER CONTENT ALONE²**



WE PLAY TO
WIN.

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