



Insights: How do Australian consumers use their smartphones when buying a new car?

inMOBI™



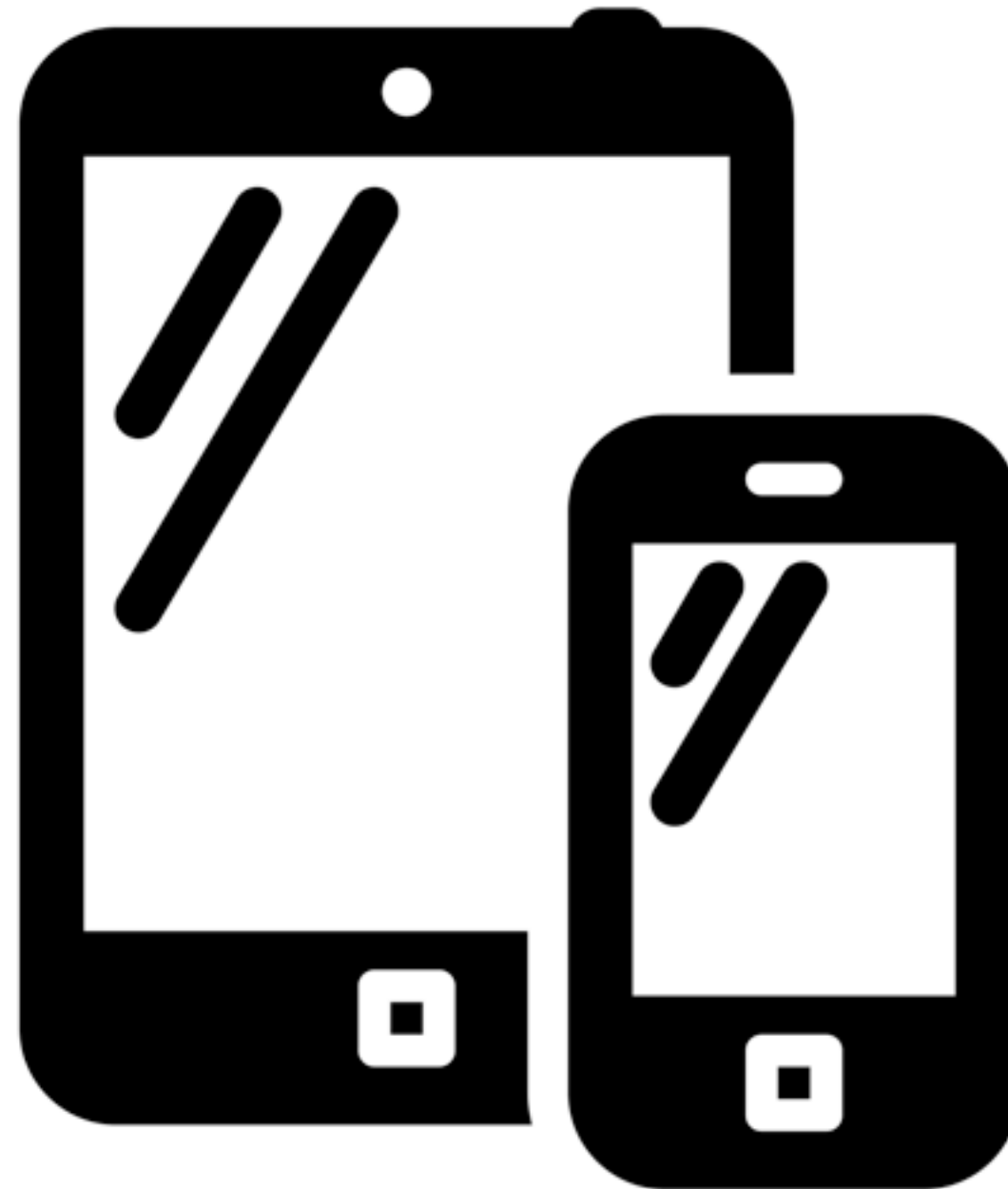
ŠKODA



The Australian mobile landscape at present.

129
minutes
a day

InMobi/Decision Fuel:
Mobile Media Consumption. Oct '12



68%
smartphone
penetration

(15-65 year olds. Frost & Sullivan. Nov '12)

Our mobile media consumption behaviour.

Wave 1: March 2012

51%



Watching TV

12%



While shopping

46%



In the bedroom

43%



Waiting for something

22%



Commuting

66%

46%

76%

86%

64%

Wave 2: Oct 2012

How has the auto sector reacted?

25% of global internet traffic by '14 will be mobile

Business Insider / StatCounter. '13

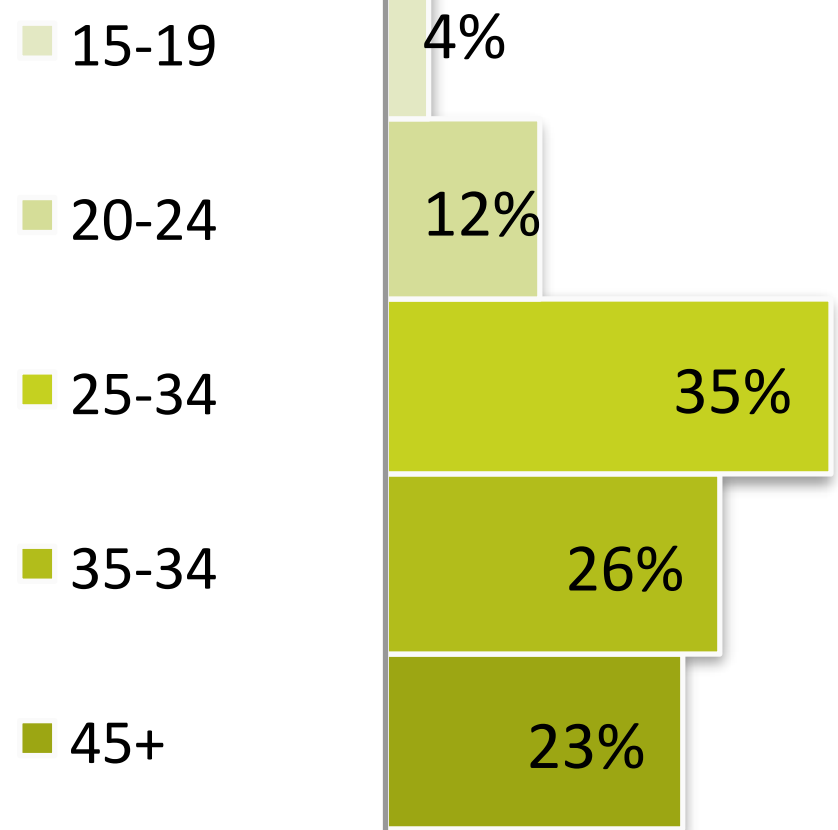


Our auto research.

3000+ 47:53



\$9,279 av. MHI



■ Sydney, Melbourne, Brisbane, Adelaide ■ Perth ■ Other city or large town ■ Small town or village

Intent to purchase a car.



- 59% planning to buy within 1 year
- 47% would consider 2-3 car brands
- 23% had a favoured brand of car
- 21% had no car brand in mind

The importance of mobile as an auto info seeking channel.

Browsing during initial interest stage

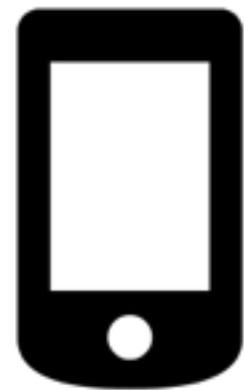
59%

56%

46%

42%

39%



Desktop / Laptop

Mobile

Mags & newspapers

Car agents

TV

51%

46%

37%

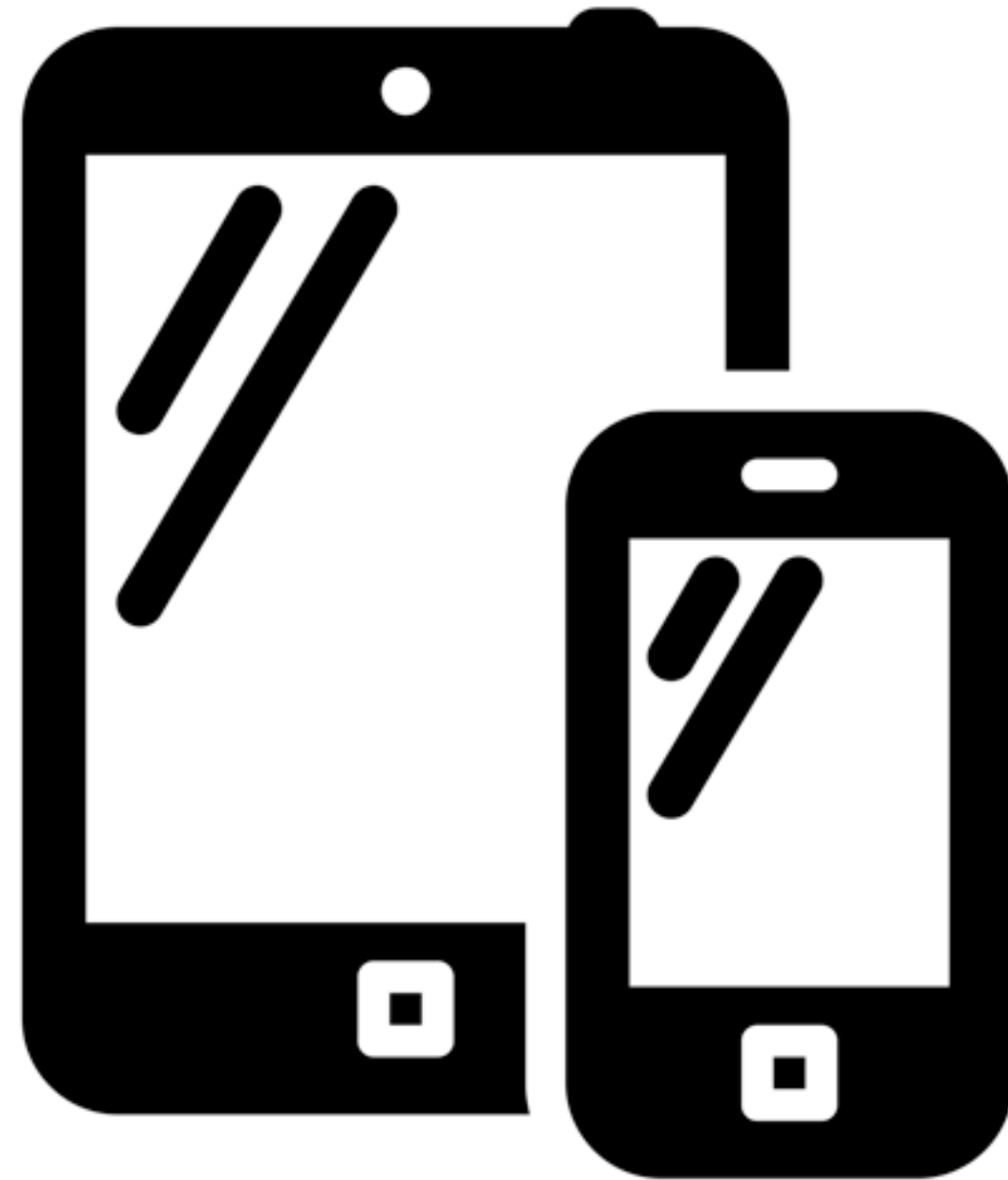
38%

27%

Information sought before purchase making

Mobile usage for a future auto purchase.

9%
would use
a tablet



12%
would use a
smartphone



Freq. seeking auto content.

- 48% who planned to buy access at least once a week
- 27% at least several times a week
- 57% who DO NOT plan to buy have still used mobile to access auto content

Where and when auto information is sought.



63%

watching TV at home



56%

at the weekend



39%

whilst commmuting

The influence of other channels.

68% after seeing a tvc



The influence of other channels.

58% after seeing
a print ad

Jealousy



The influence of other channels.

42% after seeing an OOH ad



Envisaged mobile usage for future auto purchases.



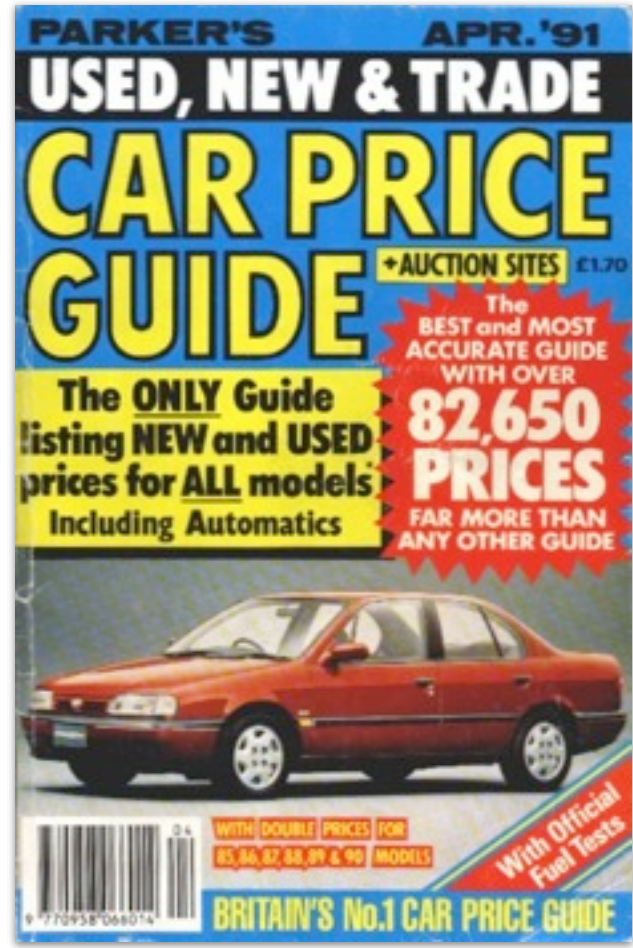
Locate a dealer

80%



Car specs, videos and photos

81%



Price comparisons

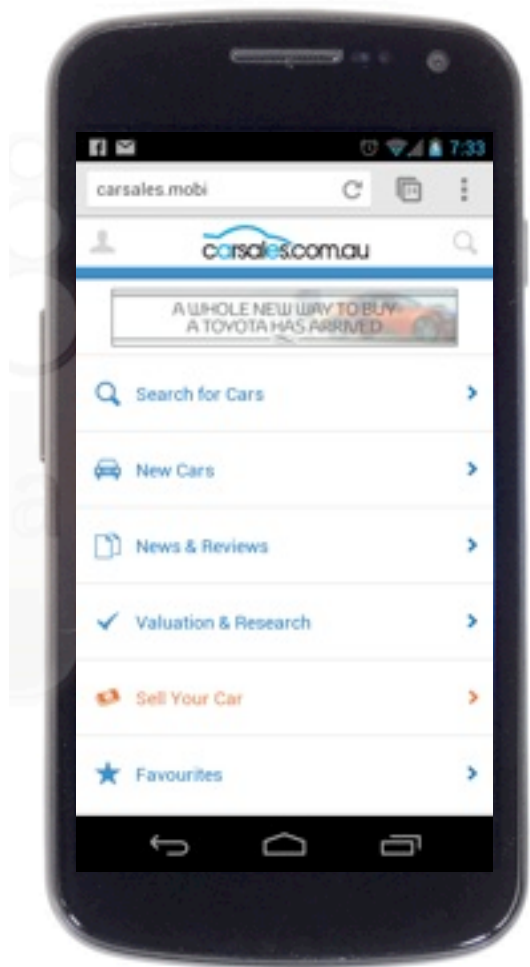
83%



Useful auto content to receive via a smartphone.

- 32% - sales and promotions
- 28% - product info and availability
- M32% - photos and videos (F23%)
- F28% - customer reviews (M17%)

Awareness of auto advertising in mobile environments.



Specialist car sites

41%



Social networks

35%



News, sport or weather

33%



Gaming apps

29%

6 points to ponder over your lunch.

1. Mobile is as influential as traditional online
2. Car buyers are looking for auto content at least once a week
3. Weekends (+ primetime weekdays) present significant opportunities
4. Syncing with offline is more important than traditional online
5. It's about price, promotions, and product info. They will find a dealer
6. Car buyers don't just visit car sites - they use other sites and apps too!



Ta.
rupert.pay@inmobi.com