



MOBILE TRENDS

Rupert Pay
Head of Client Services
InMobi

2007: Born

2011: Commercially Successful

2013: Sales Explosion

2014: ?

The rise of the Phablet.



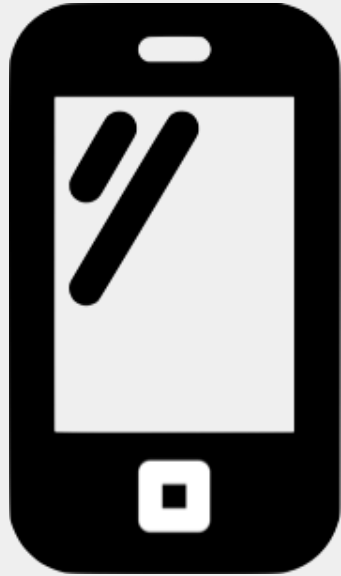
Smartphones & Tablets

Phablets

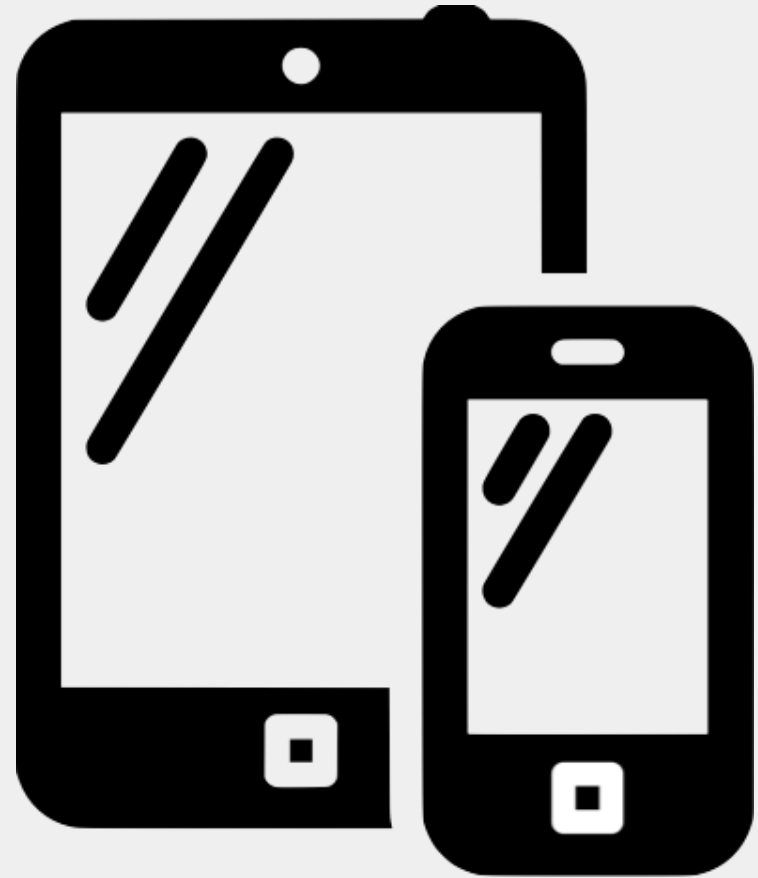
Understanding the opportunity

Summary

The evolution of 'mobile'.

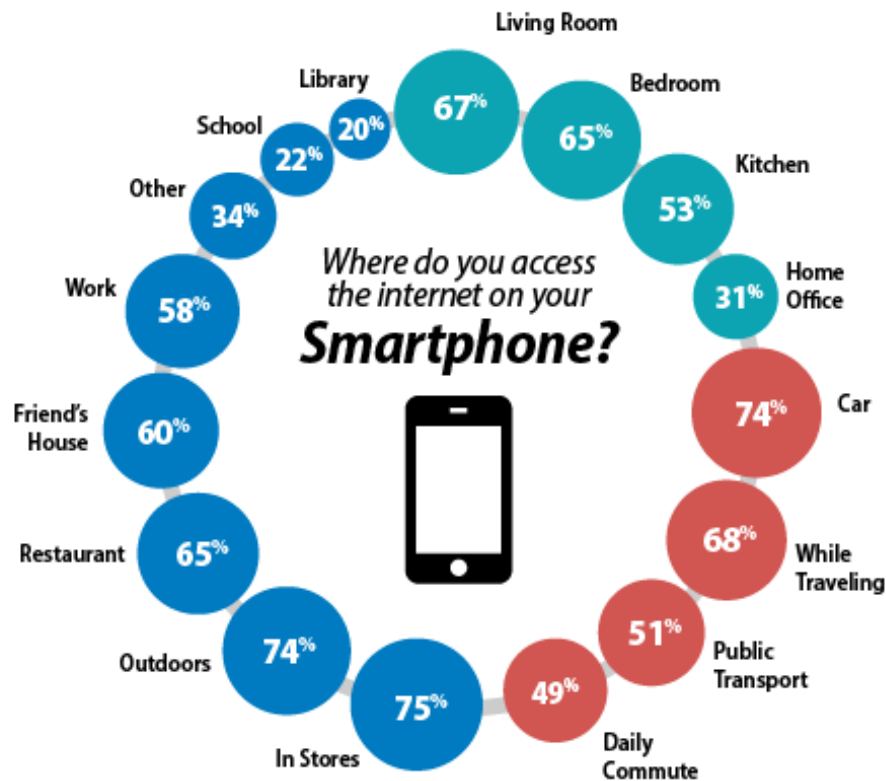


Mobile

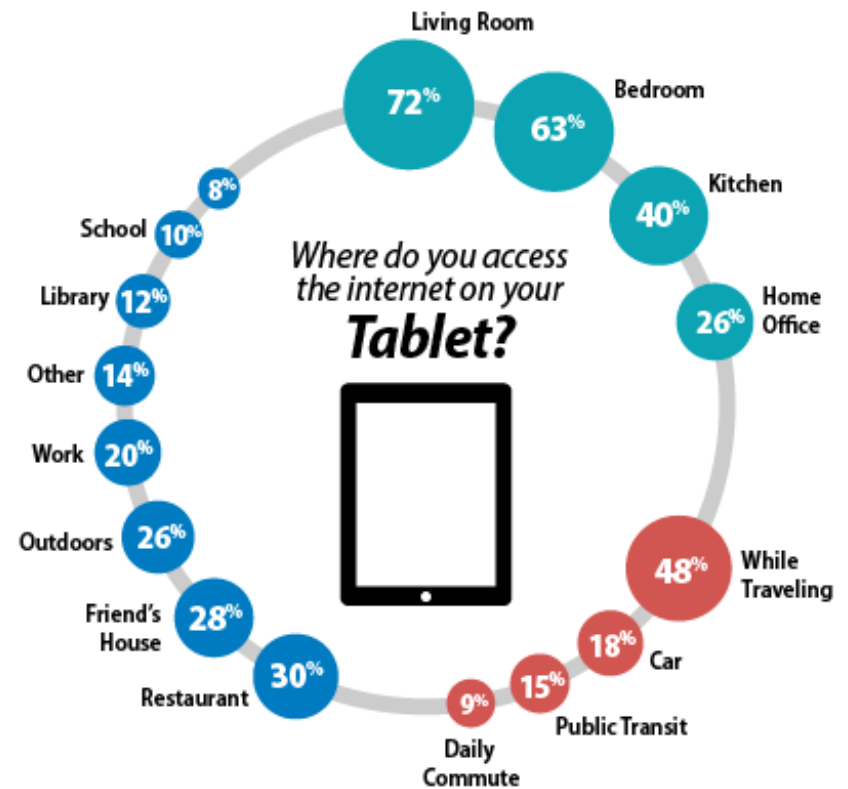


Tablets &
Smartphones

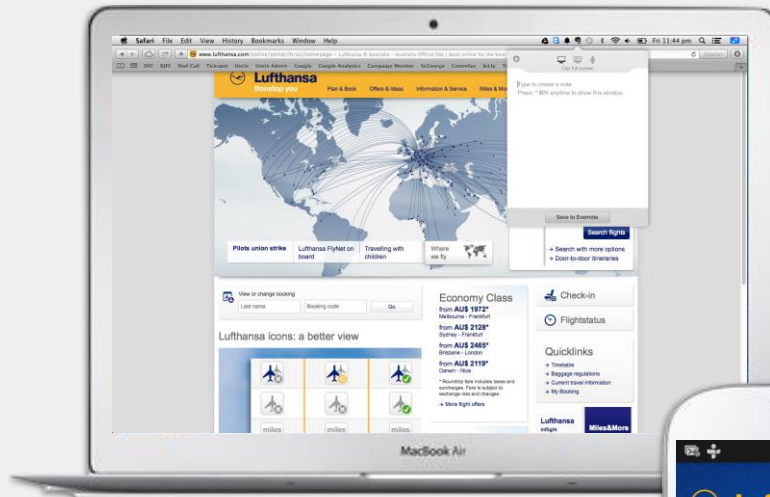
Distinct behaviours emerged.



Source: Forrester Research

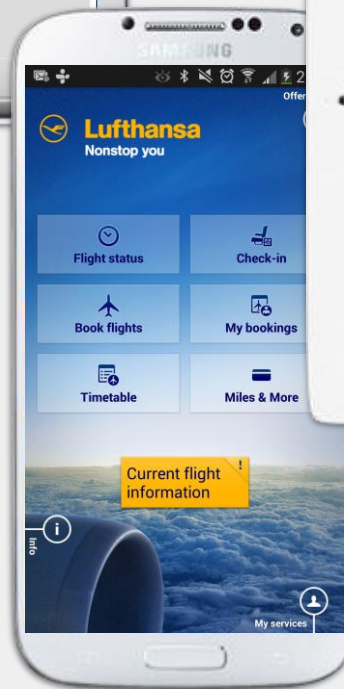
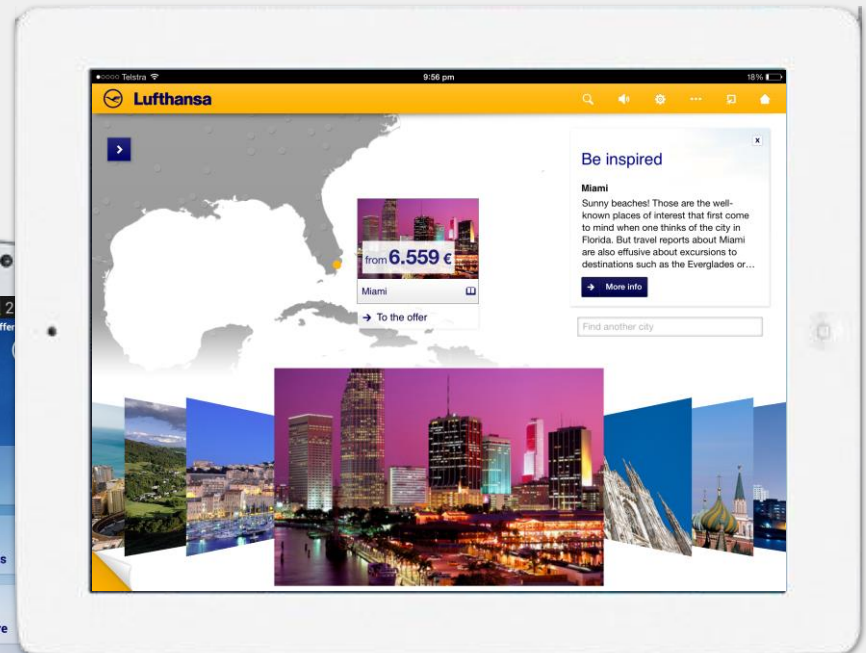


Lufthansa: UX for every device.



Desktop

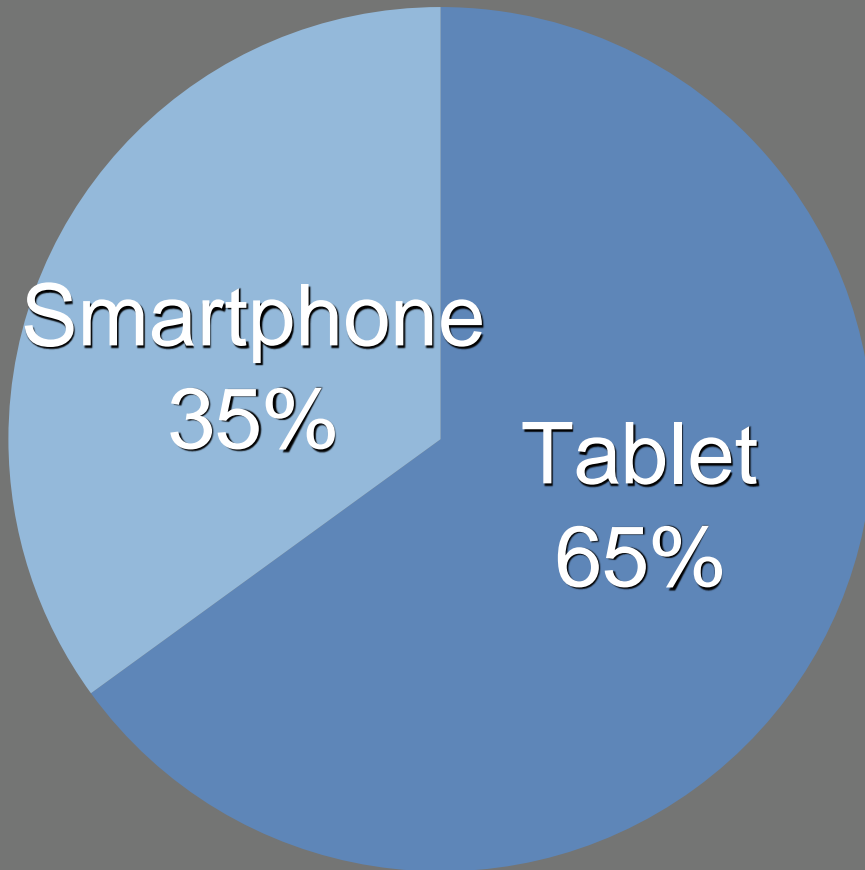
Tablet app



Smartphone app

Smartphones = show-rooming, tablets = purchase.

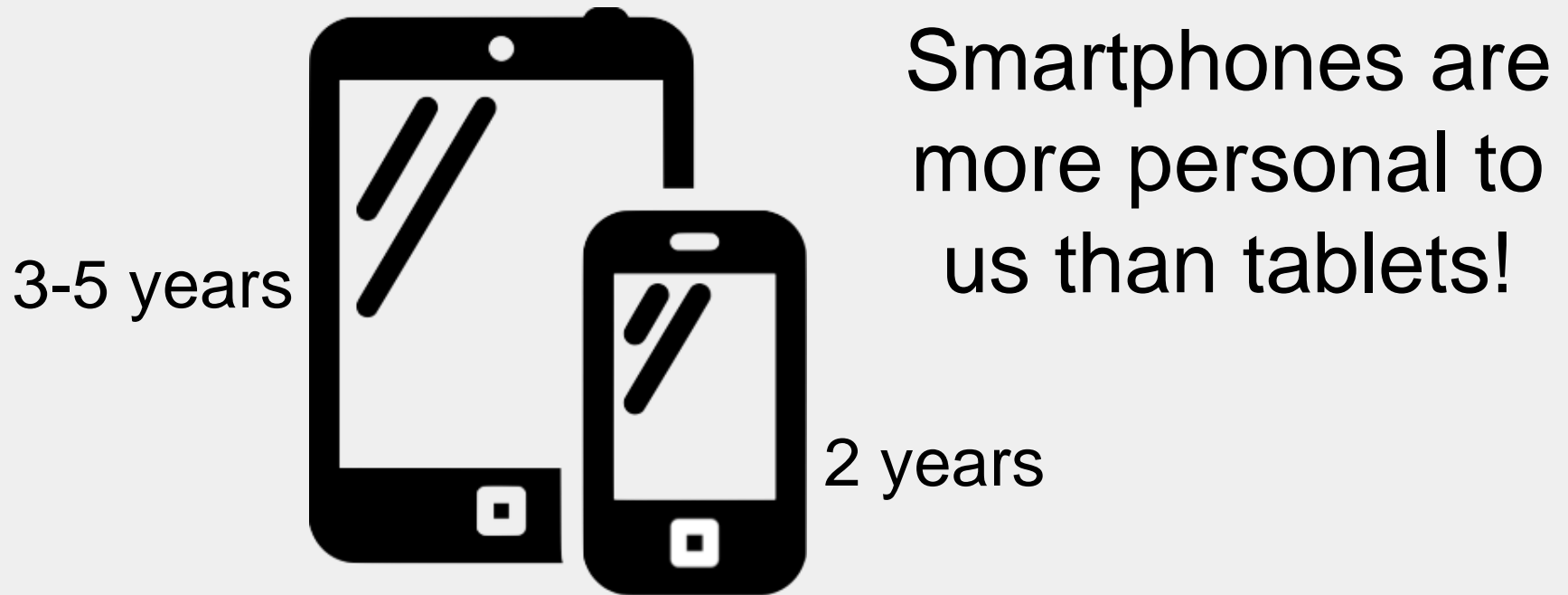
U.S. mCommerce Purchases 2013



Source: eMarketer 2013

1. Nearly twice as many purchases being made on tablets
2. Majority of purchases made at home

Device replacement.



Source: C.I.R.P (U.S) '13

iPad users twice as likely as iPhone users to hand down old devices to friends and family.

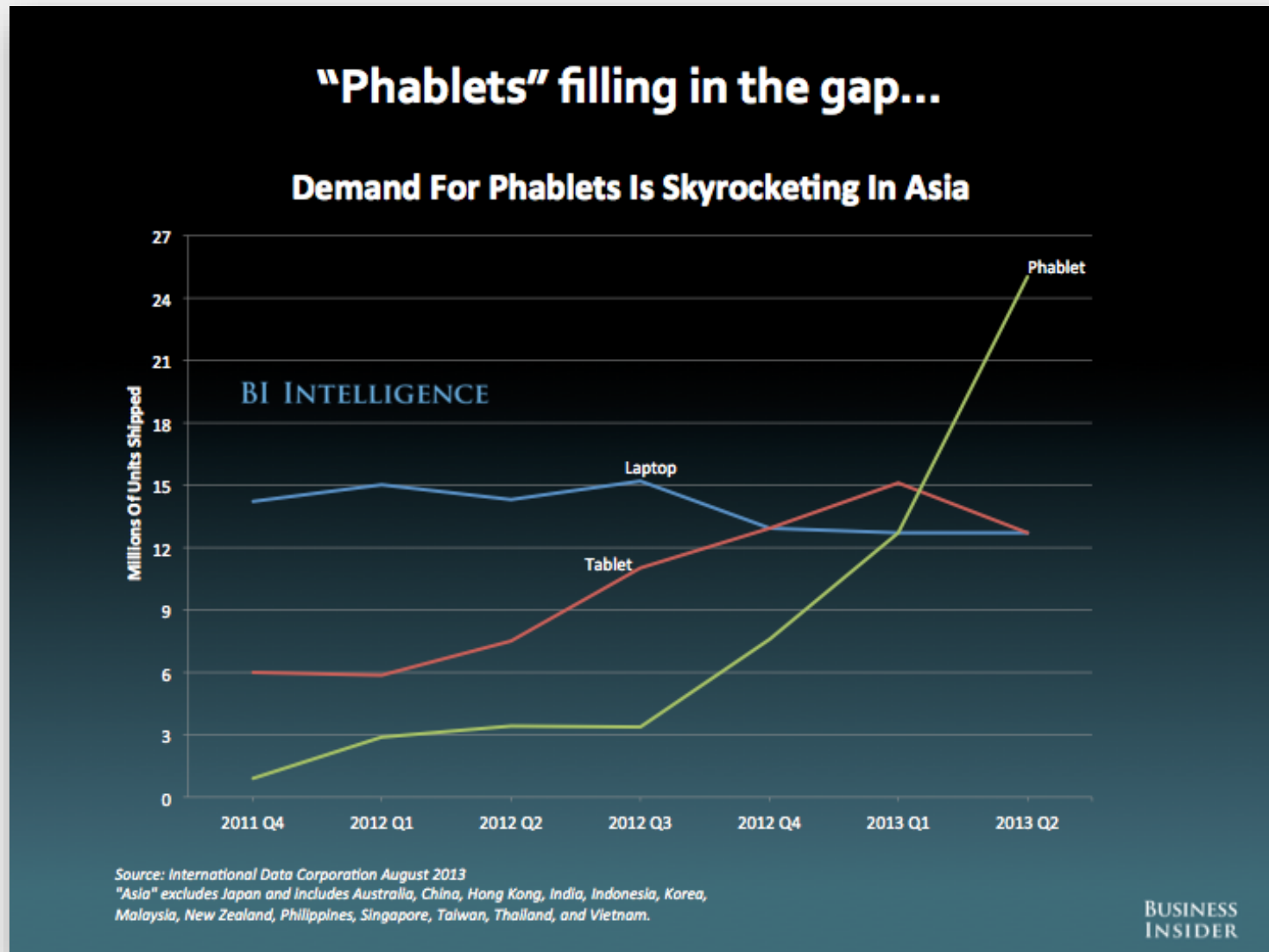
Smartphones & Tablets

Phablets

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Growing trend in Phablet adoption.



Size matters: 5" > 6.9" or 130mm > 180mm.



“I think phone size was a
pre-conceived notion
based on voice usage”

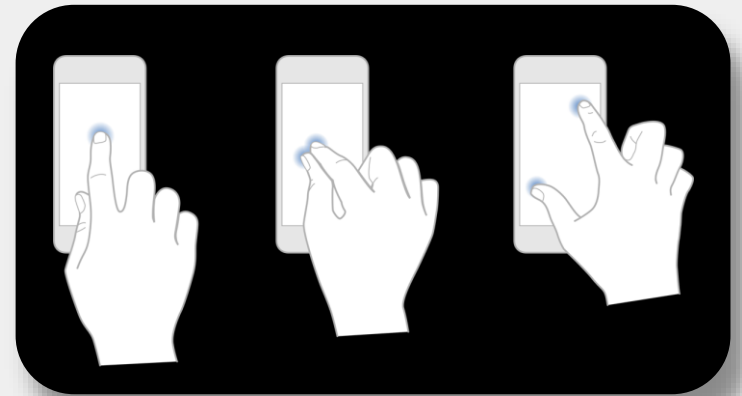
Phablet benefits.



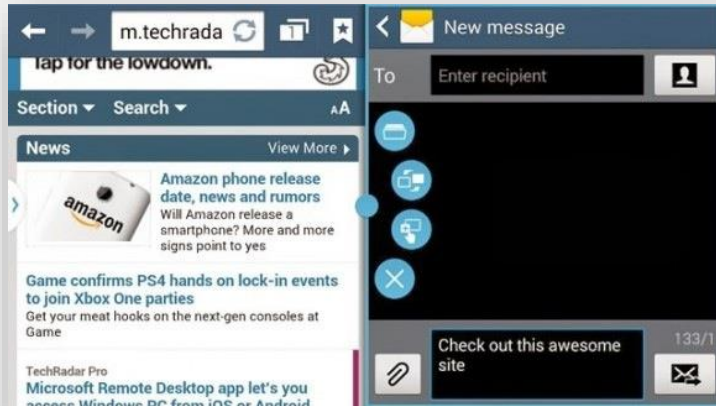
Reading



Watching



Interacting



Landscape view running both SMS and browser apps simultaneously

Smartphones & Tablets

Phablets

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Summary

Not multi-screen, context-based strategies.



Fragmentation
becomes
consolidation

Understanding audience
behaviour based on
context: time (of day and
availability) and location



A huge opportunity awaits.



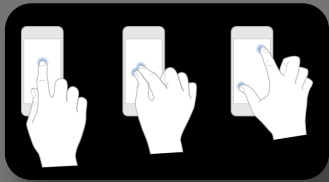
1. mCommerce



2. Personalisation



3. Content



4. Richer Experiences

Smartphones & Tablets

Phablets

Understanding the opportunity

Summary

Thank you.
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