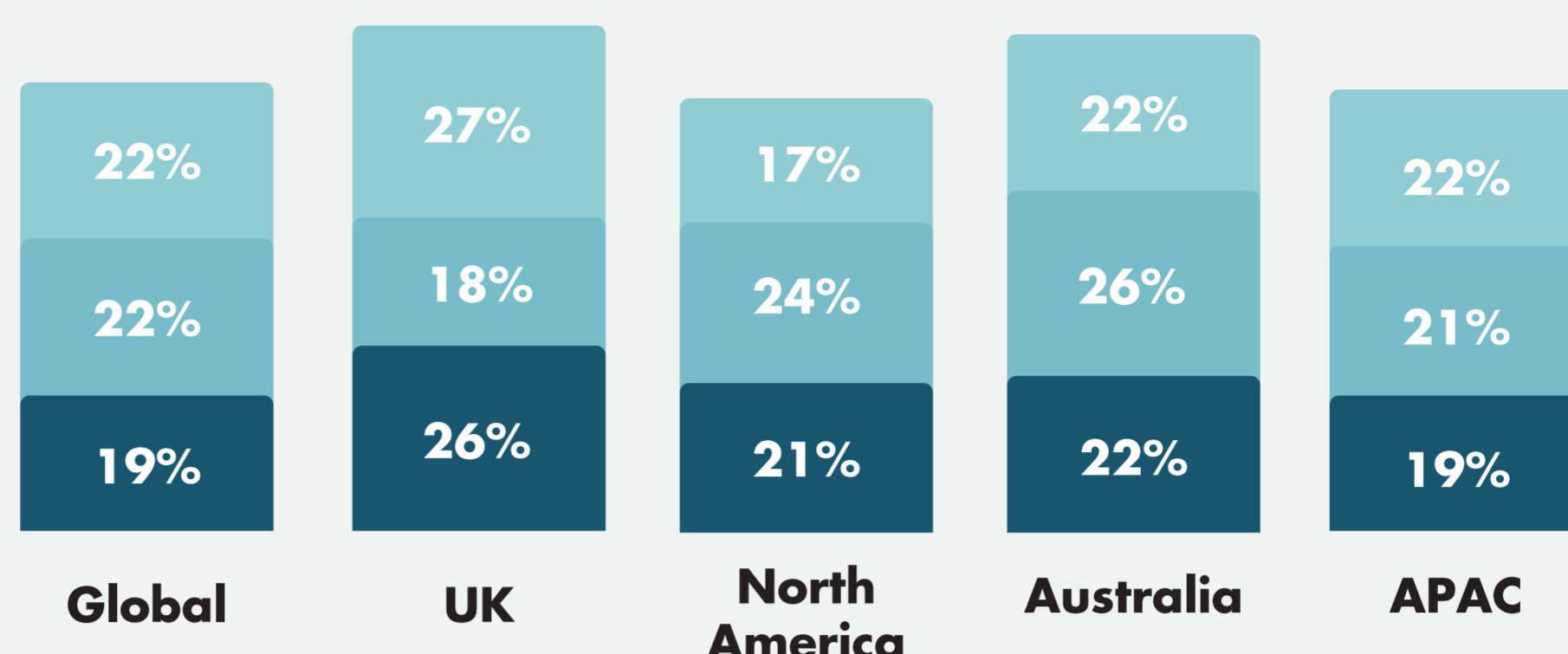
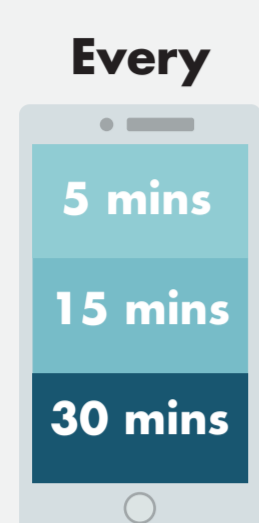


# A Global Perspective of Mobile Consumer Experience

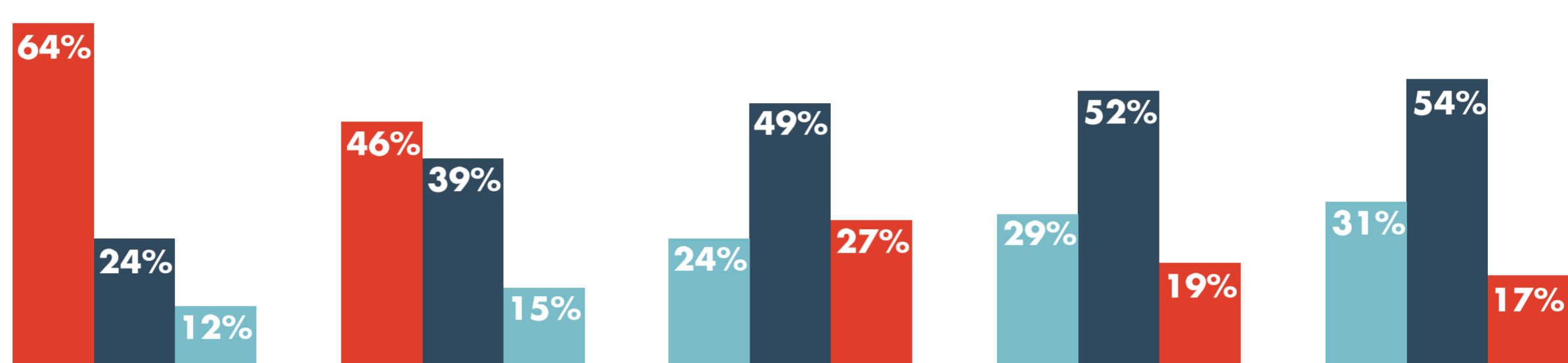
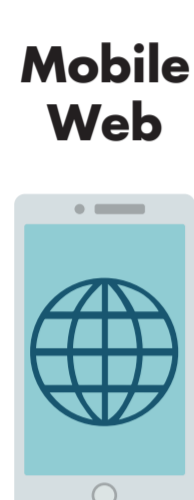
June 2017

## Frequency of Mobile Use

Every 30 mins or more **63%** **71%** **61%** **70%** **62%**

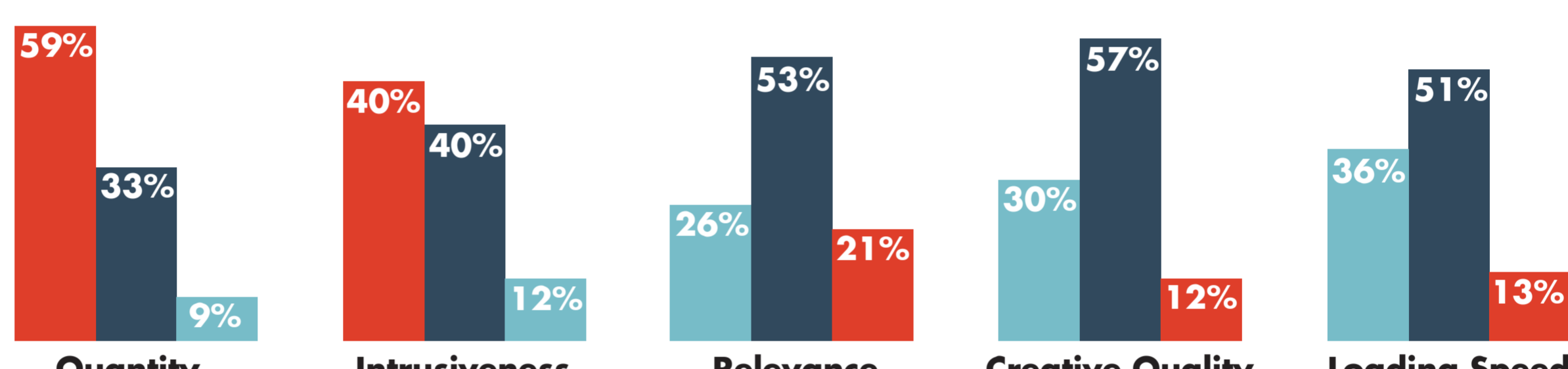


## Perception of Mobile Advertising compared to a year ago



**AU Net Change** **+52%** **+31%** **-3%** **+10%** **+15%**

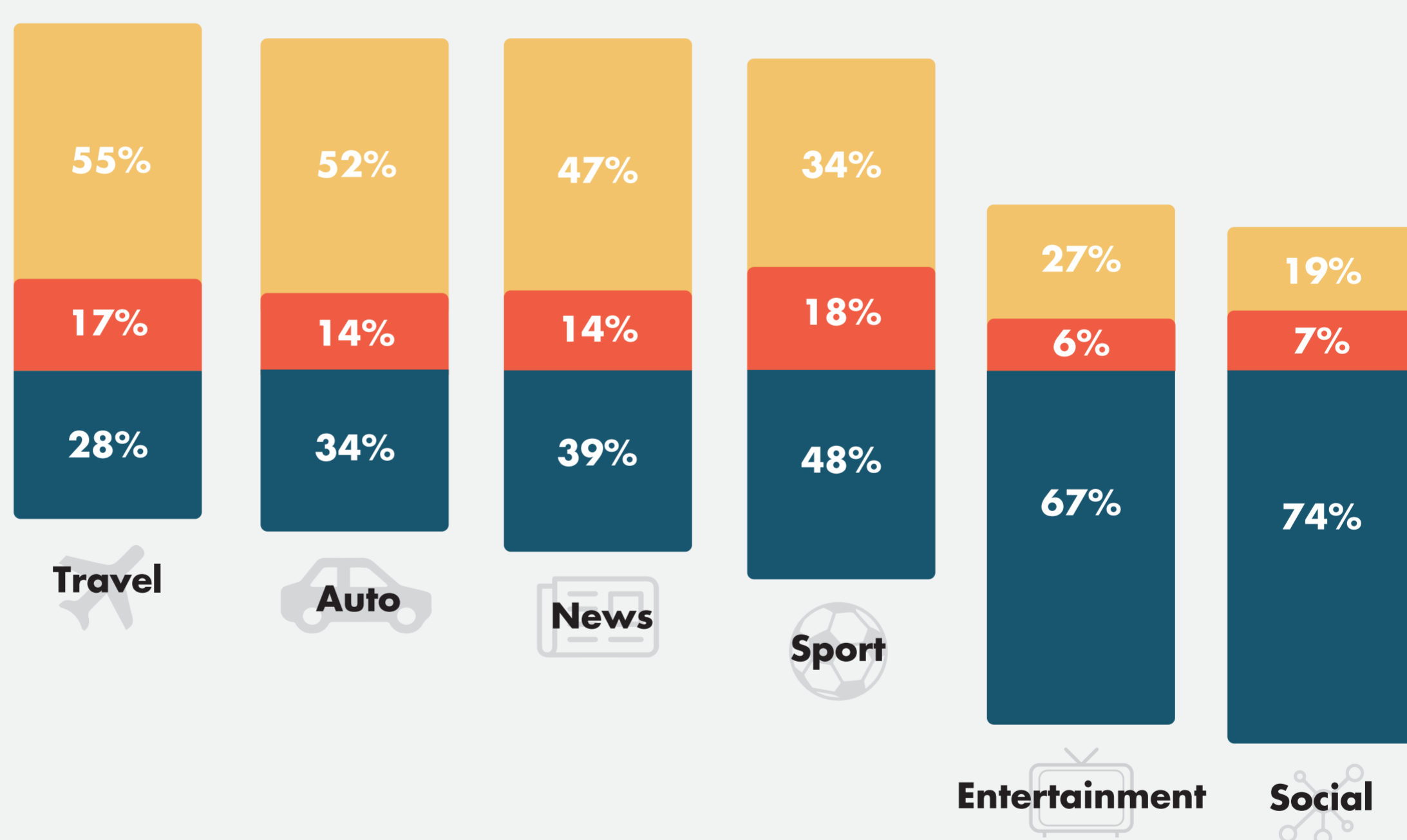
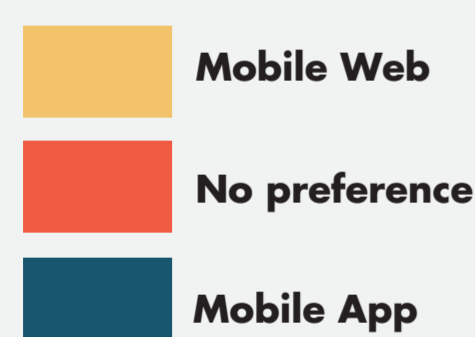
More / same / less    More / same / less    More / same / less    Better / some / lower    Faster / same / slower



**AU Net Change** **+50%** **+37%** **+5%** **+18%** **+23%**

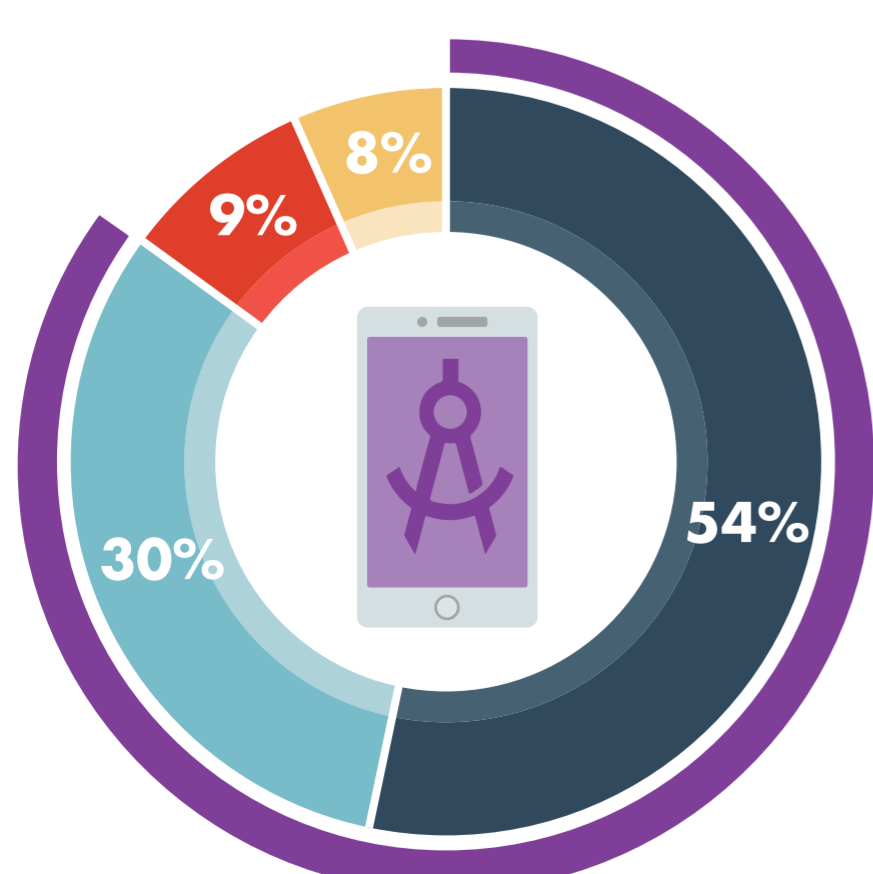
More / same / less    More / same / less    More / same / less    Better / some / lower    Faster / same / slower

## Consumer Preferences



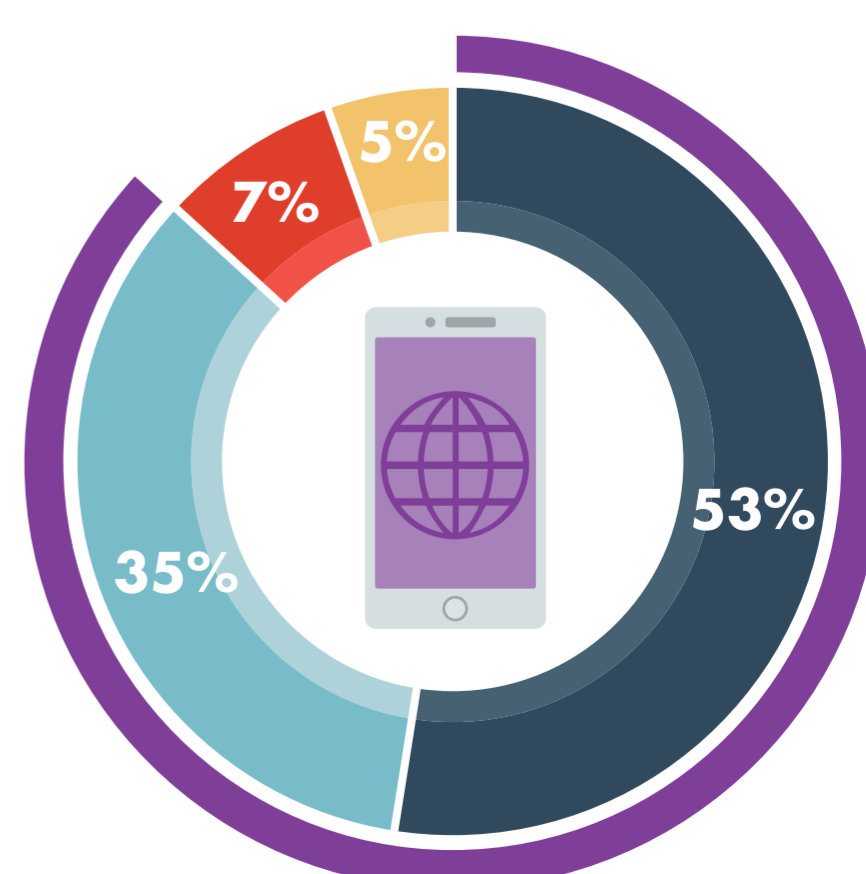
## Frequency of Usage

### Mobile App



**Daily/Multiple times per day: 84%**

### Mobile Web



**Daily/Multiple times per day: 88%**