## THE NEXT MOBILE FRONTIER

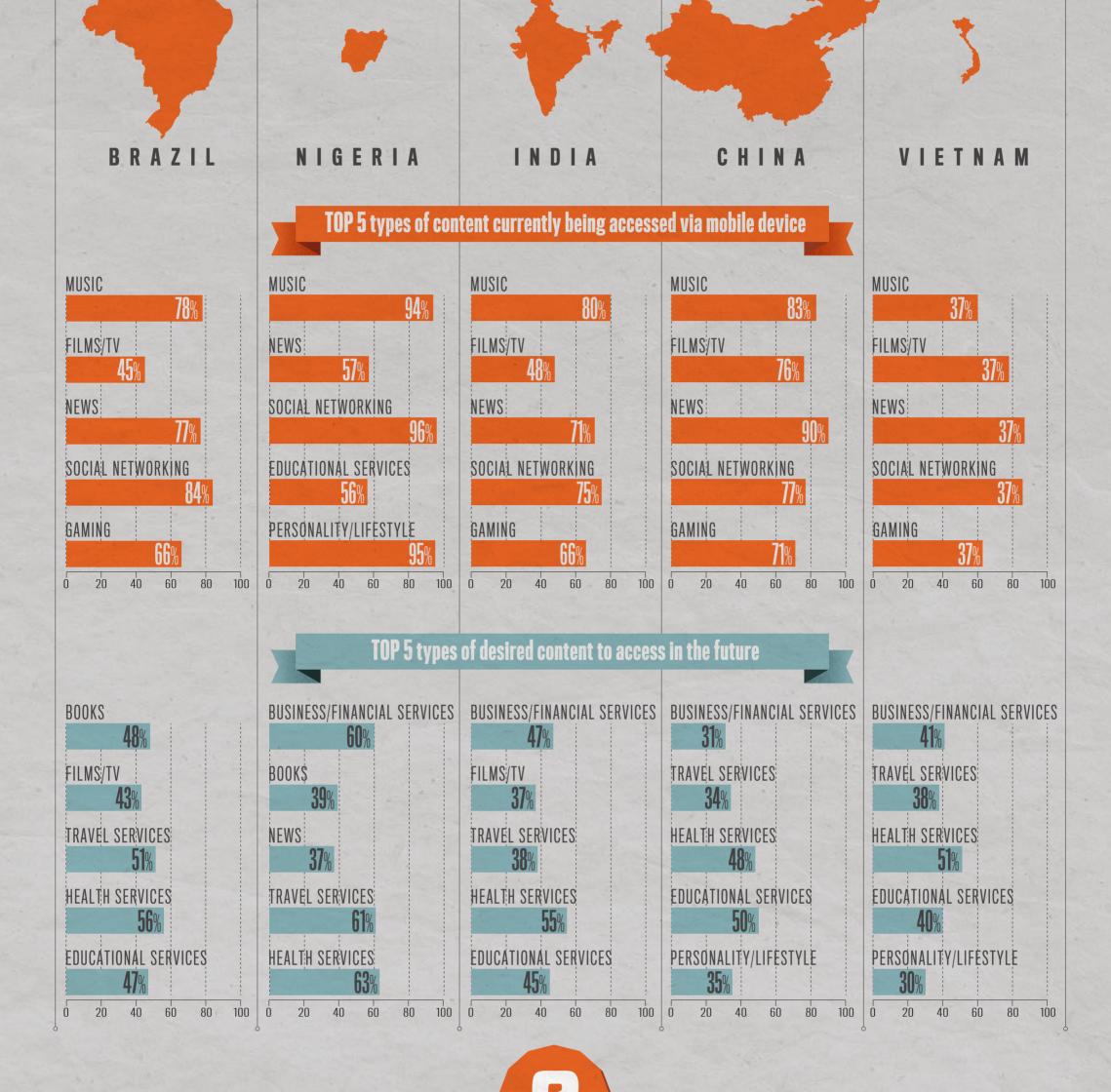
# **CONTENT IS KING**



#### WHICH TYPE OF CONTENT AND APPS DO YOU **CURRENTLY ACCESS VIA YOUR MOBILE DEVICE?** WHICH WOULD YOU LIKE TO ACCESS IN THE NEXT 12 MO



## WHICH OF THE FOLLOWING APPLY TO YOUR EXPERIENCE OF BUYING MOBILE CONTENT **AND APPS OVER YOUR MOBILE PHONE?**





The content is often expensive



I am not aware of any promotions/ offers that would incentivize me to make more purchases from them

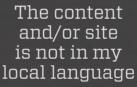
I find it difficult to find the relevant content and apps on the portal/app store

24%

I don't posses the credit/depit card details to make purchases

from them

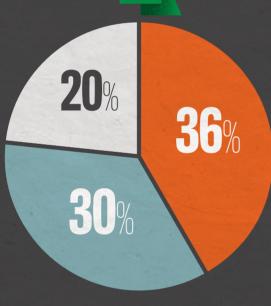
**21**%



20%

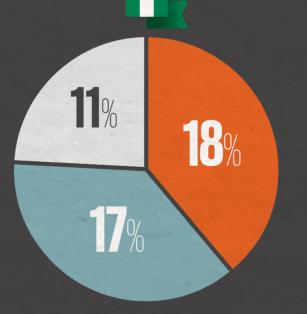
I cannot view the content they provide on my current device

8%



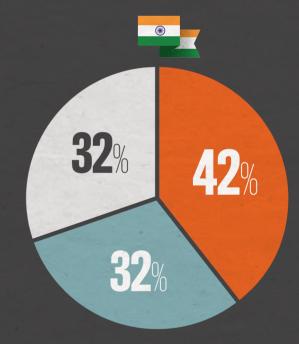
I am unaware of any promotions that would incentivize me to make more purchases.

The content and/or site is not in my local language.



I don't possess the credit/depit card details to make purchases from them.

I find it difficult to find the relevant content and apps on the portal/app store.

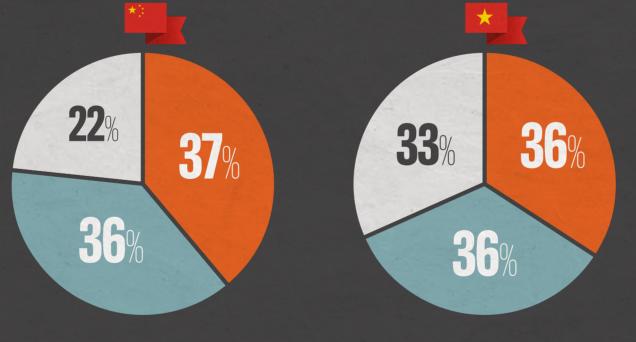


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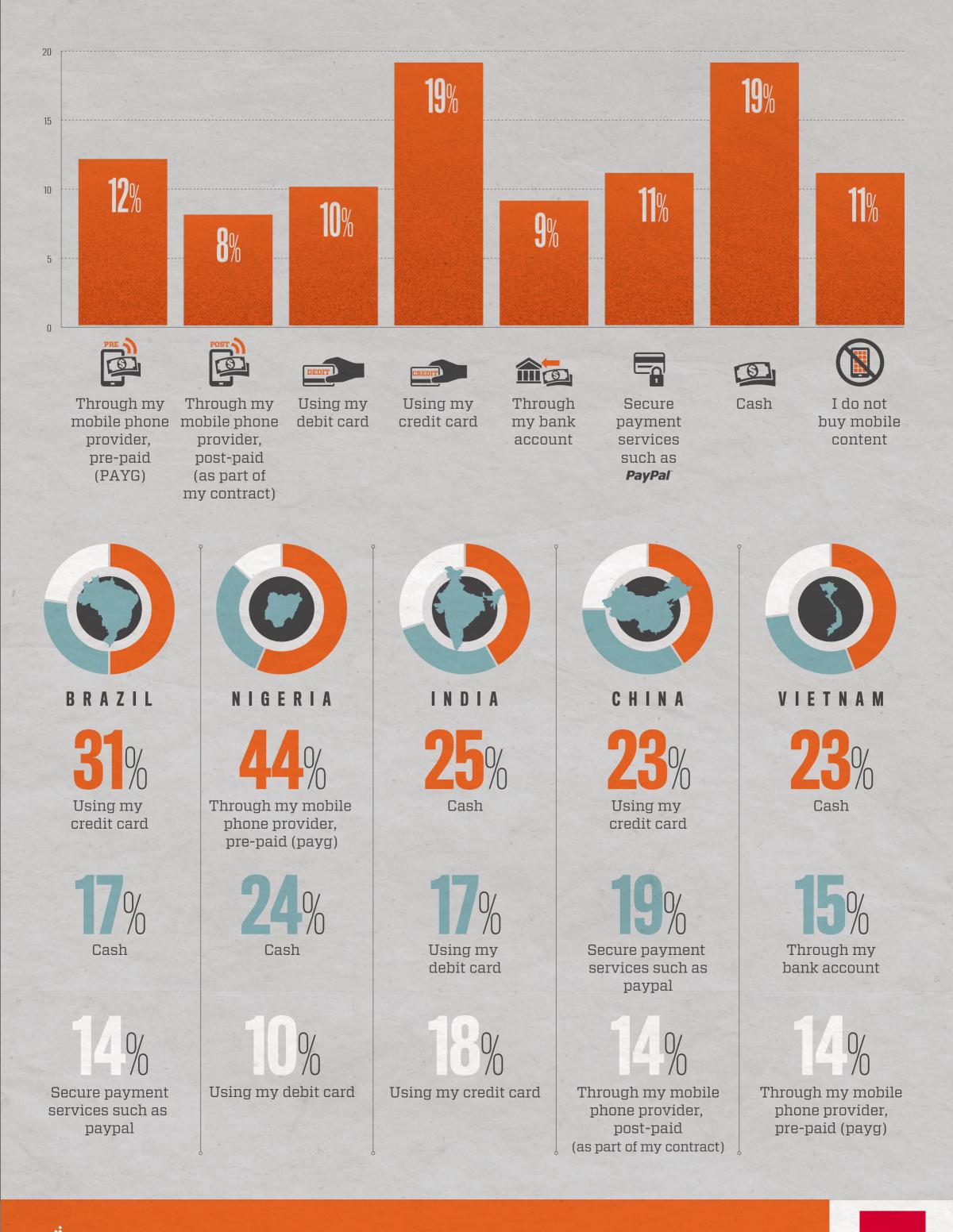


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### pstream The Mobile Monetization Powerhouse

The 'Next Mobile Frontier Report' is a custom consumer study led by Ovum on behalf of Upstream. The survey covered 4,504 consumers, with nationally representative samples in Brazil, China, India, Indonesia, Nigeria and Vietnam. The survey fieldwork was carried out between 31 January -14 February 2014

**OVUM**