

By **Harry Wang**, *Director of Health & Mobile Product Research*; **John Barrett**, *Director, Consumer Analytics*; **Yilan Jiang**, *Manager of Consumer Research*; and **David Mitchel**, *Research Analyst, Parks Associates*

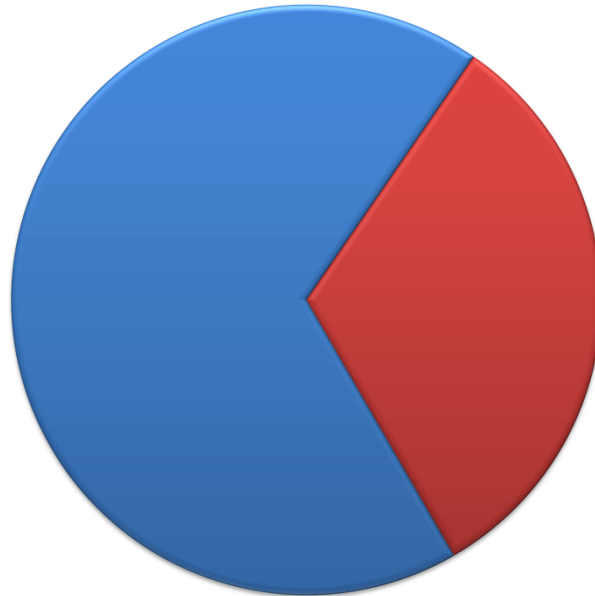
SYNOPSIS

360 View: *Mobility and the App Economy* provides a comprehensive analysis of the market for mobile data services. It features an overview of the mobile phone market including trends in smartphone and tablet adoption, device OS, and ARPUs and explores the current mobile data plans used by subscribers as well as their ideal mobile data plan. The desired mobile data limit, number and types of devices, and number of people using the plan are all specifically assessed. It also analyzes app usage on smartphones, including time spend by app genre and app expenditures, and assesses the emerging smart watch product category.

Preferences for Smartphone & Plan Pricing Features

(U.S. Broadband Households with Mobile Phone Service)

Buying a smartphone at full price but paying a lower monthly service fee and having no a contract



Buying a smartphone at a discounted price but paying a higher monthly service fee with a two-year contract

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ANALYST INSIGHT

“Consumers are showing strong demand for unsubsidized handsets, and their choice of handset is having a notable impact on their mobile data use. Those using iPhones have more robust usage and higher ARPUs. This presents both opportunities and challenges for operators, handset makers, and OS providers to work together to further encourage and monetize mobile data use.”

— **John Barrett**, *Director, Consumer Analytics, Parks Associates*

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About the Research**Previous Research**

- Smartphones: King of Convergence (3rd Edition) (Q1/14)
- Lifetime Value of Mobile Subscribers (Q4/13)
- Optimization and Monetization of Mobile Data Traffic (Q3/13)
- Digital Lifestyle: U.S. (Q2/13)
- Connected CE: 2012 Year in Review (Q1/13)

Key Findings**Recommendations****Adoption of Mobile Devices**

- Smartphone Penetration among Wireless Subscribers (2005 – 2014)
- Smartphone and Tablet Adoption (2010 – 2014)
- Brand of Tablet Owned (2011 – 2014)
- % of U.S. Broadband Household Owning Smartphones, Tablets, or Both (2011 - 2014)
- Smartphone Operating System (2011 - 2014)
- Smartphone OS by Household Income (2012 - 2014)
- Smartphone OS by Education Level (2012 - 2014)

Use of Wireless Service

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Additional Research from Parks Associates



Mobility and the App Economy

360 VIEW

SERVICE: MOBILE AND PORTABLE

2Q 2014

ATTRIBUTES

Parks Associates
15950 N. Dallas Pkwy
Suite 575
Dallas TX 75248

TOLL FREE 800.727.5711

PHONE 972.490.1113

FAX 972.490.1133

parksassociates.com

sales@parksassociates.com

Authored by Harry Wang, John Barrett, Yilan Jiang, and David Mitchel
Executive Editor: Tricia Parks

Number of Slides: 110
Published by Parks Associates

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