

THE METEORIC RISE OF THE MOBILE REVOLUTION

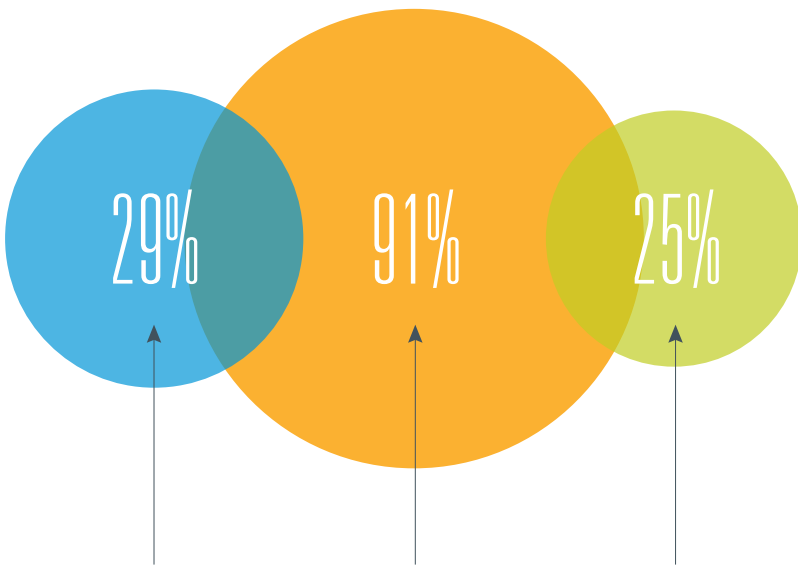
With millions of users migrating to mobile technology, rapid adaptation could mean the difference between your organization's successful future or eminent extinction.



1 icon = 100,000 consumers

30 MILLION

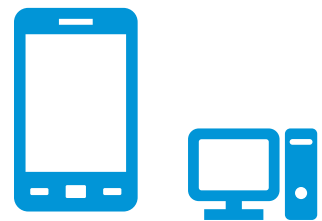
consumers watch TV content on their phones



29% of Americans say their phone is the first and last thing they look at every day

91% of adults have their mobile phones within arm's reach 24/7

25% of Americans use only mobile devices to access the Internet

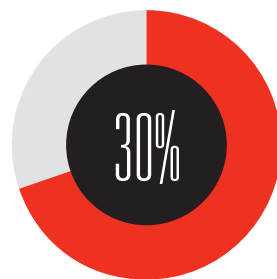
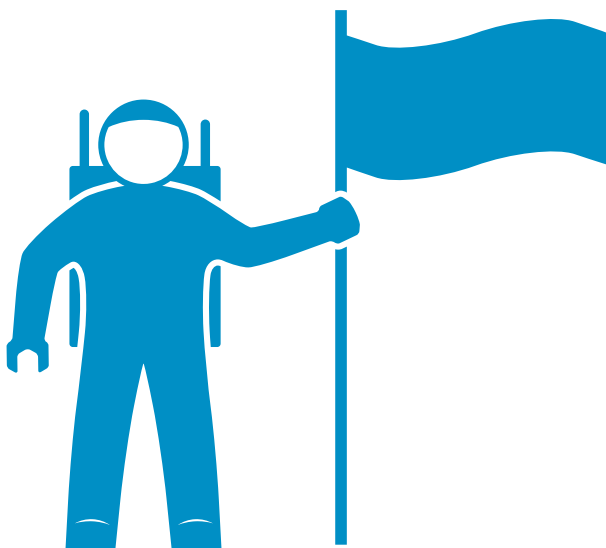


BY 2015, MOBILES WILL OVERTAKE PCs AS THE MOST COMMON WEB ACCESS DEVICE WORLDWIDE

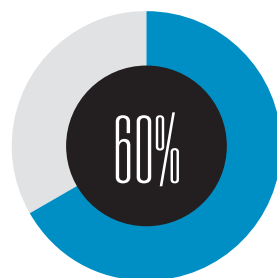
5X

AS MANY
CELLPHONES
IN THE
WORLD AS
THERE ARE
PCs

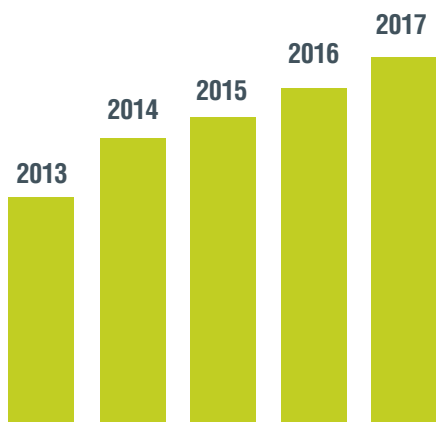
TODAY'S AVERAGE MOBILE
PHONE IS MORE POWERFUL
THAN THE PCs THAT SENT
TWO ASTRONAUTS TO THE
MOON IN 1969 ▼



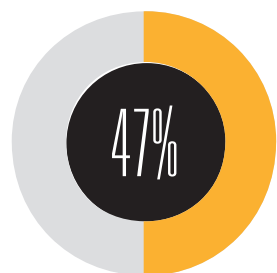
of mobile shoppers
abandon a transaction
if the experience is not
optimized for mobile



of web users say they
expect a site to load on
their mobile phone in
three seconds or less



DATA IS PROJECTED
TO GROW 66% EACH
YEAR THROUGH 2017
TO 11.2 EXABYTES
PER MONTH



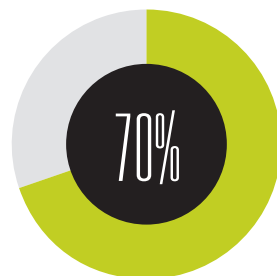
of users prefer mobile
because it's easy to use
and constantly with them

7.1 BILLION
PEOPLE ON THE PLANET

4 BILLION
USE A MOBILE PHONE

1.5 BILLION
ARE SMARTPHONES

3.5 BILLION
USE A TOOTHBRUSH



of mobile searches lead
to action within one hour
(It takes a month for the same
percentage of desktop users to
catch up)