**First Point of Contact**

- 100% saturation of mobile devices among global executives
- 91% access business content via their mobile device

**Constantly Connected to Business News**

- What they are accessing on their mobile in the morning
  - 63% news
  - 61% live video
  - 49% stock prices

**TV Core in the Morning**

- 51% tune into TV as a result of seeing content on their smartphone
- "There's no substitute for looking in the whites of a CEO's eyes whilst he's trying to explain his results."
- "I access content on my mobile, on my iPad and on my TV depending on where I am."
- "I can watch the TV in the morning and pick up literally within 30 seconds what's going on."

**Influence of Mobile in the Home**

- Almost 4 in 10 are using mobile devices to control an appliance in their home
- 55% like the idea of hands-free technology

**Unrealised Potential of the Mobile Ecosystems**

- 30 years on and we can now do all this on our mobile devices
- 59% use their mobile device to store their boarding pass
- 57% agree mobile technology is enhancing their driving experience
- 53% agree mobile payment systems allow me to locate products when out & about
- 57% use their smartphone for mobile banking

**However Data/Cyber Security is a Big Concern**

- 82% agree mobile data, privacy & security is a growing concern
- 3 things most influential in driving business change in the next 12 months
  - #1 Cyber security
  - #2 Cloud technology
  - #3 Mobile e-commerce

**6 in Ten Would Never Leave Home Without Their Smartphone!**

- 87% access business content in the morning
- 6 in Ten reach for their smartphone as soon as they wake