



FIRST POINT OF CONTACT

100% SATURATION OF MOBILE DEVICES AMONG GLOBAL EXECUTIVES

91% ACCESS BUSINESS CONTENT VIA THEIR MOBILE DEVICE



6 MOBILE DEVICES IN THE HOME



8 IN TEN WOULD NEVER LEAVE HOME WITHOUT THEIR SMARTPHONE!

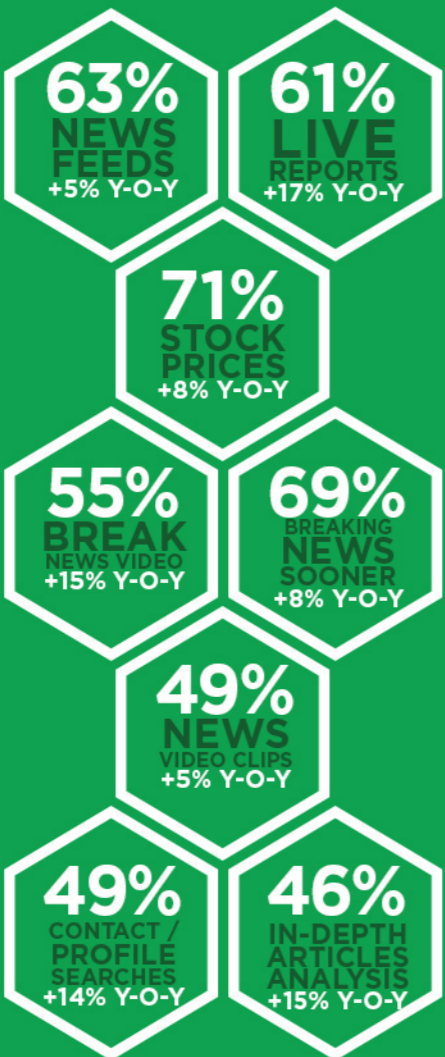


6 IN TEN REACH FOR THEIR SMARTPHONE AS SOON AS THEY WAKE



CONSTANTLY CONNECTED TO BUSINESS NEWS

WHAT THEY ARE ACCESSING ON THEIR MOBILE IN THE MORNING



87% ACCESS BUSINESS CONTENT IN THE MORNING +5% Y-O-Y



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'

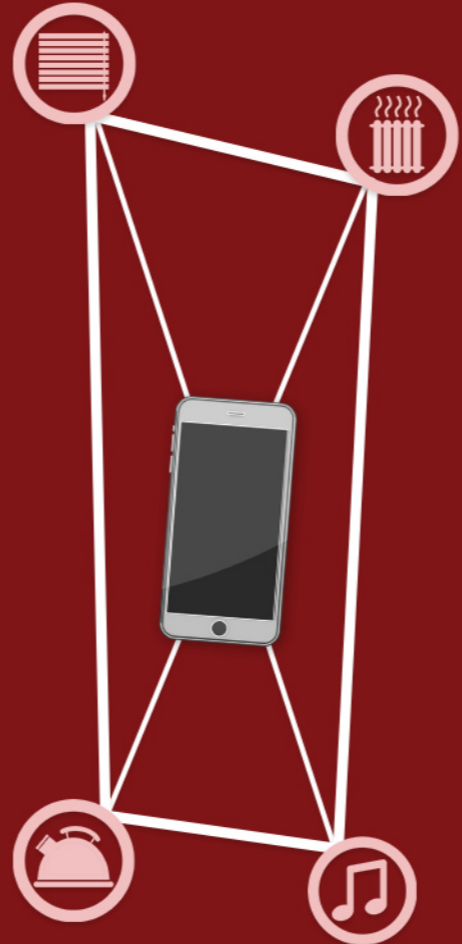
'I CAN WATCH THE TV IN THE MORNING AND PICK UP LITERALLY WITHIN 30 SECONDS WHAT'S GOING ON'

78% AGREE "MOBILE TECHNOLOGY IS BREAKING DOWN THE BOUNDARIES BETWEEN WORK AND LEISURE"



INFLUENCE OF MOBILE IN THE HOME

ALMOST 4 IN 10 ARE USING MOBILE DEVICES TO CONTROL APPLIANCE IN THEIR HOME



55% LIKE THE IDEA OF HANDS-FREE TECHNOLOGY



UNREALISED POTENTIAL OF THE MOBILE ECOSYSTEMS

30 YEARS ON & 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 THE DRIVING EXPERIENCE



53% AGREE MOBILE PAYMENTS 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 