

Mobile Insights

December 16, 2011

The Indian smartphone landscape is fast evolving and so is their usage. Nielsen Informatemobile Insights uncovered interesting evolutionary trends that are setting the tone for the future.

1. **Similar, yet more** - Smartphone users do similar activities but some spend significantly more time than others.
2. **As users engage more, calls take a back seat** – Evolved smartphone users engage with many activities on their devices however calls are lower in priority.
3. **Ecosystem and Life-stage guide engagement** - Varying smartphone involvement is seen across operating systems and age groups, simplifying targeting for marketers

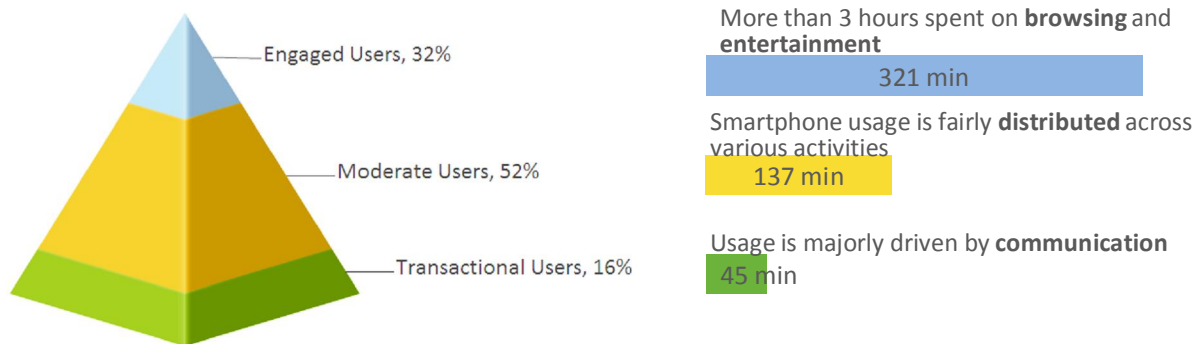
Nielsen Informatemobile Insights segmented consumers into different sets of users and analyzed their usage patterns.

Smartphone Engagement Pyramid

Some people use their smartphones for more than 5 hours a day while others spend less than an hour. In November, 32% of smartphone users on our panel spent an average of 5 hours and 21 minutes per day on their smartphones! On the other hand, 16% spent only 45 minutes a day on their smartphone. Some use their smartphone only as a means for communication while for others; a smartphone is a converged, highly personal infotainment centre on the go.

We call this the Smartphone Engagement Pyramid. From our panel, we have categorized smartphone users into three distinct groups -

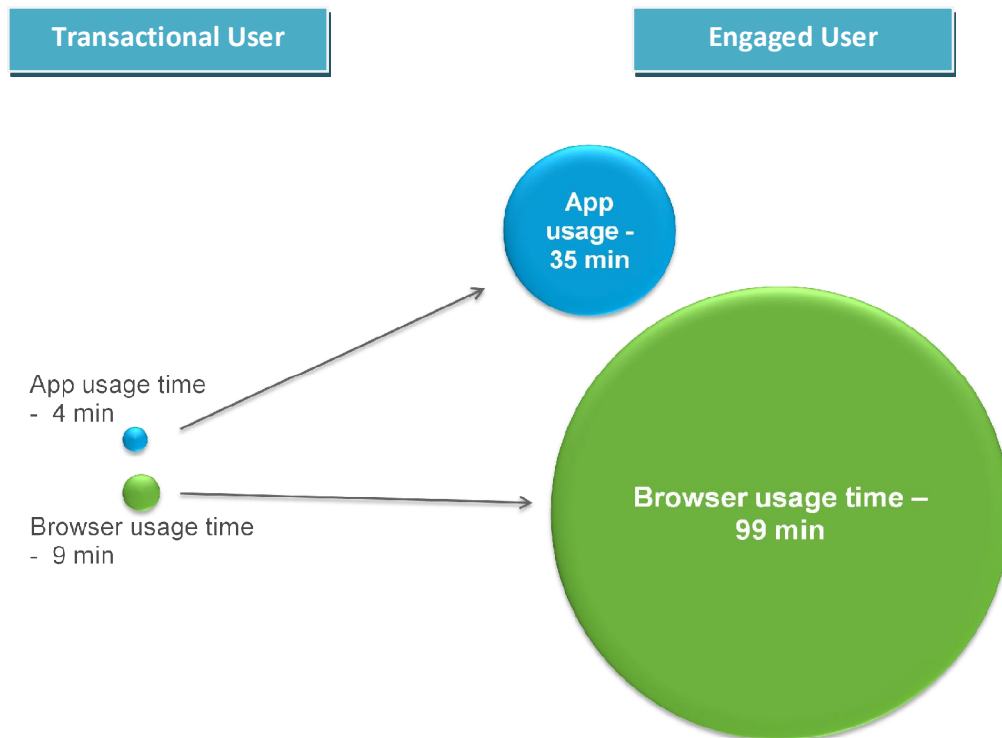
- **Engaged users:** Smartphone active time > 15% of the day (>216 min/day)
- **Moderate users:** Smartphone active time = 5-15% of the day (72-216 min/day)
- **Transactional users:** Smartphone active time < 5% of the day (<72 min/day)



An interesting finding is that smartphone activities across these segments are very similar however it is the sheer duration spent on each that sets them apart.

Calls are not the primary activity anymore!

Time spent on calls by engaged users make up for only 7% of their smartphone time whereas it is as high as 24% for transactional users. Clearly the more evolved smartphone users are moving beyond vanilla voice communication towards a more converged usage of content consumption, creation and distribution.



Applications usage is almost 9 times more in engaged users compared to transactional users. The amount of time spent on data centric applications by Engaged users is 10 times more time as compared to transactional users. In case of social networking apps, difference in time spent by these two segments is amplified to almost 15 times.

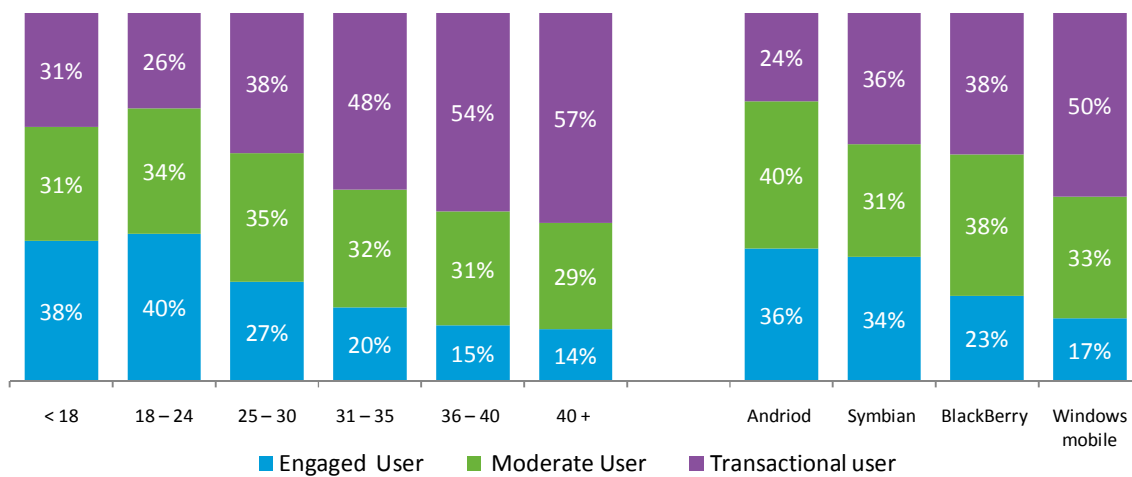
Browsing time amongst engaged users is 11 times that of transactional users. Incredibly, every second web page visited by an engaged user is from a social networking site while for a transactional user this is only one in every five web pages.

Young smartphone users don't disconnect!

The youth are clearly more engaged with their devices. Around 40% of young adults reside at the top of the pyramid while that figure drops to 20% for those in their thirties and down to 14% for over 40. This trend is reversed when looking at the base of the pyramid i.e. the less involved transactional users.

Primary smartphone activities amongst younger age groups comprise Entertainment and Browsing whereas for older age groups usage is fairly dispensed.

Composition by usage levels (%)



BlackBerry users principally use their devices as a means for communication with all other activities taking a back seat. Android on the other hand has managed to encourage users to make the most of their devices which is why they have the lowest proportion at the base of our pyramid (less than 1/4th). Symbian users' smartphone activities revolve around Entertainment and Browsing as it makes up for 2/3rd of their total active time.

Can the pyramid be inverted?

Evidently, users at the top of the Smartphone Engagement Pyramid are more tech savvy, more willing to experiment with new features and services and less tied to traditional means of communication. In short they are more evolved. They are willing to be exploited by content and services that telecom, media and online can throw at them. The tougher challenge would be to move the bottom of the pyramid towards the top!

About Nielsen Informatel Mobile Insights

Nielsen Informatel Mobile Insights leverages innovative smartphone metering technology to provide insights into evolving consumption patterns of mobile device users. Based on accurate, real-time usage data, we help clients understand consumer behavior and develop product and marketing strategies. Nielsen Informatel Mobile Insights maintains opt-in smartphone panels to generate syndicated reports, in addition to building custom panels and conducting custom surveys for clients. Our insights aid decision makers across various segments like operators, OEMs, publishers, advertisers, content creators and aggregators and application developers.