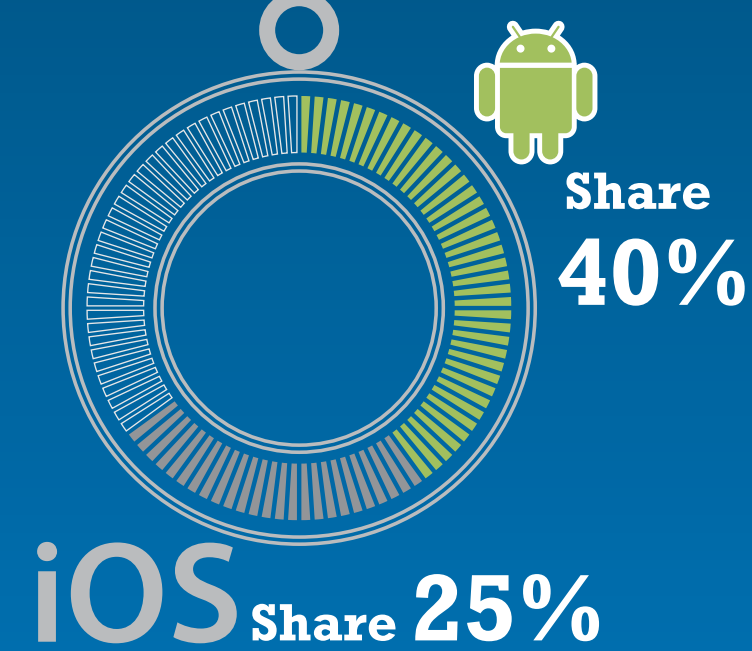
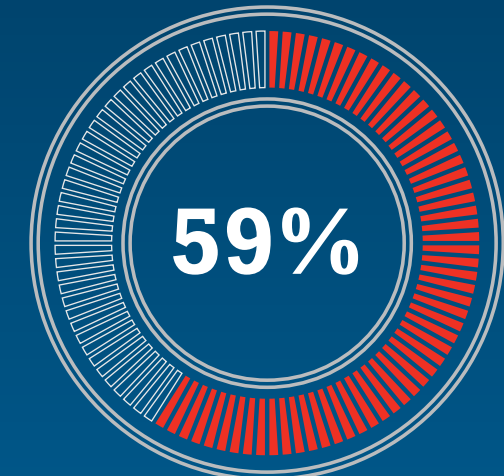


# /// Smartphone

## Penetration

Smartphone market penetration



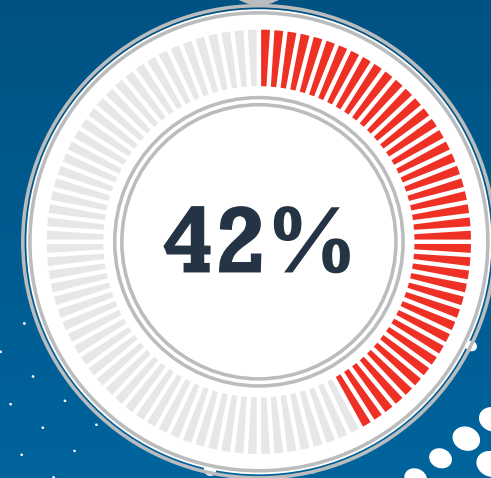
## Upgrade

Smartphone owners who will get a Smartphone when they upgrade



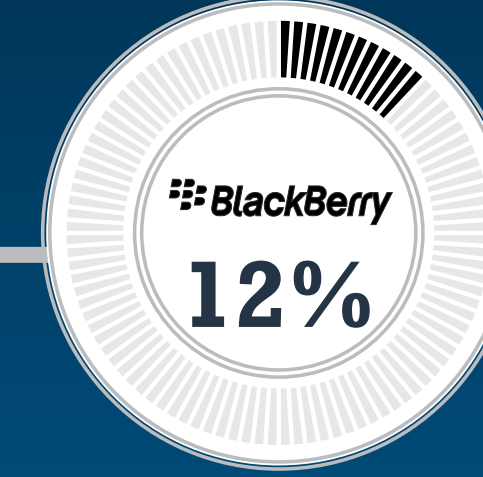
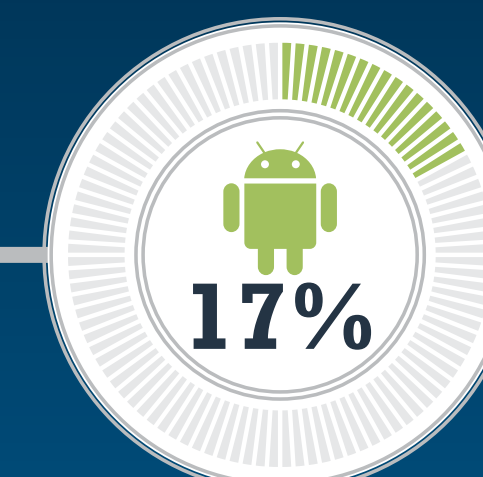
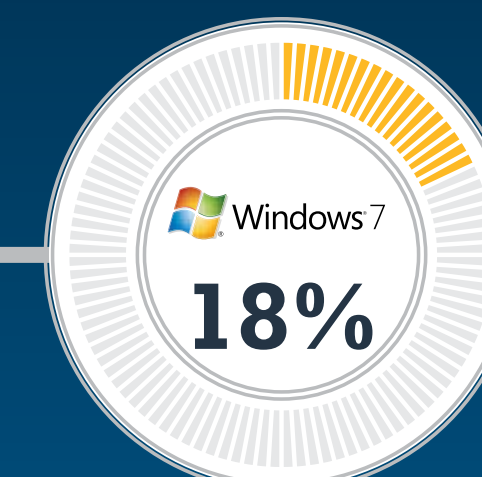
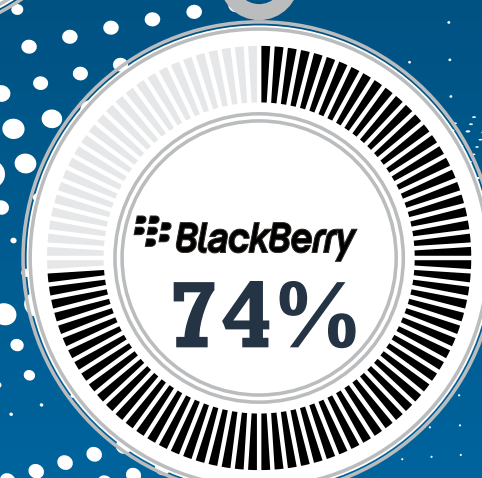
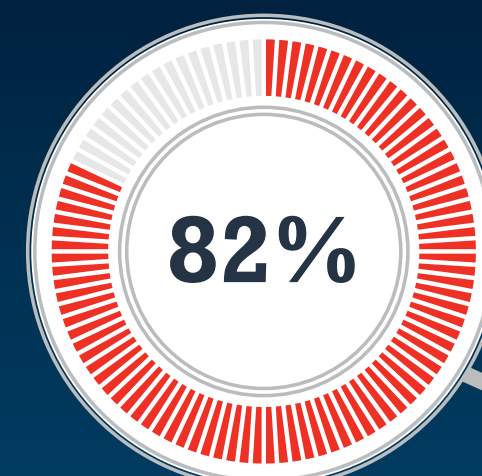
## Commitment

Smartphone owners who had a Smartphone prior to this one



## Downloaders

Smartphone owners who have downloaded apps



## Paid for Downloads

Smartphone owners who have paid for downloadable apps

## App-lication

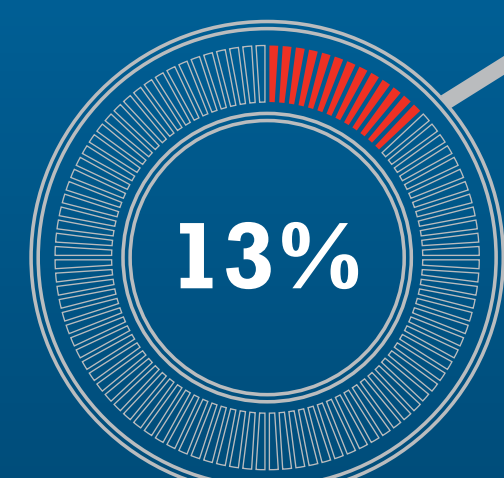
iOS Average number of apps on a handset



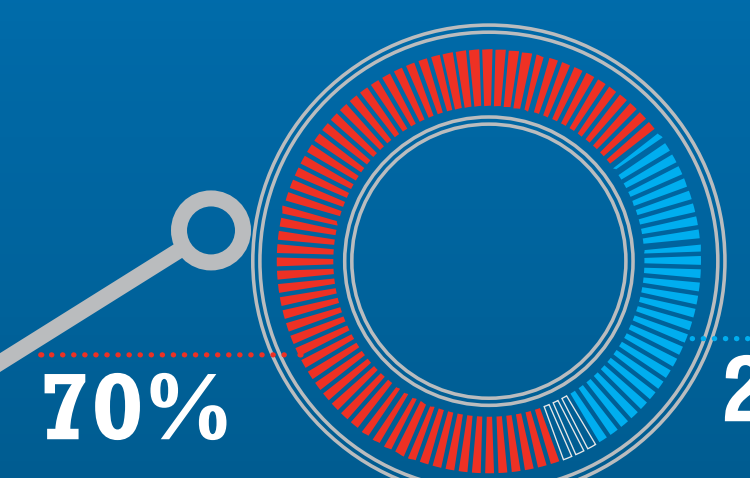
# Importance of the Technology Eco System

## Penetration

Tablet market penetration\*  
*\*Individual ownership*



## Preference



27%  
... have a feature phone

## Next

Tablet owners who will get another Tablet next time



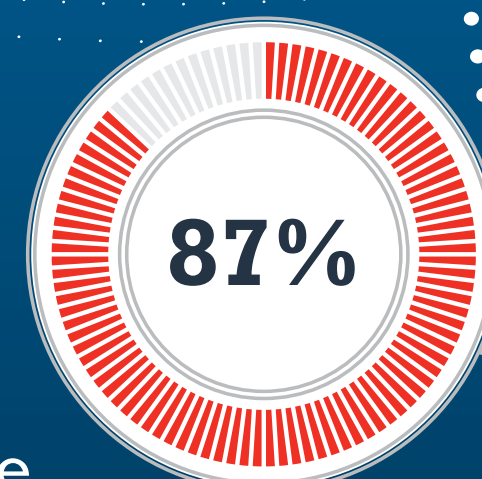
## Appetite

Apple owners likely to get an iPad



## Downloaders

Tablet owners who have downloaded apps



## Paid for Downloads

Tablet owners who have paid for downloadable apps



# /// Tablet

## App-lication

Average number of apps on a tablet