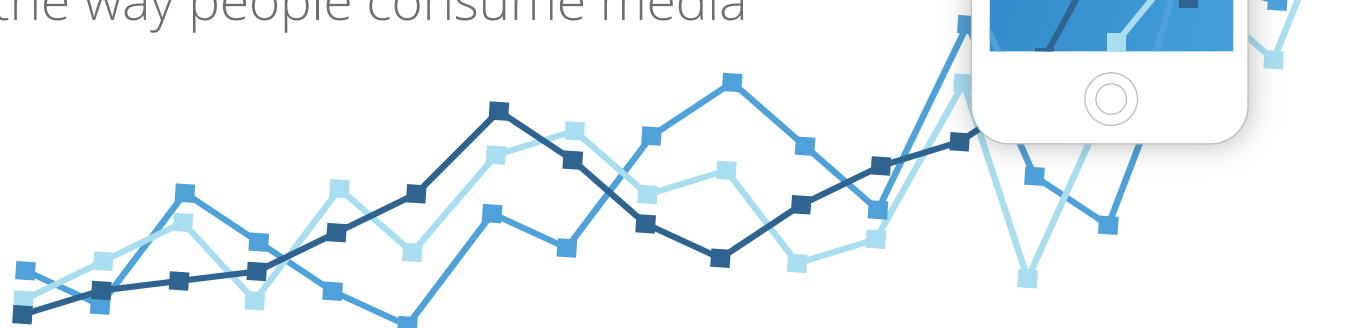


# Media Consumption

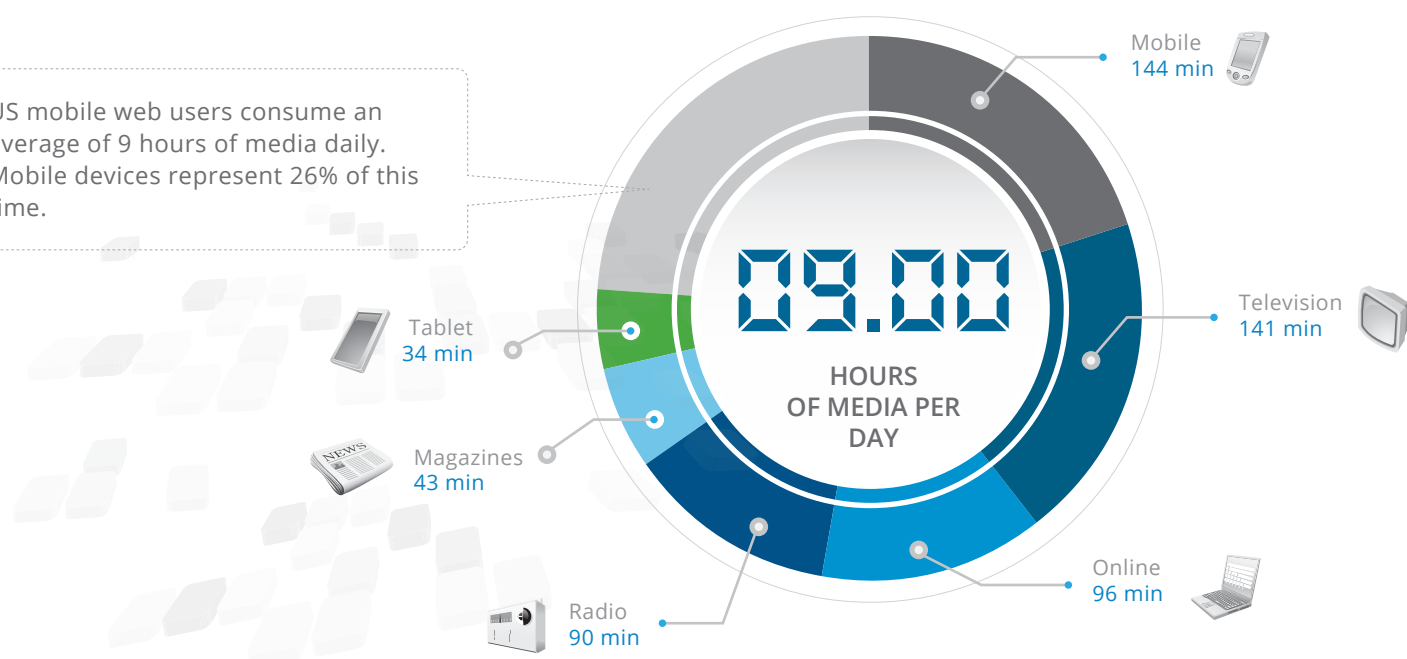
AN INMOBI INSIGHTS STUDY

5 ways mobile devices have changed the way people consume media

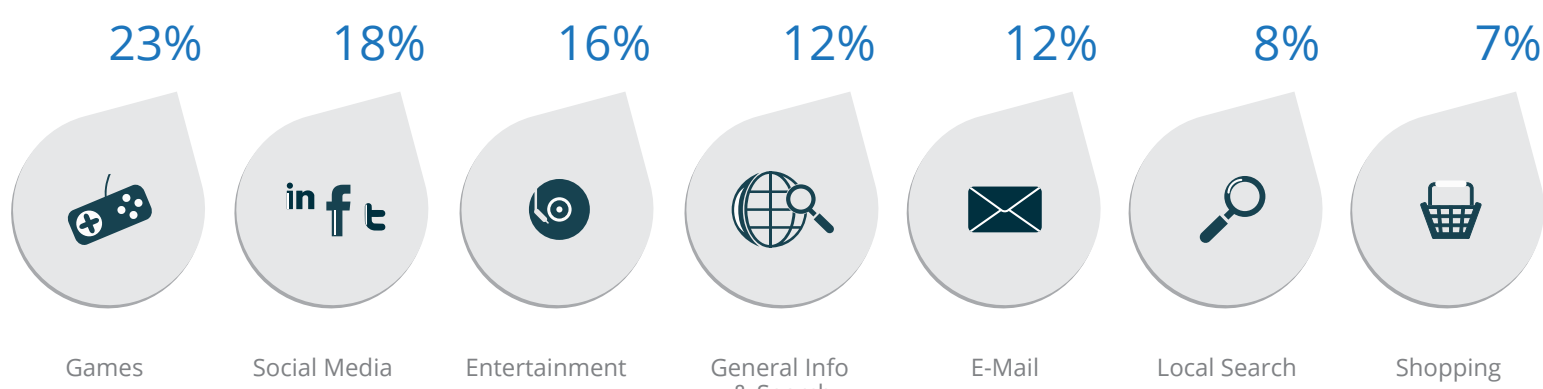


## 1. Media Consumption Habits.

US mobile web users consume an average of 9 hours of media daily. Mobile devices represent 26% of this time.



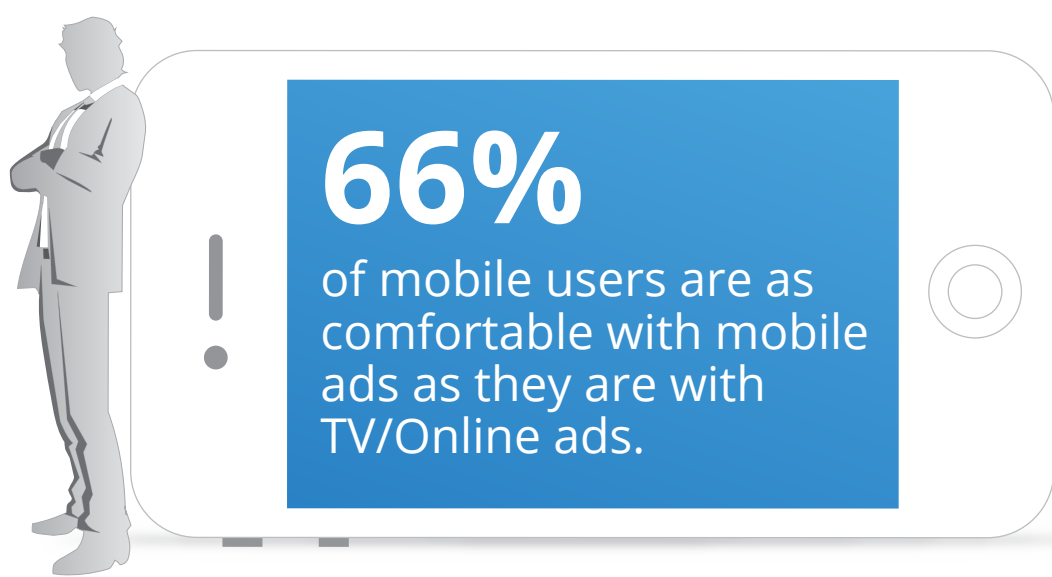
## 2. Mobile Media Activities.



**GROWTH**

Growth in mobile usage in the next year is likely to come from search, e-mail and social media.

## 3. Receptive Towards Mobile Ads.



## 4. Mobile Media Ads & its Impact Throughout the Purchase Funnel.

Which forms of media most impact your purchasing decisions?



Has mobile advertising ever:



## 5. M-Commerce & Shopping.

**59%** have spent money on an activity via mobile.

**71%** are expected to spend money on an activity via mobile in the next 12 months.

**GROWTH**

