

quick FACTS

ABOUT MOBILE USAGE IN H.K.
..... 2016 Q1

MOBILE SUBSCRIBER

16.6 MILLION 

- Sep 2015, OFCA

MOBILE SUBSCRIBER PENETRATION

227.9% 

- Sep 2015, OFCA

SMARTPHONE DEVICE OWNERSHIP BY PLATFORM

 62% ANDROID  23% IOS  15% OTHERS

- Q1 2015, GWI HONG KONG MARKET REPORT

ACTIVE MOBILE INTERNET USERS

4.65M

- Mar 2015 We Are Social

MEDIA PLACEMENT OF ADVERTISEMENT ON MOBILE

47%   53%

- Dec 2015, Hotmob

DIGITAL AD SPEND ON MOBILE ADVERTISING IN 2015

 4 BILLION  48%

- Dec 2015, AdmanGo

SMARTPHONE USERS BROWSE THE INTERNET DAILY ON THEIR SMARTPHONES

96%   

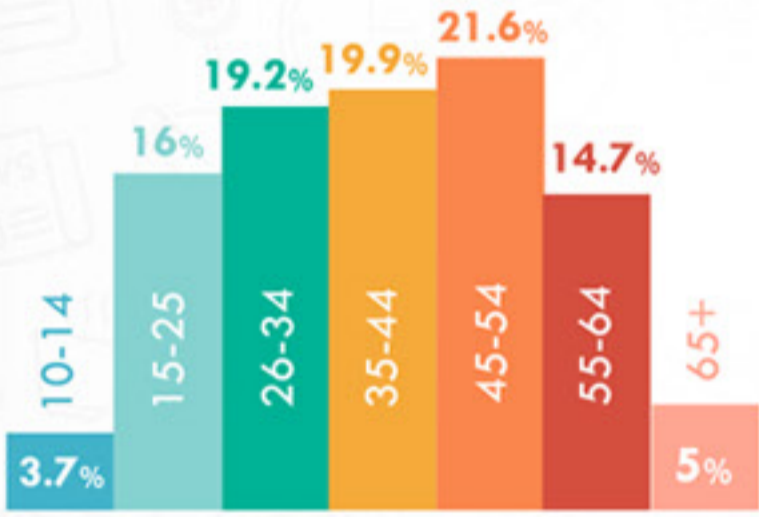
- May, 2015, GO-Globe HK

MOST FREQUENT TIME PERIODS OF THE DAY

 8AM  6-7PM  11PM-12AM

- 2013, Beehive Connect

SMARTPHONE USERS BY AGE



1/4 elderly aged 65+ own smartphone

- Apr 2015, HK Census and Statistics Department

MAJOR SMARTPHONE USAGE ACTIVITIES

 67% VISIT SOCIAL NETWORKS  61% CHECK EMAIL
 59% USE SEARCH ENGINES  54% WATCH VIDEOS ON MOBILE
 37% LOOK FOR PRODUCT INFORMATION

- 2015 Statista

MOST POPULAR UNBRANDED APP CATEGORIES

 MESSAGING COMMUNICATION
 SOCIAL NETWORKING
 NEWS & WEATHER


- June 2015, Google/TNS Australia

MOST POPULAR BRANDED APP CATEGORIES

 NEWS
 WEATHER
 RESTAURANT/DINING

- June 2015, Google/TNS Australia

THE AVERAGE INTERNET USER WATCHES MORE THAN 147 ONLINE VIDEOS PER MONTH = AVERAGES TO 12 HOURS OF ONLINE VIDEO STREAMING PER MONTH

147  =  12 12 HOURS PER MONTH

- May 2015, Go-Global

60% OF SMARTPHONE USERS HIGHLY FOCUS WHEN WATCHING ONLINE VIDEO VIA SMARTPHONE COMPARING TO 52% ON COMPUTER

 60% ...  52%

- 2015, Google Consumer Barometer