

# 2018 Hong Kong Mobile Usage Report



The objective of this report is to help local marketers and publishers to gain a better overview of Hong Kong mobile usage in terms of mobile penetration, time spend on the Internet, video consumption and ad spend on mobile.

The findings are sourced from Hotmob data hub, Hong Kong Census and Statistics Department, The Office of the Communications Authority (OFCA) — Hong Kong, global statistics portal Statista, Google Consumer Barometer, Flurry Analytics and advertising monitor Admango.





# Mobile Landscape

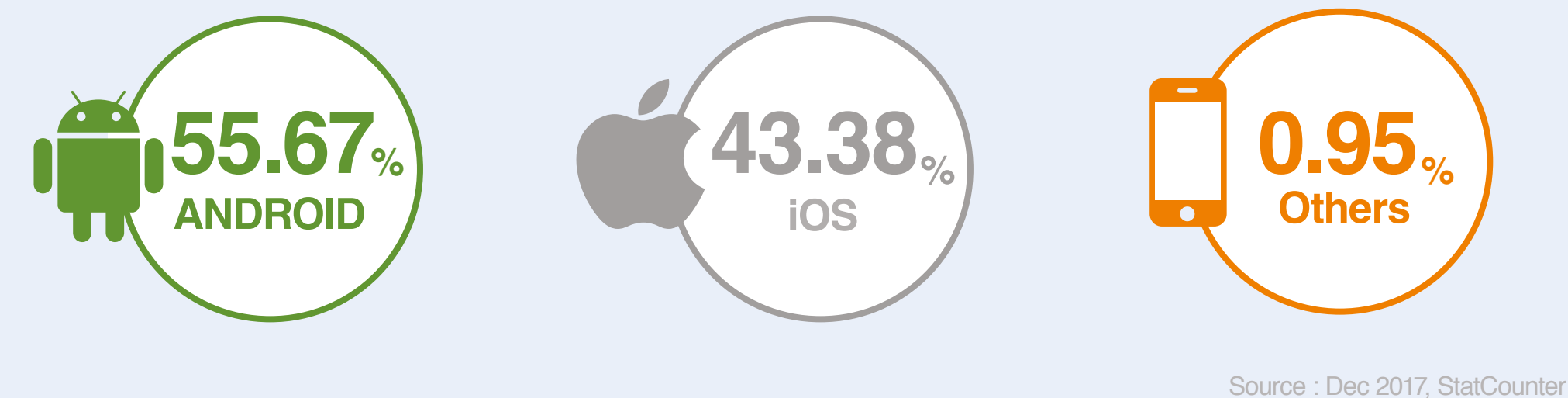
- Hong Kong population



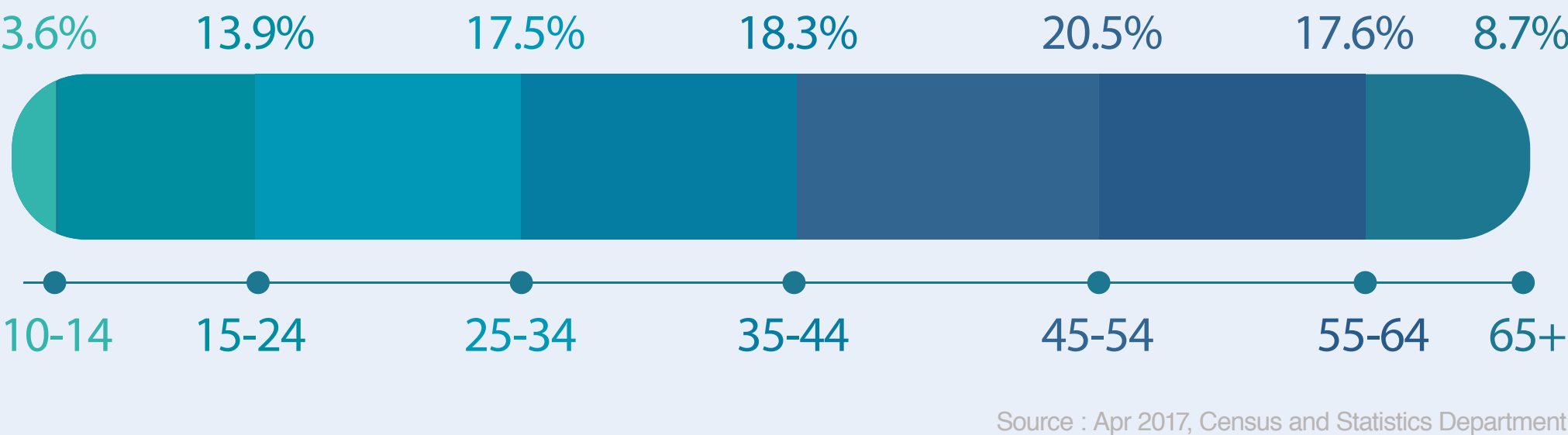
- Mobile subscriber



- Mobile device ownership by operating system



- Smartphone users by age



2 in 5 persons aged 65+ have a smartphone



# Mobile Landscape

Hong Kong population has been growing steadily, yet in 2017 mobile subscriber penetration quickly rise to 247.4%, up 6% from 2016. That is, almost every mobile user owns 2 or more mobile devices at the same time.

It is worth highlighting that, around 2 in 5 persons aged 65 and over have smartphones. That means, more elderly use smartphone as the means of communication to stay connected with their families, enabling advertisers to reach this segment in the digital world more easily.





# Mobile Internet Usage

- Active mobile Internet users



= **76%**  
of the total population

Source : Apr 2017, Census and Statistics Department

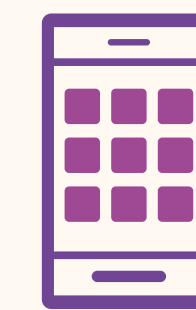
- Average daily use of the Internet



**3Hours 2Mins**

Source : GWI Q4 2017 Market Report - Hong Kong

- Time spent on mobile device by platform



**92%**  
Apps



**8%**  
Mobile Web

Source : 2016, Flurry Analytics

- Top 5 most used mobile app category



**25%** Games



**9.8%** Business



**8.5%** Education



**8.3%** Lifestyle



**6.1%** Entertainment

Source : 2018, Statista

# Mobile Internet Usage

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With easier access to the Internet and 4G service, more and more mobile users spend much longer time on the Internet. More heavily on apps, as users use apps for playing online games and serving entertainment purposes.

Publishers may draw more new users from mobile apps by tapping into the interests of target audiences through audience data and analytics to create contents that match their tastes.

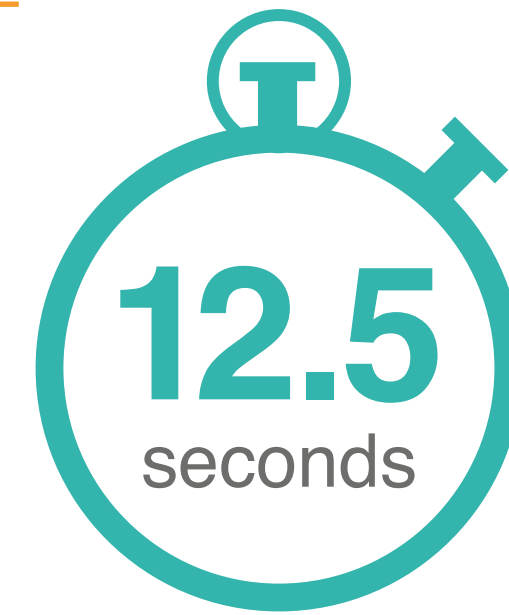




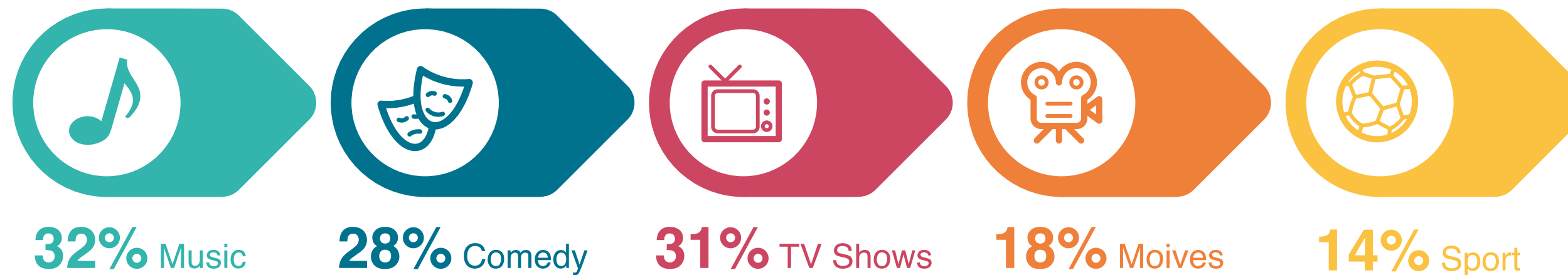
# Mobile Video Consumption

- Average length of video ad consumed on mobile

Source : Jan 2018, Hotmob



- Genres of online videos watched via smartphone



Source : 2017, Google Consumer Barometer

- People prefer to watch short online videos via



Source : 2017, Google Consumer Barometer

- Top 5 brand categories in favor of using video ad



Source : Jan 2018, Hotmob



# Mobile Video Consumption

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Humans have shorter attention span than ever due to the distraction on the Internet, that is the reason why most mobile users favour nice and short online videos.

Most popular online videos are usually music or entertainment related. Marketers can make use of their creativity to develop video contents that tailor to their target audience's interests in order to grab their attentions and build brand awareness.

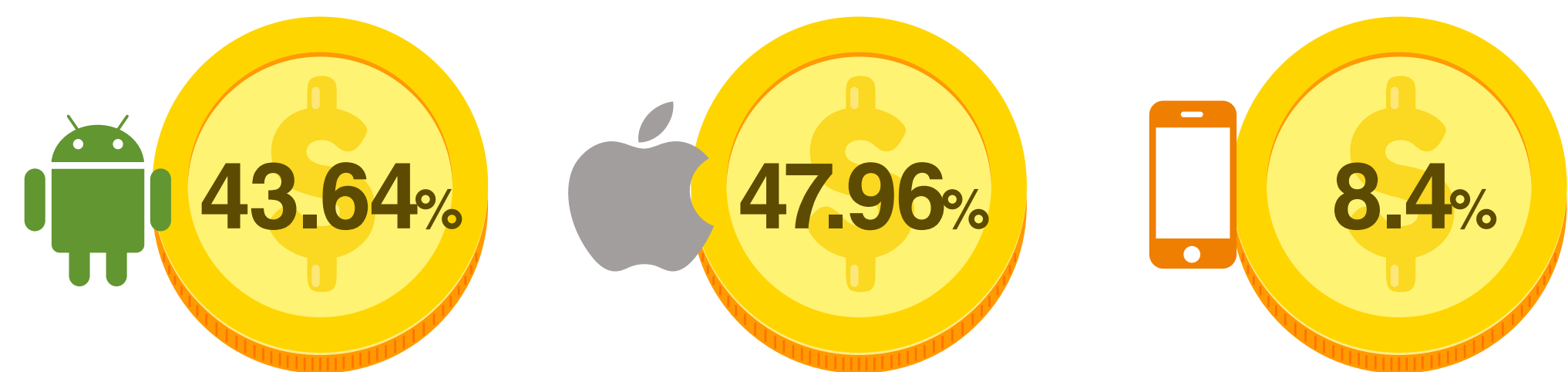




# Mobile Ad Spend

- Digital ad spend on mobile vs desktop

- Media placement on mobile



Source : Dec 2017, Hotmob

278%

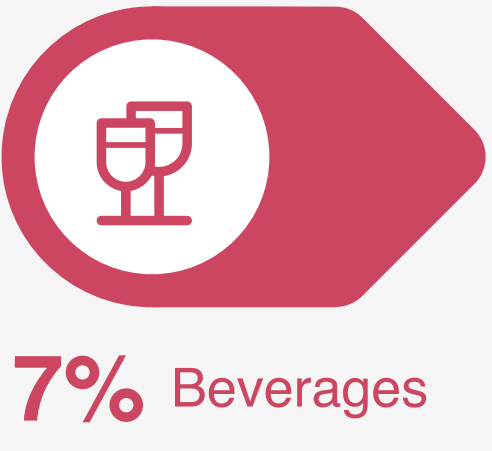


0.04%



Source : Dec 2017, Admango

- Top 5 categories in mobile video ad spend



Source : Nov 2017, Admango



# Mobile Ad Spend

In 2017, most significant finding from digital ad spend is that mobile ad spend has recorded more than double of the previous year, which will eventually take over desktop.

As videos greatly appeal to mobile users, many marketers and advertisers in banking and investment, as well as cosmetic and skincare industries use video format for their digital campaigns.







In overall, Hong Kong maintains a high penetration in the usage of mobile as data and Internet consumption by mobile users continues to grow.

This report should provide a good understanding of Hong Kong mobile usage for those who are not familiar with it. While some of the findings highlighted in this report aim to provide insights to local marketers for developing their digital marketing campaign, the type of contents or medium which they may leverage.



Learn more about how you can leverage mobile advertising, visit [www.hot-mob.com](http://www.hot-mob.com)