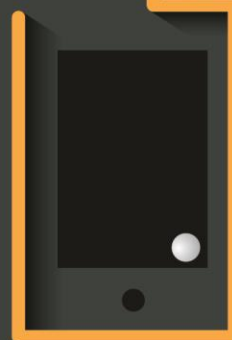


andreas**constantinides**
commercial director **yuboto**



yuboto

mobile marketing services



FACTS
&
FIGURES
2014



FACTS & FIGURES 2014

FACT

mobile
FACTS
&
FIGURES
2014



Global Data

Show me The Numbers baby!

**JAN
2014**

GLOBAL DATA SNAPSHOT

7,095,476,818

TOTAL WORLD POPULATION



52%

URBAN

48%

RURAL

2,484,915,152

INTERNET USERS



35%

INTERNET PENETRATION

1,856,680,860

ACTIVE SOCIAL NETWORK USERS



26%

SOCIAL NETWORKING PENETRATION

6,572,950,124

MOBILE SUBSCRIBERS



93%

MOBILE PENETRATION



User's behavior

What they do and how they do it!

FACT



smartphone
VS
desktop - USA

Microsoft Tags research shows that by the year 2014 mobile internet usage in USA will surpass desktop internet usage.

📱 How fast is mobile internet growing?

By 2014, mobile internet should take over desktop internet usage

Global Mobile vs. Desktop Internet User Projection, 2007 - 2015E



FACT

mobile
FACTS
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2014

7 in 10 People
in the UK own
a Smartphone



FACT

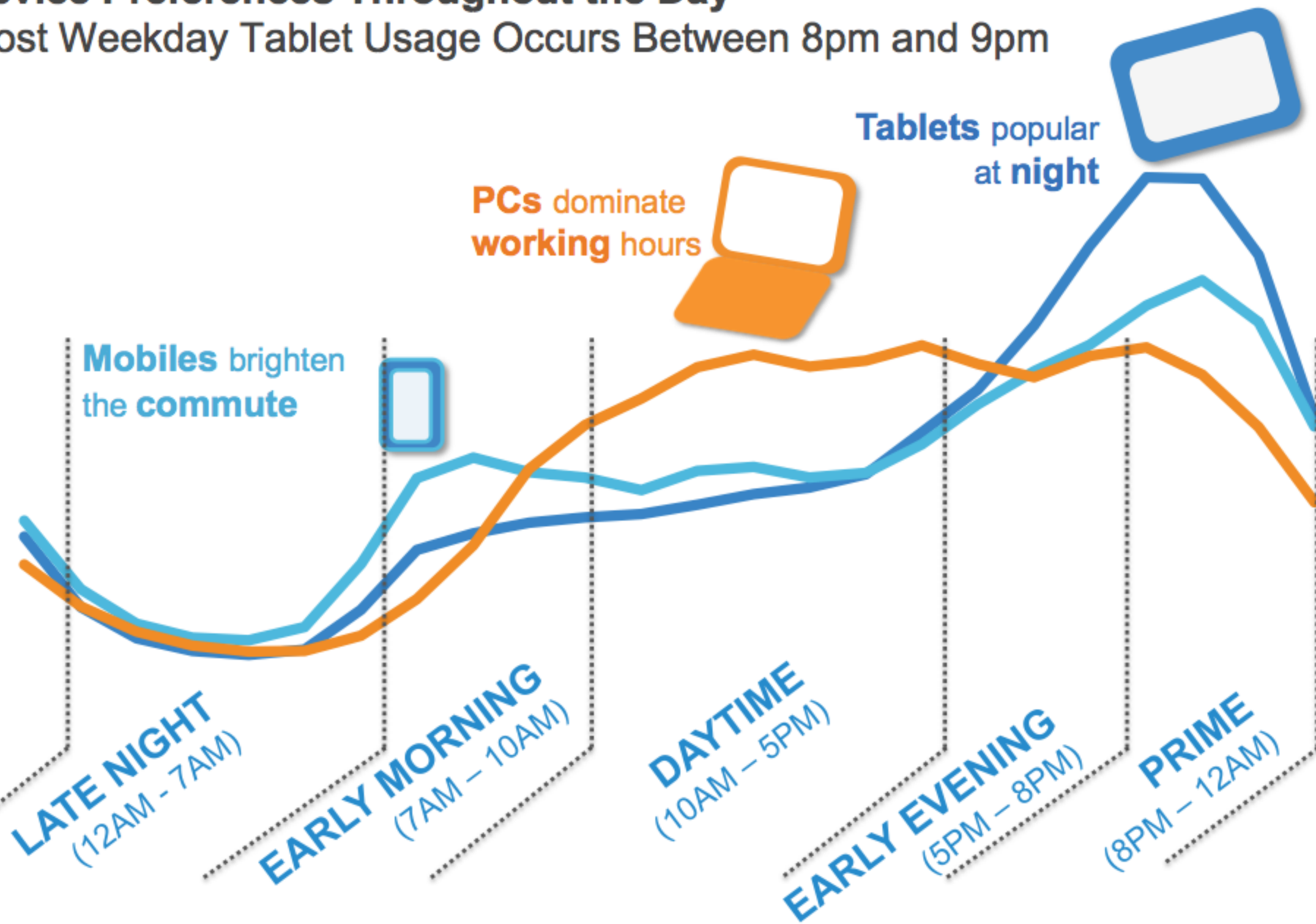


Device Preferences Throughout the Day

Device Preferences Throughout the Day

Most Weekday Tablet Usage Occurs Between 8pm and 9pm

Share of Device Page Traffic on a Typical Workday



FACT

mobile
FACTS
&
FIGURES
2014

People Love to Chat
via Mobile!

**AUG
2014**

TOP CHAT APP USER NUMBERS

REVISED

WHATSAPP

MONTHLY
ACTIVE USERS



we
are
social

600M

MONTHLY ACTIVE USERS

WECHAT

MONTHLY
ACTIVE USERS



we
are
social

438M

LINE

REGISTERED
USERS



we
are
social

490M

TOTAL REGISTERED USERS

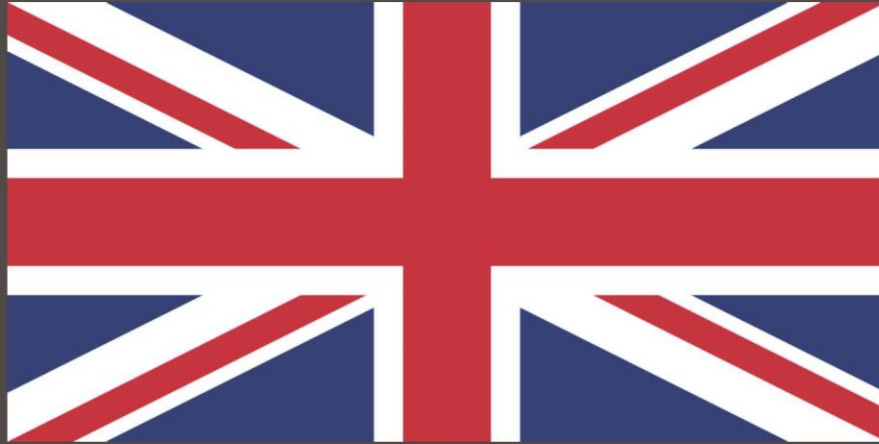
KAKAOTALK

REGISTERED
USERS



we
are
social

140M



UNITED KINGDOM

**JAN
2014**

UK: DATA SNAPSHOT



63,395,574

TOTAL POPULATION



80%

URBAN

20%

RURAL

54,861,245

INTERNET USERS



87%

INTERNET PENETRATION

36,000,000

ACTIVE FACEBOOK USERS



57%

FACEBOOK PENETRATION

82,109,000

ACTIVE MOBILE SUBSCRIPTIONS



130%

MOBILE PENETRATION

**JAN
2014**

UK: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



4H 11M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



64%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



1H 32M

**JAN
2014**

USA: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



75%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



2H 17M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



54%

PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



15%

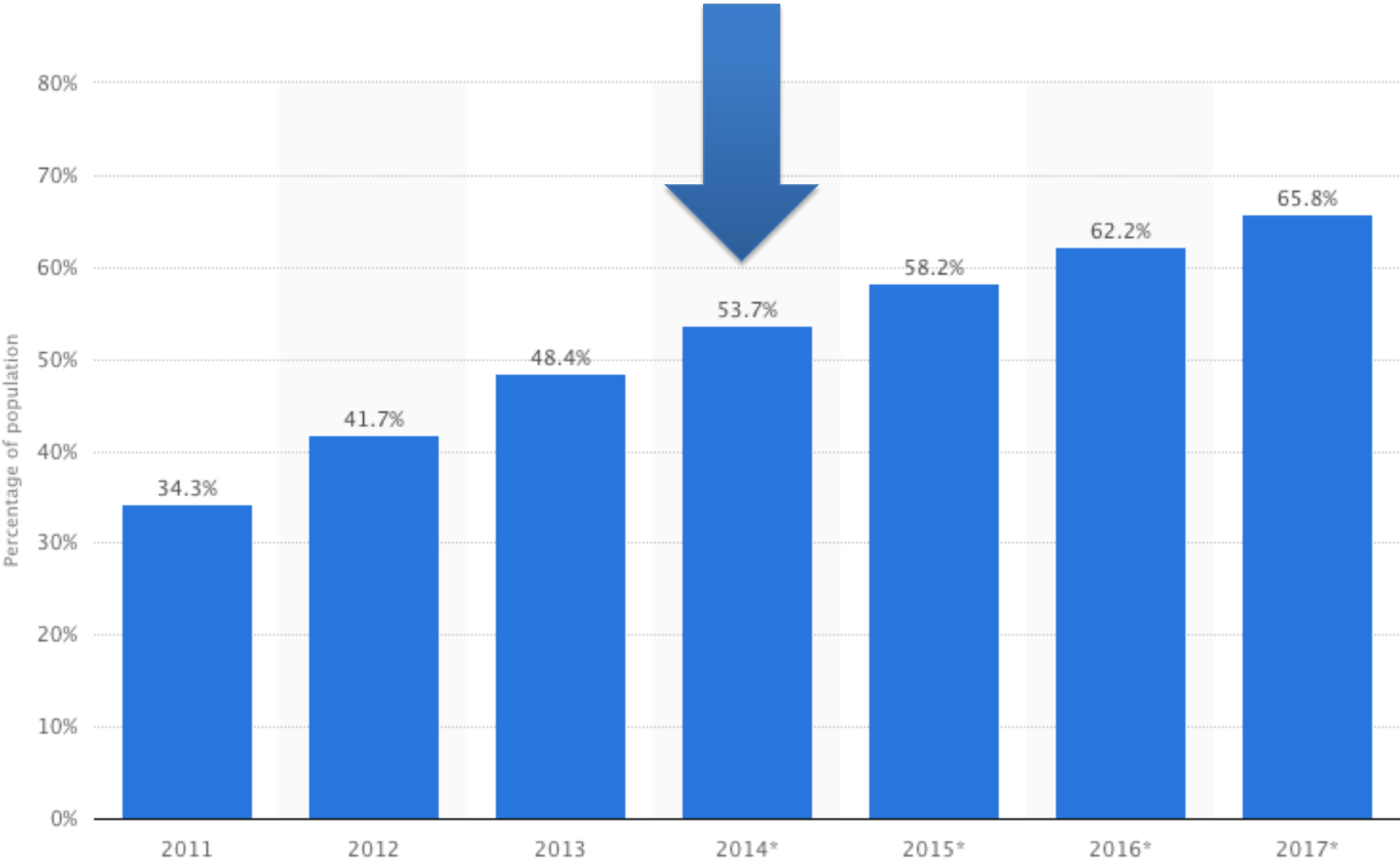
FACT

mobile
FACTS
&
FIGURES
2014

It's a fast growing market
So, sometimes it's hard to predict!

Smartphone penetration rate in the United Kingdom (UK) from 2010 to 2017

This statistic presents the smartphone penetration rates in the United Kingdom (UK) for 2010, 2011 and 2012 and provides a forecast through 2017. In 2011, 34.3 percent of the UK population used a smartphone. The forecast estimates that the smartphone penetration rate will reach about 65.8 percent of the population by 2017.



**JAN
2014**

UK: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



62%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



87%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



73%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



39%





CYPRUS

**FEB
2014**

CYPRUS



1,155,403

TOTAL POPULATION



70%

URBAN

30%

RURAL

694,223

INTERNET USERS



60%

INTERNET PENETRATION

560,000

ACTIVE FACEBOOK USERS



48%

FACEBOOK PENETRATION

1,110,935

ACTIVE MOBILE SUBSCRIPTIONS



96%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

CYPRUS: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



59%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



41%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



52%

What is happening in



Greece ?

**FEB
2014**

GREECE



10,772,967

TOTAL POPULATION



61%

URBAN

39%

RURAL

6,029,983

INTERNET USERS



56%

INTERNET PENETRATION

4,400,000

ACTIVE FACEBOOK USERS



41%

FACEBOOK PENETRATION

13,354,000

ACTIVE MOBILE SUBSCRIPTIONS



124%

MOBILE SUBSCRIPTION PENETRATION

FACT

mobile
FACTS
&
FIGURES
2014



smartphone
VS
mobile devices - Greece

Greece 2013

Smartphones surpass mobile

Total of Smartphone Sales: **1,4m devices**

Market share among mobile devices: **53%**

FACT

mobile
FACTS
&
FIGURES
2014



mobile broadband subscribers

Greece 2013 

Mobile Broadband Subscribers

Total of Mobile Broadband Subscribers: **5,2m**

Percentage among Greek Population: **56,16%**

Greece 2013

5,2m Mobile Broadband Subscribers

Standard mobile broadband: 3,1m
mobile phone subscribers

Percentage among mobile devices: 60%

Percentage among Greek Population: 33,4%

Greece 2013

5,2m Mobile Broadband Subscribers

Dedicated mobile data subs: 2,1m
pc via mobile broadband – tablets

Percentage among mobile devices: 40%

Percentage among Greek Population: 22,7%

FACT



Smartphone The New Decision Maker

**FEB
2014**

GREECE: SMARTPHONE USAGE

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



94%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



85%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



32%

**FEB
2014**

GREECE: MOBILE STATS

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



2.8M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



26%

FACT

mobile
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2014



bulk sms
campaigns - greece

Greece 2013 

Bulk SMS - Marketing Campaigns – Annual

SMS send: **270m**

SMS per person / annual: **25 SMS**

SMS per person / month: **2 SMS**



Mobile Marketing

Show me the Tools baby!

Definition



Mobile marketing is marketing based on mobile devices.

Mobile marketing can provide customers with time and location sensitive, personalized information that promotes goods, services and ideas.

Tools



- SMS Marketing
- MMS Marketing
- MMS+ Yuboto's Innovation
- mCouponing
- mTicketing
- mLoyalty
- Mobile Video Advertising
- Premium SMS
- GPS Marketing
- App based Marketing

SMS Marketing



Short, Instant, Discreet,
Informative and Effective
communication landed to
cellphones up to 160 characters.

MMS



Short, Instant, Discreet,
Informative and Effective
multimedia communication,
landed to cellphones.

mms+[®] by yuboto 'uboto's Innovation

mobile
FACTS
&
FIGURES
2014

Short, Instant, Discreet, Informative
and Effective multimedia
communication, landed to
smartphones able to hold unlimited
communication and any kind unlimited
multimedia files such as pictures,
sounds, videos, unlimited text,
click2call, link, actions.

mCouponing



Instant communication via SMS, holds a mobile coupon that offers to client additional benefits for a specific period.

mTicketing



Instant communication via SMS,
holds a mobile ticket valid to a
specific event or period.

mLoyalty



Instant communication via SMS,
holds a mobile Loyalty Card able
to collect, store and manage
loyalty benefits.

Mobile Video Advertising

mobile
FACTS
&
FIGURES
2014

Video advertising, is well received by brands, consumers, as well as mobile publishers. It allows large advertisers to extend the reach of their television buys and provide very personal experiences to consumers via smartphones and tablets. Mobile video advertising will grow 50%, at least, in 2015.

Premium SMS

Opt-In featuring 2 way communication via SMS, providing to consumers the ability to participate in events, draws, or any kind of consumable benefits.

GPS Marketing



GPS Mobile Marketing has allowed businesses to communicate with customers based upon the customer's geographic proximity.

App based Marketing

Mobile applications dedicated to a specific brand or products, offering online – real time all kind of information. Mobile apps are installed to smartphones and keeps the door open to a continually communication between companies and consumers.

SOURCES



We Are Social / wearesocial.sg - with Special Thanks!*

oecd.org

thewebfactors.com

Pew Research Center

Deloitte

ComScore

Microsoft

smartinsights.com

createmorebusinessnow.com

Yuboto's Mobile Marketing Survey / Greece 2013-2014

***Special Thanks to We Are Social – wearesocial.sg**

Thank you guys for the great "Global & European Digital Statistic 2014" paper.

You have done a remarkable job... Thanks for sharing!

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