Mobile Is the New First Screen

Mobile is changing every aspect of our world, and has quickly become the first screen in our lives.

2011
“Software is eating the world.”
Marc Andreessen, Andreessen Horowitz

2014
“Mobile is eating the world.”
Benedict Evans, Andreessen Horowitz

THE MOBILE LANDSCAPE
1 billion
smartphones shipped
in 2014, 3 in the number of PCs (308 million)
80% of adults worldwide will have a smartphone by 2020
1 in 5 millennials today are mobile-only

Mobile is the new first screen
Americans spend more time per day on smartphones than watching TV
and mobile delivers twice the awareness per dollar spent compared to TV and digital (AT&T).

MOBILE APPS DRIVE HIGHER ENGAGEMENT
Apps drive the majority of media consumption on mobile devices,
accounting for 7 out of every 8 minutes.

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7.5 hours
Average employee
time saved by custom mobile apps—7.5 hours per employee per week

82% believe
custom mobile apps help generate revenue (average gain—10%)

$76.52 billion
Predicted 2017 global mobile app revenues

MOBILE RISKS
93% of enterprises
are concerned with data loss and other security breaches related to mobile devices

66% of time spent
on mobility projects is security and integration

73% have lost a mobile device (52% have had a mobile device stolen)

1 out of 4 mobile apps is deleted after being used only once

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THINK…

Context
Security
Analytics
Integration
Convenience

"If you don’t have a mobile strategy, you don’t have a future strategy.”
Eric Schmidt, Executive Chairman, Google

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