

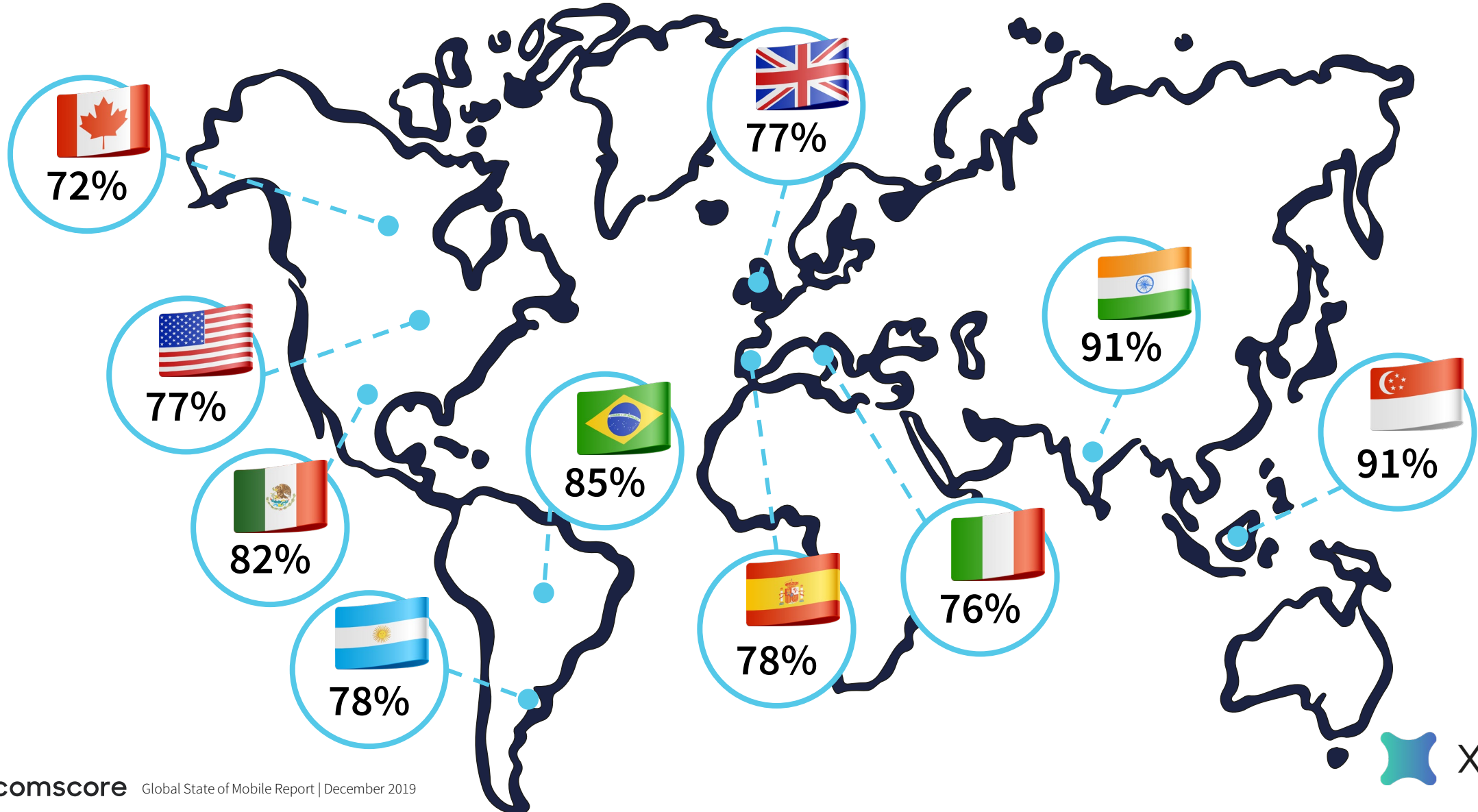
# State of the Mobile

Stats across key markets in North America, Europe, Latin America, and Asia.



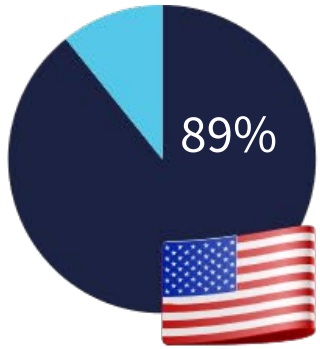
# Global audiences are spending more time on mobile

Mobile minutes as a percentage of total digital minutes, June 2019

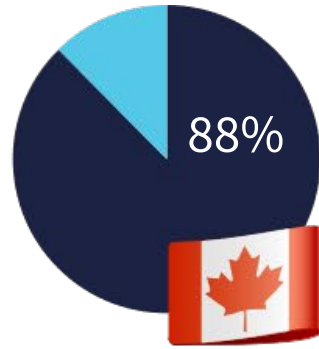


# Apps drive majority of mobile minutes in all markets

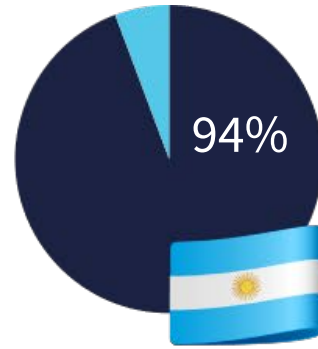
Mobile app minutes vs. Mobile web minutes



USA



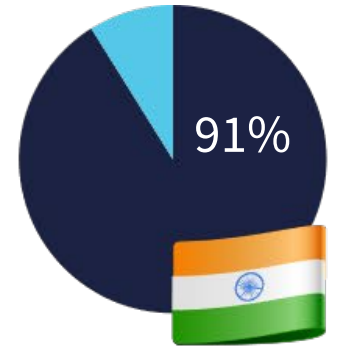
Canada



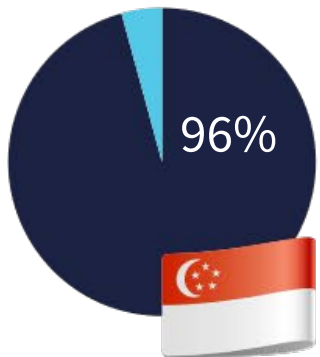
Argentina



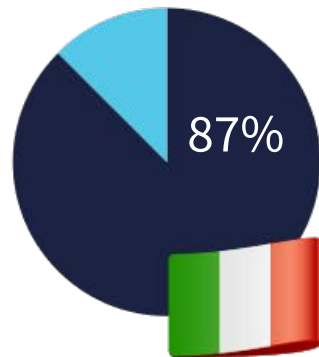
Brasil



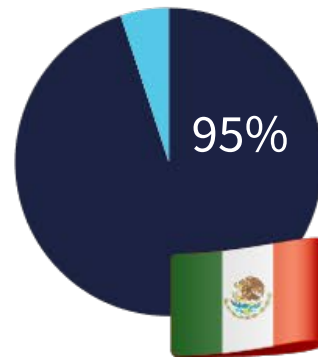
India



Indonesia



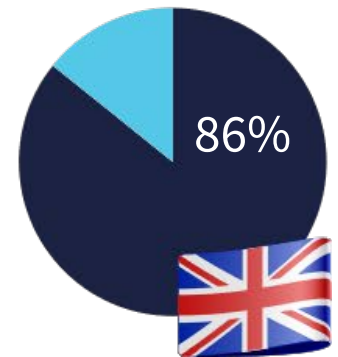
Italy



Mexico



Spain



UK

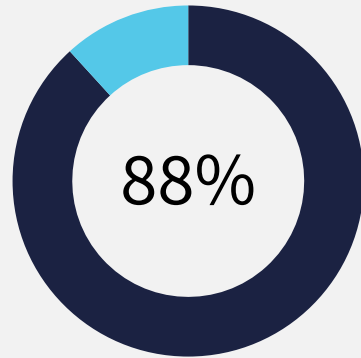
■ Apps    ■ Mobile Web



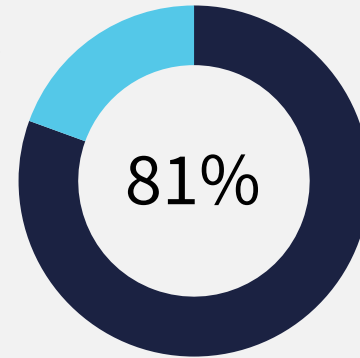
# Certain app categories worldwide skew toward mobile only usage

Percentage of total digital audience who access app categories using mobile-only

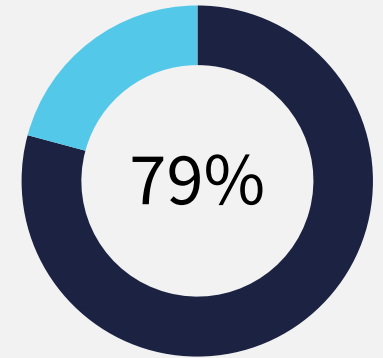
Social Media & Messenger



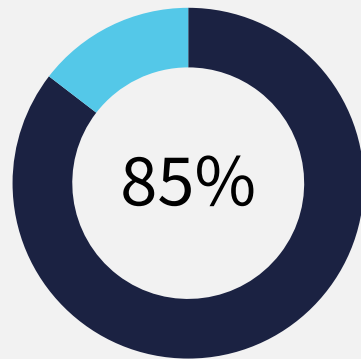
News, Weather, Information



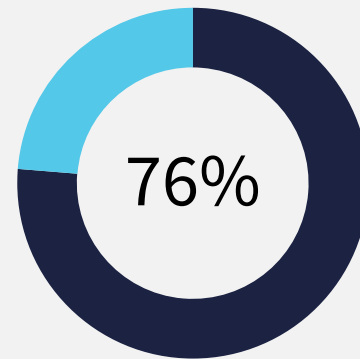
Services, Coupons, Incentives



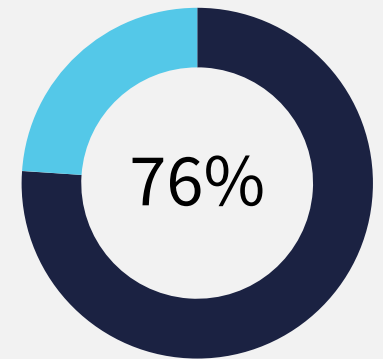
Dating



Directories, Resources, Maps, GPS, Traffic

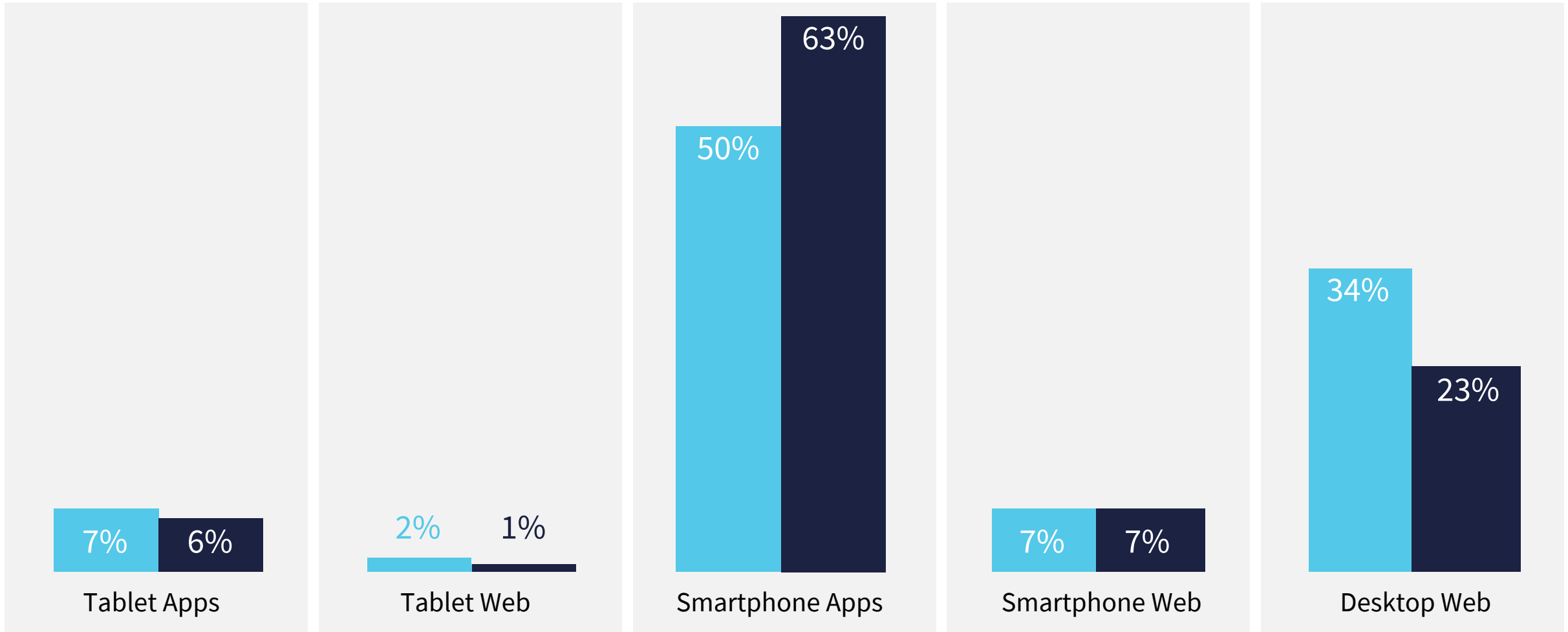


Food



# Mobile apps on smartphones still dominate time spent with digital media in the U.S.

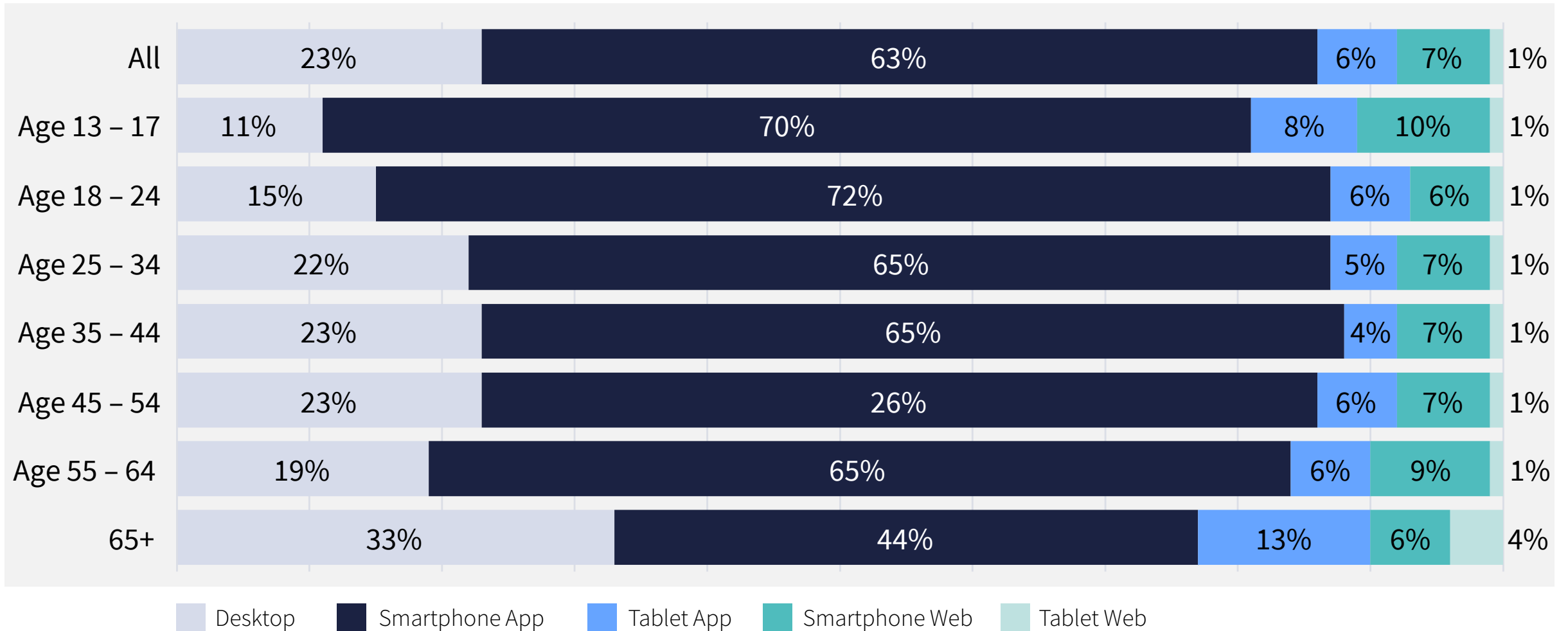
Digital media usage (percentage of minutes spent) 2017 vs. 2019



■ June 2017 ■ June 2019

# There is strong mobile use across U.S. generations

Percentage of total digital minutes across platforms

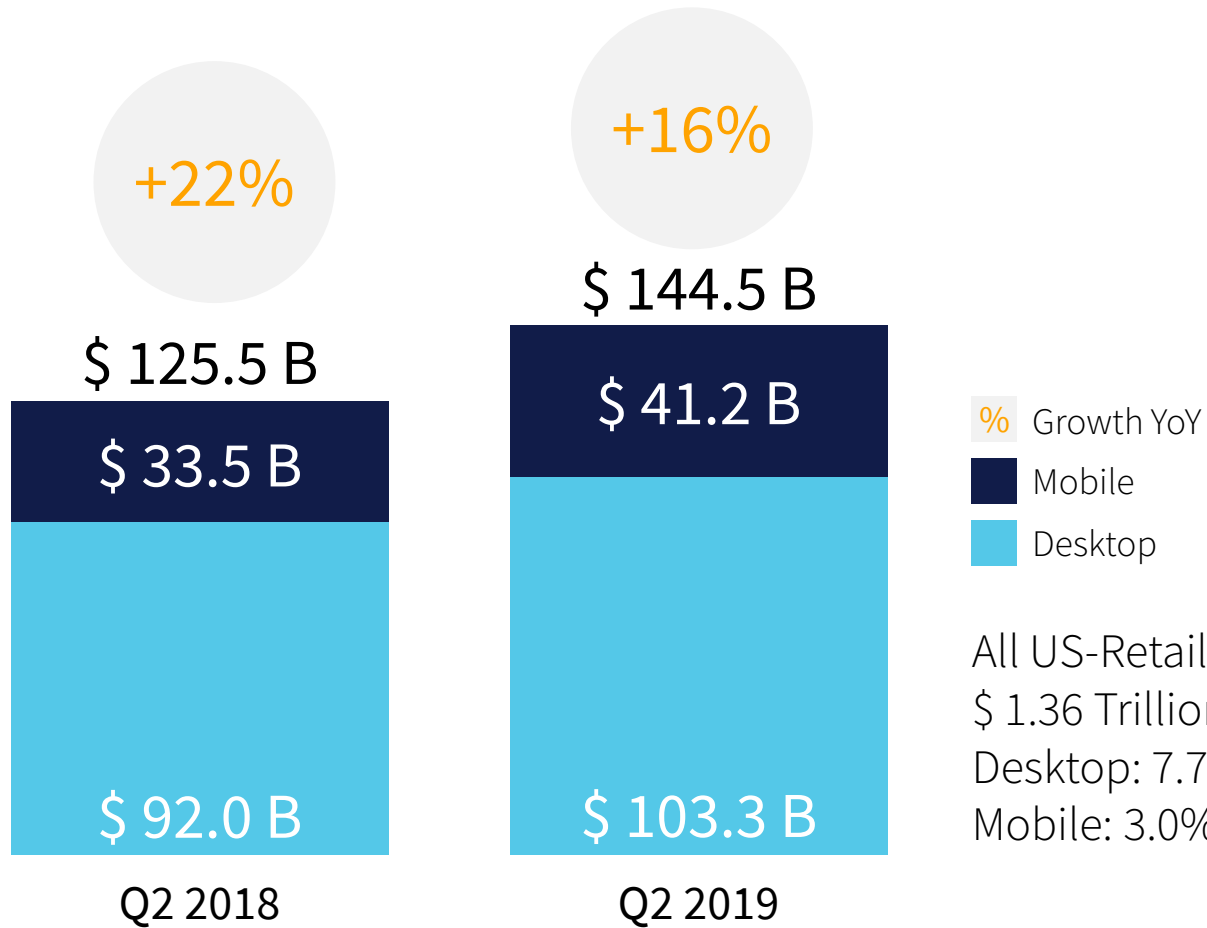


Desktop Smartphone App Tablet App Smartphone Web Tablet Web



# Retail digital commerce is up 16% YOY in Q2 2019 in the U.S.

In terms of mobile commerce, we can see growth of about 8 billion dollars in 2019.



All US-Retail Q2 2019:  
\$ 1.36 Trillion  
Desktop: 7.7%  
Mobile: 3.0%

**amazon**

Nr. 1 in:



## Key Take-Aways

- Mobile only media usage will be the standard soon
- Without an app, companies will have a hard time getting on the phone of (potential) customers
- mCommerce is gaining momentum, big players like Amazon profit most.



Georg Holzer

CEO | +43-680-2009030 | georg@xamoom.com

Bruno Hautzenberger

CTO | +43-680-2339221 | bruno@xamoom.com



facebook.com/xamoom



@xamoom



Lakeside 1, A-9020 Klagenfurt



+43-463-930 330

