



AKTUELLE TRENDS IN DER MOBILEN MEDIENNUTZUNG UND DIE HERAUSFORDERUNGEN FÜR MOBILE ADVERTISING

Dr. Heike Langner

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63% of the smartphone users are between 20-49 years old | 52% of online usage is mobile | 4% of page views are lasted more than 10 minutes | Users tapped, swiped and clicked a whopping 2,617 times each on average | 94% of mobile usage is in-App | 48.9 sessions a user spent for Snapchat in Feb 2018, with a total of 4:05 hours | 53x per day the average user turned on his smartphone to go online, chat or use an App | 127,674,531,977 minutes online usage on smartphone | 28:44 hours were spent Online in January 2018 via mobile – i.e. 4.9%+ since November 2017 (via Desktop: 14:18h) | 73% of German people access the internet daily | 52% of the smartphone users are located in North Rhine-Westphalia, Baden-Württemberg and Bavaria | 23% are only PC users | 88x per day the average user turned on his smartphone in 2017 | 3% access the internet in with smartphone & tablet | 18.8 sessions a user spent for YouTube in Feb 2018, with a total of 7:01 hours | Every 18 minutes a user stops his current activity in order to go online with his smartphone | 17% of page views are last less than 4 seconds | 83.3% of smartphone users are light or medium TV users (parallel screen) | 75% of Germans 14+ own at least one smartphone (+ 48pp since 2012) | 83% of the duration on tablets spent on mobile apps | 2.9 connected devices does the average online user own (+1.1 since 2012) | 54% of the smartphone users are younger than 40 years | 52% of the smartphone users are men | Only 1% use tablet only | 43.7 sessions a user spent for Instagram in Feb 2018, with a total of 4:10 hours | 33% of users use a combination of all 3 devices: PC, smartphone and tablet, followed by PC & smartphone users (32%) | 44,829,098,665 minutes online usage on tablet | 48% of the smartphone users are women | 54 million Germans (age 14+) are online | 4% access the internet in Germany with smartphone only | 104.3 sessions (7:01 hours) a user spent for WhatsApp in Feb 2018 (Facebook: 54.2 sessions, 6:36 hours) | Smartphones and tablets are predominantly used for app usage, with 94% of the duration on smartphones spent on mobile apps | 35 apps are installed on the average smartphone – 52% of them are used at least weekly | 35x per day the average user turned on his smartphone to check the time or if they received a messages | 4% use a combination of PC & tablet | 71,945,695,585 minutes online usage on PC in Germany





54 mio Germans (age 14+) are online



2.9 connected devices does the average online user own (+38% since 2012)



75% of Germans 14+ own at least one smartphone (2012: 27%)



52% of online usage is mobile



28:44 hours were spent online in January '18 via mobile – i.e. 5%+ since November 2017 (via Desktop: 14:18h)



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88X per day the average user turned on his smartphone in 2017



94% of mobile usage is in-App

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83% of smartphone users are light or medium TV users

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Data sources: GfK Crossmedia Link Germany | The Connected Consumer Survey www.consumerbarometer.com



FREEDOM



ACCELERATION



EXPERIENCES

Fundamental
shifts in
consumer behavior







31%

The single **most important** attribute of smartwatches to the consumer is **convenience**.

Freedom =
convenience



A dark blue circle graphic is positioned on the left side of the image. A thin blue line extends from the top-left edge of the circle towards the top-left corner of the overall image.

Freedom =
ease of use

A large white circle graphic is centered in the image, overlapping the man's torso and the tablet. It contains the main statistics and quote.

54%
of global consumers
agree, “If a new
technology product
is not simple to use,
I lose interest.”

Up 6 pts from 2011

Freedom =
independence

Down
6 points
since 2011

47%
of global teens say it
is important to be
reachable wherever
they are.



Implications:

As freedom evolves consumer expectations, do you have the solutions which make life easier for the consumers and do you know how to communicate new benefits in relevant and meaningful ways across channels?



A large, semi-transparent blue circle is positioned on the left side of the image, overlapping the hands of the people. A thin blue horizontal line extends from the left edge of the circle towards the left side of the frame.

The new
social status

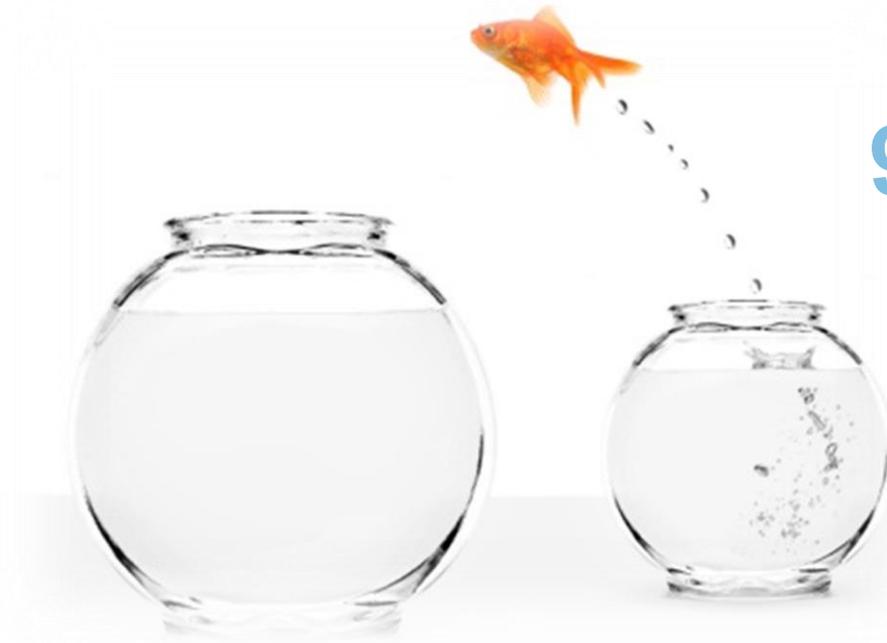
Pervasive
cultural ADD

5 minutes

sustained attention span
down from **12 minutes** in 1998

8.25 seconds

focused attention span
down from **12 seconds** in 2000



9 seconds



Implications:

As the speed of life approaches the speed of light, is your business getting ahead or are you barely keeping up?



Experiences have become the new brand differentiator

60%
of consumers say overall experience with a brand is the single biggest factor in deciding to purchase a product or service

44%
of consumers worldwide consider experiences, like holidays and travel, more important than possessions

1 in 2
consumers are willing to pay a premium price if they know they will have a unique experience with the brand



Implications:

How are you playing in a world where the consumer is looking for individual experiences and technology with a human face?



THANK YOU!

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