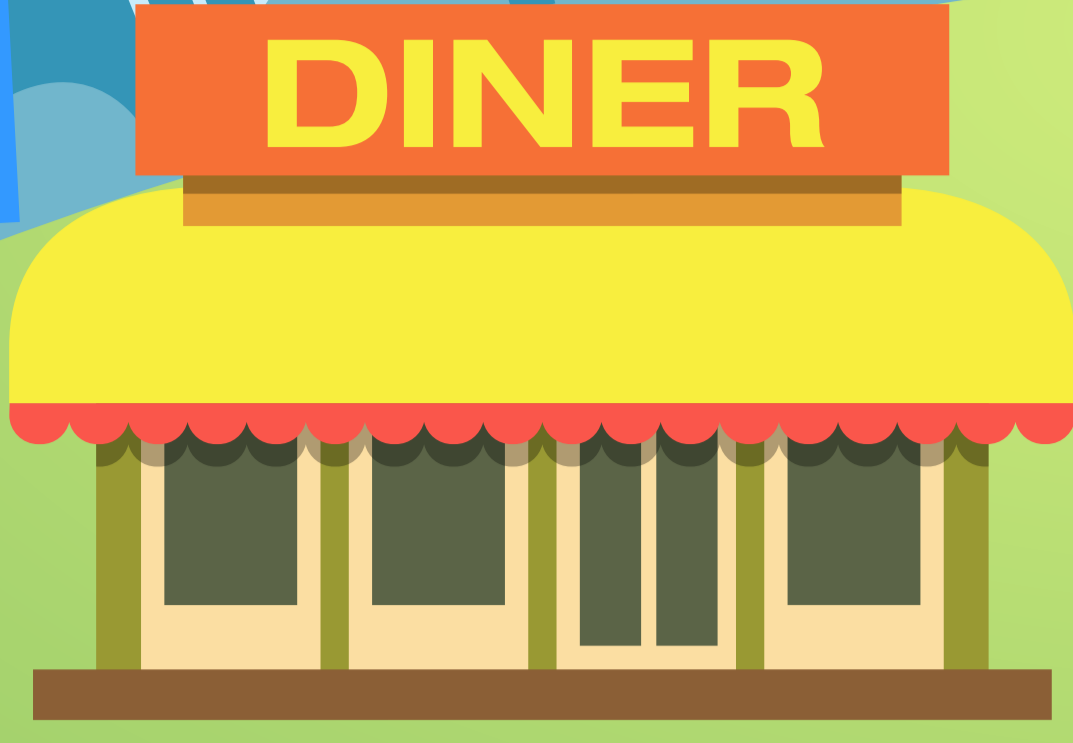
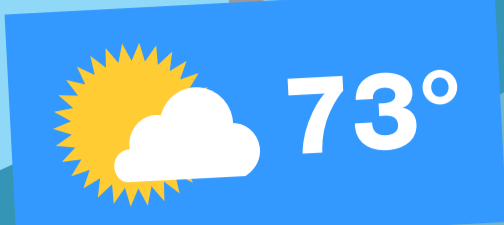


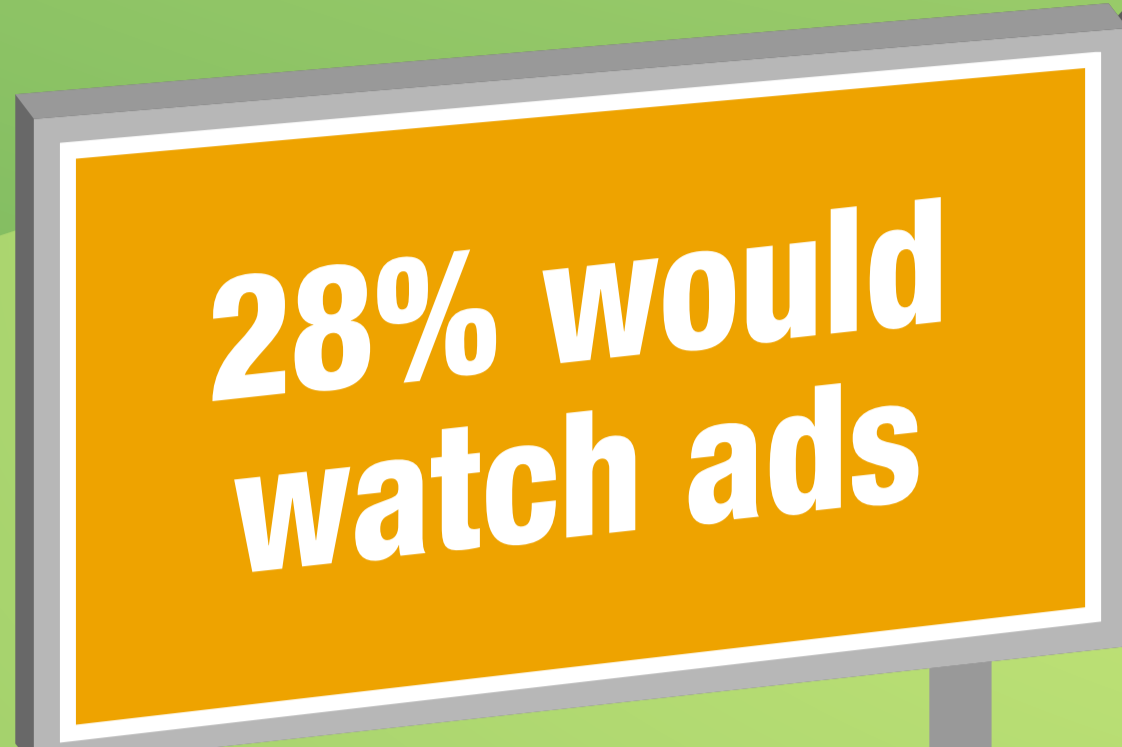
# Mobile Internet Road Trip



Mobile users start their day with finance, weather, news content



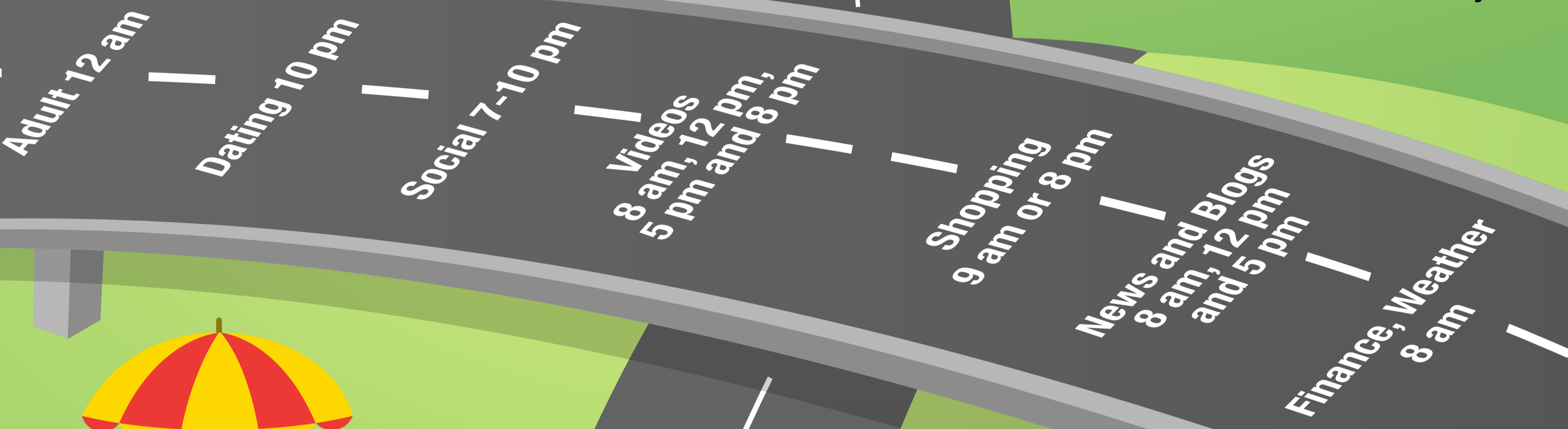
50% of web pages load 38% faster in 2014 than in 2013



Sponsored data plans increase the likelihood that subscribers will watch ads



- 20% of smartphone subscribers now listen to Internet radio
- Subscribers listening to Internet radio typically tune in for 1 hour a day



Lunch time is primetime for users to check out video, news and blogs



- 33% of subscribers abandon mobile websites that take 5+ seconds to load
- 54% abandon if load time takes up to 10 seconds



73% of women admit they are slightly addicted to at least one game on their mobile device



- 57% of subscribers blame the mobile operator when a video stalls
- On average, mobile videos on LTE networks stall for 15 seconds and 47 seconds on 3G networks



- Night time is prime time for mobile users accessing social, dating and shopping content
- 26% of parents think it's ok to use your device on a date



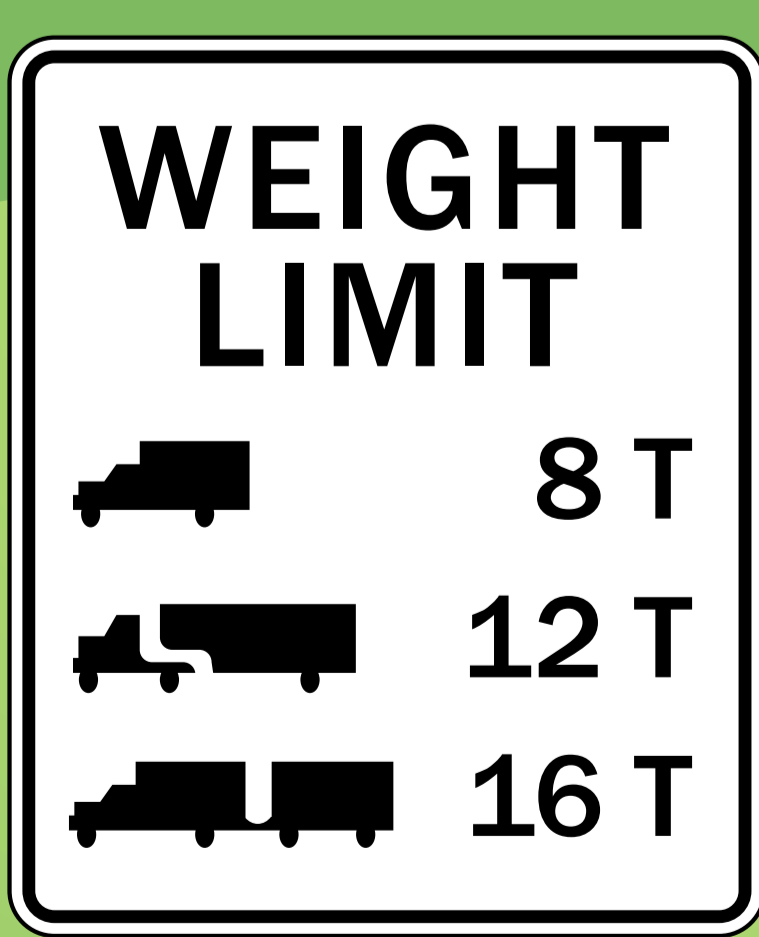
- 70% of subscribers check their mobile device during a meal at least once a day
- 61% of Millennials believe that it's acceptable to use their smart phone on the toilet
- 51% of Millennials think it's acceptable to sleep with their mobile device while in bed



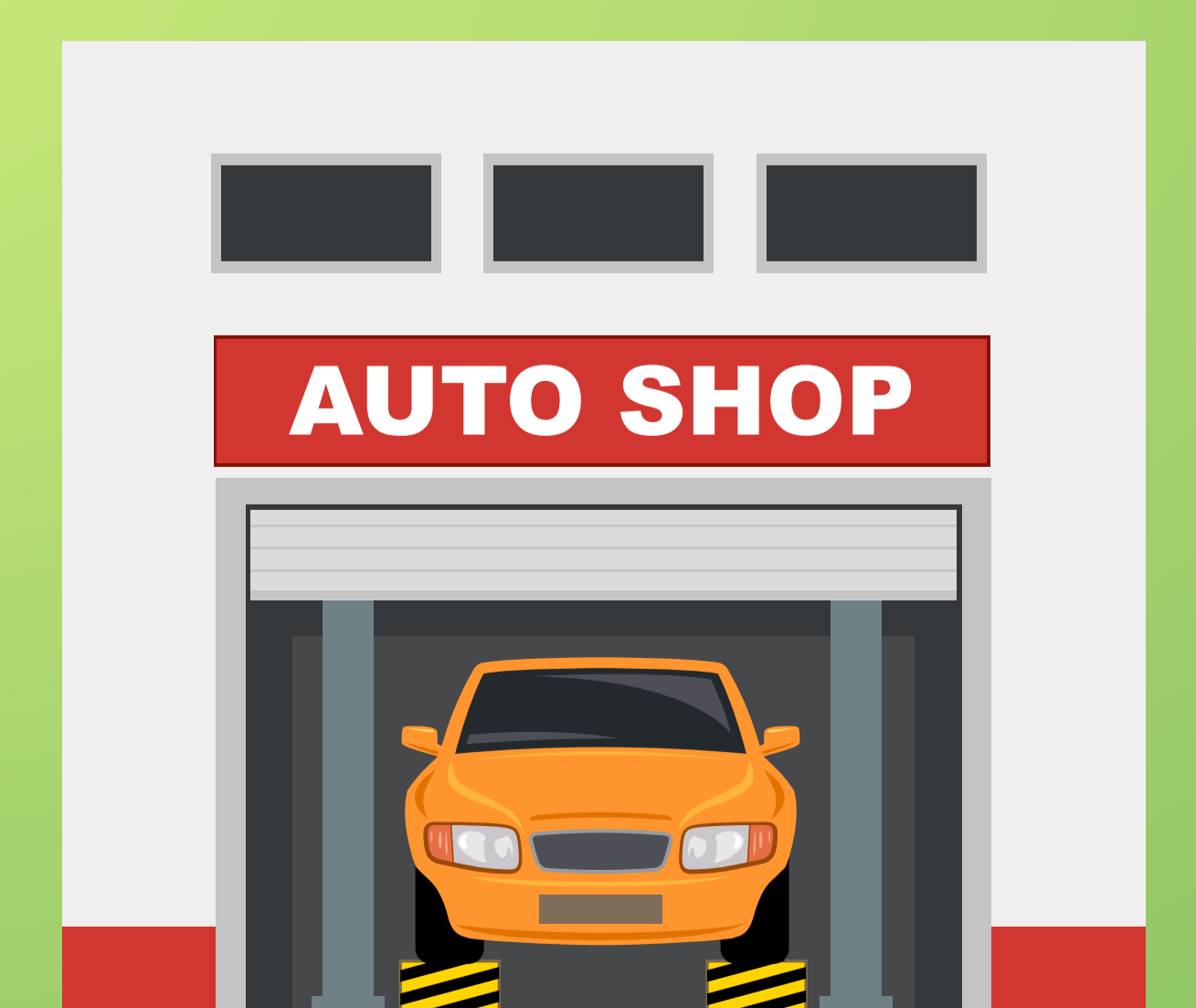
Short form video sharing apps like Vine and Instagram Video generate 32% of social networking data volume



- Mobile fitness apps grew to 50% of mobile health app subscribers
- New mobile health apps gain traction within 1 month



82% of subscribers with a monthly data limit have avoided using an app to stay under their monthly cap



54% of smartphone owners run updates within 24 hours of discovering them