

HONG KONG MOBILE USAGE

GENERAL

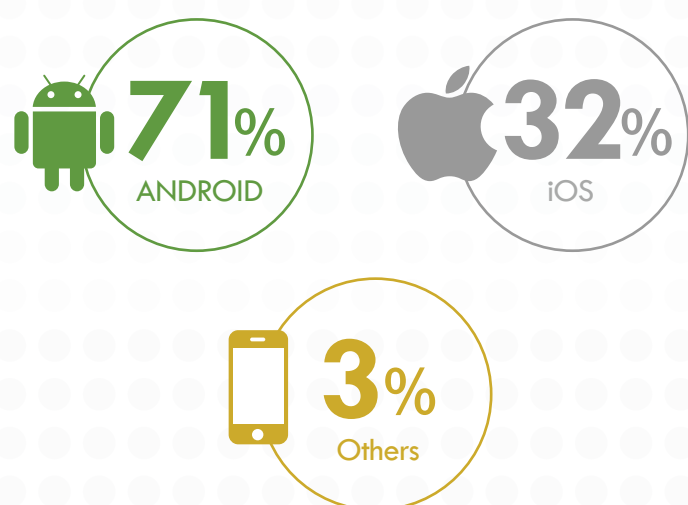
MOBILE SUBSCRIBERS



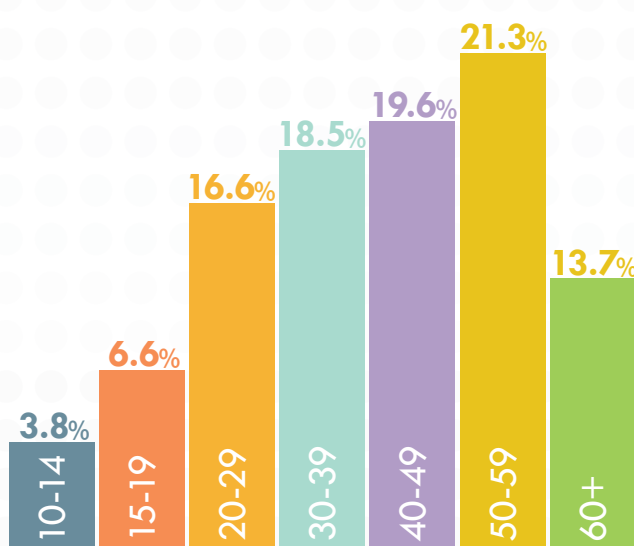
MOBILE SUBSCRIBER PENETRATION



SMARTPHONE DEVICE OWNERSHIP BY PLATFORM

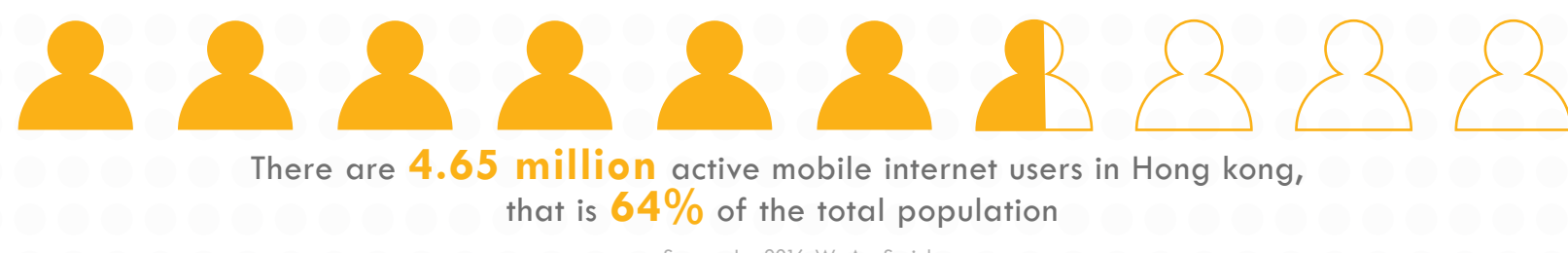


SMARTPHONE USERS BY AGE



MOBILE INTERNET USAGE

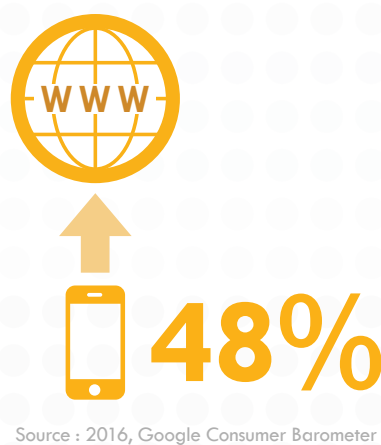
ACTIVE MOBILE INTERNET USERS



AVERAGE DAILY USE OF THE INTERNET VIA MOBILE

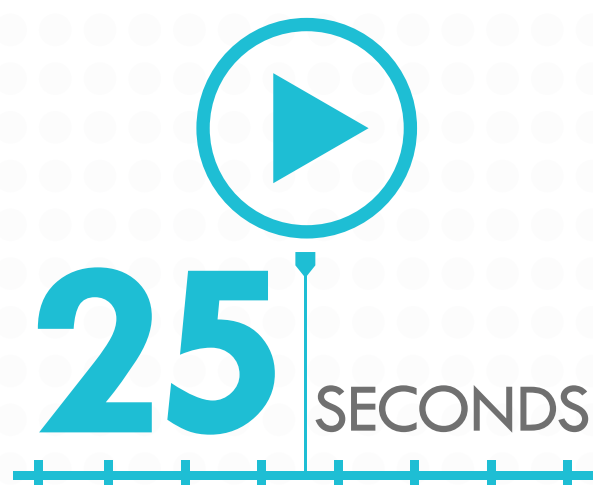


USE SMARTPHONES TO ACCESS TO THE INTERNET



MOBILE VIDEO USAGE

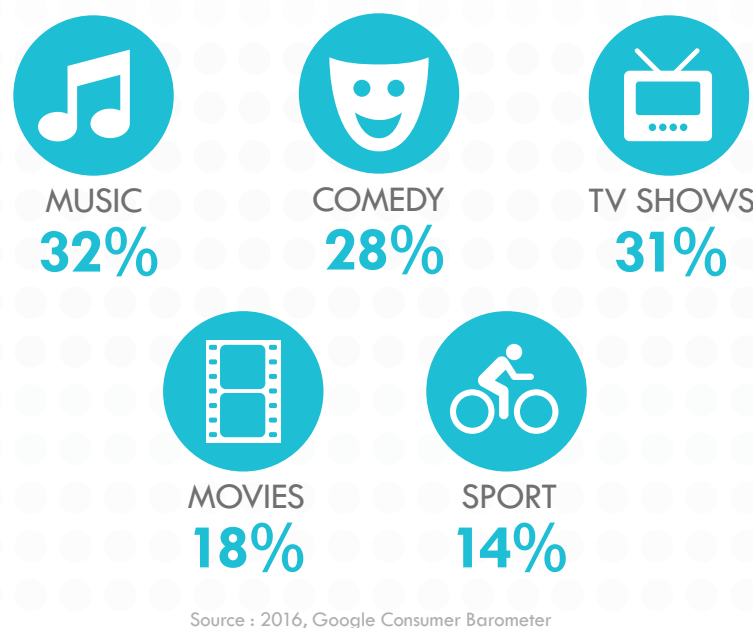
AVERAGE LENGTH OF VIDEO AD CONSUMED ON MOBILE



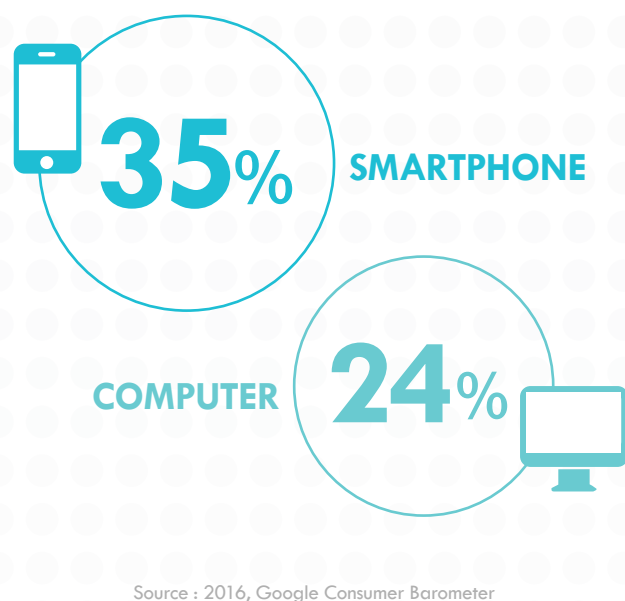
TOP 5 BRAND CATEGORIES MOSTLY USED VIDEO FOR MARKETING



GENRES OF ONLINE VIDEOS WATCHED VIA SMARTPHONE

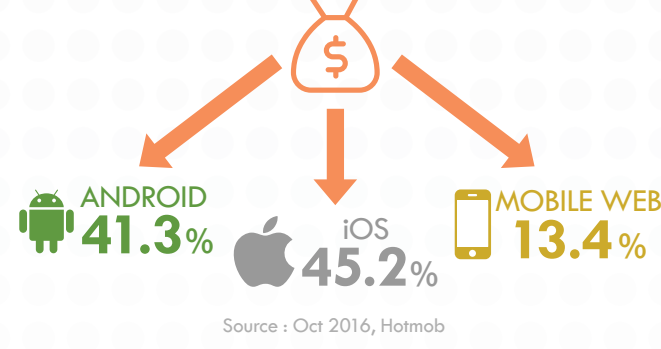


PEOPLE PREFER TO WATCH SHORT ONLINE VIDEOS VIA



MOBILE ADVERTISING SPEND

MEDIA PLACEMENT OF ADVERTISEMENT ON MOBILE



DIGITAL AD SPEND ON MOBILE ADVERTISING



TOP 5 CATEGORIES IN MOBILE VIDEO AD SPEND



MOBILE APP USAGE

TOP 5 MOST USED MOBILE APP CATEGORY



TIME SPENT ON MOBILE DEVICE

