

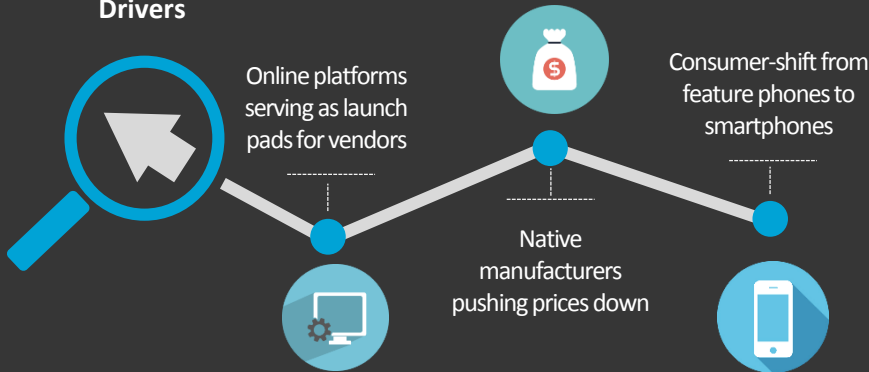
Global Smartphone Market Influencers

With the leading smartphone markets edging closer to maturity and impending slow down in growth, it's time to look beyond at the new forces that will shape the industry in the coming years

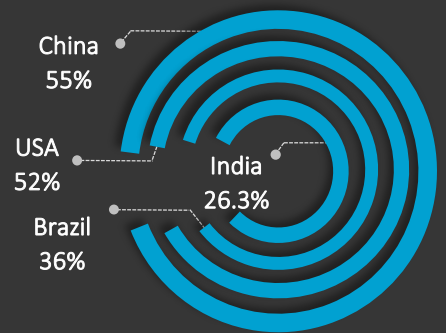
Continued demand for affordable smartphones in emerging markets



Key Growth Drivers



Smartphone Market Penetration in 2015



Operating systems will take user experience to the next level

Displace PCs and make smartphones the primary computer for the masses

Make innovations around virtual reality go mainstream



Persuade consumer technologies to bloom out from the mobile ecosystem



Android and iOS continue to monopolize the global smartphone market with a whopping **97.8%** share

'App'- ification of the smartphone ecosystem

Overall app revenue is expected to reach **USD 77 billion** in 2017

Smartphone users invest **89%** of their total mobile time behind app usage

Music accounts for **79%** share followed by health and fitness with **51%**

The average time spent on apps has increased by almost **21%** than last year

