



THE RADICATI GROUP, INC.

A TECHNOLOGY MARKET RESEARCH FIRM

PALO ALTO, CA, 94301

TEL. 650 322-8059

Mobile Statistics Report, 2015-2019

SCOPE

This report brings together statistics and forecasts for Mobile Users, Mobile Devices including phones and tablets, Mobile Email Users, and Mobile IM usage. It includes data on both business and consumer mobile adoption.

All of the numbers in this study represent worldwide figures, unless otherwise indicated. Any financial data is expressed in \$USD.

Regional breakouts are provided for: North America, Europe, Asia Pacific, and Rest of World. This report does not contain country breakouts but these may be obtained from The Radicati Group at an extra charge.

Installed base numbers throughout this report represent *active* accounts, which have been actually installed (vs. shipped) and accessed at least once within the last 3 months.

METHODOLOGY

The information and analysis in this report is based on primary research conducted by The Radicati Group, Inc. Our proprietary methodology combines information derived from three principal sources:

- a. Our Worldwide Database which tracks user population, seat count, enterprise adoption and IT use from 1993 onwards.

EUROPE: LONDON, UK • TEL. +44 (0)20 7794 4298

Email: admin@radicati.com

<http://www.radicati.com>

- b. Surveys conducted on an on-going basis in all market areas which we cover.
- c. Market share, revenue, sales and customer demand information derived from vendor briefings.

Forecasts are based on historical information as well as our in-depth knowledge of market conditions and how we believe markets will evolve over time.

Finally, secondary research sources have also been used, where appropriate, to cross-check all the information we collect. These include company annual reports and other financial disclosures, industry trade association material, published government statistics and other published sources.

Our research processes and methodologies are proprietary and confidential.

EXECUTIVE SUMMARY

- In 2015, the number of worldwide mobile users including both business and consumers will reach over 5.8 billion. By the end of 2019, the number of worldwide mobile users is expected to increase to over 6.7 billion.
 - Mobile devices in use, including phones and tablets, will grow from over 9.5 billion in 2015 to over 14.8 billion by 2019.

	2015	2016	2017	2018	2019
Worldwide Mobile Users (M)	5,879	6,090	6,305	6,524	6,748
Total Mobile Devices* (M)	9,568	10,967	12,446	13,617	14,847
Mobile Devices Per Business User	1.63	1.80	1.97	2.09	2.20

Table 1: Worldwide Mobile Users vs. Mobile Devices, 2015-2019

(*) Note: Includes phones and tablets.

- There is strong growth in the use of mobile devices for all forms of data communication, including email, SMS/Text and chat messaging. This strong growth is expected to continue over the next four years.
- Access to email from mobile devices and particularly phones, was initially very timid due to the difficulty of typing on these devices. Email on mobile phones, however, has now taken off as more business users need to work “on the go”. Popular smartphones, such as Apple iOS and Google Android devices, now come with larger screens that make it easier to read and send emails.
 - In 2015, worldwide Mobile email users will total over 1.4 billion. Currently, 55% of email users access email via a mobile device. By the end of 2019, worldwide mobile email users are expected to total over 2.5 billion. By this time, we expect 85% of email users will access their email accounts via a mobile device.
- Mobile Messaging refers to instant messaging services (also referred to as chat messages) designed primarily for use on mobile devices. Mobile Messaging services include a wide range of features that allow mobile-centric users to enjoy the same instant messaging experience that was once only attainable on a desktop client. These services have become immensely popular as the worldwide population of smartphone devices continues to increase.
 - Mobile Messaging services provide a feature-rich alternative to SMS or MMS texting services, as they bypass SMS fees by sending messages through a mobile device’s Internet data plan. Mobile IM services require significantly less data than SMS, which benefits users who send large messages with pictures, videos, or other non-text data.

***To view the complete Table of Contents for this report,
visit our website at www.radicati.com.***