GLOBAL MOBILE MEDIA CONSUMPTION
REACHING MILLENNIALS

INMOBI INSIGHTS

FEBRUARY 2013
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Executive Summary

Although much has been written about the media literate and tech savvy Millennial generation, very little research has been compiled about them as mobile consumers. For marketers and advertisers, it is important to attract them to their brand at the earliest opportunity; but how much do marketers understand Millennials?

In partnership with Decision Fuel & On Device Research, InMobi uncovered the first truly global analysis of this highly influential demographic through our Global Mobile Media Consumption Study. The study explores mobile media behaviors of Millennials, defined as those aged 20-34, to provide advertisers with a deeper understanding of their media habits, purchase behavior and receptivity towards mobile ads. The findings demonstrate how mobile advertising now has a key role to play in enabling advertisers to reach and engage a demographic that is increasingly challenging to target in a fragmented media environment.

Research Objectives

Explore the world of the Millennial to understand:

- How do they consume media across channels?
- How do they engage and interact with mobile?
- How does mobile versus traditional media influence their shopping behavior?
- How do they respond to mobile advertising?
- Do they engage in M-Commerce?
Research Methodology

- Survey distributed via InMobi’s global mobile ad network between August and November 2012.
- Used Decision Fuel and On Device Research mobile web platforms to collect a representative sample of mobile data users in each market, including a full range of smart phones and feature phones.
- Weighted according to available mobile web demographics.

Geographic Coverage

- 7,403 respondents (Aged 20-34 years old) across 14 key markets: China, India, Japan, Korea Singapore, Australia, New Zealand, UK, US, France, Germany, Kenya, Nigeria, and South Africa.
- Sample size across markets: Sample size: Global n=7,403; Australia n=397; China n=1,335; France n=258; Germany n=165; India n=1,265; Japan n=334; Korea n=564; Kenya n=793; New Zealand n=321; Nigeria n=614; Singapore n=270; South Africa n=405; UK n=372; US n=363.
Key Findings

- Millennials spend an average of 7.2 hours per day consuming media content, with more of that time spent on mobile devices than any other platform. This generation now devotes an average of almost 2.0 hours per day to mobile media, ahead of television (1.5 hours) and the desktop (1.6 hours).

- 64% of global mobile web users aged 20-34 multi-task while watching TV and are mainly engaged in social activities followed by search, music and shopping.

- The study reveals the accelerated usage of mobile apps among Millennials; 27% of respondents stated they have actively used 6-10 apps in the last days, averaging to 6.5 apps used in the last 30 days.

- Millennials are addicted to surfing the Internet via their mobile phones. 54% of Millennials with mobile data access now use their mobile device as either their primary or exclusive means of going online.

- Growth in mobile use among Millennials in the coming year will be primarily driven by social media, apps and search activities.

- Millennials are also getting more accustomed to mobile ads: 63% of them are as comfortable or more comfortable with mobile advertising as they are with TV or online advertising.

- Mobile ads are on track to surpass traditional media in impacting their purchase behavior: Mobile (43%); TV (45%), Internet (44%).
 Millennials are very likely to value the influence of mobile advertisements. 88% of them claimed they have noticed mobile advertising and they recall seeing more ads while using mobile apps 56%, 42% via search engine, 27% on a retailer website and 26% on video ads. Interestingly, only 14% of them click on mobile ads unintentionally.

Mobile ads are also proving to be effective: 79% of Millennials admitted that they had been introduced to something new via their device, while 51% claimed they had made purchases using their mobile device. These findings showcase mobile’s influence throughout the path to purchase.

83% of Millennials expect to conduct mobile commerce in the next 12 months, a +14% increase from where we are today.
Introduction

Having grown up at the same time as the universal adoption of personal computing, Millennials are always connected and have lives that are inextricably entwined with the Internet, cellphones or laptops. As an educated, tech-proficient, and optimistic trendsetting group, they have been seen to adapt easily to rapidly changing technologies, and are soon to be the largest generation ever. Their strong purchasing power and peer-influence clearly demonstrate their value to marketers.

Millennials’ rapid technology adoption rate means that they lead the mobile adoption curve: as they devour mobile content and rely heavily on digital media to operate their social lives, reaching them has become a new and vital challenge for marketers and advertisers.
**Why Millennials are Unique**

- They are the first generation to grow up with the Internet and mobile devices and therefore the first generation to consider behaviors like tweeting, texting and using Facebook as normal aspects of their social lives and to go to Google, Wikipedia, and YouTube as the first port of call in their search for information.

- Just as the Industrial Revolution irreversibly changed lifestyle and culture in the nineteenth century, the omnipresent connectivity and digital advancement today has reshaped the social DNA of our current and future youth generations.

- 58% of 23-31 year-olds own a smartphone and 70% access the mobile Internet at least monthly, according to Forrester Research, which creates a large group of constantly connected consumers.

- User experience and design are key factors in their obsession with technology

- They process information on an intuitive level: opinions about products are formed on the strength of how it looks and what it does, not what advertisers say about it.

- They are more aware of marketing spin than previous generations and have a strong aversion to "push" marketing, preferring brands that are engaging and already embraced by their friends.

- Nothing beats word-of-mouth marketing to convince millennials of a product's worth. Friends are the biggest influencers and if they endorse something, then that is the most influential opinion.
Why the Millennial Generation Matters to Marketers

1 **BIG:**
The largest generation alive today
- **1.8 billion** globally (out of 7 billion world population)
- **75%** of workforce by 2025

2 **INFLUENTIAL:**
Impacts purchase decision of peers & parents
- Will outpace boomers earnings by 2018 (**$2.5+ trillion** spending power)
- **74%** say they influence purchase decisions of other generations

3 **UNIQUE:**
The first inherently digital generation
- Smartphones and tablets are the argument-settlers and fact-checkers for every conversation.
Millennials are quickly turning to mobile for media consumption. On average, Millennials consume 7.2 hours of media daily of which 27 percent, or 118 minutes, is spent on mobile devices for activities other than calls or SMS.

Millennials are constantly consuming media throughout the day, providing new opportunities for advertisers to engage them. This shifting media access behavior is creating a new landscape which is imperative for marketers to keep up with to actively connect with young consumers.

Q1: In a typical day, approximately how much time do you spend on Media

N = 6,668

Note: Data excludes UK & US as options are not asked in these markets
Across Markets

Mobile takes up a significant share of media time across markets for Millennials and has surpassed time spent online in many markets.

Q1: In a typical day, approximately how much time do you spend on Media

sample size: Global n=6,668; Australia n=397; China n=1,335; France n=258; Germany n=165; India n=1,265; Japan n=334; Korea n=564; Kenya n=793; New Zealand n=321; Nigeria n=614; Singapore n=270; South Africa n=405.

*Note: Data excludes UK & US as options are not asked in these markets.
Millennials are Media Multi-taskers with an Insatiable Appetite for Digital Content

Millennial mobile web users, raised in the digital age, are able to rapidly switch across environments; globally, 64% of these users multi-task while watching TV and are mainly engaged in social activities, followed by search, music and shopping.

It is therefore imperative that marketers provide a relevant and consistent experience alongside cohesive messaging across devices to engage these consumers. They should look at delivering cross-media campaigns that are creative, immersive and engaging across traditional and digital media to deliver the highest impact.

Q2: For mobile activities like surfing the web (excludes calls and SMS), do you typically use your mobile when? While watching TV

N: 7,403
Across Markets

2 out of 3 Millennial mobile web users engage in dual screen activity.

Q2: For mobile activities like surfing the web (excludes calls and SMS), do you typically use your mobile when? While watching TV

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>GLOBAL</td>
<td>64%</td>
</tr>
<tr>
<td>SOUTH AFRICA</td>
<td>76%</td>
</tr>
<tr>
<td>NEW ZEALAND</td>
<td>70%</td>
</tr>
<tr>
<td>FRANCE</td>
<td>68%</td>
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<tr>
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</tr>
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</tr>
<tr>
<td>KENYA</td>
<td>64%</td>
</tr>
<tr>
<td>AUSTRALIA</td>
<td>66%</td>
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<tr>
<td>JAPAN</td>
<td>60%</td>
</tr>
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</tr>
<tr>
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<tr>
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<tr>
<td>CHINA</td>
<td>57%</td>
</tr>
<tr>
<td>KOREA</td>
<td>56%</td>
</tr>
</tbody>
</table>

Sample size: Global n=7,403; Australia n=397; China n=1,335; France n=258; Germany n=165; India n=1,265; Japan n=334; Korea n=564; Kenya n=793; New Zealand n=321; Nigeria n=614; Singapore n=270; South Africa n=405; UK n=372; US n=363
Mobile Apps are a Hit Among Millennials

InMobi’s Mobile Media Consumption study reveals the accelerated usage of mobile apps among Millennials; 27% of respondents stated they have actively used 6-10 apps in the last 30 days.

Q3: Of all the apps you currently have, how many have you actively used in the last 30 days?

N: 5,150

*Note: Data excludes UK & US as options are not asked in these markets
French mobile web users top the list in terms of active apps usage.

Across Markets

Q3: Of all the apps you currently have, how many have you actively used in the last 30 days?

<table>
<thead>
<tr>
<th>Country</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>GLOBAL</td>
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</tr>
<tr>
<td>FRANCE</td>
<td>8.8</td>
</tr>
<tr>
<td>AUSTRALIA</td>
<td>7.6</td>
</tr>
<tr>
<td>JAPAN</td>
<td>7.6</td>
</tr>
<tr>
<td>SOUTH AFRICA</td>
<td>7.2</td>
</tr>
<tr>
<td>NEW ZEALAND</td>
<td>7.2</td>
</tr>
<tr>
<td>INDIA</td>
<td>7.0</td>
</tr>
<tr>
<td>SINGAPORE</td>
<td>6.9</td>
</tr>
<tr>
<td>GERMANY</td>
<td>6.7</td>
</tr>
<tr>
<td>CHINA</td>
<td>6.0</td>
</tr>
<tr>
<td>NIGERIA</td>
<td>6.0</td>
</tr>
<tr>
<td>KENYA</td>
<td>5.9</td>
</tr>
<tr>
<td>KOREA</td>
<td>4.6</td>
</tr>
</tbody>
</table>

Sample size: Global n=5,150; Australia n=306; China n=1,043; France n=161; Germany n=85; India n=962; Japan n=183; Korea n=432; Kenya n=715; New Zealand n=268; Nigeria n=455; Singapore n=216; South Africa n=323

*Note: Data excludes UK & US as options are not asked in these markets*
Mobile Devices are Part of a 24/7 Lifestyle for Millennials: WHO, WHY, WHERE, WHAT, HOW?

Millennial consumers turn to their mobile devices first.

Consumers aged 20-34 are the first to acquire new technology and turn to mobile as their primary information source because of its convenience and immediacy.

Q4: Which of the following best describes why you use your mobile device to access content or use applications?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>It’s easy to use</td>
<td>47%</td>
</tr>
<tr>
<td>It’s always there</td>
<td>47%</td>
</tr>
<tr>
<td>I can use it privately</td>
<td>27%</td>
</tr>
<tr>
<td>Boredom</td>
<td>20%</td>
</tr>
<tr>
<td>Save money</td>
<td>19%</td>
</tr>
<tr>
<td>I don’t own a computer</td>
<td>16%</td>
</tr>
</tbody>
</table>

N=7,403
Millennials prefer mobile devices as their constant companion.

Mobile is becoming an important companion, particularly for the ‘in between’ times. 88% of mobile web users use their device while waiting for something and lying in bed, 66% while commuting, 64% while watching TV and 48% while shopping. Other usage occasions include while spending time with family (53%) and at a social event (54%).

Millennials show a tendency for impatience, preferring faster and emerging methods of communication. Advertising and marketing campaigns need to be clear, concise and integrated into their daily habits to be effective.

Q5: For mobile activities like surfing the web (excludes calls and SMS), do you typically use your mobile when ....?

88% Waiting for someone
88% Lying in bed
66% Commuting
64% While watching TV
54% At social gatherings
53% Spending time with family
48% Shopping
32% In the bathroom

N=7,403
Social Networking is a fact of life for Millennials

In this constantly connected world, the ubiquity of mobile phones is essential in the social lives of Millennials. They are always looking at easier ways to share photos, thoughts and experiences with their friends to maintain their network. This is deeply integrated into their day-to-day life, and inextricable from social activities, surfing and search.

Social media (21%), entertainment (20%) and Games (16%) are the most desired activities on mobile among Millennials followed by general information, email, and search. Growth in mobile use in the coming year will be primarily driven by social media, search/download apps, and search activities.

Marketers will need to respond by creating tailored mobile strategies with websites optimized for mobile browsing, integrating with social networks and location services.

Q6: In a typical day, approximately how much time did you spend on your mobile doing the following:

- Social Media: 21%
- Entertainment: 20%
- Games: 16%
- General Info & Search: 15%
- E-Mail: 11%
- Local Search: 9%
- Shopping: 9%

N: 7,403
Among Millennials growth in mobile use in the next year is likely to come from social media, followed by apps and search.

Q7: In the next 12 months, for which two mobile activities would you expect your usage to increase the most?

Social Media: 42%
Search/download apps: 25%
Search for general information: 25%
Watch videos/listening to music: 23%
Mobile banking and bill payments: 21%
Playing games: 19%
Send and receive e-mail: 17%
Shopping: 15%
Search for local information and deals: 12%

N = 6,668
*Note: Data excludes UK & US as options are not asked in these markets
Mobile Ads Resonate Well with Millennials

Study shows that:
- **88%** of Millennials have noticed mobile ads on their smartphones
- Sources where users discover mobile ads: **56%** via apps; **42%** on a search engine; **27%** on a retailer website; and **26%** on a video website
- In-app adds present an opportunity to engage a wide Millennial audience

In-app ads has high visibility among Millennials.

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>In an app</td>
<td>56%</td>
</tr>
<tr>
<td>On a search engine</td>
<td>42%</td>
</tr>
<tr>
<td>On a retailer website</td>
<td>27%</td>
</tr>
<tr>
<td>On a video website</td>
<td>26%</td>
</tr>
<tr>
<td>Others</td>
<td>17%</td>
</tr>
</tbody>
</table>

Q8: I have noticed advertising on my mobile device before .... (Select all that apply)

- **N =5,203**
- *Note: Data excludes UK & US as options are not asked in these markets*

Mobile ads have positive responses

Mobile ads drives action: After seeing a mobile ad:
- 82% of users downloaded an app
- 72% of users visited the website of the advertiser
- 55% of users visit the store/retailer/business to get additional information
- 50% of users have purchased products via mobile
- 47% of users locate an advertiser on map
- 41% of users call the advertiser
Accidental clicks on mobile ads a rarity

- Globally, just 14% of Millennial mobile web users frequently click on mobile ads unintentionally

Q9: How often do you unintentionally click on a mobile ad (i.e. ads displayed on mobile phone e.g. banners, rich media ads)?

- Never
- Rarely (less than 5% of the time)
- Occasionally (5-10% of the time)
- Frequently (10-25% of the time)
- Very frequently (over 25% of the time)

Only 14% of millennial mobile web users frequently click on mobile ads unintentionally

N = 5,021
Note: Data excludes UK & US as options are not asked in these markets
Q9: How often do you unintentionally click on a mobile ad (i.e. ads displayed on mobile phone e.g. banners, rich media ads)?

- Very frequently (over 25% of the time)
- Frequently (10-25% of the time)

Sample size: Global n=5,021; Australia n=297; China n=1,023; France n=165; Germany n=82; India n=929; Japan n=180; Korea n=423; Kenya n=704; New Zealand n=261; Nigeria n=434; Singapore n=210; South Africa n=313

*Note: Data excludes UK & US as options are not asked in these markets

It is fairly unlikely to click on mobile ads by mistake across markets
Mobile Ads and Impact on Purchase Decisions

Mobile is catching up with television and online media in terms impact on purchase decisions. 63% of Millennial mobile users are as comfortable with mobile advertising as they are with TV or online advertising.

Mobile marketing expedites the path to purchase and presents tremendous opportunities for brands and retailers to create mobile experiences to capture consumers.

Q10: Compared to other forms of advertising like TV or online, how comfortable are you with mobile web and mobile app advertisements (not SMS)?

- More comfortable, I find them to be very useful: 33%
- Equally comfortable, I'm getting used to seeing them: 30%
- Less comfortable, I find them intrusive: 19%
- No opinion, I don't think much about ads on my phone: 18%

N: 7,403

63% of millennial mobile users are as comfortable with mobile advertise as they are with TV or online advertising.
Mobile ads are on track to surpass traditional media in impacting their purchase behavior.

Q11: Which two forms of media most impact your purchasing decisions?

- TV: 45%
- Online/Laptop: 44%
- Mobile: 43%
- Magazines or Newspapers: 27%
- In store advertisements: 18%
- Bill-Board: 12%
- Radio: 9%

N=5,444

*Note: Data excludes UK & US as options are not asked in these markets
Mobile campaigns drive Millennials through the marketing funnel faster

Mobile Along the Path to Purchase for Millennials

Millennials are using their mobile devices at different phases of their shopping journey. From research to offline and online transactions, mobile devices are changing the way Millennials interact with products and brands throughout the purchase process. With mobile phones in their hands, Millennials are starting to shop quicker, easier, cheaper and smarter.

The study shows that advertising on mobile drives consumers through the marketing funnel faster: 79% of Millennials said it introduced them to something new, 71% mentioned that the mobile ads provided better options, 73% of respondents feel mobile ads helps them to find something nearby, 49% feel mobile ads influence in-store purchase and 51% were influenced to buy.

Q12: Has mobile advertising ever:

- Awareness 79% Introduced you to something new.
- Favorable opinion 71% Provided you with better options.
- Consideration 73% / 59% Helped you find something nearby. Caused you to reconsider a product.
- Shopping 49% Influenced your in-store purchase.
- Sale 51% Influenced you to buy via your mobile.

Mobile could influence consumer's purchasing behavior even in this early stage of mobile evolution.

N=5,444

*Note: Data excludes UK & US as options are not asked in these markets
M-commerce & Shopping

Commerce behavior is extending past digital goods, and now includes financial transactions and physical goods as well. The study shows that 69% of Millennials have spent money on an activity via mobile and 83% plan to conduct mobile commerce in the next 12 months. This data shows that the consumers are very comfortable using their mobile devices throughout the purchase funnel from researching purchases to making payments. The purchase funnel is no longer linear and consumers may start with awareness and conclude a transaction based on what they hear or they may have already considered a product and move up the funnel for comparative opinions.

This change in commerce behavior provides a great opportunity for marketers to influence consumer engagement at every stage of the purchase funnel. Most of mobile marketing spend today is allocated to the upper level of the funnel to create awareness. However, neglecting the latter half is not investing in half of what mobile could have offered to interact with consumers.

Q13: Which, if any, of the following goods have you ever purchased via your mobile? (Select all that apply)

- Digital goods (e.g. apps, games, e-books, music, videos, ringtones)
- Financial (e.g. bill payments, peer-to-peer payments)
- Physical goods (e.g. electronics, clothes)
- Entertainment (e.g. movie tickets)
- Travel (e.g. train tickets)

69% have spent money on an activity via mobile.

Commerce behavior is extending past digital goods, and now includes financial and physical goods.

N = 6,720

*Note: Data excludes UK & US as options are not asked in these markets
83% of millennials plan to conduct mobile commerce in the next 12 months, a +14% increase from where we are today.

Sample size: n = 6,720
*Note: Data excludes UK & US as options are not asked in these markets
Across Markets

7 out of 10 Millenial mobile users have spent via their mobile phones

Q13: Which, if any, of the following goods have you ever purchased via your mobile? (Select all that apply)

<table>
<thead>
<tr>
<th>Country</th>
<th>Ever spent via Mobile</th>
<th>Would ever spend via Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>GLOBAL</td>
<td>69%</td>
<td>14%</td>
</tr>
<tr>
<td>KENYA</td>
<td>81%</td>
<td>11%</td>
</tr>
<tr>
<td>KOREA</td>
<td>80%</td>
<td>9%</td>
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<tr>
<td>AUSTRALIA</td>
<td>77%</td>
<td>7%</td>
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<tr>
<td>NEW ZEALAND</td>
<td>77%</td>
<td>10%</td>
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<tr>
<td>JAPAN</td>
<td>77%</td>
<td>4%</td>
</tr>
<tr>
<td>SINGAPORE</td>
<td>71%</td>
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<td>NIGERIA</td>
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<td>22%</td>
</tr>
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<td>CHINA</td>
<td>66%</td>
<td>17%</td>
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<tr>
<td>SOUTH AFRICA</td>
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<tr>
<td>INDIA</td>
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<td>19%</td>
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<td>FRANCE</td>
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<td>9%</td>
</tr>
<tr>
<td>GERMANY</td>
<td>52%</td>
<td>8%</td>
</tr>
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</table>

Sample size: Global n=6,720; Australia n=397; China n=1,335; France n=258; Germany n=165; India n=1,265; Japan n=334; Korea n=564; Kenya n=793; New Zealand n=321; Nigeria n=614; Singapore n=270; South Africa n=405
Mobile Strategies for Marketers Targeting Millennials

There is an abundance of opportunities to target Millennials with the growth of smartphones and tablets. The best ways to take full advantage of these opportunities is by understanding the mobile behaviors of your target audience, and using this to build and refine your mobile strategy.

Here are a few things to consider when targeting Millennials:

- **Understand the demographics** – It is important for marketers and advertisers to remember that the most advanced mobile users using services like mobile shopping and payments are the Millennial generation. There is enormous growth in these market segments as new technological advances take place and reaching them will continue to create new challenges and opportunities.

- **Texting** – On average, Millennials are known to send more than 2,000 texts per month. SMS is therefore a great option for marketers but they should be cautious of the type of message and frequency. Brands could create text numbers for consumers to retrieve information on their products.

- **Personalization** – Millennials are the generation who are always connected and the rapid explosion of smartphones has helped brands to reach their consumers through personalized information. It is important to make sure the content is intuitive and contextual.

- **Mobile sites** – Tech-savvy Millennials are more likely to search for products and view a brand's mobile website before making their purchase. Because of this it is imperative for brands to have a mobile-optimized website that is fast to load and easy to navigate, to ensure these customers are not lost due to a lack of accessible information.

- **Location based services** – Millennials are very receptive to location aware promotions because it helps them when shopping on the move. They value products and solutions far more when they are delivered at the right time, in the right place and in a relevant context. Marketers can create location-aware customized offers and in-store promotions to promote special deals to drive consumers.

- **Mobile Coupons** – Mobile coupons for the hyper-mobile Millennials offer an excellent opportunity for marketers to appeal and drive them to take an action. Brands can reach their consumers by sending mobile coupons to the user's phone, which can then be scanned and redeemed at the physical location.
Conclusion

As a group of consumers, Millennials are mobile-dependent with a healthy appetite for social networking and entertainment. As empowered, tech-savvy trendsetters with strong purchasing power, they are a very valuable segment for marketers. Marketers need to understand their behavior and capture them on the move. Mobile advertising for Millennials needs to be intuitive, personal, contextual and visually appealing. Millennials want to feel like content is exclusive and as if it has been tailored to their needs, without encroaching on their privacy. Mobile phones are the most personal communication medium that marketers and advertisers can use to create relationships with consumers. Brands should consider how to promote their presence in the right context with Millennials.

The Bottom line:

 Millennials are setting the tone for media consumption in the 21st century. Being tuned into their habits is essential for businesses moving forward.
References

1. U.S. Census Bureau International Database 2012
2. Business and Professional Women's Foundation 2011
3. Harris Interactive and Deloitte Study 2011
4. Edelman Berland 8095 2.0 Survey 2012

Additional Resources

This whitepaper represents a fraction of the valuable findings in the Global Mobile Media Consumption among Millennials study conducted by InMobi, Decision Fuel, and On Device Research.

If you would like to see more detailed presentations, you can download the latest InMobi Global Mobile Media Consumption – Millennials Presentations for free here: www.inmobi.com/insights
InMobi is an innovative mobile technology company that enables the world’s leading brands, developers, and publishers to engage global consumers. InMobi builds mobile-first technology platforms that leverage advances in big-data, user behavior, and cloud-based architectures to simplify advertising. Agencies and advertisers leverage InMobi platforms to create HTML5 rich media ads and engage 578M consumers across 165 countries. Developers and premium publishers use InMobi platforms to acquire and monetize their mobile apps and their mobile websites across the globe. With offices in multiple continents, InMobi provides global reach with local service and support across the globe. InMobi is venture-backed by investors including: SoftBank, Kleiner Perkins Caufield & Byers and Sherpalo Ventures.

To learn more, please visit www.inmobi.com, follow us on Twitter @InMobi, or discover the latest mobile insights at www.inmobi.com/insights/. 
Research Partners

On Device Research uses the mobile internet to gain access to consumer opinions any time or location. Mobile research brings fresh, instant responses that accurately capture consumer’s feelings, thoughts and opinions, in a quick and cost effective way.

Through our proprietary technology and skill at creating mobile surveys On Device Research transcend geographical barriers, delivering meaningful, targeted data from profiled global respondents. Our technology allows clients to commission projects they've never been able to do before, especially in emerging markets. So far On Device Research has delivered 1 million surveys across 50 countries.

Specialties

Decision Fuel combines all the features research buyers need and strips away anything that gets in the way of better, faster, more informed decisions. We can help your company unlock consumer thinking in the world's most challenging, dynamic and high-growth markets.

Specialties
Consumer insights, Mobile technology.