

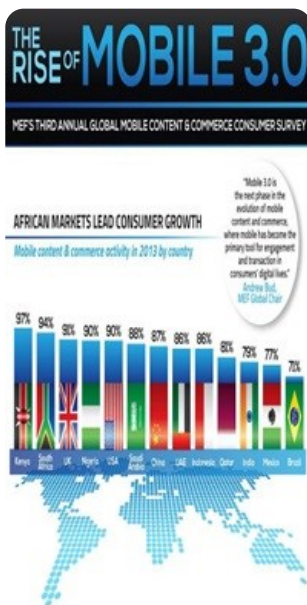
The rise of Mobile 3.0

Following the launch of MEF's Global Mobile Consumer Survey in December, the company has re-mined the data to create an infographic looking specifically at the emergence of a new era of mobile - Mobile 3. (infographic)

Mobile 3.0 is characterised by super-apps displacing one-off purchases to offer months of immersive game-play or ongoing subscription-based services such as Spotify and Netflix.

In addition to the growth of the super-app, there has been a shift down in terms of volume of goods purchased and a shift up in their value with mobile users migrating their spending on big ticket items from online and the high street to mobile. (MEF's 2013 Global Consumer Survey shows that the high spend threshold grew to 39% in 2013 (up 8% from 2012) on items over \$151).

The graphic breaks these stats down by region to give a global view of the mobile content and commerce scene.



[click to enlarge](#)

MOBILE PURCHASES: THE RISE & FALL

Both globally and locally purchase volume trends showed a decline from in 2013 from 2012 activity. However 2013 also saw a clear rise in the value of spending by consumers for individual purchases with growth in high spend transactions more than \$150



39% OF MOBILE PHONE USERS MADE HIGH SPEND PURCHASES



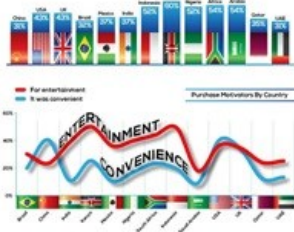
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WHO, WHAT, WHERE, WHY?

In 2013 smartphones drove adoption of non-digital purchases, with growth markets still champions of digital downloads. Entertainment and convenience are the main motivations of Mobile 3.0 buying significantly by market.



Digital Products Downloaded to 3 games, apps, music

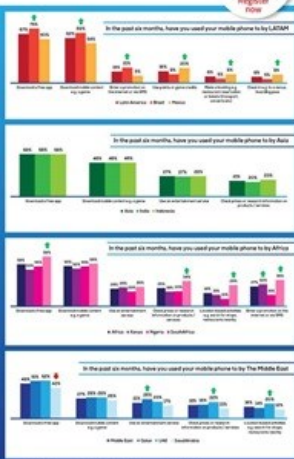


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REGIONAL SNAPSHOT

Mobile consumption trends and behaviours around the globe

Webinar: Mobile Predictions 2014
14th January
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Carried out in partnership with On Device Research, MEI's third annual Global Consumer Survey reveals the behaviour and attitudes of mobile phone users from across the globe in developed and growth markets, giving unprecedented data and intelligence in to consumer engagement via mobile from 10,000 consumers in 13 countries.

[click to enlarge](#)

Mobile 3.0 will also be discussed in a [MEF Webinar](#) on 14 January 2014, 1PM GMT where international analysts and journalists will join MEF's Global chair, Andrew Bud, to discuss their thoughts and views on the mobile year ahead.

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