

TKK/COIN - FINNISH SMARTPHONE STUDIES 2005-2007



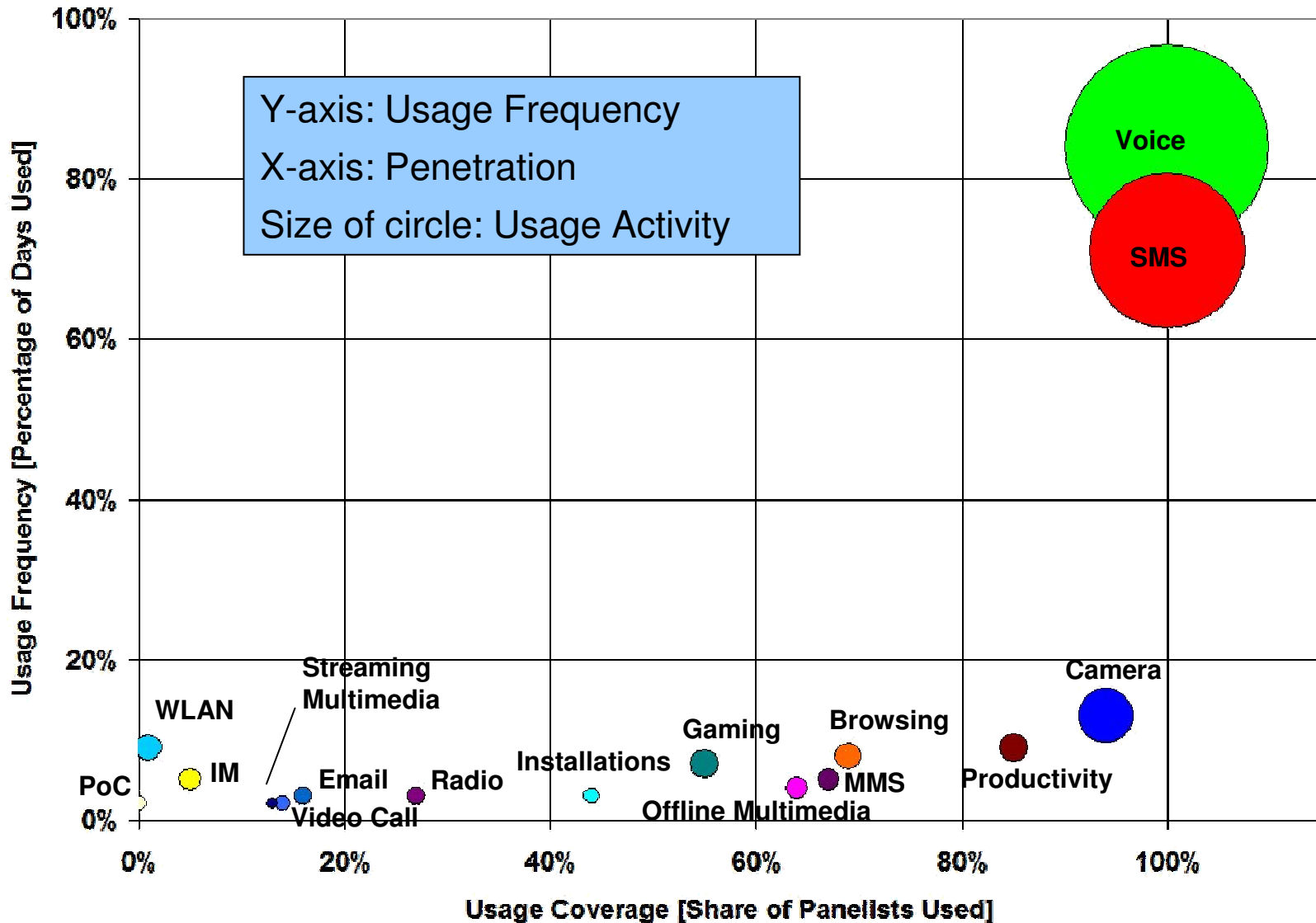
Content of the presentation:

- Main findings from earlier SP360 smartphone studies
- Future research tracks

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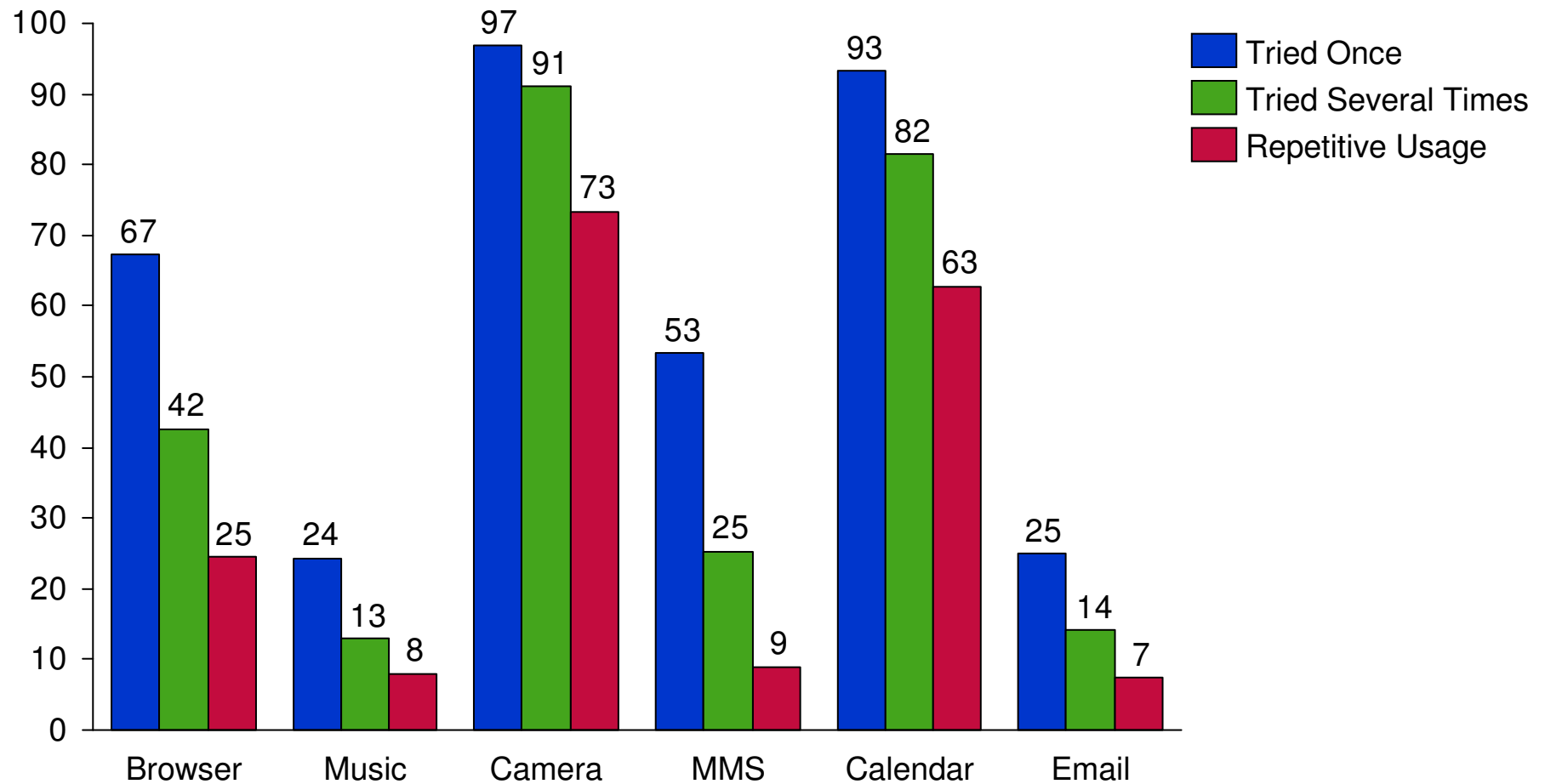


Voice and SMS Still the Key Mobile Services

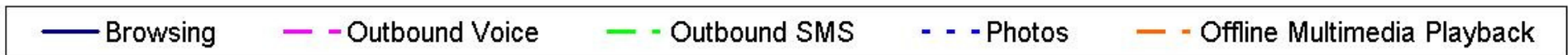
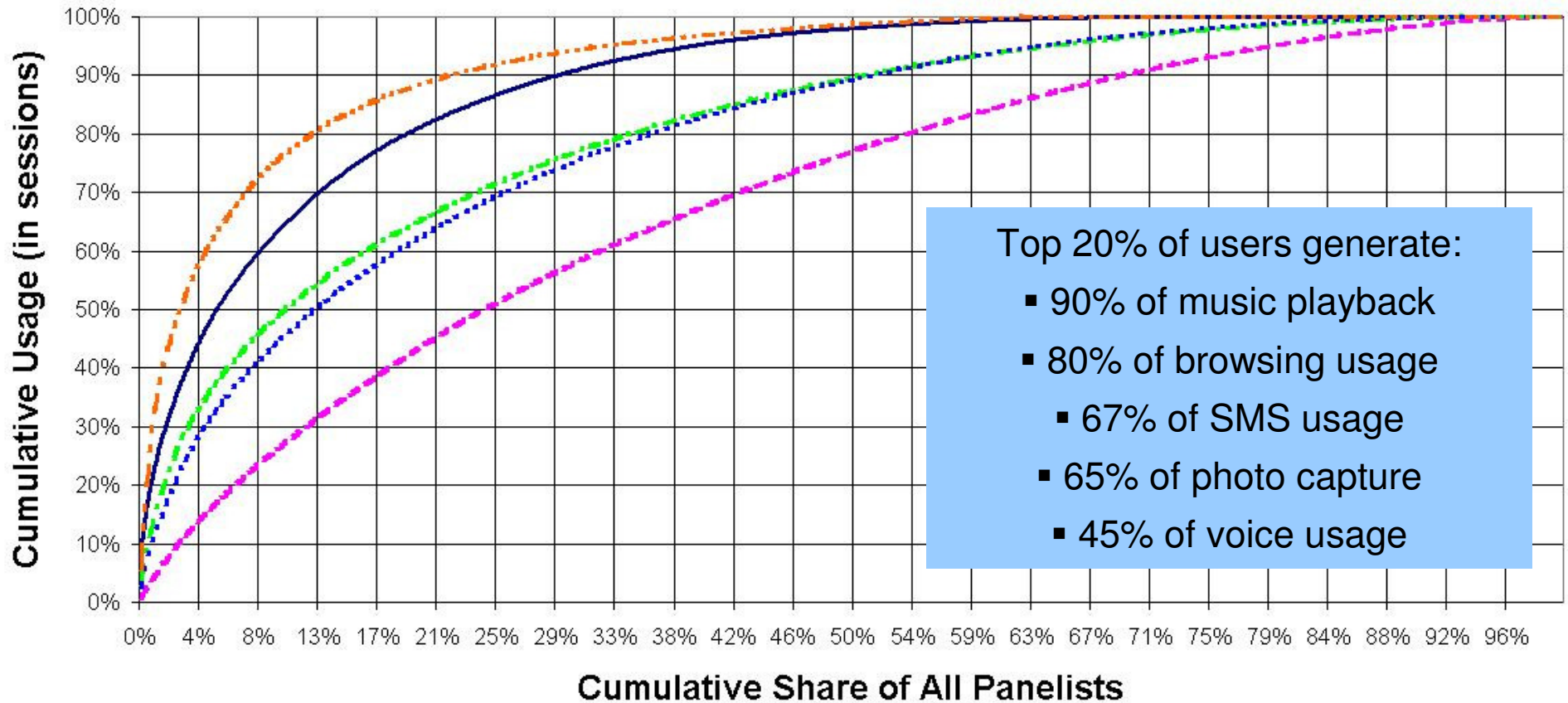


Many Try – Not That Many Use Repetitively

Share of Panelists %

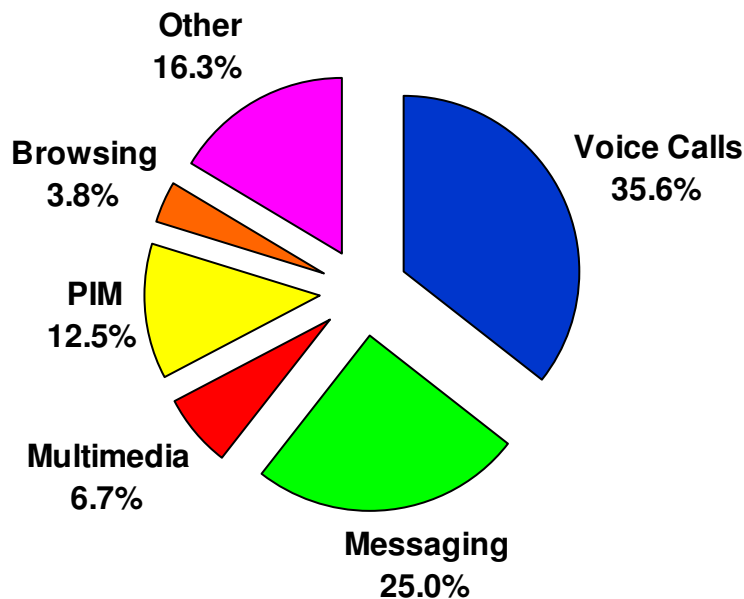


Usage is not Evenly Distributed - High Saturation



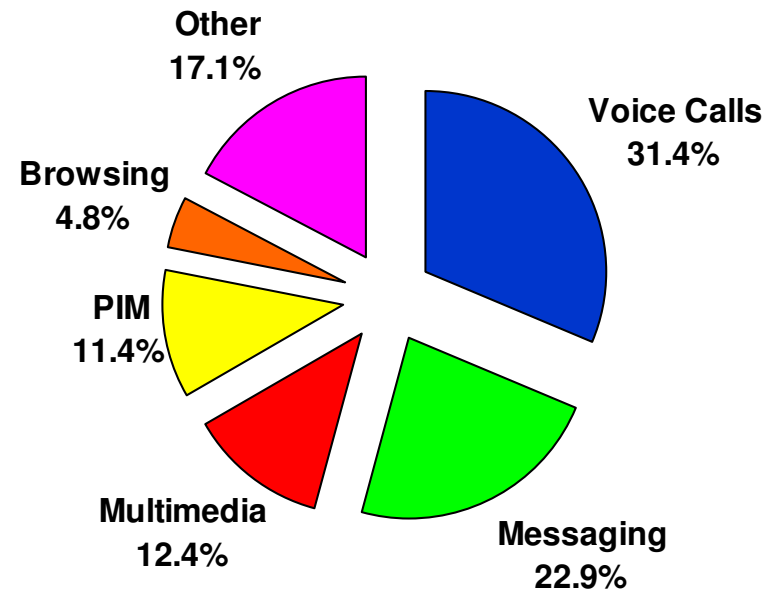
Non-Communication Usage is Increasing – From 30 to 40%

Time Allocation in 2005



Communication 70% and other 30%
Typical user: 22 minutes of usage / day

Time Allocation in 2006

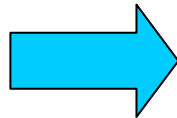
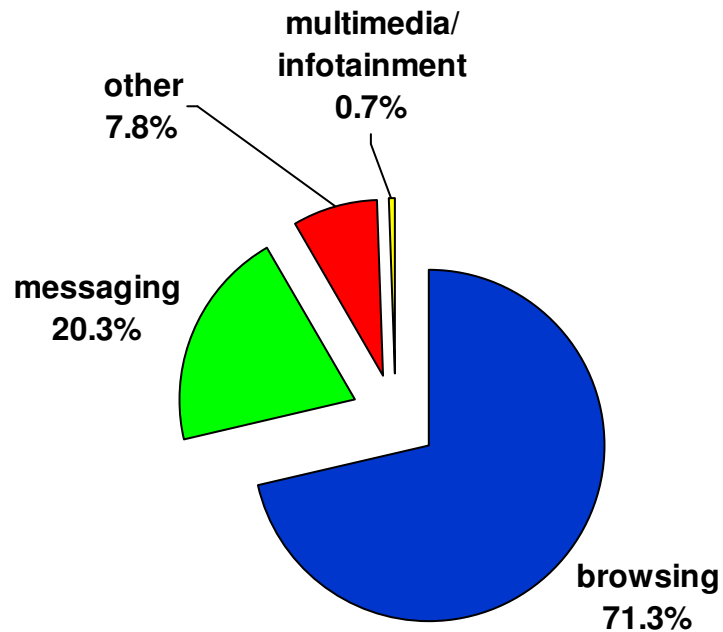


Communication 60% and other 40%
Typical user: 33 minutes of usage / day

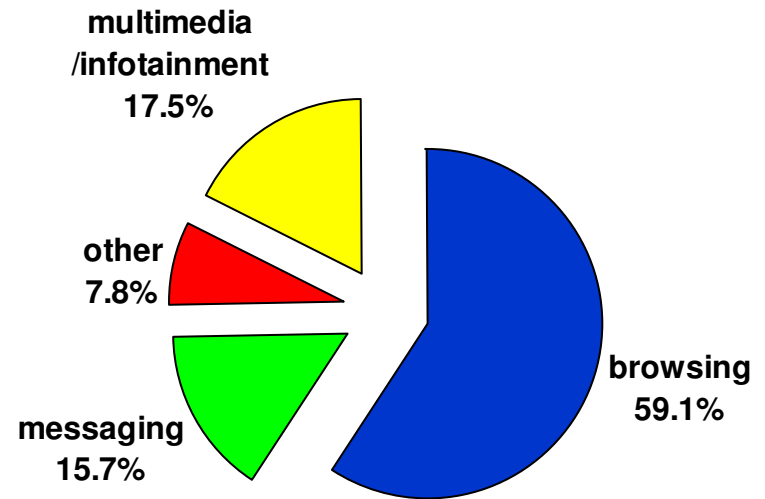


Multimedia Mobile Data Services Emerging

Aggregated Data Traffic in 2005

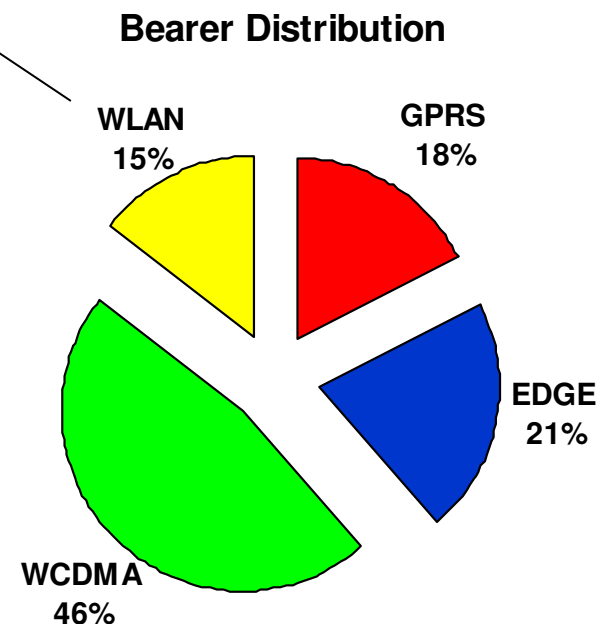


Aggregated Data Traffic in 2006

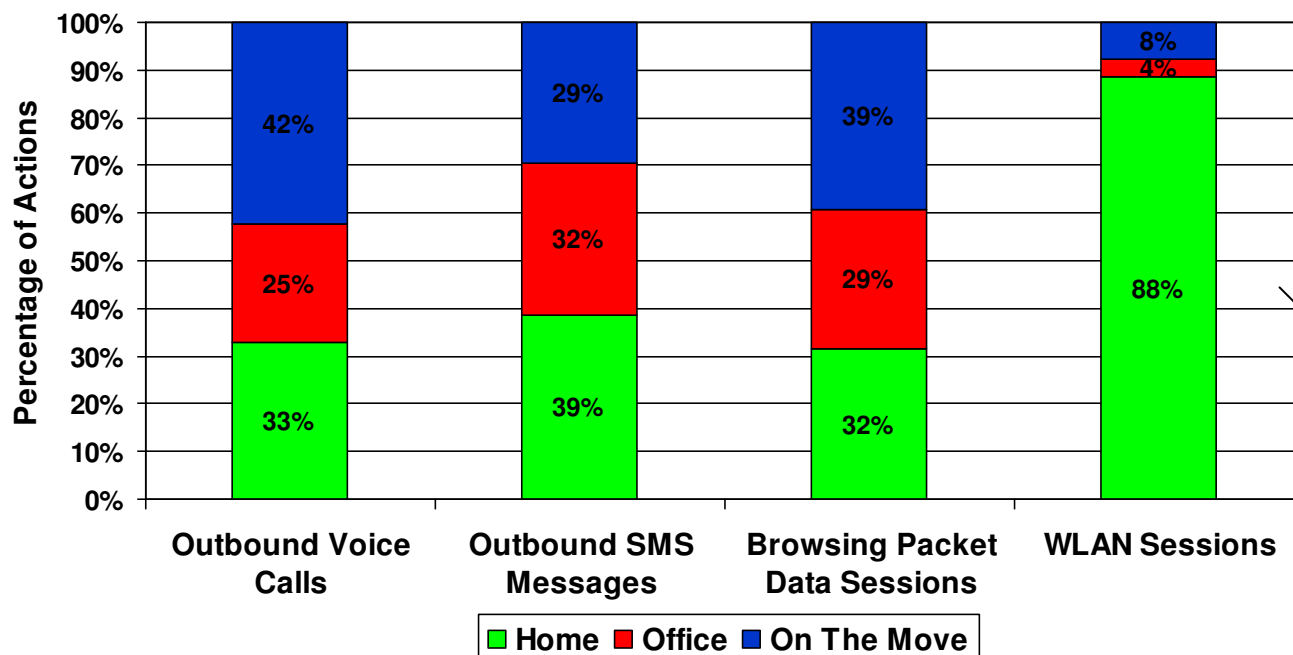


WLAN is Emerging Among the Early-Adopter Users

Although only 1% of all panelists have used WLAN bearer, already **15% of all aggregated traffic is generated by WLAN bearer**. Traffic volume intensity of WLAN is high because of bandwidth and pricing.



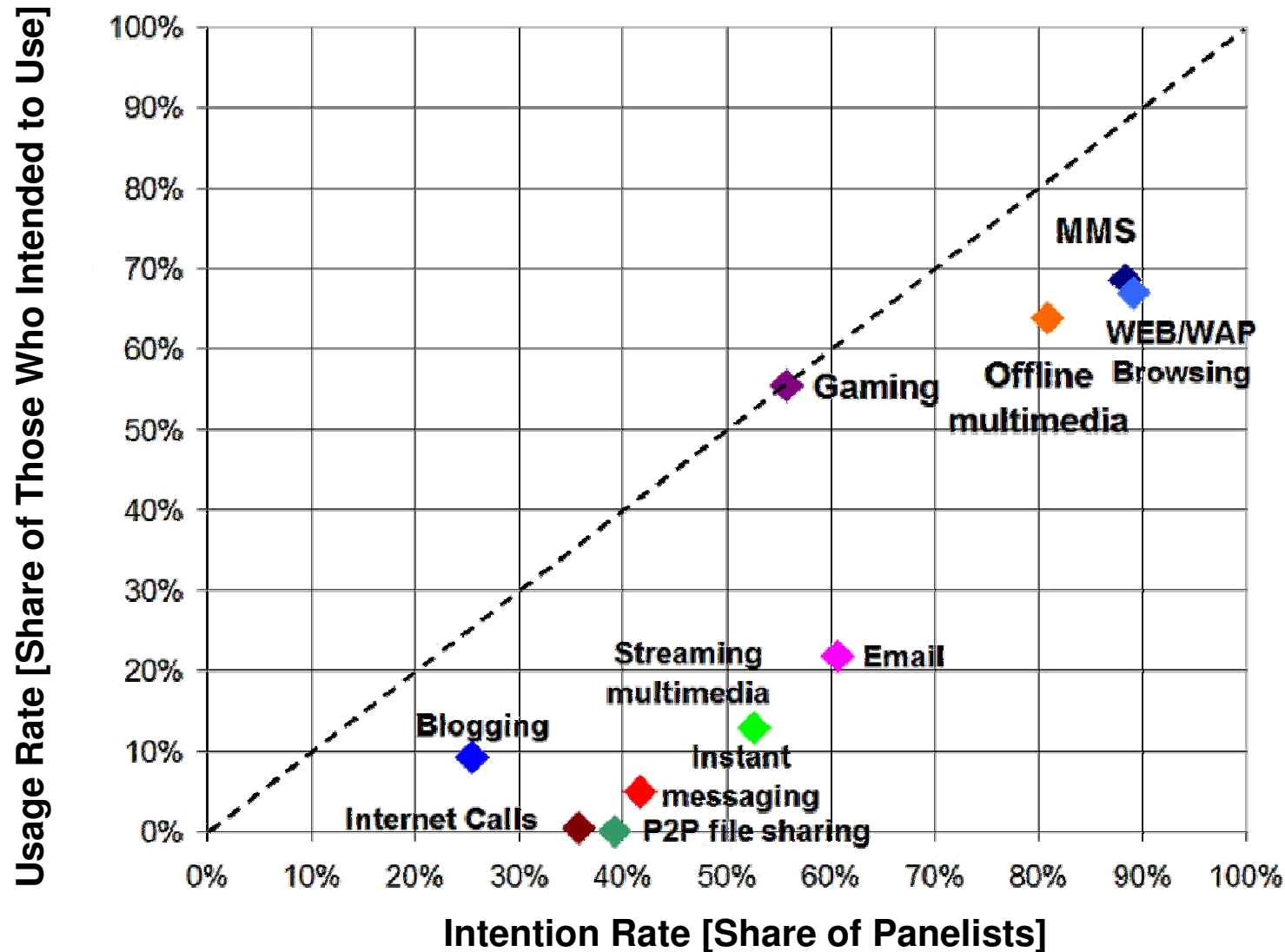
Distribution of Smartphone Actions on Weekdays



Not many people have tried WLAN at office yet. Home WLAN usage dominates.

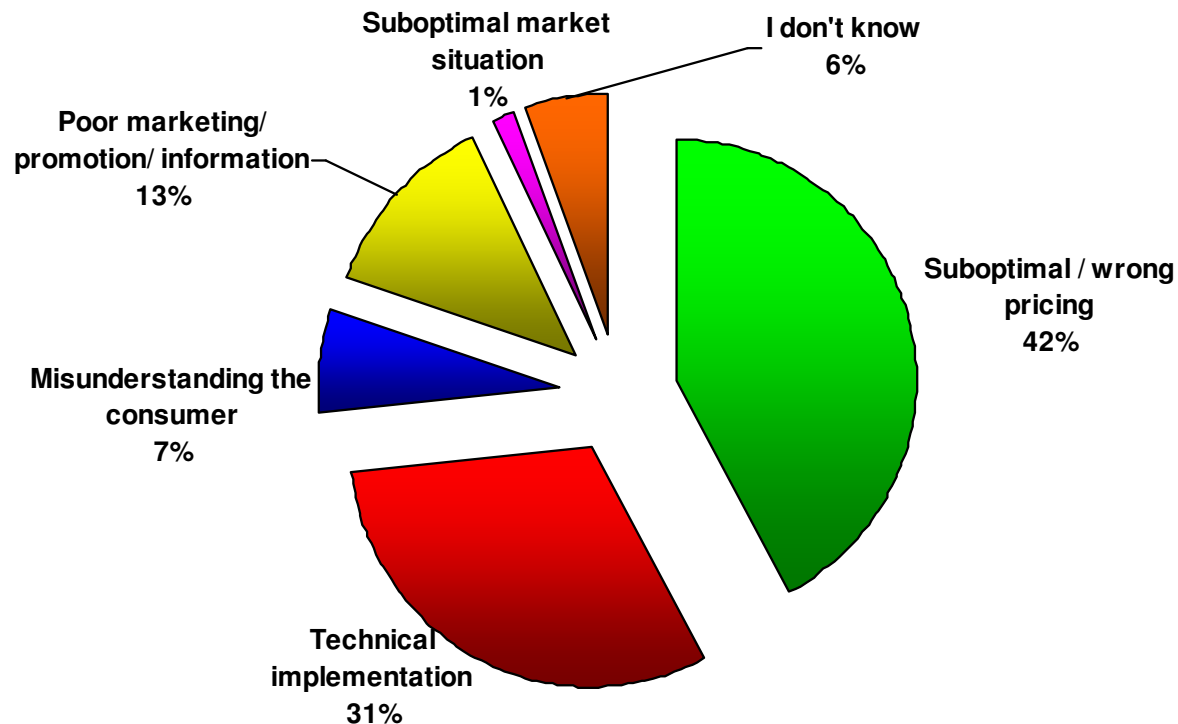


Not All Interest Converts Into Actual Use

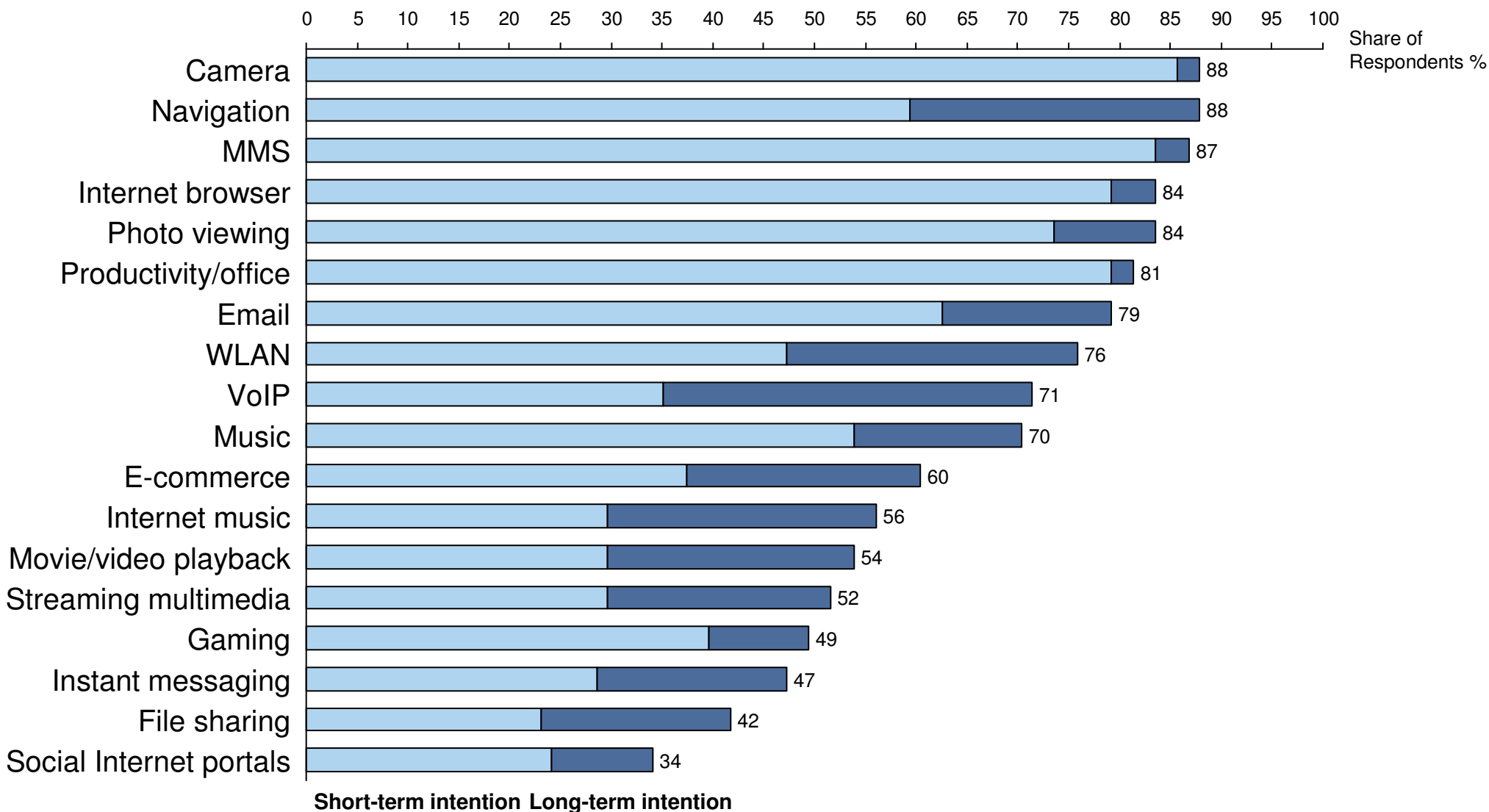


Pricing is the Key Bottleneck in Driving New Services

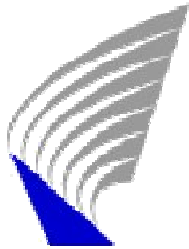
What is the most critical problem with new mobile services?



Emerging Mobile Services Face Varying Intentions



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