

# Smartphones are Pushing the Boundaries of Telecom Marketing



**34%**

of consumers recall seeing an ad on their smartphones\*



**more than 85%**

of the 18-34 age group population owns a smartphone+

**▶ 45%**

of consumers watch TV or Video on their smartphones\*

Monthly Time Spent Watching Video on Smartphones+

**1:41**  
Total US

**2:20**  
Hispanic

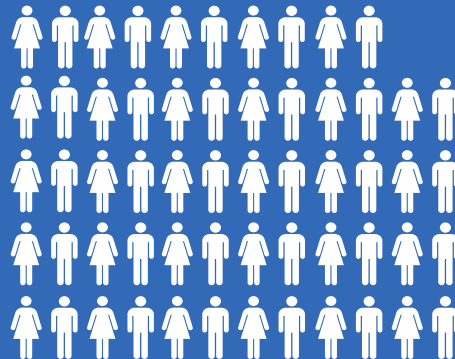
**2:30**

African American

**58+**

million smartphone owners are likely to upgrade their phone in the second half of 2014\*

Each figure represents a million users



**12.8**

million smartphone owners are likely to switch ISPs in the next six months\*

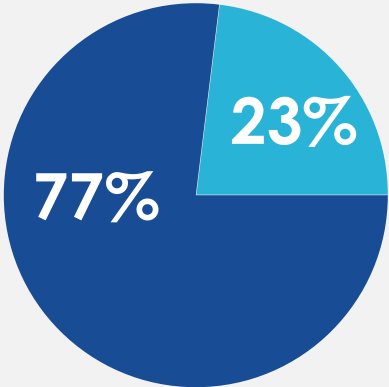
Each icon represents a million users



\* comScore MobiLens, June'14 (3 months avg.)

+ Nielsen Q2, 2014, Cross Platform Report

AD FORMAT  
(share of ad spend)



CAMPAIGN  
TARGETING



57% Demographic



56% Behavioral



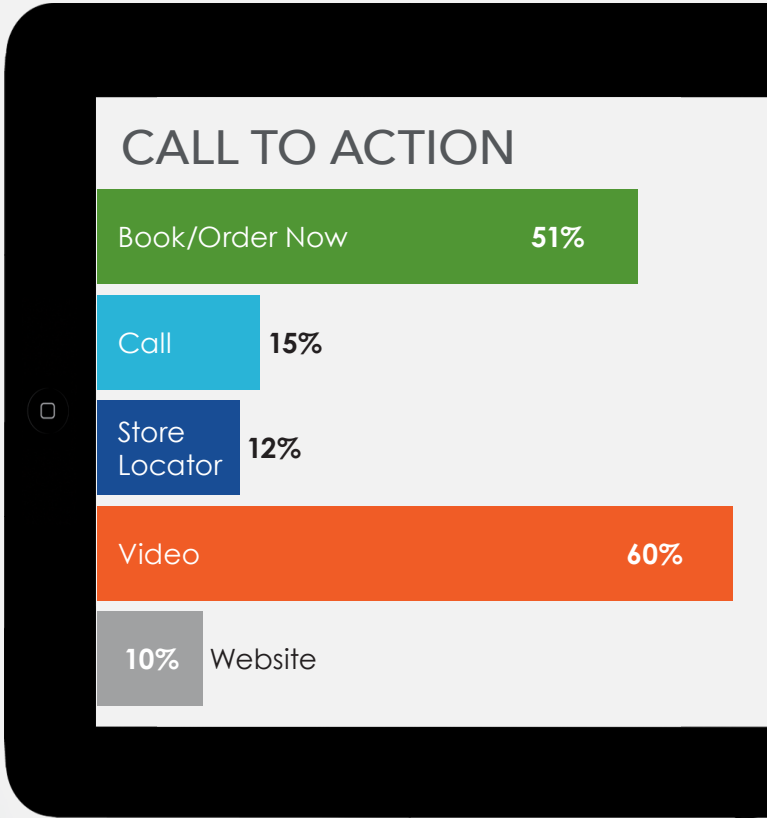
22% Channel

Source for all data points is Vdopia Network

CAMPAIGN OBJECTIVES



\* % share of campaigns



ADVERTISER TYPE

