



Mobile Industry Fact Sheet

"The number of people using their mobile devices as the only way to access the internet is expected to increase 56-fold from 14 million in 2010 to 788 million by the end of 2015" The Wall Street Daily

A 7 BILLION MARKET: Over the next five years, the number of mobile device subscriptions is expected to hit 7.1 billion, according to cisco (Nasdaq: CSCO) — enough for every man, woman and child on Earth.

DATA OVERLOAD: As a result of those subscriptions, Cisco expects mobile data traffic to blast 26 times higher than today by 2015. That's equal to a compound annual growth rate of 92%. Data usage tripled in 2010, so this growth trend is already in full swing.

BIGGER THAN THE PC BOOM: By the end of 2012, morgan stanley (NYSE: MS) predicts that annual smartphone shipments will exceed annual PC shipments. And by 2020, the company says the number of mobile devices (smartphones, tablets, etc.) will top 10 billion units. By comparison, the personal computer boom of the 1990s only sold hundreds of millions of units.

BIGGER THAN THE INTERNET BOOM: The number of people using their mobile devices as the only way to access the internet is expected to increase 56-fold from 14 million in 2010 to 788 million by the end of 2015. Morgan Stanley's Mary Meeker puts it best: "Mobile is ramping up faster than desktop internet did and will be bigger than most people think."

A TRILLION-DOLLAR INDUSTRY: Total annual sales for all mobile-related devices and services already top \$1 trillion. To put that incredible feat in perspective, only three other industries in history have ever achieved it (if you're wondering, they're automobiles, food and defense.) Moreover, we're still only in the infancy of this mega trend.

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