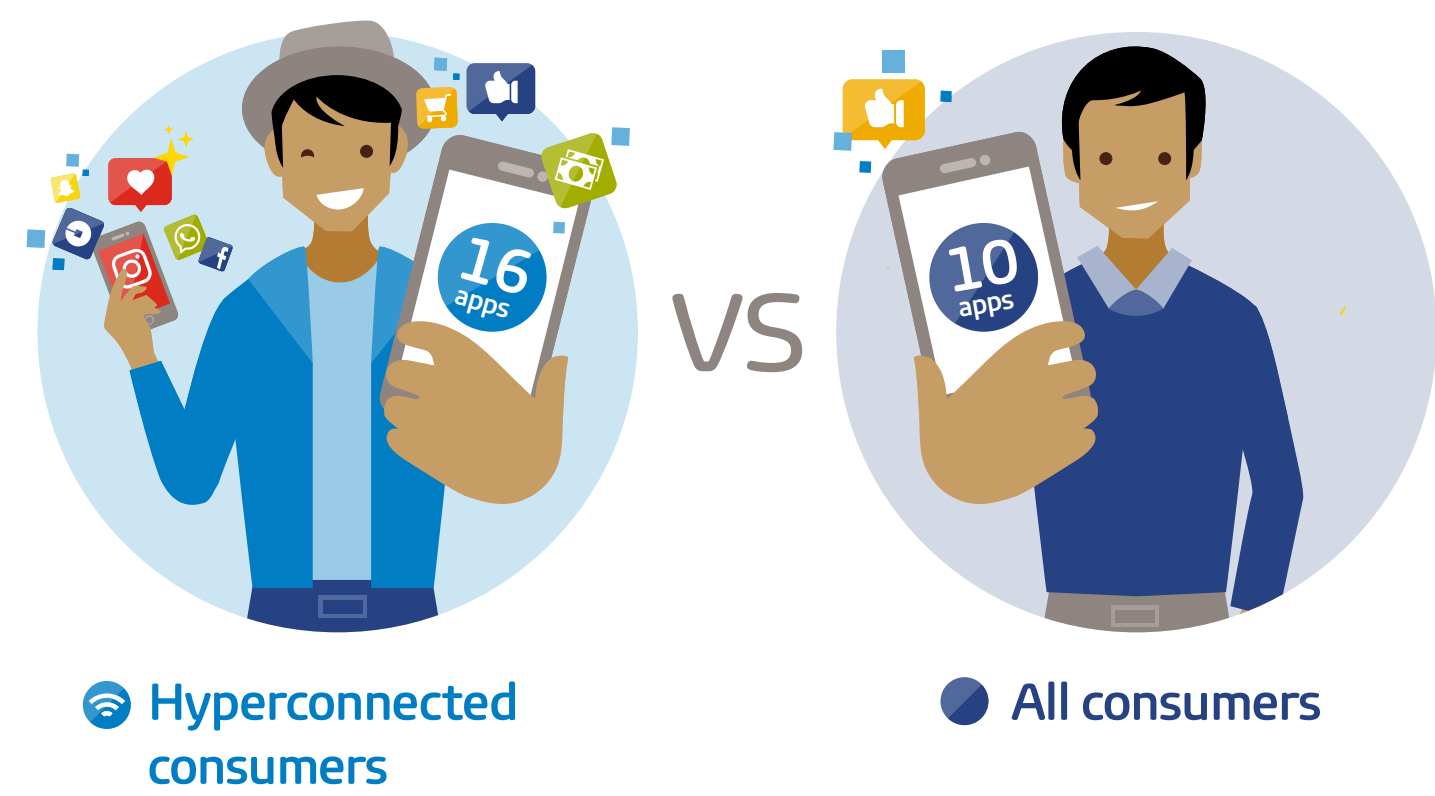


THE HYPERCONNECTED CONSUMER IN INDIA



IT'S AN APPS WORLD AFTER ALL!

Number of apps downloaded in the past month










HYPERCONNECTED CONSUMERS ARE EARLY ADOPTERS OF DISRUPTIVE SERVICES

Weekly app usage behavior (indexed with all consumers)



TOP 5 APPS USED BY HYPERCONNECTED CONSUMERS IN TERMS OF TIME SPENT

Share of smartphone usage throughout different day parts

	 12-6 AM	 6-9 AM	 9-12 PM	 12-3 PM	 3-6 PM	 6-9 PM	 9-12 AM
WhatsApp	6%	5%	14%	16%	15%	17%	27%
Facebook	8%	6%	16%	16%	16%	17%	22%
YouTube	11%	6%	12%	16%	20%	13%	23%
Instagram	9%	9%	9%	15%	20%	20%	19%
Hotstar	7%	0%	15%	8%	10%	21%	38%

Source:
The Hyperconnected Consumer Study in India.
GfK conducted The Hyperconnected Consumer Survey in India between June and August 2017. The face-to-face survey was done across nine cities among n=2,500 respondents, and a subset sample of n=750 respondents were also tracked on their Android smartphones for 5-6 six weeks to generate behavioral insights.