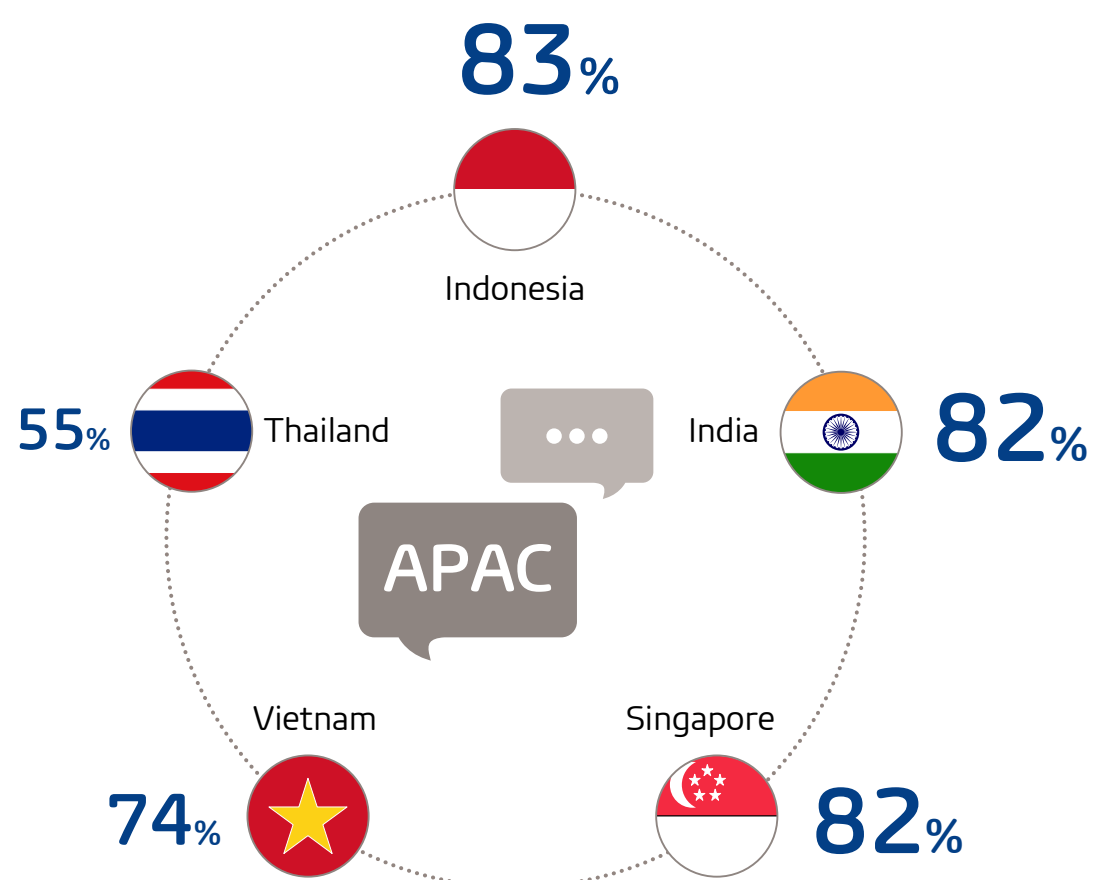


MESSAGING APPS BECOME REMOTE CONTROLS FOR DAY-TO-DAY LIVING



High incidence of messaging apps usage across Asian countries

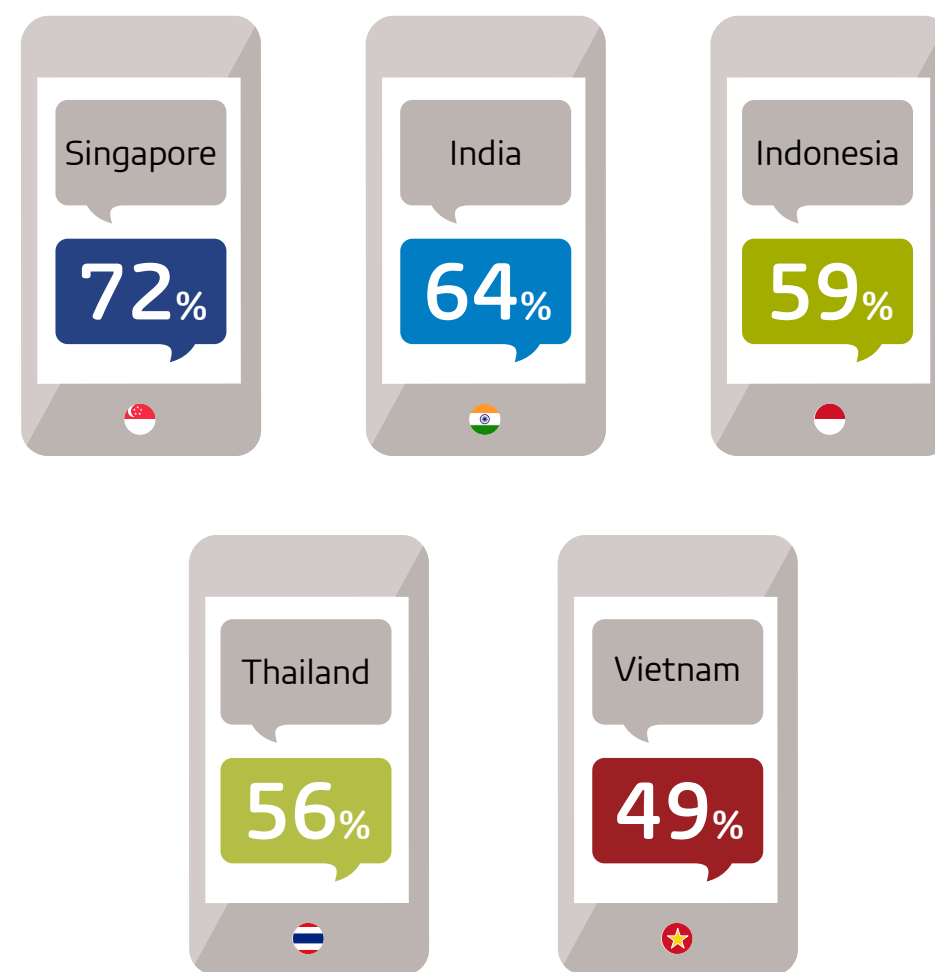
Usage of messaging apps



% of people using messaging apps more than once a week

Texting winning over talking across countries

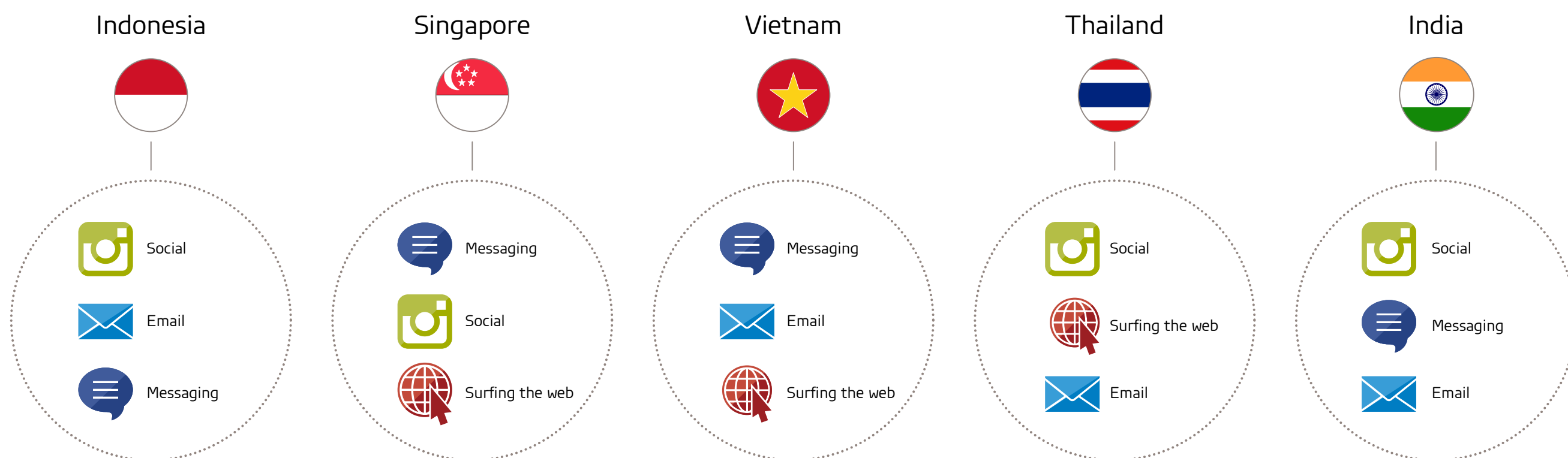
Text versus talk usage on phone



% who agree to 'text more than I talk on my phone'

Messaging and social come out as aspects people will miss most

Smartphone features/activities likely to be missed most



Features/activities that people are likely to miss the most