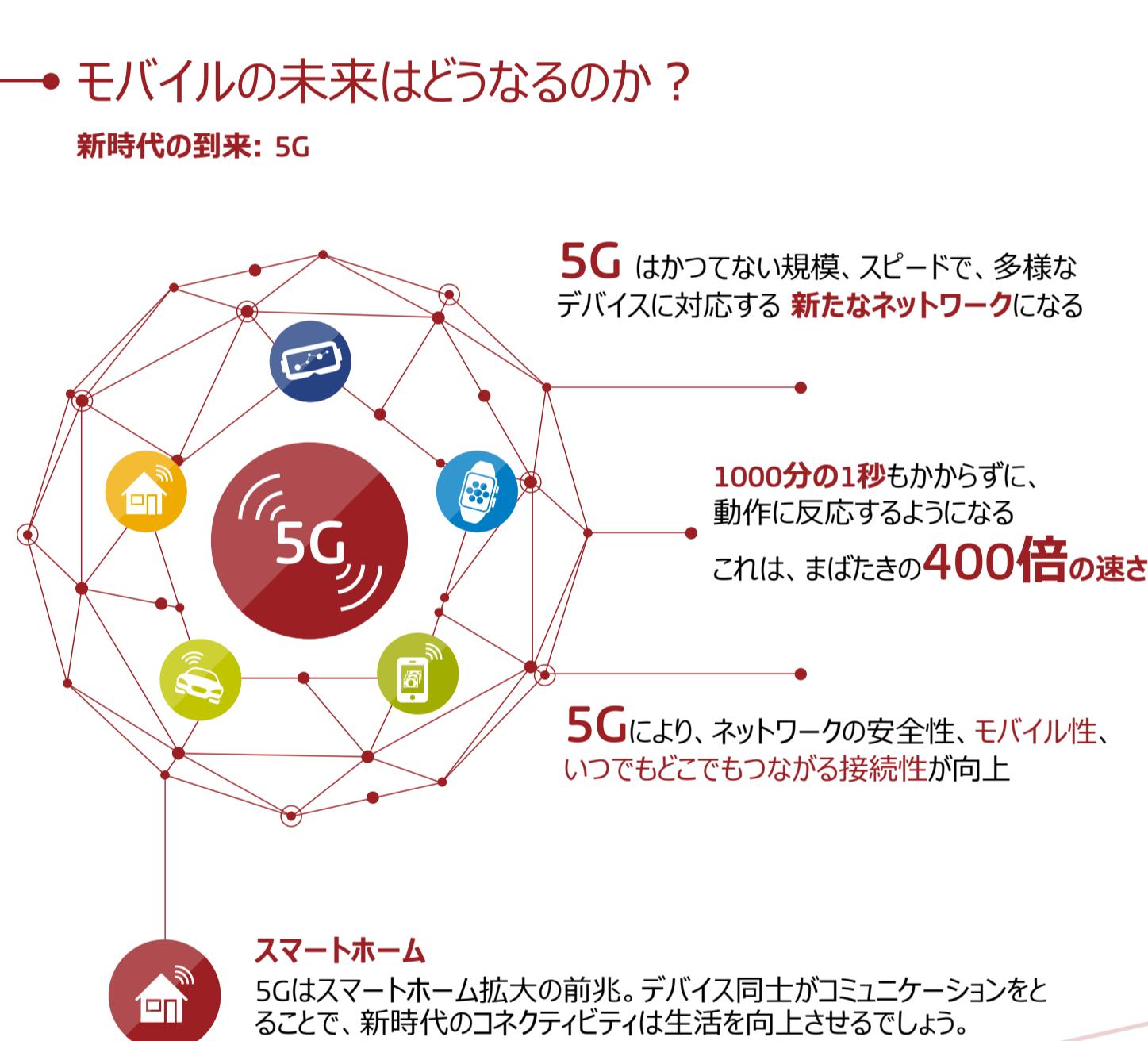
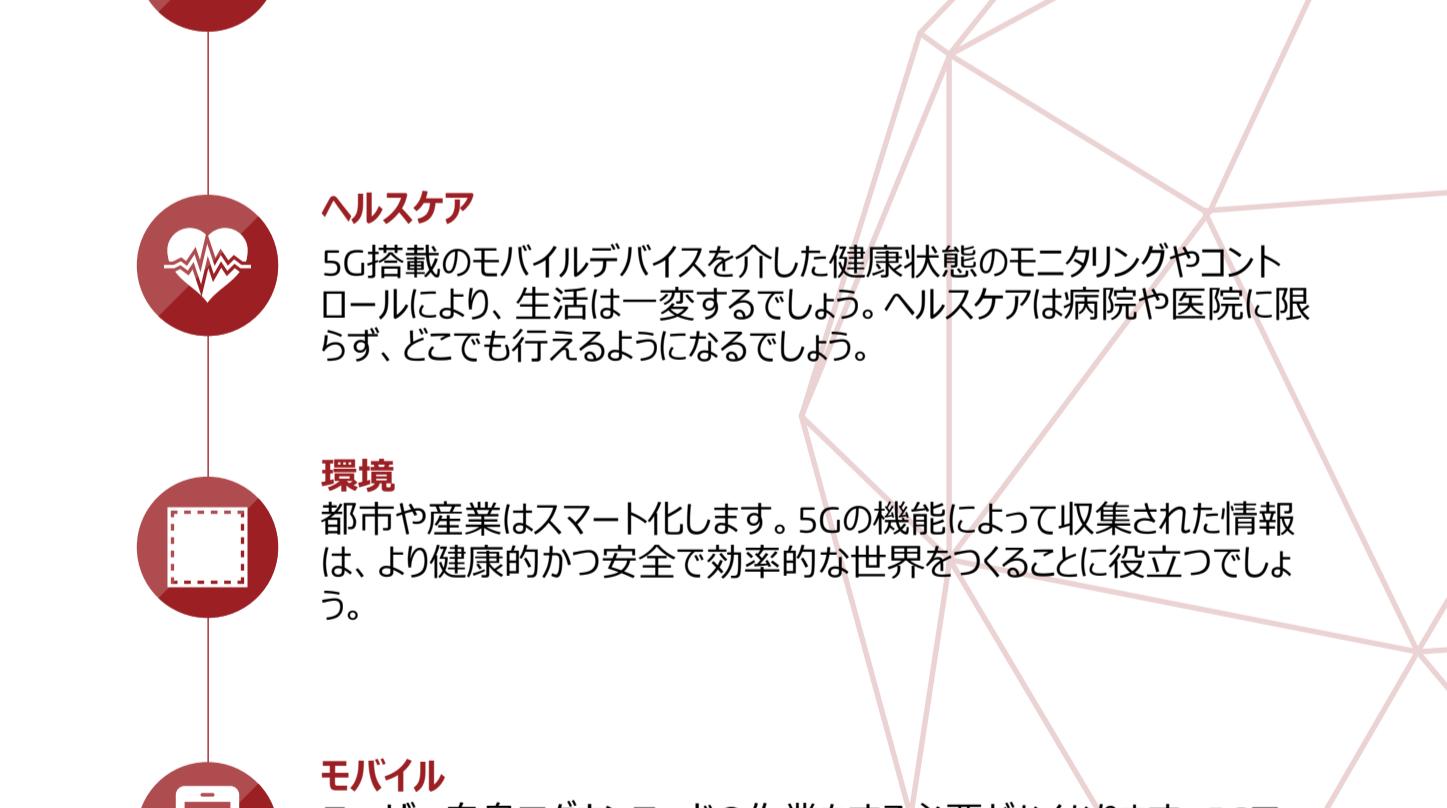




● スマートフォンの止まらない成長<sup>1</sup>

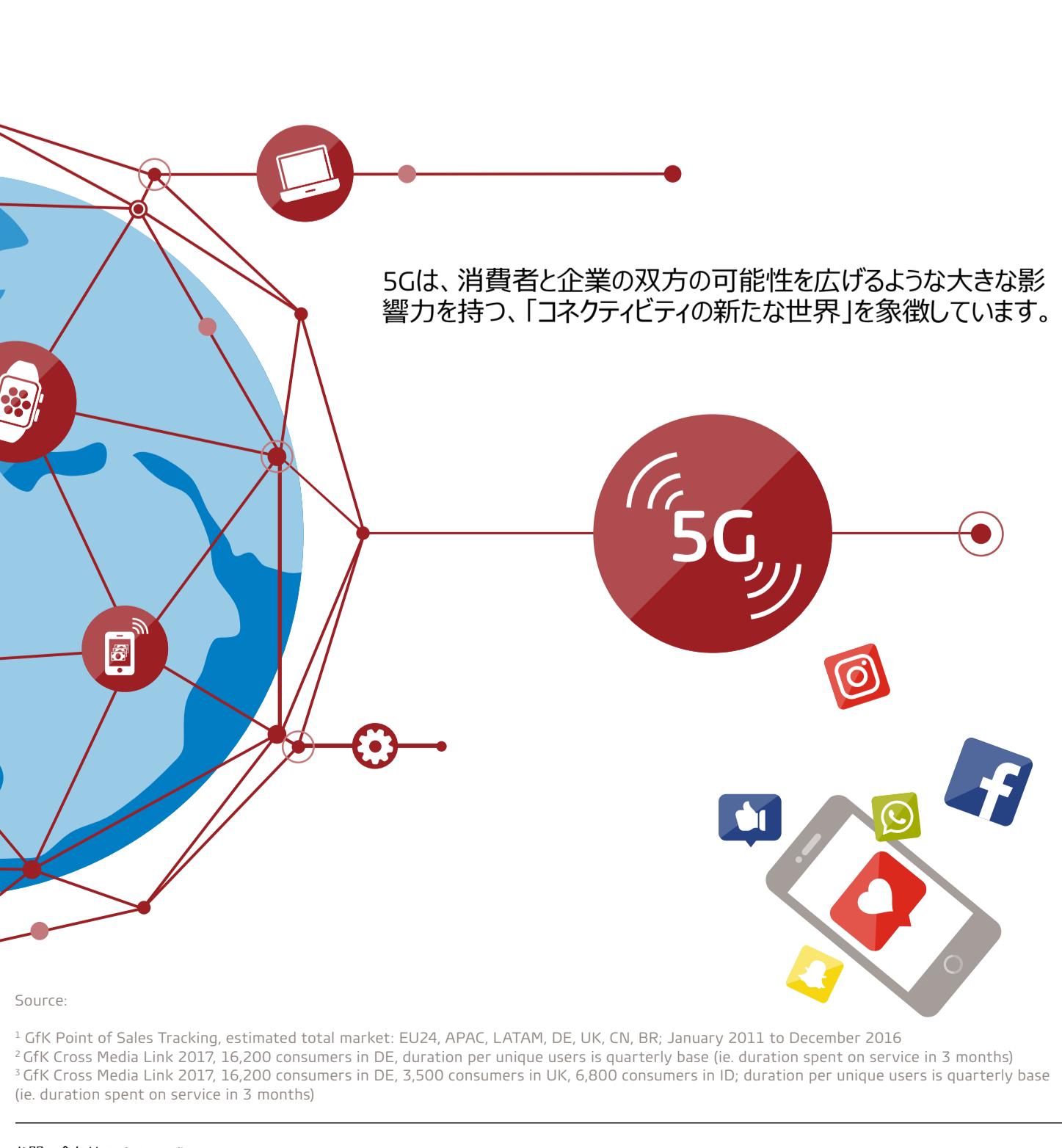


● スマートフォンに費やす時間はどのくらいか？

Facebook vs. Instagram<sup>2</sup>WhatsApp vs. Snapchat<sup>3</sup>

● モバイルの未来はどうなるのか？

新時代の到来: 5G



Source:

<sup>1</sup> GfK Point of Sales Tracking, estimated total market: EU24, APAC, LATAM, DE, UK, CN, BR; January 2011 to December 2016<sup>2</sup> GfK Cross Media Link 2017, 16,200 consumers in DE, duration per unique users is quarterly base (ie. duration spent on service in 3 months)<sup>3</sup> GfK Cross Media Link 2017, 16,200 consumers in DE, 3,500 consumers in UK, 6,800 consumers in ID; duration per unique users is quarterly base (ie. duration spent on service in 3 months)

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