

Digital Media Data Cuts 2011

Broadband Penetration Status

South Korea, Japan and the Scandinavian countries have significantly faster connections and higher rates of broadband penetration than US. Although US speed may be sluggish, broadband is at least within financial reach of most American, with the average subscription costing less than half of 17% of per capita income.

The real broadband gap isn't between the US and Korea but, rather, between rich countries and developing countries such as India, Indonesia and Egypt where the cost is 6 to 16% of income and where there is less than one subscription for every 100 people

India with its poor infrastructure may have little choice but wireless broadband to forward. In India Broadband cost as % of Income lies between, 5.00% to 9.99% In India Broadband subscriber (per 100 inhabitants) lies between 0.4 to 0.5

22.3% the growth rate in the number of internet-connected mobile devices that's expected every year through 2013, according to market research firm In-stat.

Table 1: Sales of Portable vs. Desktop PCs (In Million Units)

| Year | Portable PCs | Desktop and Server PCs |
|-------------|--------------|------------------------|
| 2007 | 110 m | 170 m |
| 2008 | 140 m | 150 m |
| 2009 | 180 m | 120 m |
| 2010 | 200 m | 120 m |
| 2011 | 260 m | 120 m |
| 2012 | 300 m | 120 m |
| 2013 | 360 m | 120 m |
| 2014 | 400 m | 120 m |

Source: IDC and eStatsIndia.com Analysis 2011

Mobile Advertising Statistics 2011

By the end of 2013, Gartner predicts, more people worldwide will access the Internet via a mobile device than a PC.

Google mobile search volume has increased 500% over the past 2 years and continues to accelerate. Approximately 1 in every 3 mobile searches is local in US.

New tools are also aiding the growth for example; an integrated mobile report in Google Analytics allows one to track and optimize conversion, E-commerce and engagement metrics on mobile devices.

Mobile Ads Related Innovations

Click-to-call (CTC) ad extensions allow on-the-go mobile users to call businesses directly from an ad unit within search, apps and content across the web. Many advertisers are seeing a 6% to 8% average increase in CTR with click-to-call ads.

Image and video expandable ad formats offer you more "screen estate" and let potential customers interact with an ad without being redirected from the content or app they were viewing.

Many mobile consumers use maps to locate a business and get directions on their phones, location extensions allow users to feature their business locations and phone number on an expandable map advertisement.

The ad appears as a banner text ad with the business icon. Consumers can then click to expand the ad creative to see a business location on a Google map along with the options to Click-to-call or get directions.

Reach of an Ad

Microsoft Advertising reaches:

Mobile Web users on virtually any device- 59% Apple OS, 53% Android OS, 45% RIM OS
More than 43 million or 55% of active mobile web users are there in the US

More than 80 million active mobile users are there globally in 32 countries.

Gartner says that global mobile ad revenue is projected to reach \$20.6 billion by 2015. The Asia-Pacific region, the current leader in mobile advertising with \$1.6 billion this year is expected to grow to \$6.9 billion by 2015.

Powered by the staggering growth of mobile in China, as well as increasing Smartphone adoption and mobile coupon usages, Asian market, looks poised to be the center of the mobile world, well into this decade and beyond.

National Payment Corporation of India (NPCI) is laying the groundwork for the increased roll-out and adoption of mobile money.

NPCI is currently with 10 million users registered for interbank mobile payment service recording transactions worth only 15 million rupees (\$330,000) in April 2011.

The Indian mobile ad market grew by 27% between October 2010 and January 2011, amounting to a whopping 7.3 billion monthly impressions. This positive result was followed by a 22% growth which made India the largest mobile advertising market in Asia Pacific.

Some key finding as follows:

- ✓ With 15% growth in its impressions share, Nokia continues to be the top operating system in India with 34.5% impression share
- ✓ Android, iPhone and RIM now account 1.3% of the total market. These operating systems collectively increased +0.8 share pts since October 2010
- ✓ With 0.3% impression share, the Apple iPhone is just entering the market
- ✓ With 59% market share Nokia continues to be the top manufacturer in India, followed by Samsung with 24% impression share. These two account for 83% of total impressions served in the Indian mobile market
- ✓ SonyEricsson, LG and Micromax follow Nokia and Samsung on the top manufacturer's list

The combined desk-based and mobile PC market in India totaled nearly 2.6 million units in the first quarter (January-March) of 2011, a 6.2% increase over the same period in the previous calendar year, according to Gartner.

This growth was primarily driven by the mobile PC market which grew 23% in the first quarter of 2011. All the major multinational PC vendors experienced double-digit growth in mobile PC shipments in the first quarter of 2011.

Multinational brands contributed more than half of the total PC shipments in the first quarter of 2011 with shipments from Acer, Dell, HP and Lenovo, the top four vendors, representing 50.4 percent of total shipments in the first quarter of 2011. Local vendor HCL accounted for 7.1% of PC shipments in the first quarter of 2011.

Table 2: Mobile Phones Installed Base 2010, India (In Millions)

| Phone Type | Numbers Installed Base | CAGR (2010-15) |
|--------------------------------|------------------------|----------------|
| Basic Phone | 150 | -3 |
| Smart feature Phone | 485 | 10 |
| Advanced operating system (OS) | 50 | 31 |
| Total` | 685 | |

Source: eStatsIndia.com Analysis

Mobile Preferences of Buyers Indicate following key behavioral trends 2011

- ✓ Fifteen of the 25 handsets are 3G enabled, the least expensive of them all being the Nokia C2-01 (₹ 3,800).
- ✓ The touch-screen has become a must-have: 21 of the 25 fall into the touch-screen category with the least expensive of them being the Samsung E2652W Champ Duos (₹ 5,000).
- ✓ As far as the size of the screen goes, 3.2" looks like the informal dividing line: roughly half the phones have that size or more; the other half are smaller.
- ✓ Powerful cameras are becoming the norm too: as many as 11 of the models in the top 25 bear a 5 megapixel camera and three among them even sport an 8 megapixel resolution.
- ✓ Operating system usage: Six of the models are Java-based while 12 – all Nokia – work on Symbian and series 40.

Android is beginning to make its presence felt with six models, from an assortment of brands: Dell, HTC, Micromax, Samsung and Sony Ericsson.

India Mobile Data Traffic Stats 2011

In India, mobile data traffic will grow 114-fold from 2010 to 2015, a compound annual growth rate of 158%.

In India, mobile data traffic will reach 339 Petabytes per month in 2015, up from 3 Petabytes per month in 2010.

Indian mobile data traffic will grow 4 times faster than Indian fixed IP traffic from 2010 to 2015.

India's Mobile was 2.2% of total IP traffic in 2010, and will be 28% of total IP traffic in 2015.

India's mobile data traffic grew 723% in 2010.

In India, mobile data traffic in 2015 will be equivalent to 15x the volume of the entire Indian Internet in 2005.

In India, the average mobile connection will generate 353 megabytes of mobile data traffic per month in 2015, up from 7 megabytes in 2010.

India – Internet Device Growth and Traffic Profiles, 2015 Forecast

In India, there will be 196 million total Internet users in 2015, up from 72 million in 2010.

In India, there will be 90 million fixed Internet users (excluding mobile-only) in 2015, up from 62 million in 2010.

In India, there will be 71 million Internet video users (excluding mobile-only) in 2015, up from 10 million in 2010.

In India, there will be 1 billion networked devices in 2015, up from 570 million in 2010.

In India, there will be 1.1 networked devices per capita in 2015, up from 0.5 per capita in 2010.

In India, 72% of all networked devices will be mobile-connected in 2015.

IP Traffic in India

In India, IP traffic reached 137 Petabytes per month in 2010, up from 98 Petabytes per month in 2009.

India's IP traffic grew 40% in 2010.

India's IP networks carried 4 Petabytes per day in 2010, up from 3 Petabytes per day in 2009.

In India, IP traffic reached an annual run rate of 1.6 Exabytes in 2010, up from an annual run rate of 1.2 Exabytes in 2009.

India's IP traffic in 2010 was equivalent to 410 million DVDs per year, 34 million DVDs per month, or 46,847 DVDs per hour.

Last year, the gigabyte equivalent all movies ever made will cross India's IP networks every 43 hours.

In India, IP traffic reached 0.1 Gigabytes per capita in 2010, up from 0.1 Gigabytes per capita in 2009.

In India, average IP traffic reached 416 Gbps in 2010, the equivalent of 350,000 people Streaming Internet HD video simultaneously all day, every day.

Indian IP traffic in 2010 was equivalent to 5x the volume of Indian IP traffic in 2005.

Internet Traffic

In India, average Internet traffic grew 39% in 2010.

In India, peak Internet traffic grew 56% in 2010.

In India, Internet traffic reached 121 Petabytes per month in 2010, up from 87 Petabytes per month in 2009.

India's Internet traffic will be Petabytes per day in 2010, up from 3 Petabytes per day in 2009.

India's Internet traffic in 2010 was equivalent to 364 million DVDs per year, 30 million DVDs per month, or 41,520 DVDs per hour.

In 2010, the gigabyte equivalent of all movies ever made crossed the Internet every 48 hours.

Indian Internet traffic in 2010 was equivalent to 5x the volume of the entire Indian Internet in 2005.

In India, Internet traffic reached 0.1 Gigabytes per capita in 2010, up from 0.1 Gigabytes per capita in 2009.

In India, average Internet traffic reached 369 GBPS in 2010, the equivalent of 310,000 people streaming Internet HD video simultaneously, all day, every day.

In India, busy hour Internet traffic reached 702 GBPS in 2010, the equivalent of 590,000 people streaming Internet HD video simultaneously during the hour.

India's mobile data traffic grew 723% in 2010.

Internet Video

In India, Internet video traffic was 20% of all consumer Internet traffic in 2010, up from 14% in 2009.

In India, 7 billion minutes of video content crossed the Internet each month in 2010, up from 4 billion in 2009.

In India, 7 billion minutes (13,336 years) of video content crossed the Internet each month in 2010. That's 2,667 minutes of video streamed or downloaded every second.

In India, Internet-Video-to-TV traffic increased 4-fold in 2010

Mobile Video

In India, mobile video traffic will grow 155-fold from 2010 to 2015, a compound annual growth rate of 174%. Video will be 56% of India's mobile data traffic in 2015, compared to 41% at the end of 2010.

Networked Device Growth

In India, there were 570 million networked devices in 2010, up from 409 million in 2009. In India, there were 0.5 networked devices per capita in 2010, up from 0.3 per capita in 2009

Broadband Speed Evolution

In India, the average broadband speed grew 88% from 2009 to 2010, from 0.5 Mbps to 0.9 Mbps.

In India, 4% of broadband connections were faster than 5 Mbps in 2010.
In India, 2% of broadband connections will be faster than 10 Mbps in 2010.

Business Internet Traffic

In India, Business Internet traffic will grow 4.2-fold from 2010 to 2015, a compound annual growth rate of 33%.

In India, Business Internet traffic will reach 126 Petabytes per month in 2015, the equivalent of 31 million DVDs per month, or 43,146 DVDs per hour.

In India, Business Internet traffic was 30 Petabytes per month in 2010, the equivalent of 7 million DVDs per month, or 10,205 DVDs per hour.

India's Business Internet traffic grew 26% in 2010.

India's Business Internet traffic was 22% of total IP traffic in 2010, and will be 11% of total IP traffic in 2015.

India's Business Internet traffic was 72% of Business IP traffic in 2010, and will be 76% of Business IP traffic in 2015.

In India, 3% of Business Internet traffic was mobile in 2010, and 32% of Business Internet traffic will be mobile in 2015.

Average Internet Traffic per User and Household

In India, the average Internet user will generate 7.7 gigabytes of Internet traffic per month in 2015, up 434% from 1.4 gigabytes per month in 2010, a CAGR of 40%.

In India, the average Internet household will generate 23.8 gigabytes of Internet traffic per month in 2015, up 617% from 3.3 gigabytes per month in 2010, a CAGR of 48%.

In India, there will be 4 million Internet households (16.5% of all Internet households) generating more than 50 gigabytes per month in 2015, up from 183,558 in 2010.

In India, there will be 1 million Internet households (4.7% of all Internet households) generating more than 100 gigabytes per month in 2015, up from 0 in 2010.

In India, there will be 264,316 Internet households (1.2% of all Internet households) generating more than 200 gigabytes per month in 2015.

In India, there will be a negligible number of households generating more than 500 Gigabytes per month in 2015.

In India, there will be a negligible number of households generating more than a terabyte per month in 2015.

In India, the average mobile connection will generate 353 megabytes of mobile data traffic per month in 2015, up from 7 megabytes in 2010.

Average Internet Traffic per User and Household

In India, the average Internet user generated 1.4 gigabytes per month in 2010, up 29% from 1.1 gigabytes per month in 2009.

In India, the average Internet household generated 3.3 gigabytes per month in 2010, up 38% from 2.4 gigabytes per month in 2009.

In India, Internet video traffic grew 106%, and is now 20% of all consumer Internet traffic.

In India, there were 183,558 Internet households (1.1% of all Internet households) generating more than 50 gigabytes per month in 2010.

Consumer Mobile Traffic

In India, Consumer mobile data traffic will grow 141-fold from 2010 to 2015, a compound annual growth rate of 169%.

In India, Consumer mobile data traffic will reach 273 Petabytes per month in 2015, the equivalent of 68 million DVDs per month, or 93,489 DVDs per hour.

In India, Consumer mobile data traffic was 2 Petabytes per month in 2010, the equivalent of 483,677 DVDs per month, or 663 DVDs per hour.

India's Consumer mobile data traffic grew 748% in 2010.

India's Consumer mobile data traffic was 1.4% of total IP traffic in 2010, and will be 23% of total IP traffic in 2015.

India's Consumer mobile data traffic was 2.0% of Consumer IP traffic in 2010, and will be 27% of Consumer IP traffic in 2015.

India's Consumer mobile data traffic was 2.1% of Consumer Internet traffic in 2010, and will be 28% of Consumer Internet traffic in 2015.

Consumer Internet Video Traffic

In India, Consumer Internet video traffic will grow 33-fold from 2010 to 2015, a compound annual growth rate of 101%.

In India, Consumer Internet video traffic will reach 608 Petabytes per month in 2015, the equivalent of 152 million DVDs per month, or 208,225 DVDs per hour.

In India, Consumer Internet video traffic was 19 Petabytes per month in 2010, the equivalent of 5 million DVDs per month, or 6,370 DVDs per hour.

India's Consumer Internet video traffic grew 106% in 2010.

In India, Internet video traffic will be 63% of all consumer Internet traffic in 2015, up from 20% in 2010.

Video exceeds half of India's consumer Internet traffic by year-end 2013.

In India, 99 billion minutes (188,700 years) of video content will cross the Internet each month in 2015. That's 37,740 minutes of video streamed or downloaded every second.

In India, 7 billion minutes (13,336 years) of video content crossed the Internet each month in 2010. That's 2,667 minutes of video streamed or downloaded every second.

In India;

7 billion minutes of video content crossed the Internet each month in 2010, up from 4 billion in 2009. Internet-Video-to-TV traffic will increase 85-fold between 2010 and 2015. Internet-Video-to-TV traffic increased 4-fold in 2010. In India, Internet-Video-to-TV traffic will be 5% of consumer Internet video traffic in 2015, up from 2% in 2010.

In India, long form Internet video traffic is 1.9X greater than short form Internet video traffic.