



ERICSSON



# NETWORKED CONSUMPTION

Internet and mobile applications transform consumption behavior of consumers

Market adoption can now be described based on how much time consumers spend on internet and how many services they use.



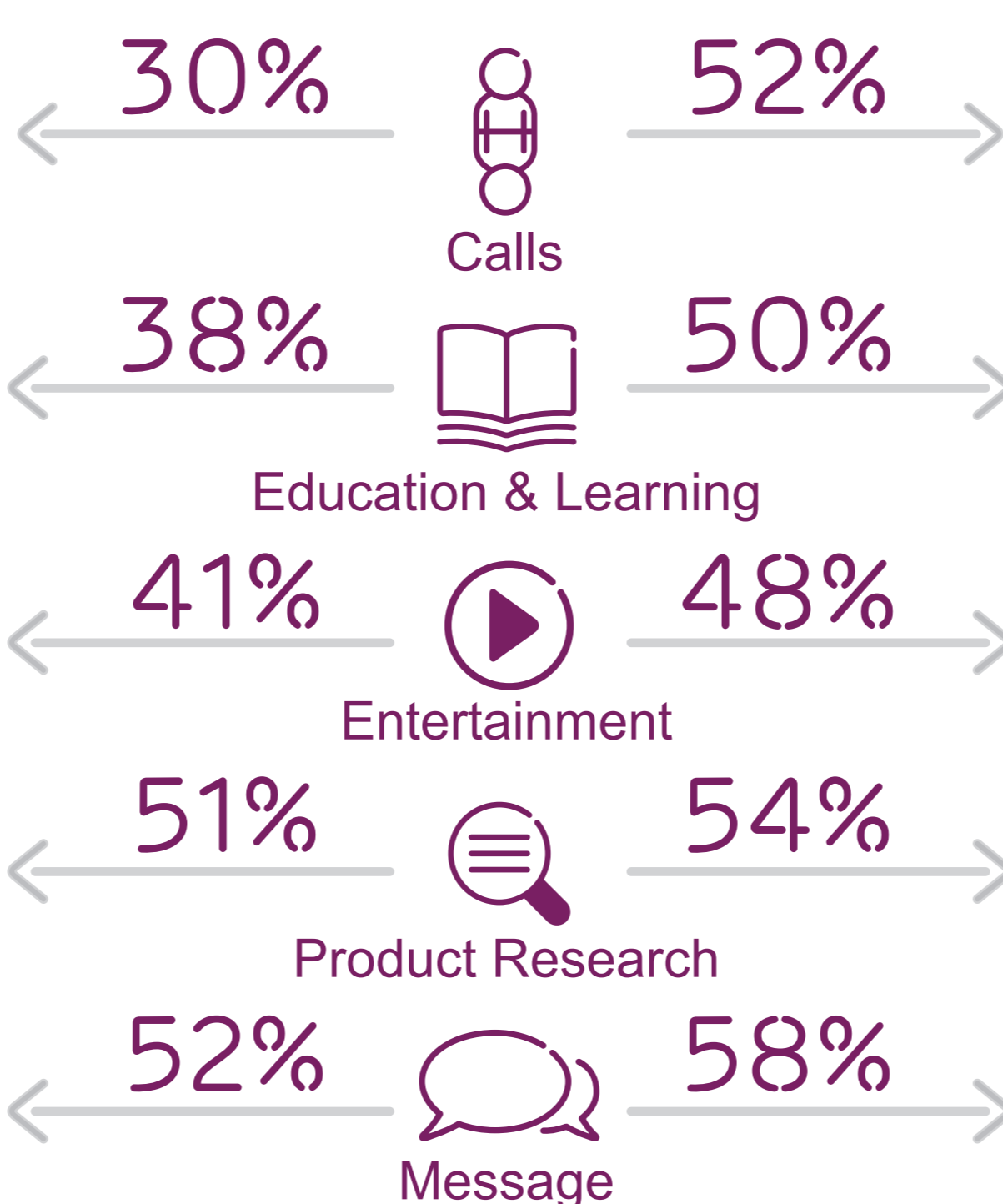
**Netizens:** Early adopter group with more than an hour of active internet usage and uses at least seven digital services in a day.

**Networkers:** Early follower group which closely follows netizens in online consumption activities.

## APPIFICATION DRIVES THE CONSUMPTION OF ACTIVITIES



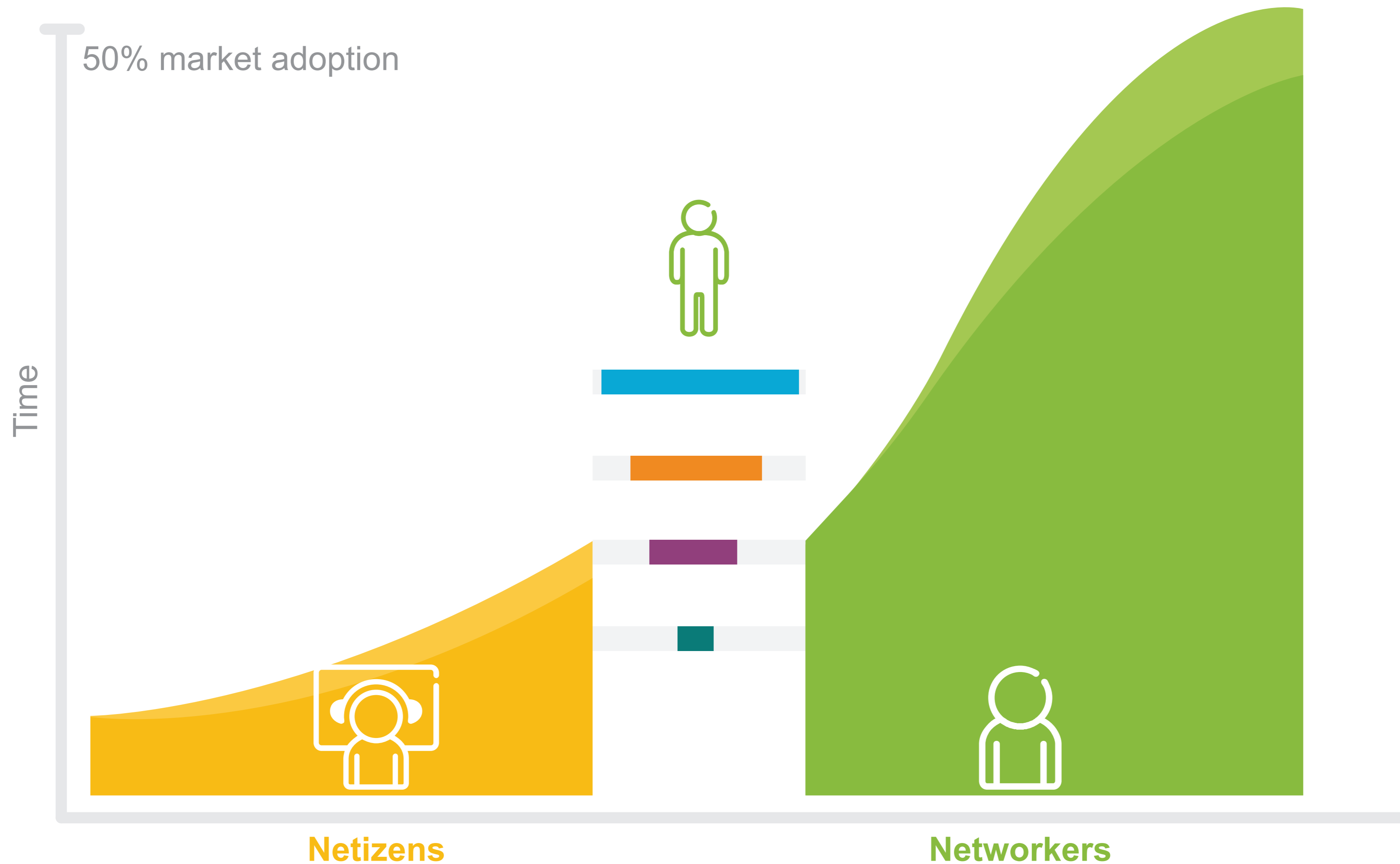
How many use internet every other time for these activities?



How many report an increase in app usage for these activities in the last year?

Mobile app uptake is faster than the overall switch to do activities on internet

## CROSSING THE CHASM



With a narrow use gap between groups, internet travel services become mainstream faster than internet calls



Calls



Healthcare



Entertainment



Travel

