



# The Smartphone Revolution

Mobile phone technology has reached levels that only 10 years ago we would never have dreamed possible.

Today's smartphones allow for gaming, social networking, mobile Internet and HD photography and video recording and have become an indispensable part of our daily lives.

Ofcom's 'Communications Market Report 2013', highlights the growing popularity of smartphones in the UK.



Almost all mobile Internet users own a smartphone and 23% said it was their most important device for connecting to the Internet



Over three-quarters of people who view audio-visual content on their smartphone claim to do so when they are out of their home



Among those who have participated in a TV programme (by voting or entering a competition via programme apps), 62% did so using their smartphone



45% of 16–24 year olds have their personal music installed on their mobile/smartphone, while radio listening on a mobile phone has jumped from 13% in 2012 to 20% in 2013



- In recent years smartphones have been the most popular type of handset sold, rising to almost three-quarters (74%) of the handsets sold in 2013, up from half (49%) in 2011

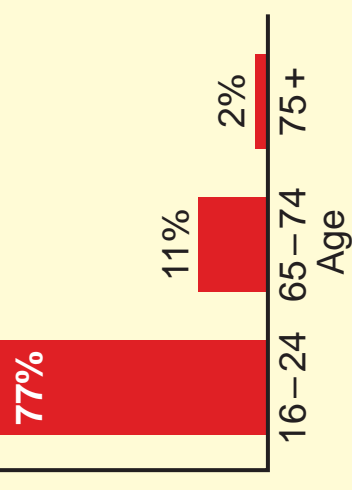
- 16–24s are more likely to use their mobile phone than a computer for Facebook, Twitter and instant messaging

- The amount of time spent using a mobile phone to make or receive voice calls, send messages or surf the Internet has more than doubled in the last 5 years from 14 minutes per day to 29 minutes per day



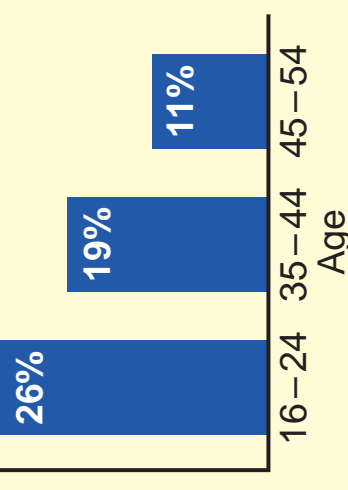
Half of all adults now claim to own a smartphone.  
Ownership varies significantly with age

Percentage owning a smartphone



Younger people are far more likely to use their mobile phone to access news

Percentage using mobile phone to access news



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General Certificate of Secondary Education  
June 2014

## Media Studies (Double Award) 48103

Unit 3 Exploring Media Industries

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Survey data taken from 'Communications Market Report 2013' published by Ofcom in August 2013.

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