



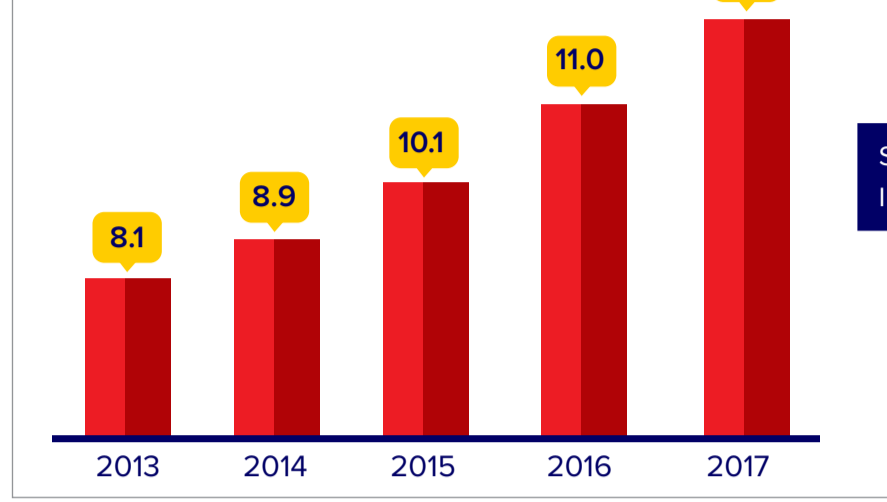
# MALAYSIA



## SMARTPHONE USER PERSONA REPORT 2015

Segmentation of smartphone users as per their profile and app usage

### MALAYSIA SMARTPHONE GROWTH STORY



SMARTPHONE USER BASE IN MALAYSIA (IN MILLIONS)

CAGR (2013-17) 10%

Source: eMarketer

Smartphone users in Malaysia, on an average, spend **187 minutes per day** on their device. However, usage pattern varies across smartphone user personas.

### DATA GUZZLERS

## 20%

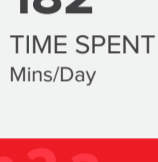
SHARE IN SMARTPHONE USER BASE

Identified by highest data consumption. Smartphone usage is skewed towards browsing and gaming.

- Highest Wi-Fi data consumption (299 MB/Day)
- Higher time spent (Mins/Day) on browsing (12), gaming (52) and streaming videos (6)

OVER-INDEXING PROFILE

- 18-24 Years Old
- Predominantly Male



## 19%

SHARE IN SMARTPHONE USER BASE

This persona has lower engagement with their smartphone and seldom accesses apps and sites

- Lower engagement time with smartphone 171 (Mins/Day)
- Lowest time spent (Mins/Day) on online apps (81) and browsing (9)

OVER-INDEXING PROFILE

- 25-30 Years Old
- Predominantly Male



### DABLERS

### APP JUNKIES

## 17%

SHARE IN SMARTPHONE USER BASE

This persona sees the highest number of app and game installs in a month and the usage is skewed towards gaming.

- Highest time spent (Mins/Day) on gaming apps (56.3) and music streaming (1.0)
- Highest number of apps and games installed per month (11.1)
- Higher than average overall data consumption (Wi-Fi + Cellular) (348 MB/Day)

OVER-INDEXING PROFILE

- 31-35 Years Old
- Predominantly Male



## 16%

SHARE IN SMARTPHONE USER BASE

This persona spends highest time on smartphones. Their usage straddles across categories and has higher than average engagement across multiple app genres.

- Highest time spent on smartphone (219 Mins/Day)
- Highest engagement (Mins/Day) with online apps such as Chat /VOIP (78.2), streaming music (0.4) and videos (8.3)

OVER-INDEXING PROFILE

- 18-24 Years Old
- Predominantly Female



### POWER USERS

### UTILITARIANS

## 15%

SHARE IN SMARTPHONE USER BASE

Their usage is primarily utility-driven along with apps for voice calls, news and email.

- Higher time spent (Mins/Day) on utility apps such as news (0.9), email (0.9) as well as apps for voice calls (5.5)
- Lower than average engagement time with smartphone 177 (Mins/Day)

OVER-INDEXING PROFILE

- 36 Years Old and above
- Predominantly Male



## 13%

SHARE IN SMARTPHONE USER BASE

Almost half of their time spent on social networking, chat and VOIP apps.

- Highest time spent on social networking apps (31.0 Mins/Day)
- Lowest overall data consumption (Wi-Fi + Cellular) (265 MB/Day) and apps installed (4.4 Installs/Month)

OVER-INDEXING PROFILE

- 25-30 Years Old
- Predominantly Female



### SOCIAL STARS

## VSERV HAS ACCESS TO 63% OF THE SMARTPHONE USER BASE IN MALAYSIA

Reach across all smartphone user personas in Malaysia (in millions)

