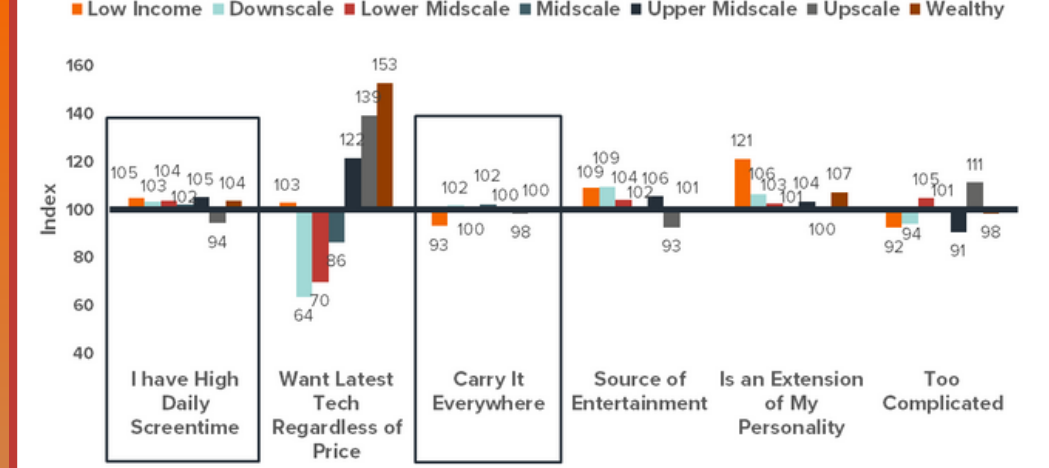


Trends Energizing the Mobile Phone Industry



56.9% of Americans say they are addicted to their mobile phones.

Source: Reviews.org

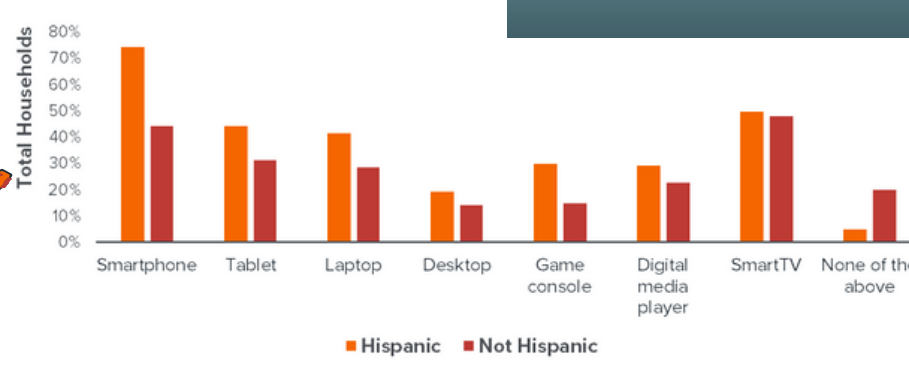


The Mobile Phone Obsession

Note: Hispanics were more likely to watch shows on a smartphone than any other device.

Note: every income category indexed around 100 (on average) for "high daily screen time" and "carry it everywhere".

In the past 3 months... watched any TV shows/movies using any of the following electronic devices?



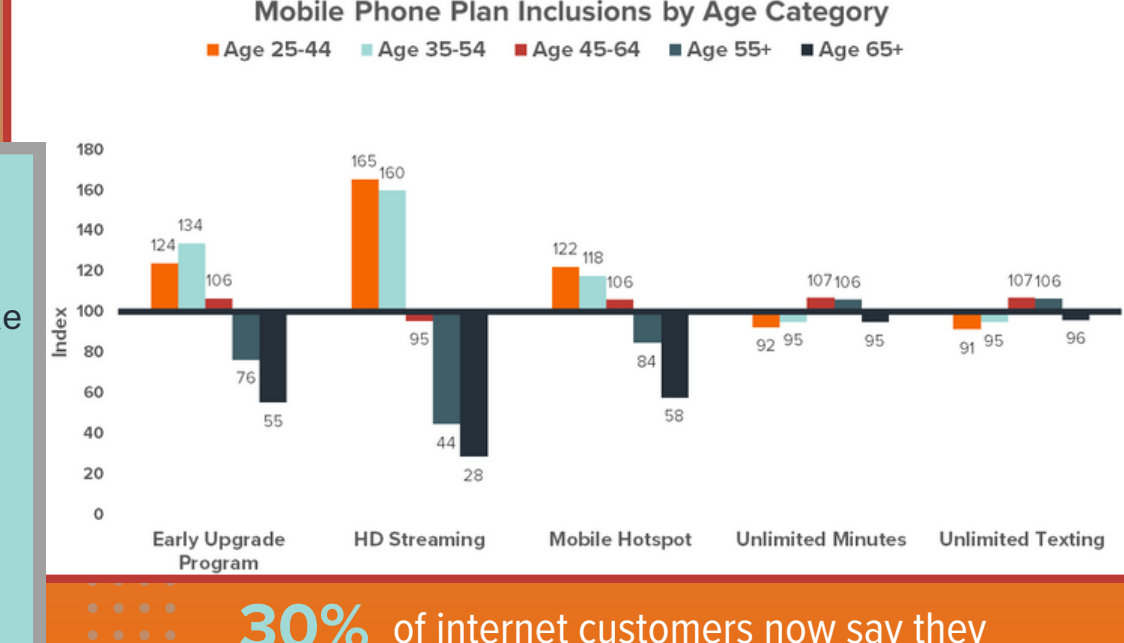
Communications Service Providers (CSPs) will continue to succeed by delivering the value their customers crave. Let's look at the trends driving that success.

1 The Bounty of Bundling

Some may see this as a way of attracting those that are more cost-driven. But it is really about providing value. From the bundling of actual mobile phone features, to the addition of streaming and subscription services, internet, 5G connectivity, and/or cable-tailoring plans to reach specific audiences is key.



PRO TIP: Consumers crave personalization. Creating bundles that appeal to differences like age, income, education, activity level, and/or travel abroad plans, will pay huge dividends. Some consumers will always prefer to buy individually, however. Also offering products separately may more clearly show the value in packages.



30% of internet customers now say they bundle cell phone plans with internet plans.

Source: Statista

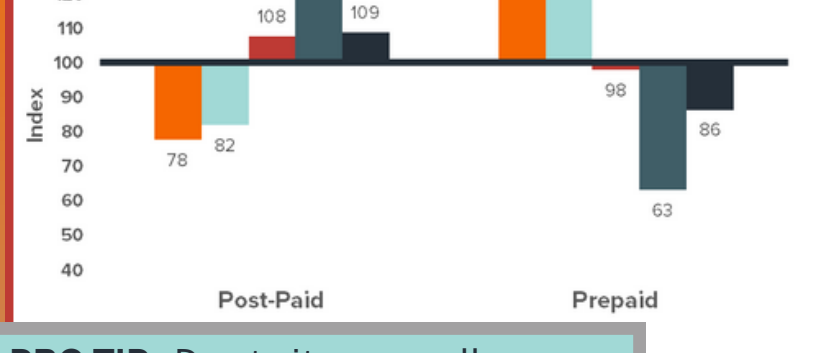
2 Pre-Paid vs Post-Paid

Prepaid Plans Typically:

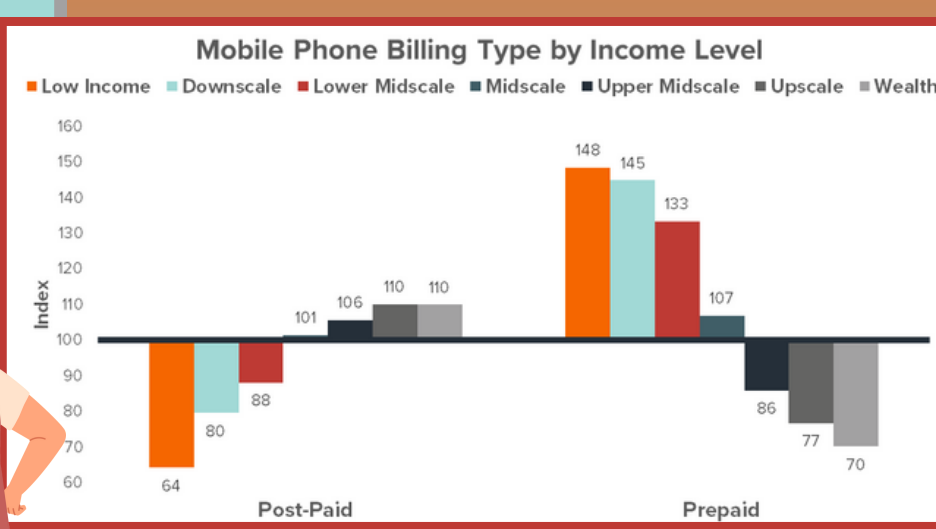
- Require payment before service
- Don't require a contract
- Are cheaper

Postpaid Plans Typically:

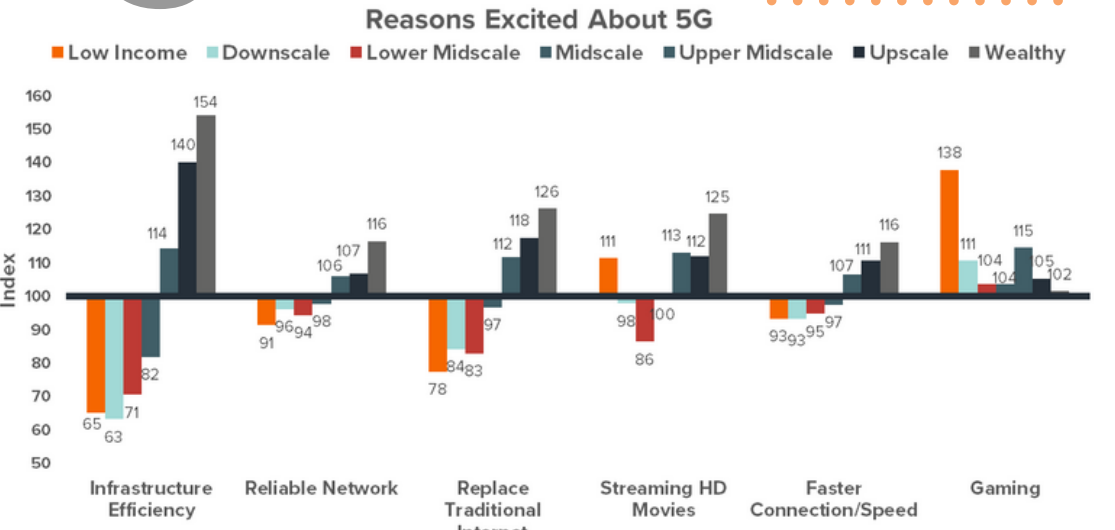
- Allow payment after service
- May also include paying for phone over many months
- More expensive



PRO TIP: Due to its generally lower cost, prepaid is typically more widely used by younger and lower income audience segments. However, it would be ideal for many more mature categories as well, since these consumers typically require less perks/new technology and need fewer minutes/data. It may be a matter of education and/or simplifying plans to create appeal for these groups.



3 5G and Beyond

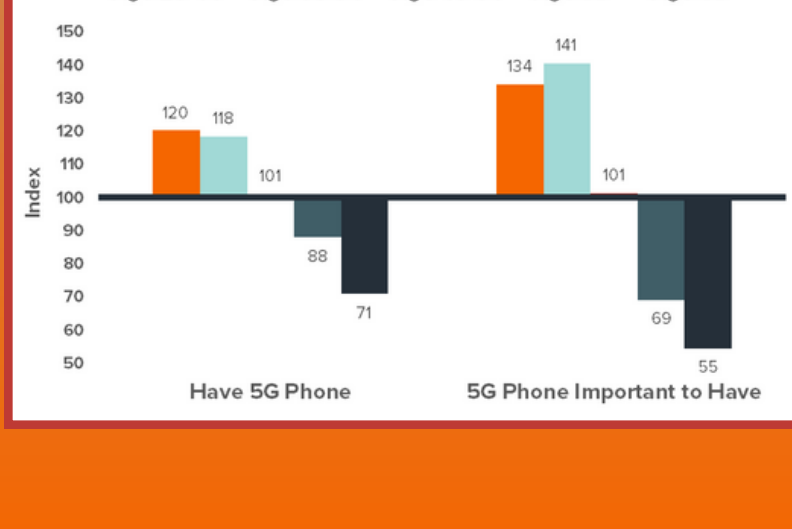


As of April 2023, 5G network access was available in 503 cities in the United States, the most of any country worldwide.

Source: Statista

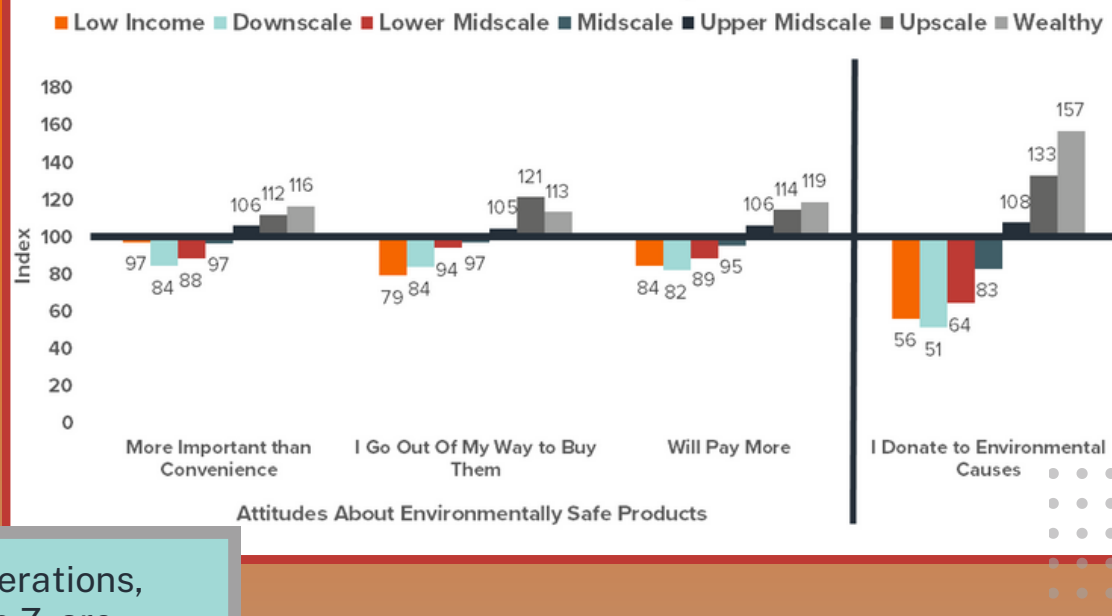


PRO TIP: For younger people, 5G represents seamless connectivity for gaming, and staying connected - all crucial to their digital lifestyles. More mature populations prioritize reliability and service, while wealthier individuals may be more invested in smart home technology and IoT.



4 Sustainability/Environmental Concerns

PRO TIP: Younger generations, like Millennials and Gen Z, are known for their heightened awareness of environmental issues. After all, they will have to live with the consequences longer! AND they will be telecom consumers for that time, as well! Policies / strategies surrounding sustainability and environmental issues are no longer an option, and marketing those policies is key.



Extending the lifetime of mobile phones by a year, would save about 21.4 million tons of carbon emissions annually by 2030.

Source: ABI Research

5G is considered an energy-intensive technology, yet is still more energy efficient than legacy 2G, 3G and 4G.



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Deliver
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Optimize
Know more about what's working and what isn't with our near-time analytics and advanced modeling capabilities