



— IMS —
**MOBILE
IN LATAM
STUDY**

2ND EDITION

SEPTEMBER 2016









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RESEARCH METHODOLOGY

SAMPLE SIZES

COUNTRY	SAMPLE SIZE	MARGIN OF ERROR (95% CONFIDENCE LEVEL)
Total	4.851	+/- 1.4 percentage points
	832	+/- 3.2 percentage points
	805	+/- 3.5 percentage points
	807	+/- 3.4 percentage points
	804	+/- 3.5 percentage points
	803	+/- 3.5 percentage points
	800	+/- 3.5 percentage points

METHODOLOGY

Online survey panelists in six countries were contacted via email to complete a 10 minute survey about device ownership, app usage, and behaviors.

SAMPLE REQUIRMENTS



Participants were smartphone and tablet owners who use mobile apps.

TIMING

The survey fieldwork was conducted September 2nd - 9th, 2016

RESPONDENT PROFILE

GENDER

	FEMALE 49%		MALE 51%
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EMPLOYMENT STATUS

Full-time	44%
Part-time	11%
Self-employed	16%
Not currently employed	9%
Homemaker	3%
Retired	3%
Student	12%
Other	2%

AGE

15-24	29%
25-34	29%
35-44	21%
45-54	12%
55+	9%

**58% OF THE RESPONDENTS HAVE LESS THAN 35 YEARS
AND +70% ARE EMPLOYED**



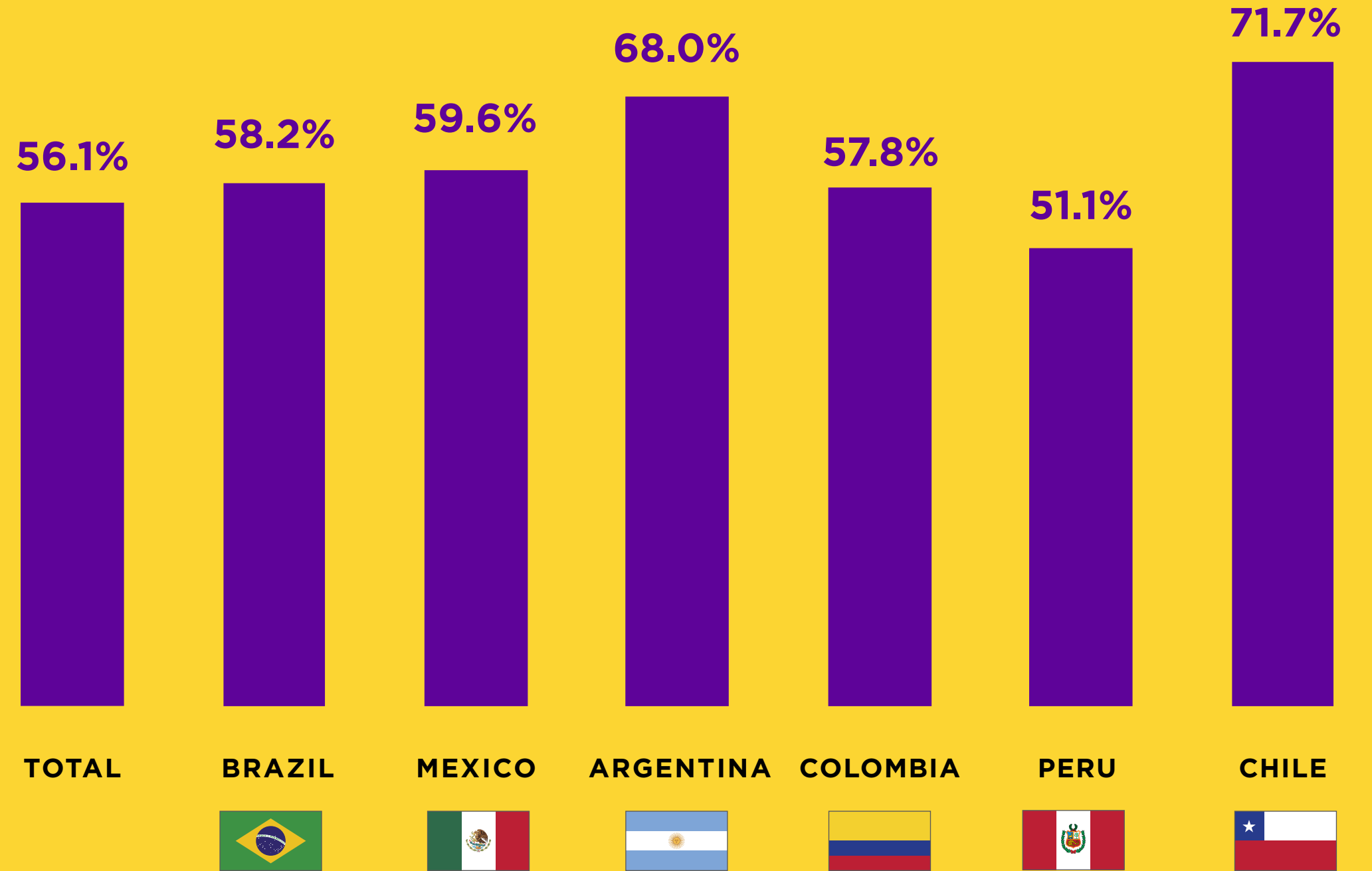
CONNECTIVITY

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56.1%

OF LATAM
POPULATION IS
ALREADY CONNECTED

Digital is already a large reach builder in Latin America. At least half of the population in each of the countries surveyed is already connected -in some cases already above 70%.



INTERNET USER PENETRATION IN LATIN AMERICA | BY COUNTRY | 2016 | % OF POPULATION



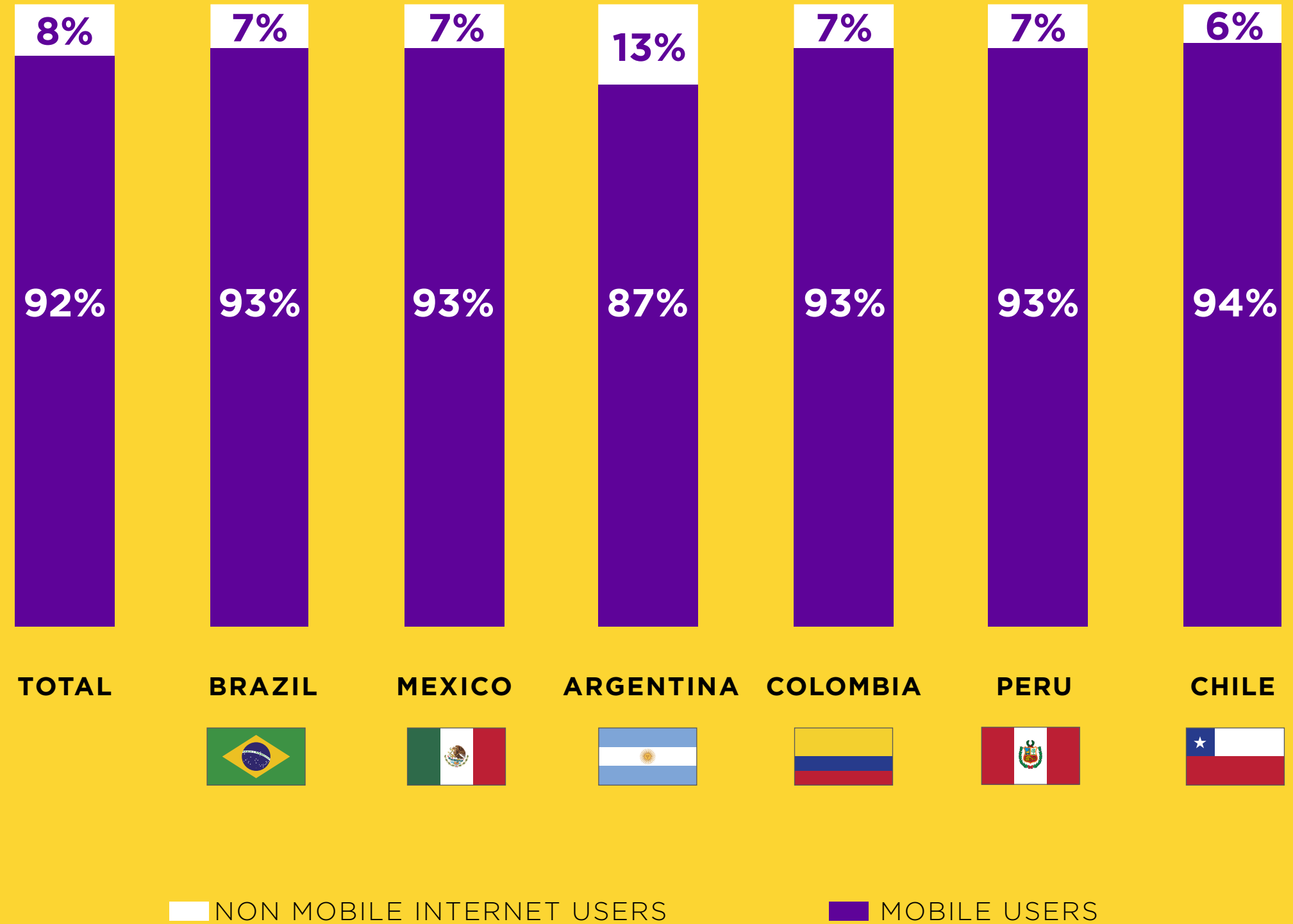
IMS MOBILE
IN LATAM STUDY
2016

OVER
9/10

INTERNET USERS
CONNECT WITH
SMARTPHONES



Mobile usage is nearly equivalent to total online usage; over nine in ten online users connect to the internet on a mobile device at least once a week. Most of this mobile connections are smartphone-based. Only 1 to 5% of internet users are tablet-only mobile users.

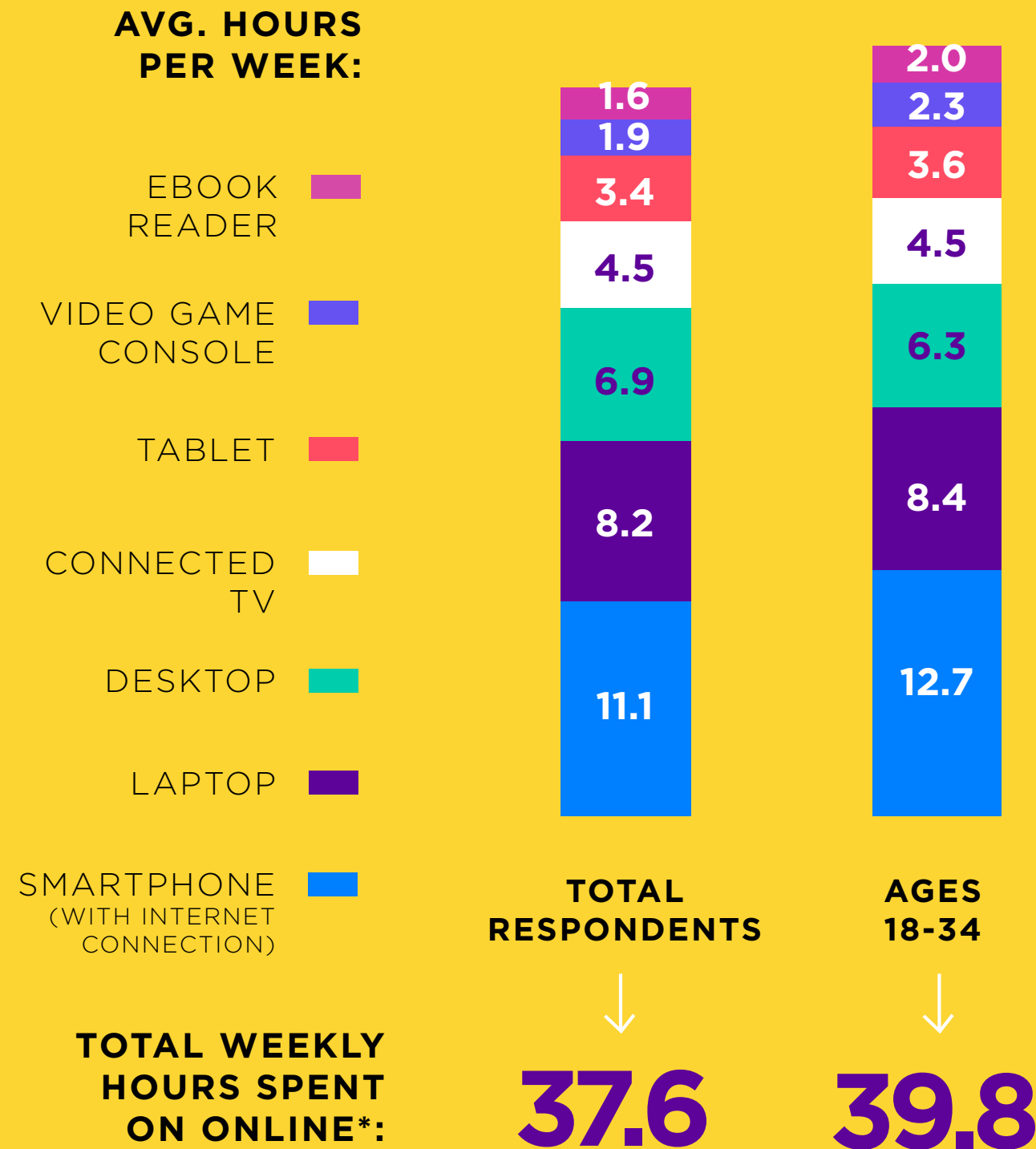




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IN LATAM STUDY
2016

MORE THAN
5HS
A DAY ONLINE

LatAm mobile users spend more than 37hs a week online - increasing to almost 40hs among Millennials. This group is already spending more time with mobile connections than with computer-based internet.



CONNECTIVITY

TOTAL MOBILE
(SMARTPHONE + TABLET)

14.5
TOTAL RESPONDENTS

16.3
MILLENNIALS
(AGES 18-34)

TOTAL COMPUTERS
(DESKTOP + LAPTOP)

15.1
TOTAL RESPONDENTS

14.7
MILLENNIALS
(AGES 18-34)



IMS MOBILE
IN LATAM STUDY
2016

ONLY
30%
OF MEDIA TIME IS
SPENT ON OFFLINE
MEDIA

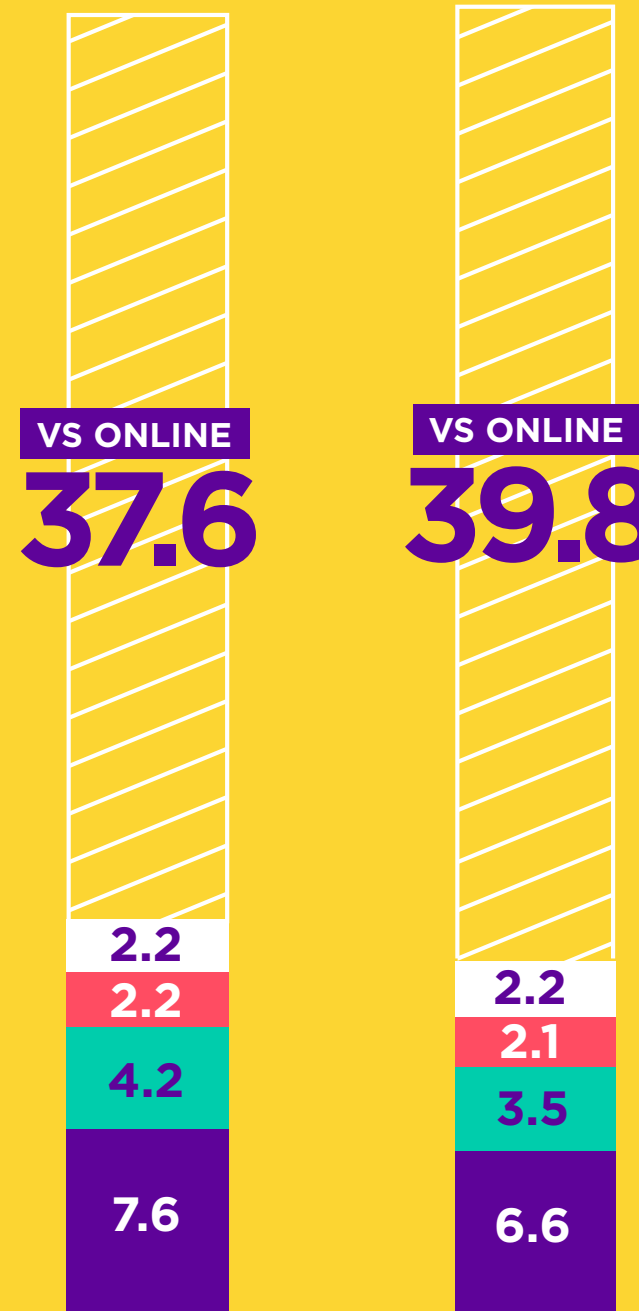
-AND ONLY HALF OF
IT ON TV



AVG. HOURS
PER WEEK:



TOTAL WEEKLY
HOURS SPENT
ON OFFLINE*:



TOTAL
RESPONDERS

AGES
18-34

16.2

14.4

CONNECTIVITY

TIME SPENT
ONLINE
IS 2 TO ALMOST

3X

HIGHER THAN
THE TIME SPENT
WITH ANY
OFFLINE MEDIA.

MILLENNIALS
FOR EXAMPLE
SPEND

6X

MORE HOURS
ONLINE THAN
WATCHING TV ON
A WEEKLY BASIS.

HOURS PER WEEK ONLINE

BY DEVICE
AND COUNTRY

	BRAZIL		MEXICO		ARGENTINA		COLOMBIA		PERU		CHILE	
	TOTAL (N=832)	A18-34 (N=433)	TOTAL (N=805)	A18-34 (N=400)	TOTAL (N=807)	A18-34 (N=292)	TOTAL (N=804)	A18-34 (N=468)	TOTAL (N=803)	A18-34 (N=597)	TOTAL (N=800)	A18-34 (N=375)
SMARTPHONE (WITH INTERNET CONNECTION)	11.8	13.4	10.1	11.6	9.8	11.5	12.2	14.0	9.2	10.2	11.6	13.2
LAPTOP COMPUTER	9.0	9.2	7.4	7.5	6.3	6.3	7.7	8.2	7.3	7.8	8.9	9.7
DESKTOP COMPUTER	7.2	6.9	6.5	5.8	6.7	5.3	6.5	6.0	7.8	7.3	5.4	4.6
CONNECTED TV	4.2	4.3	4.7	4.8	4.2	4.4	5.0	4.6	5.3	5.3	5.2	4.8
TABLET	3.5	3.9	3.4	3.3	2.7	2.8	3.6	3.8	4.2	4.8	3.0	3.1
VIDEO GAME CONSOLE	2.2	2.5	2.1	2.5	1.2	1.6	1.3	1.4	2.1	2.6	1.5	1.8
EBOOK READER	1.8	2.3	1.6	1.9	0.9	1.1	1.6	1.7	2.5	2.9	1.2	1.3
TOTAL WEEKLY HOURS SPENT ONLINE	39.7	42.5	35.8	37.4	31.8	33.0	37.9	39.7	38.4	40.9	36.8	38.5

HOURS PER WEEK OFFLINE

BY DEVICE
AND COUNTRY

	BRAZIL		MEXICO		ARGENTINA		COLOMBIA		PERU		CHILE	
	TOTAL (N=832)	A18-34 (N=433)	TOTAL (N=805)	A18-34 (N=400)	TOTAL (N=807)	A18-34 (N=292)	TOTAL (N=804)	A18-34 (N=468)	TOTAL (N=803)	A18-34 (N=597)	TOTAL (N=800)	A18-34 (N=375)
TV	8.1	7.0	6.6	5.7	7.7	6.8	7.3	6.5	6.7	6.3	7.7	7.2
RADIO	3.7	3.0	3.9	3.4	5.1	4.2	5.4	4.8	5.2	5.1	5.3	4.2
NEWSPAPER	2.4	2.3	1.9	1.7	1.9	1.6	2.6	2.4	2.6	2.6	2.0	1.8
MAGAZINE	2.4	2.4	2.0	1.9	1.7	1.8	2.1	2.1	2.5	2.7	1.7	1.6
TOTAL WEEKLY HOURS SPENT OFFLINE	16.6	14.7	14.4	12.7	16.4	14.4	17.4	15.8	17.0	16.7	16.7	14.8
TOTAL WEEKLY HOURS SPENT ONLINE	39.7	42.5	35.8	37.4	31.8	33.0	37.9	39.7	38.4	40.9	36.8	38.5



SMARTPHONE USAGE

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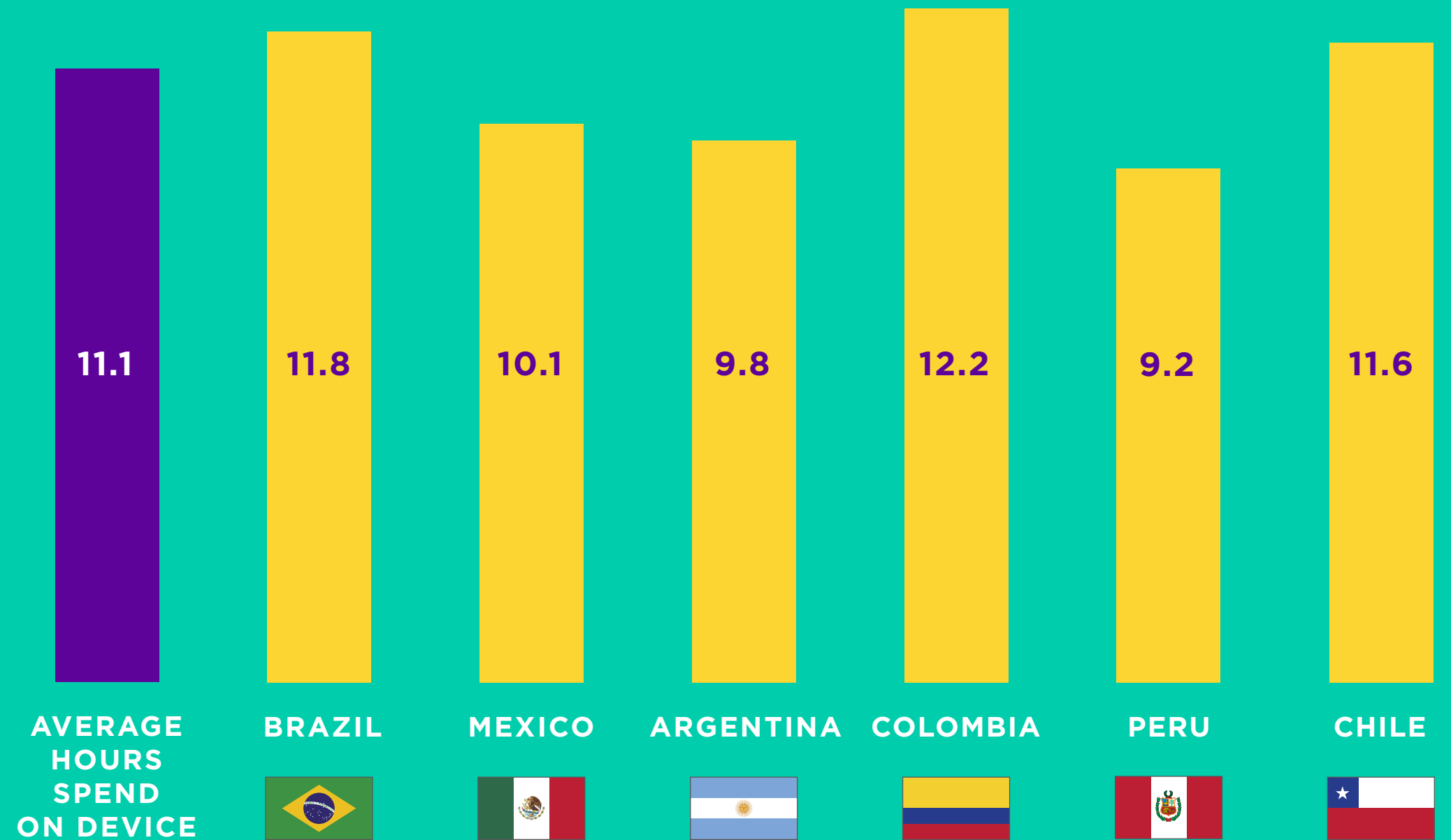


+90

**MINUTES PER DAY
CONNECTED WITH
SMARTPHONES...**



Brazil, Colombia and Chile are the leaders for smartphone usage, with users averaging over ten hours a week online with their smartphone. Across LatAm, this time spent online only on smartphones is already higher than the time spent on TV.



AVERAGE HOURS SPEND ON DEVICE

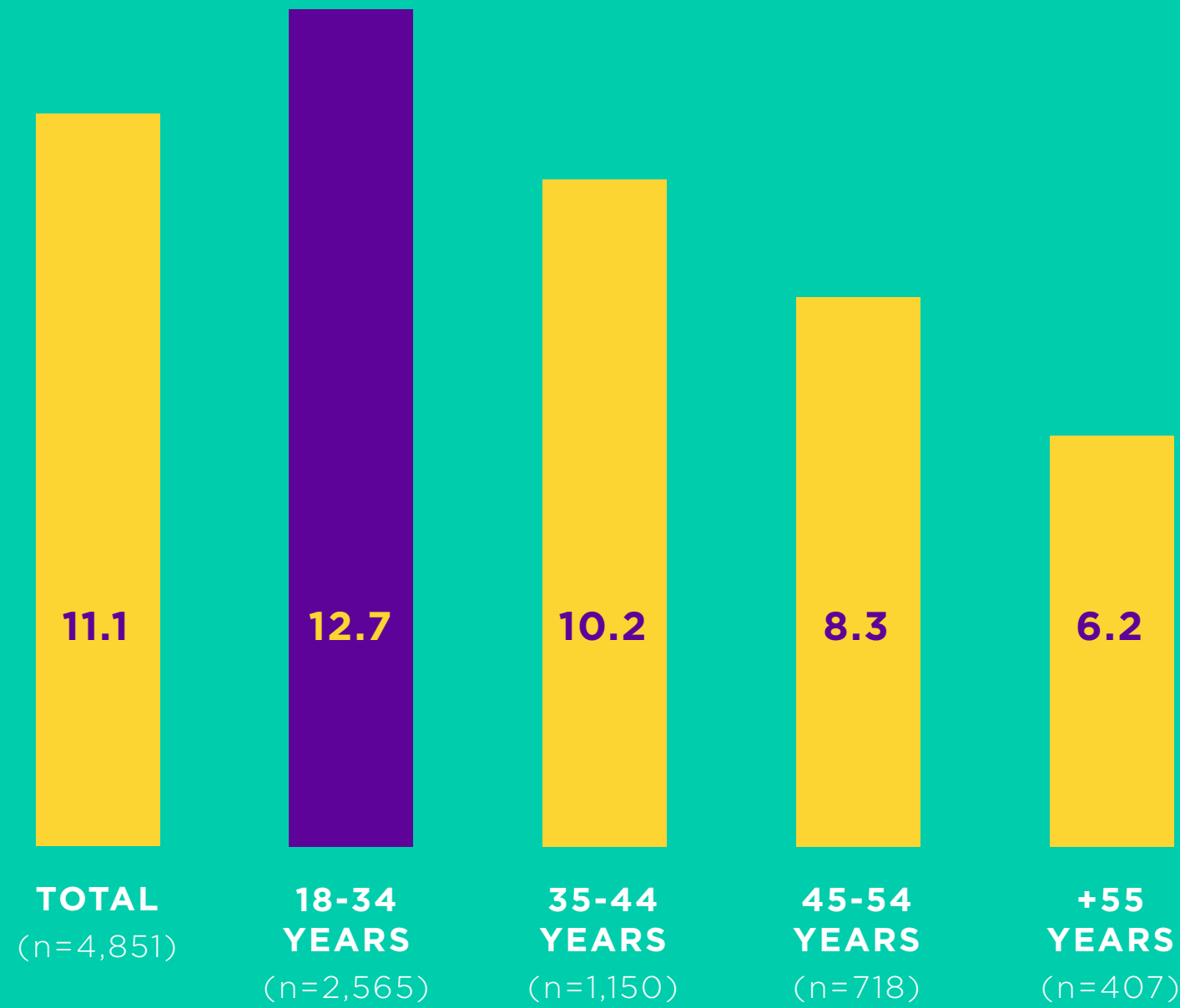
... BUT MILLENNIALS
ARE ALREADY AT

110

MINUTES A DAY



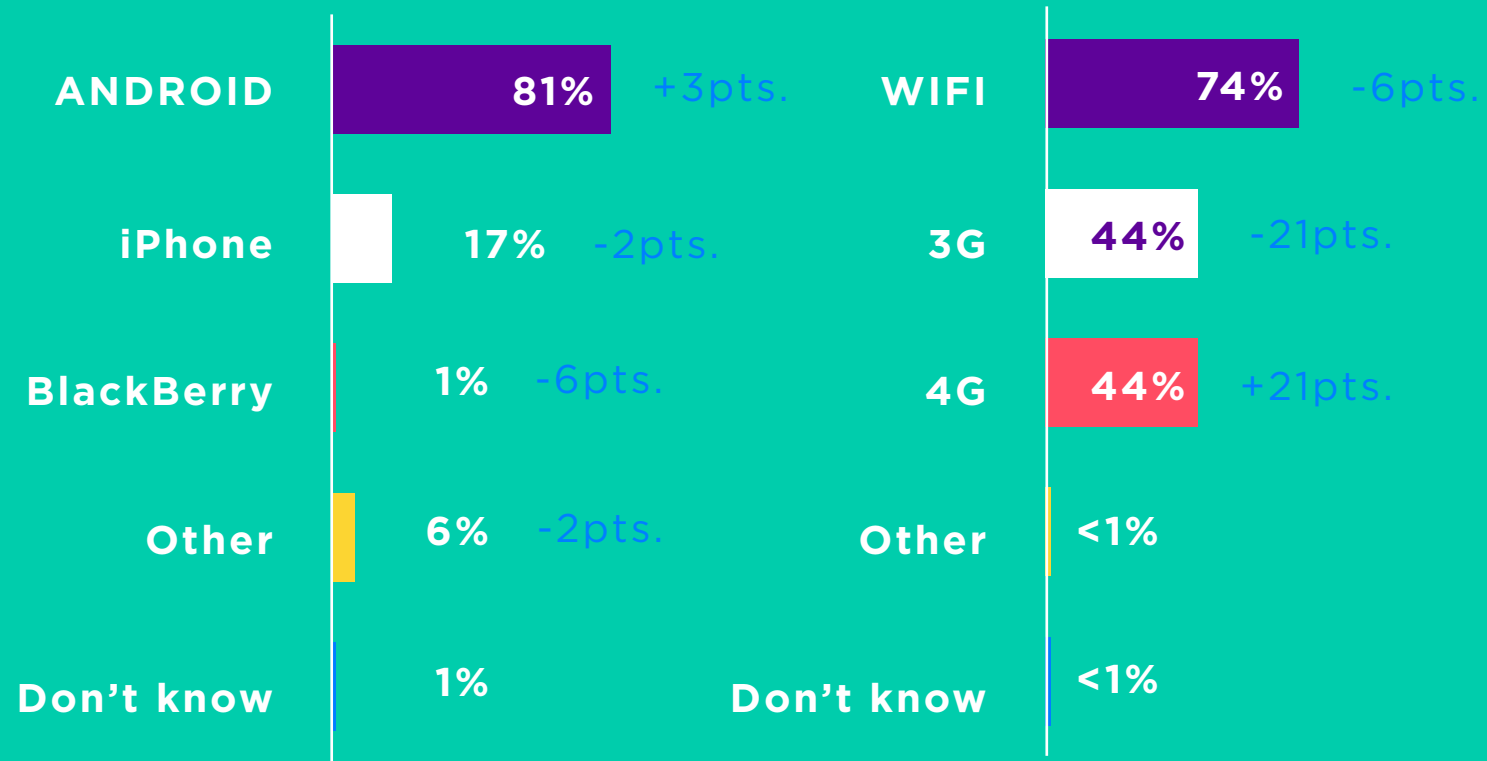
Smartphone usage is highest amongst Millennials, who spend more time online on their phones than any other age group.



AVERAGE HOURS SPEND ON DEVICE

ANDROID IS THE LEADING SMARTPHONE OS IN THE REGION

iOS has only a minor footprint with 17% penetration.



TYPE OF SMARTPHONE

TYPE OF INTERNET ACCESS

VARIATION VS IMS MOBILE IN LATAM 2015

THOUGH
WiFi
IS THE MOST COMMON TYPE OF INTERNET ACCESS,

4G
CONNECTIONS HAVE ALREADY GOT AS MASSIVE AS

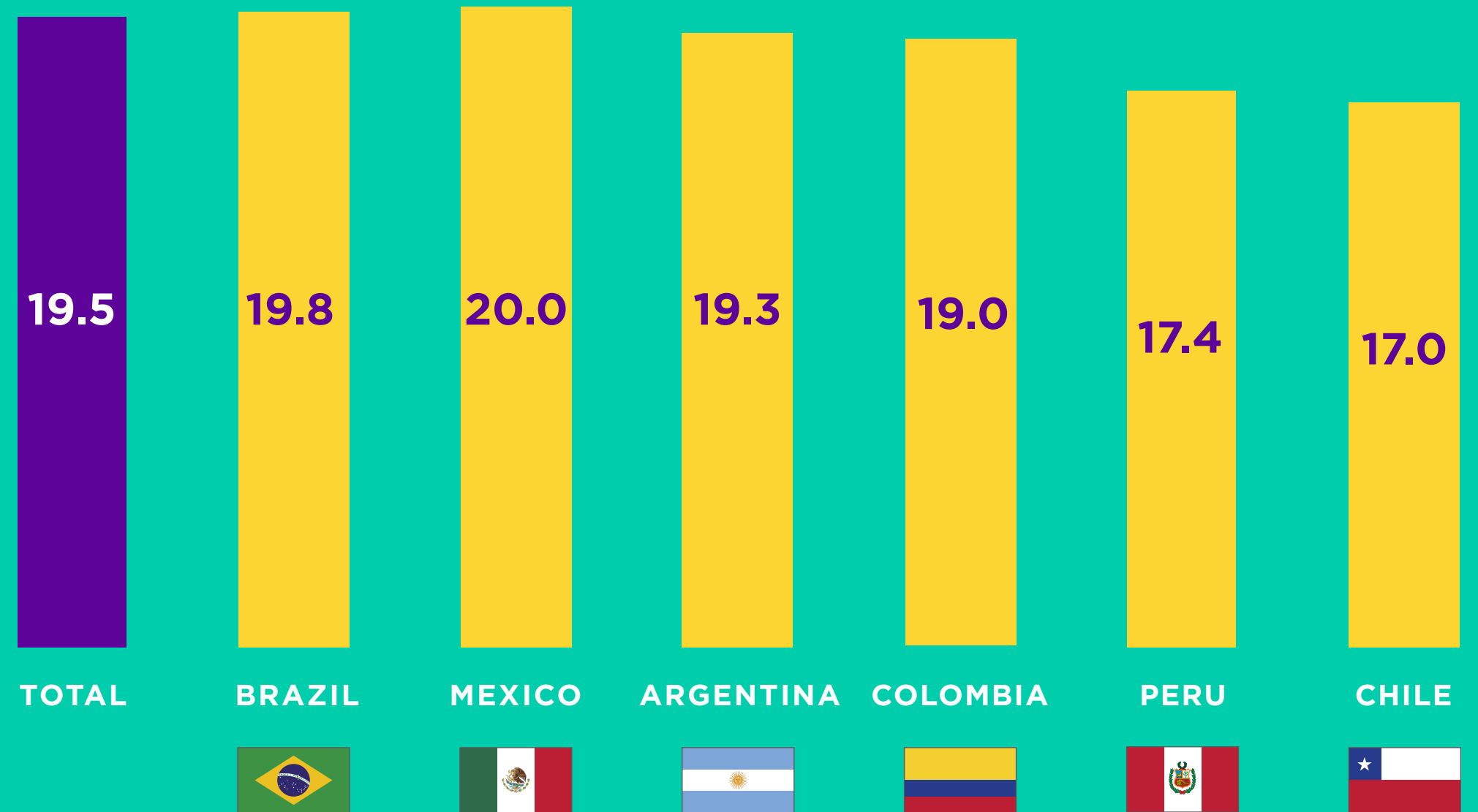
3G
WITH ALMOST HALF SMARTPHONE USER PENETRATION.

Higher connection speeds increase the potential of both apps and advertising formats.

AVERAGE NUMBER OF APPS

ALMOST
20
APPS INSTALLED
ON SMARTPHONES

Apps are becoming more relevant among smartphone users, who have downloaded on average about 8% more apps than last year.



IMS MOBILE
IN LATAM
NUMBER OF APPS
ON SMARTPHONE

1ST EDITION

18
AVERAGE

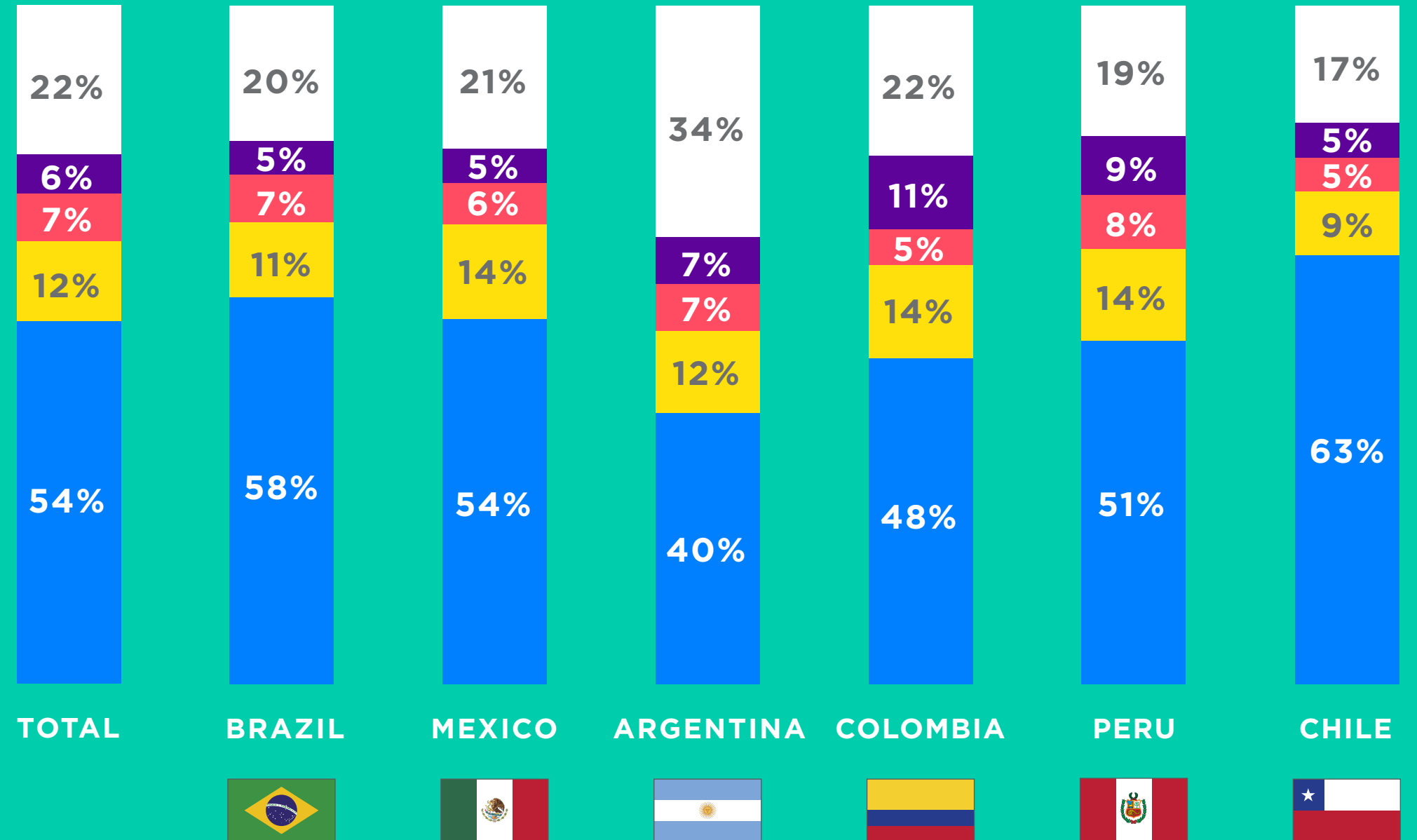
VS.

2ND EDITION

19.5
AVERAGE

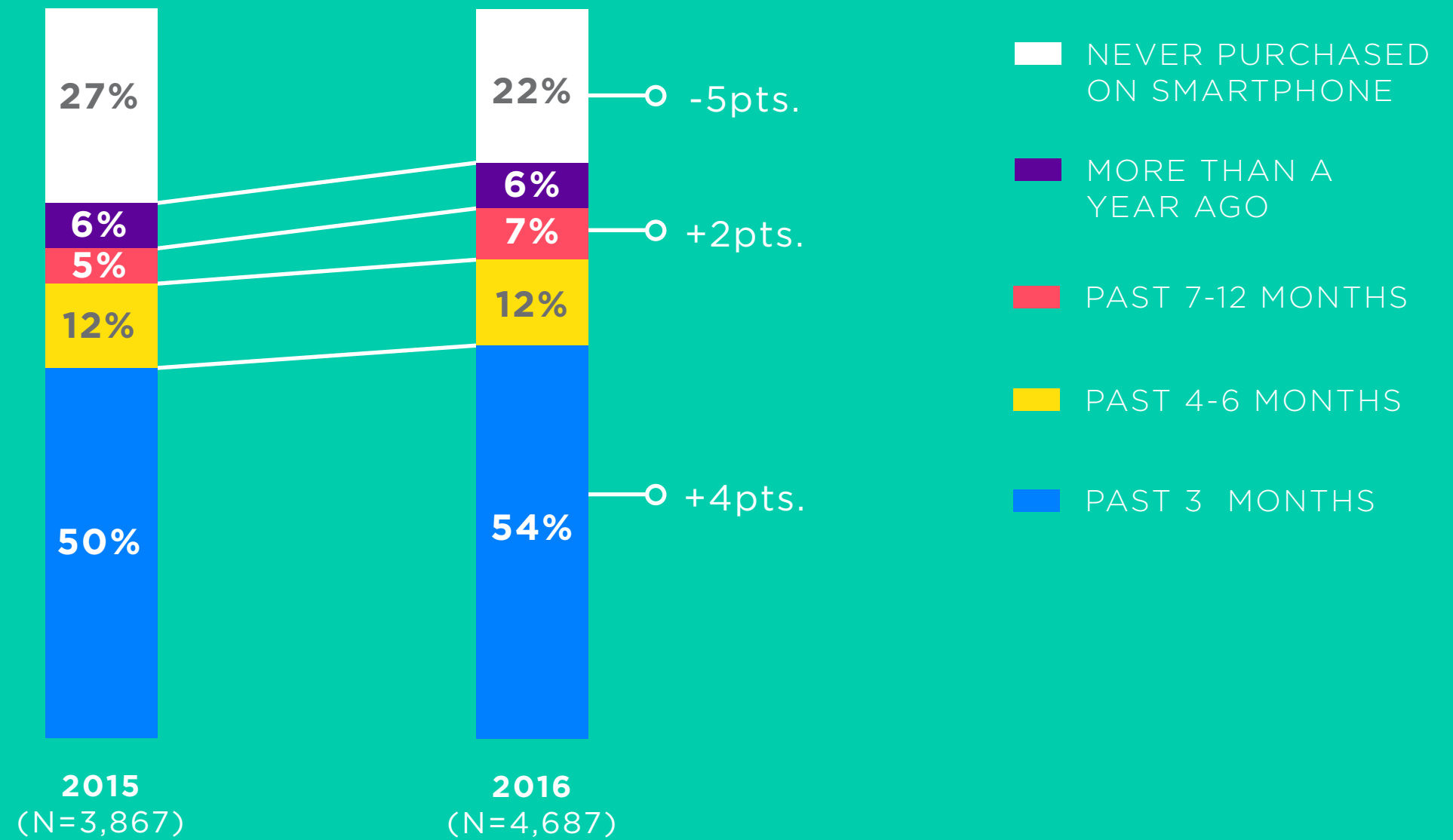
THE MAJORITY OF
SMARTPHONE OWNERS
HAVE MADE A
**PURCHASE
ON THEIR
SMARTPHONE**
IN THE PAST 6 MONTHS

Mobile commerce is already here.
Only 1 in 5 users has never purchased
anything on a smartphone.



AND THERE IS A
**POSITIVE
TREND**
WHEN COMPARING WITH
LAST YEAR'S RESULTS

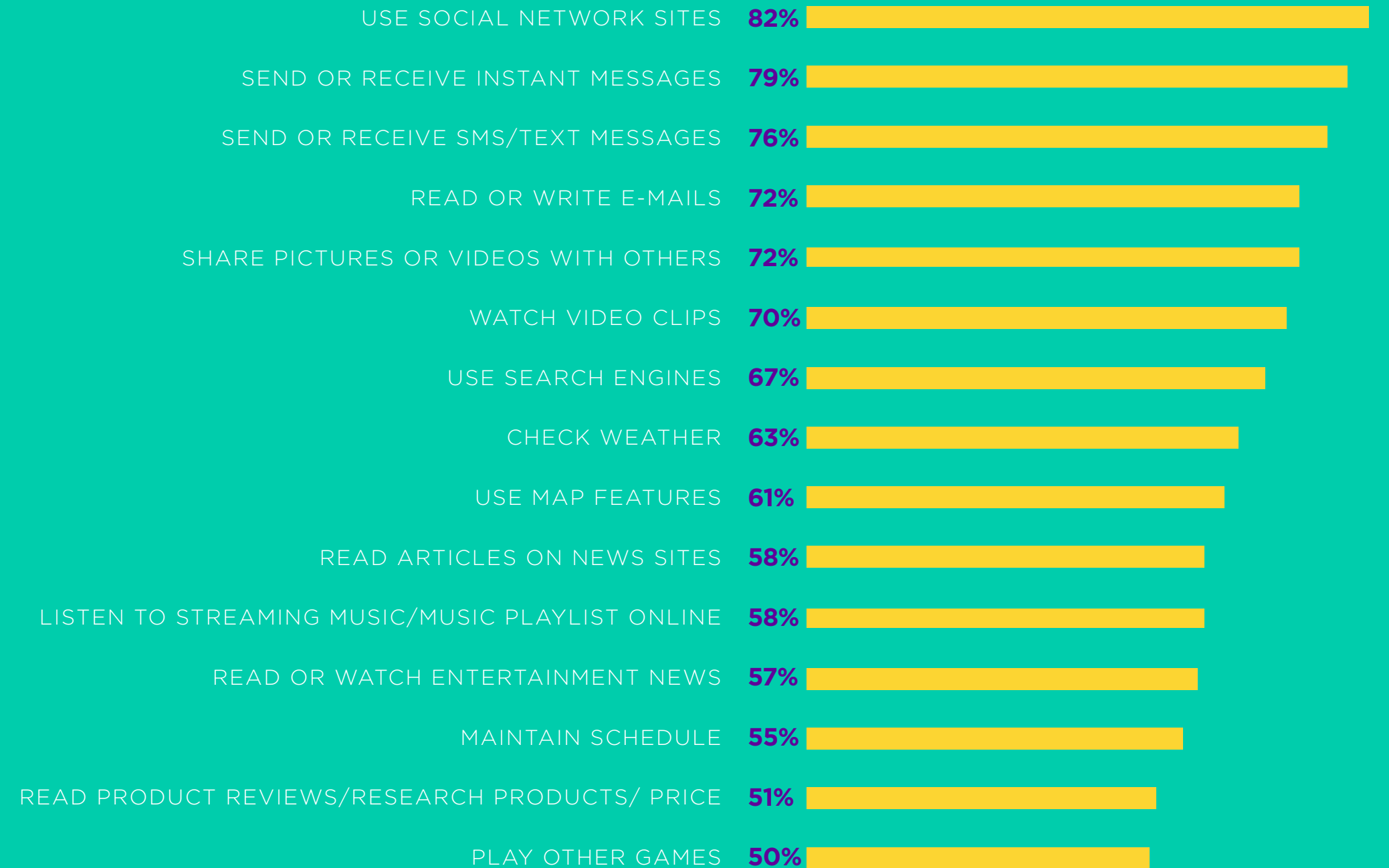
mCommerce appears to be on the rise in Latin America, with more respondents claiming to make online purchases, and doing so more often than last year.



SOCIAL, MESSAGING AND PICTURES/ VIDEOS VIEWING AND SHARING

ARE THE MAIN ACTIVITIES ON SMARTPHONES

ACTIVITIES (N:4.687)





ACTIVITIES (N:4.687)

SMARTPHONES

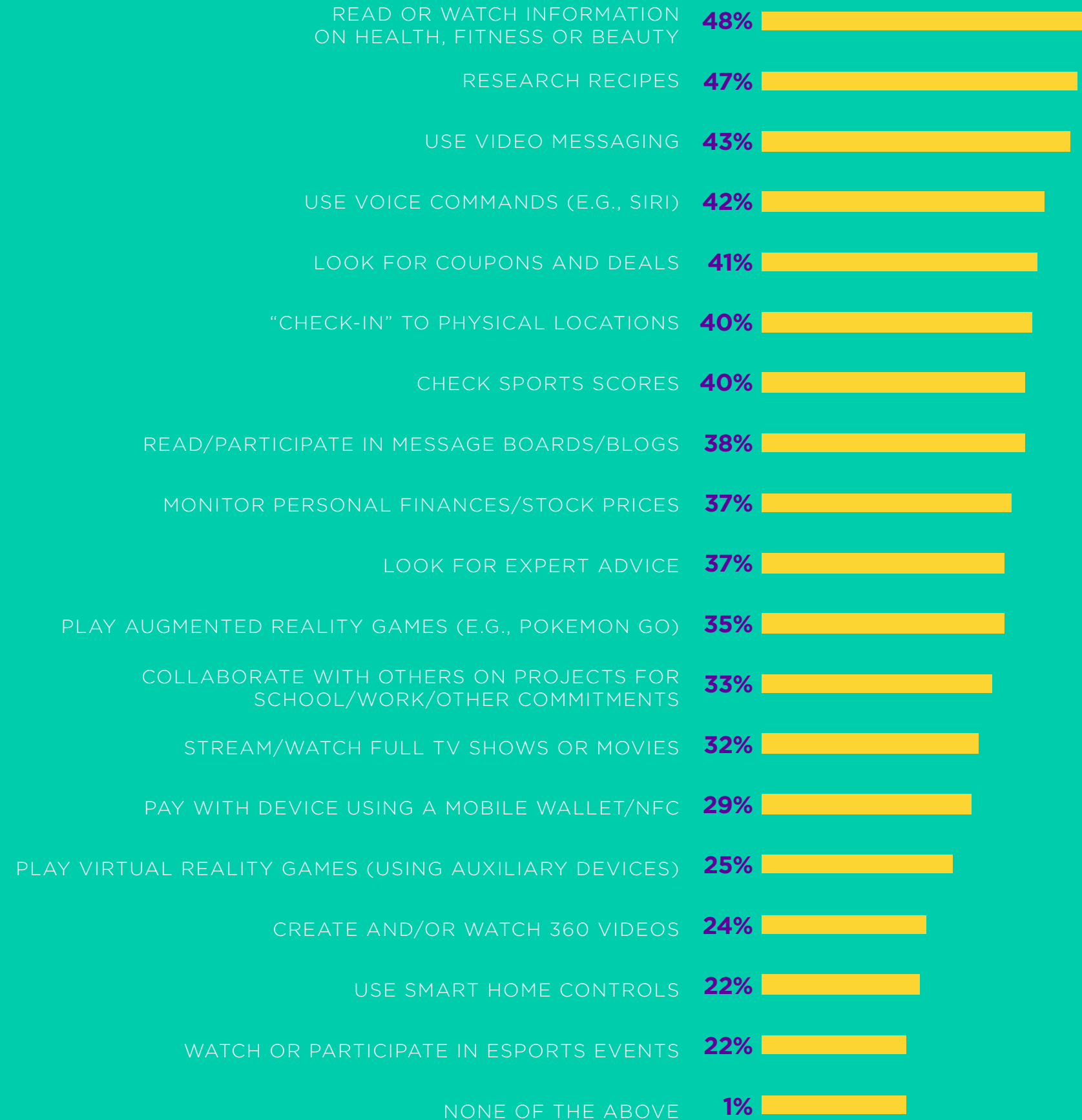
Yet smartphones are powerful tools and their multiple uses were captured in our study.

Entertainment, information, research, purchases, training, working...there is hardly an activity that cannot be carried out without the help of one of these devices.



SPECIALIZED APPS

The increase in the number of downloaded apps combined with this wide variety of activities indicates a desire to have the best app for the job rather than a one-size-fits-all solution.





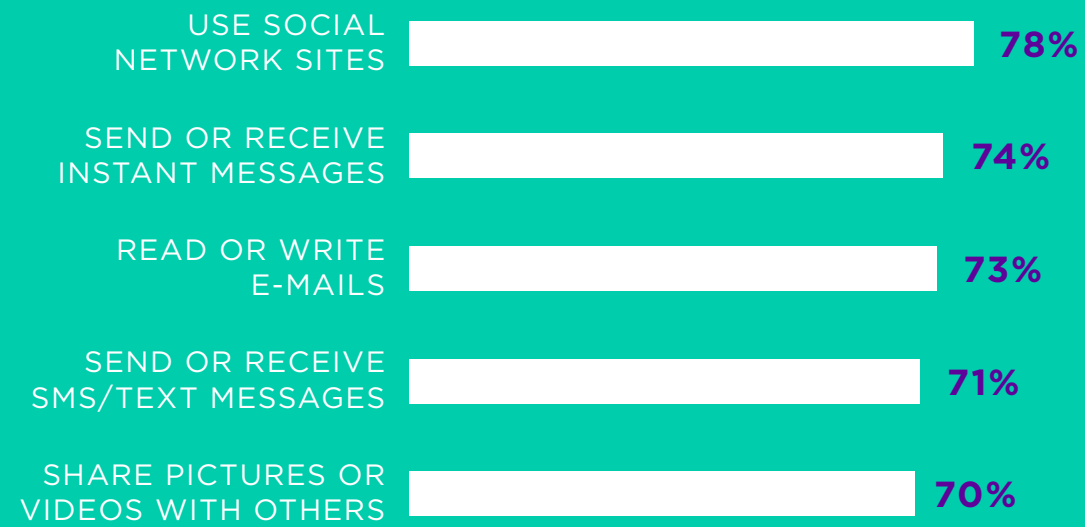
THE PATTERN IS VERY CONSISTENT ON A COUNTRY LEVEL, WITH MINOR LOCAL VARIATIONS ON THE TOP 5 ACTIVITIES

SMARTPHONE

SMARTPHONE ACTIVITIES



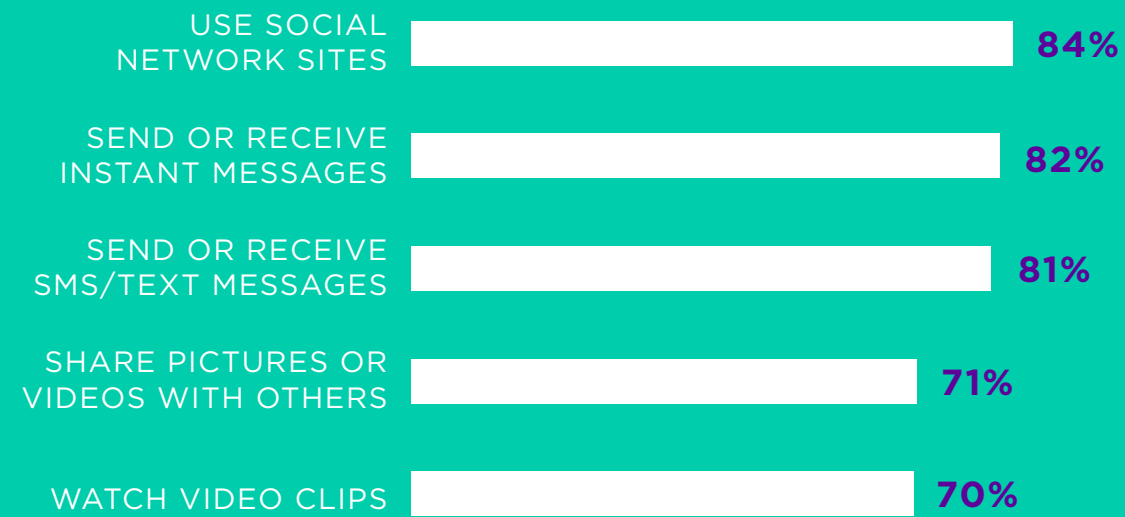
BRAZIL (N:820)



SMARTPHONE ACTIVITIES



MEXICO (N:785)



SMARTPHONE ACTIVITIES



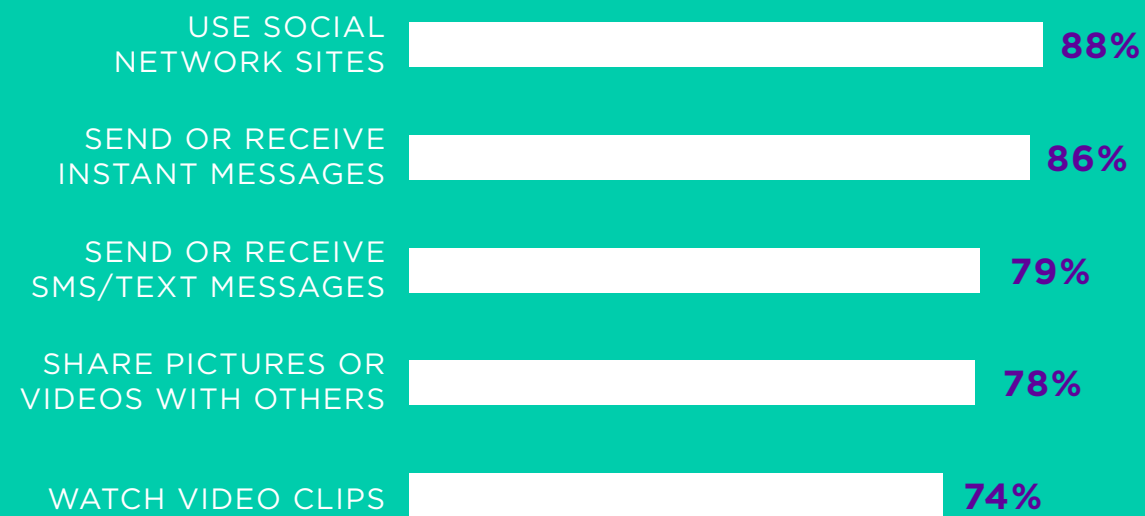
ARGENTINA (N:764)



SMARTPHONE ACTIVITIES



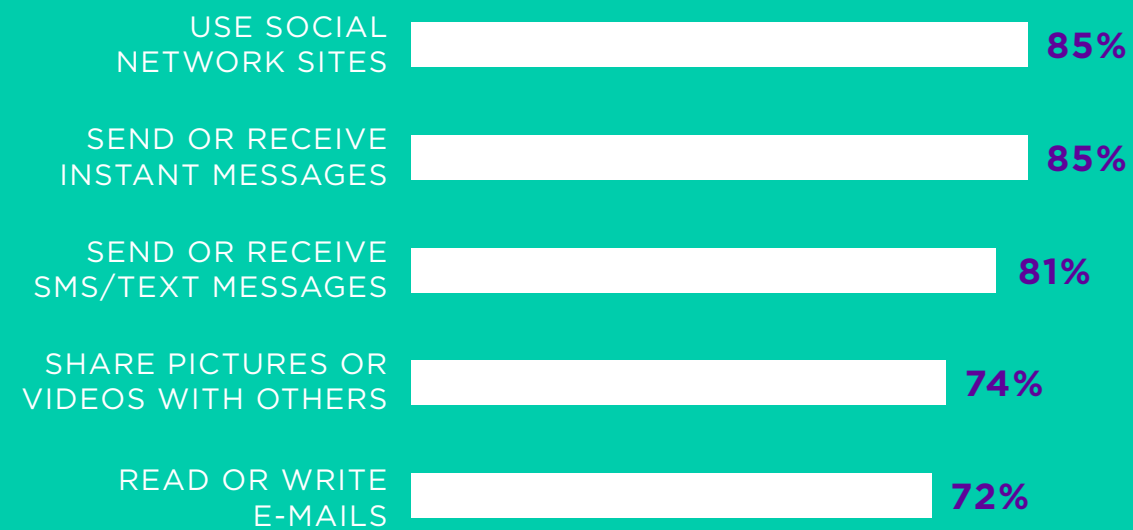
COLOMBIA (N:780)



SMARTPHONE ACTIVITIES



PERU (N:773)



SMARTPHONE ACTIVITIES



CHILE (N:765)





TABLET USAGE

IMS MOBILE IN LATAM STUDY
2ND EDITION



WITH LESS PENETRATION
THAN SMARTPHONES,
THE AVERAGE TIME
CONNECTED ON TABLETS
DROPS TO ALMOST

30

MINUTES PER DAY

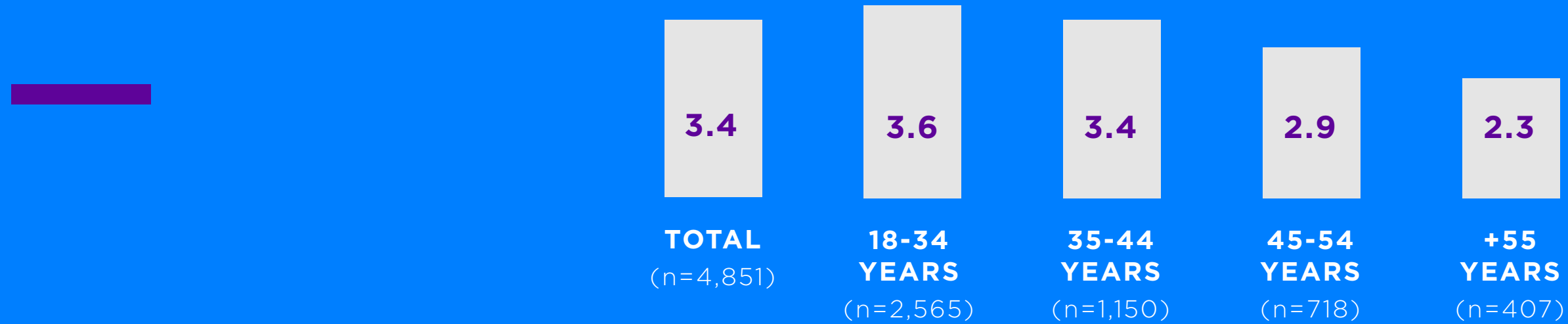


Tablet usage is still developing in Latin America, with Peru being the leader.



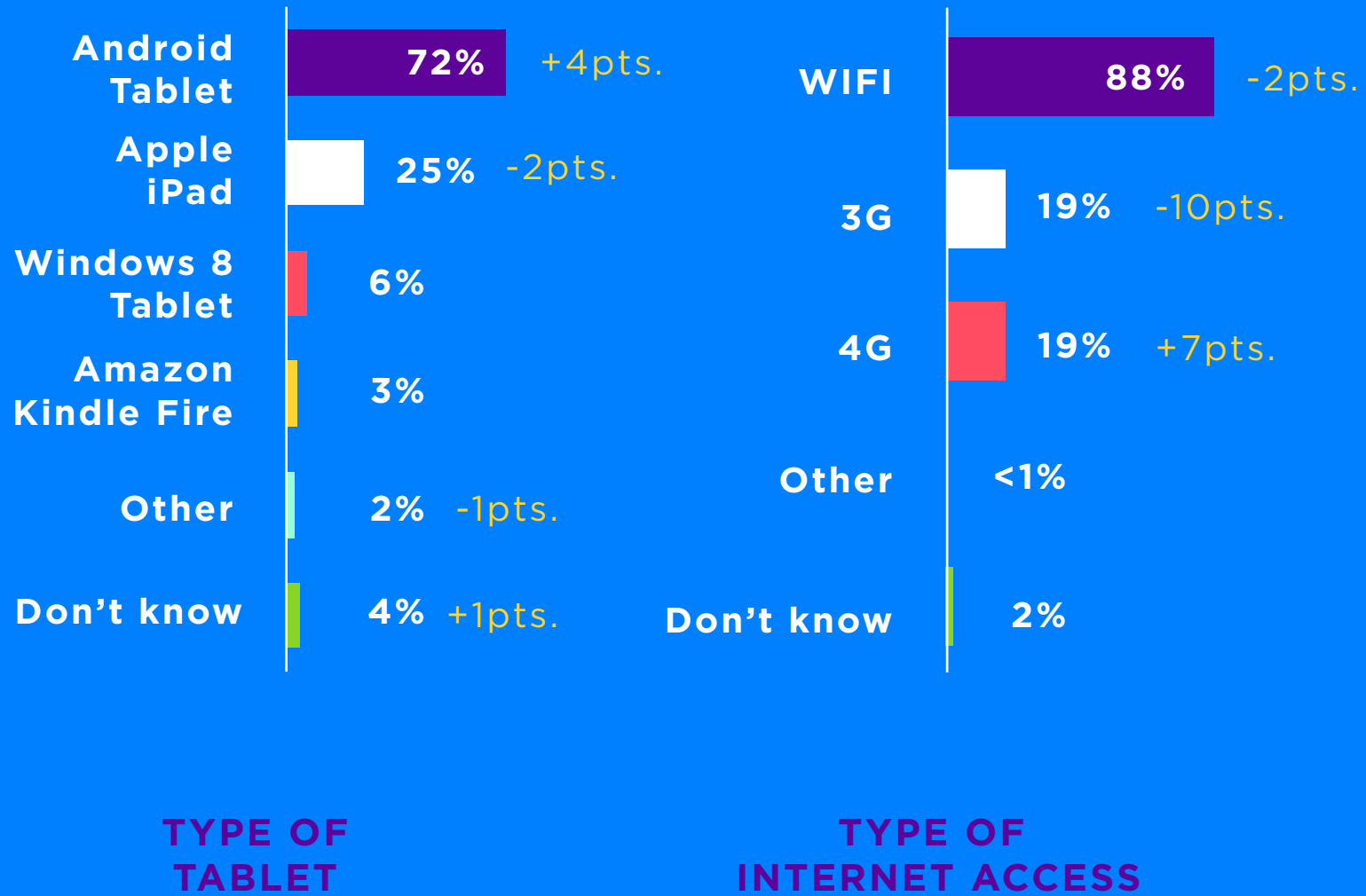
AVERAGE HOURS SPEND ON DEVICE

UNLIKE **SMARTPHONES**,
TABLET USAGE IS
FAIRLY EVEN AMONGST
ALL AGE GROUPS



AVERAGE HOURS
SPEND ON DEVICE

ANDROID ALSO RULES ON TABLETS



■ VARIATION VS IMS MOBILE IN LATAM 2015

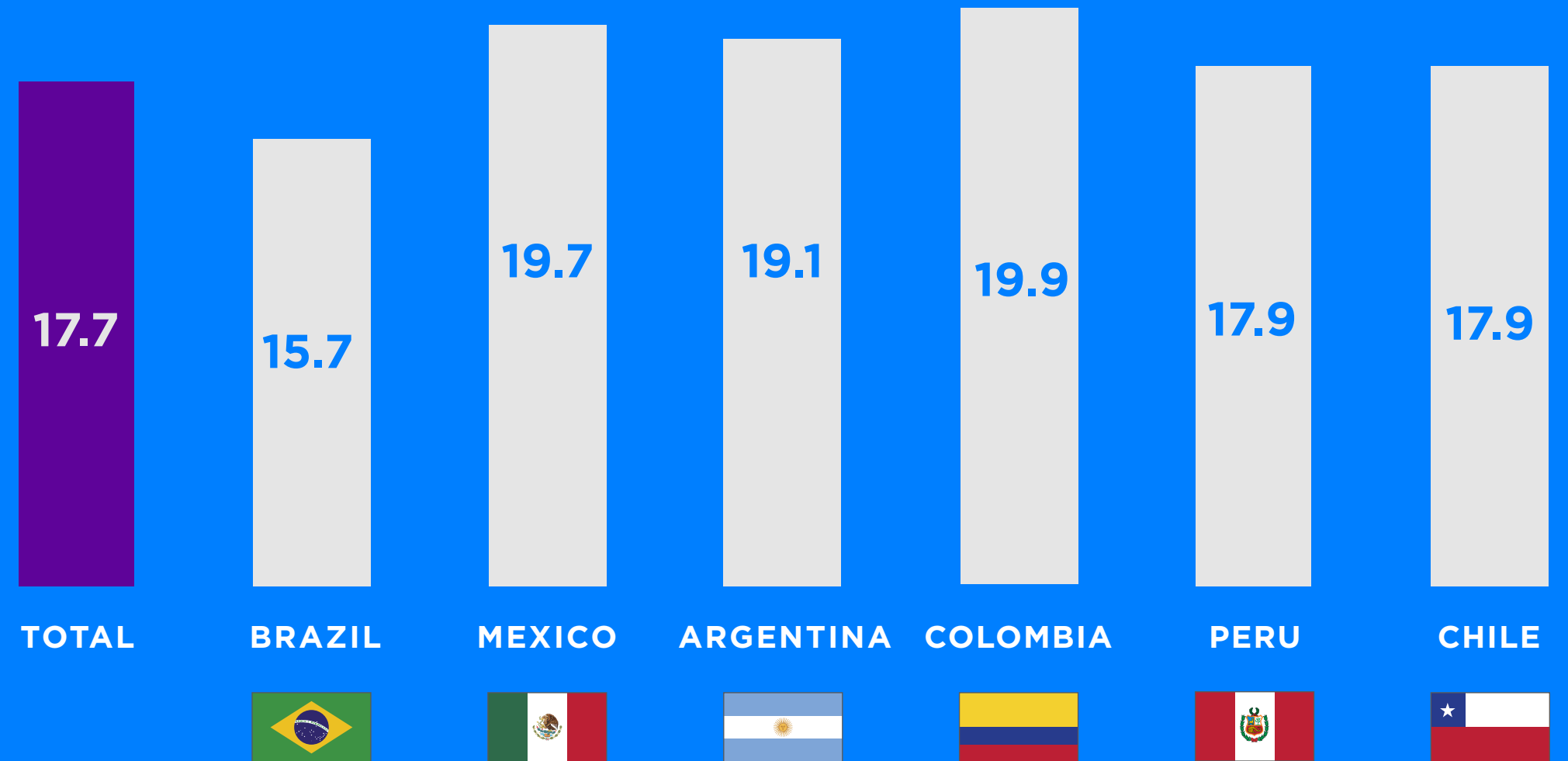
YET
ios
GETS A HIGHER
SHARE THAN ON
SMARTPHONES
WITH 25%
PENETRATION.

WIFI
IS CLEARLY
THE MAIN TYPE
OF CONNECTION
FOR THESE
DEVICES.

AVERAGE NUMBER OF APPS

TABLET

TABLET USERS HAVE
REDUCED
THE NUMBER OF
DOWNLOADED
APPS



On tablets, the number of apps has reduced 7% in the last year. As we will see later, users are limiting the scope of these devices specially when compared to smartphones.

IMS MOBILE
IN LATAM
NUMBER OF APPS
ON TABLETS

1ST EDITION

19
AVERAGE

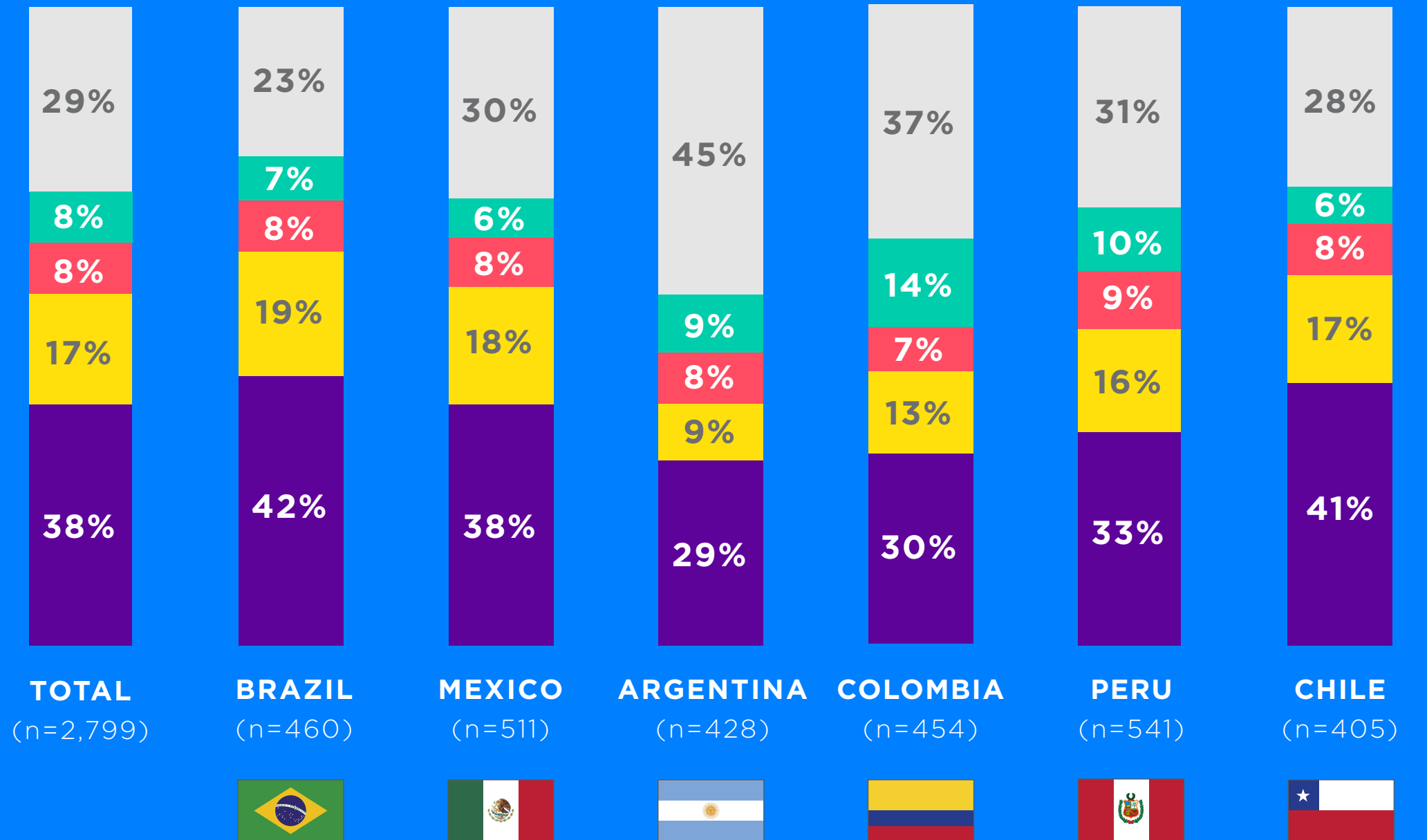
VS.

2ND EDITION

17.7
AVERAGE

TABLET PURCHASES ARE ALSO RELEVANT IN MOST COUNTRIES

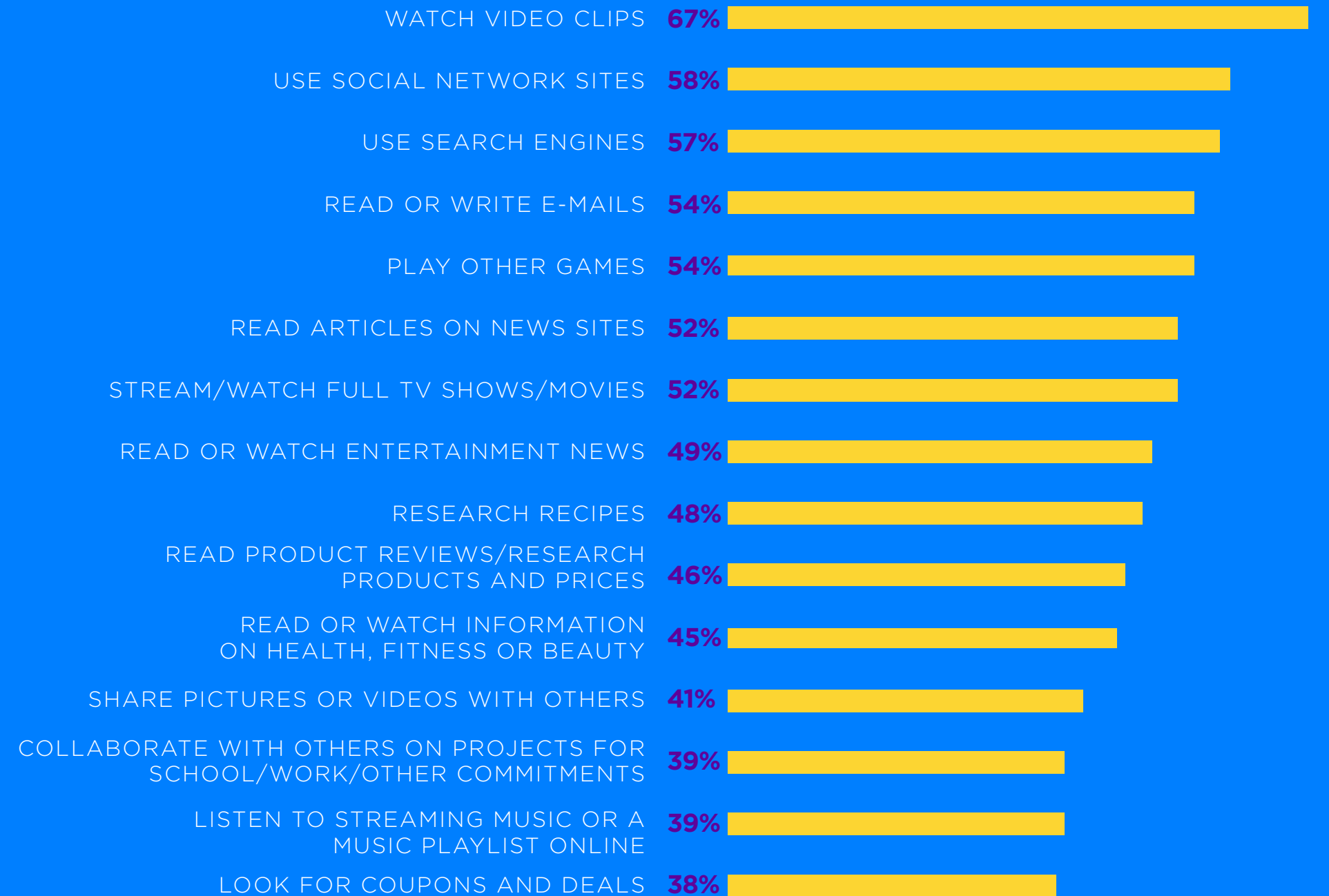
Online purchases made on tablet varies by country, with Brazil and Chile being the leaders. But overall, at least half of tablet users have purchased using their tablets



TABLETS HAVE A STRONGER ENTERTAINMENT PROFILE

Gaming and watching audiovisual content are definitely more relevant on tablets. Social and search are also at the top of the chart, as the screen size can improve the experience on these devices.

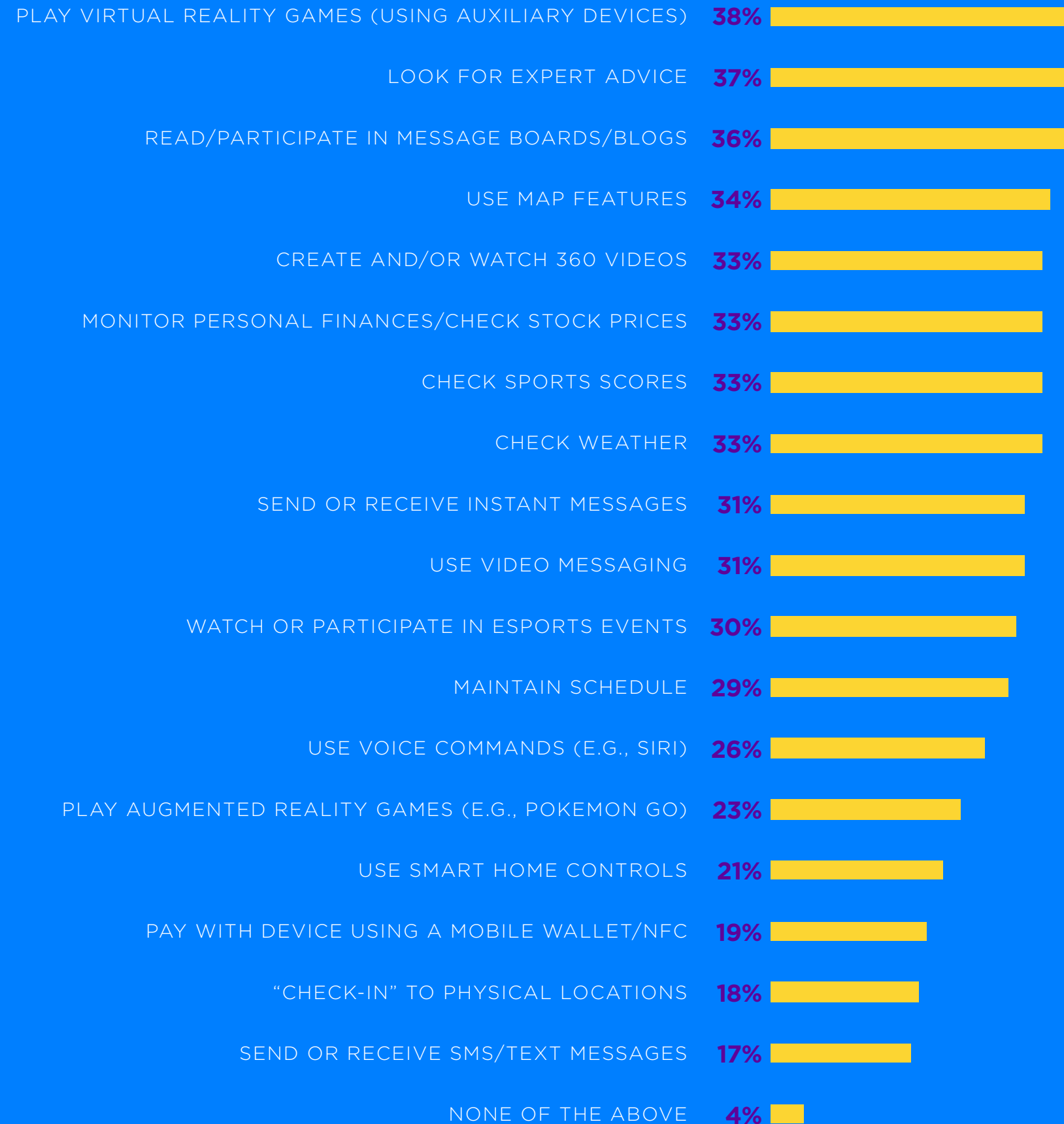
ACTIVITIES (N:2.799)



TABLETS HAVE A STRONGER ENTERTAINMENT PROFILE

Gaming and watching audiovisual content are definitely more relevant on tablets. Social and search are also at the top of the chart, as the screen size can improve the experience on these devices.

ACTIVITIES (N:2.799)





THERE IS ONCE AGAIN MANY SIMILARITIES ACROSS COUNTRIES

TABLET

TABLET ACTIVITIES



BRAZIL (N:460)



TABLET ACTIVITIES



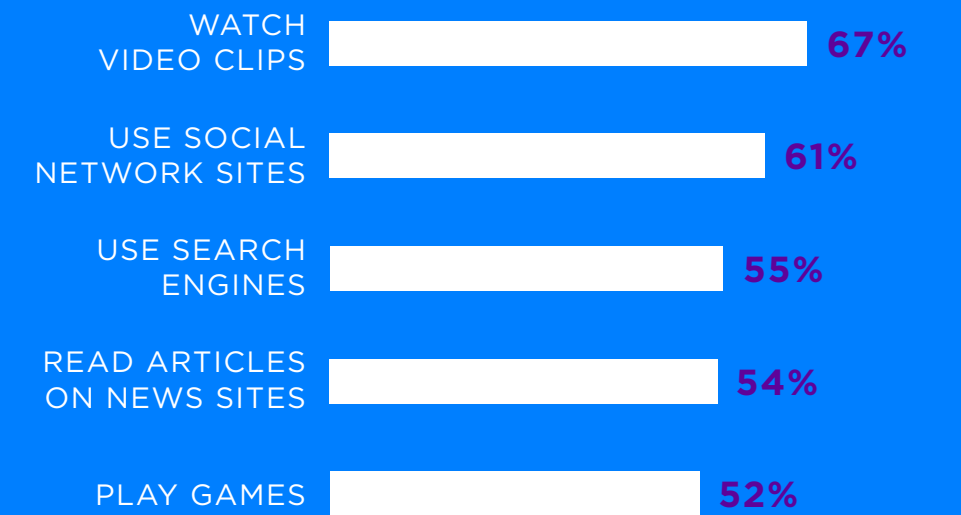
MEXICO (N:511)



TABLET ACTIVITIES



ARGENTINA (N:428)



TABLET ACTIVITIES



COLOMBIA (N:454)



TABLET ACTIVITIES



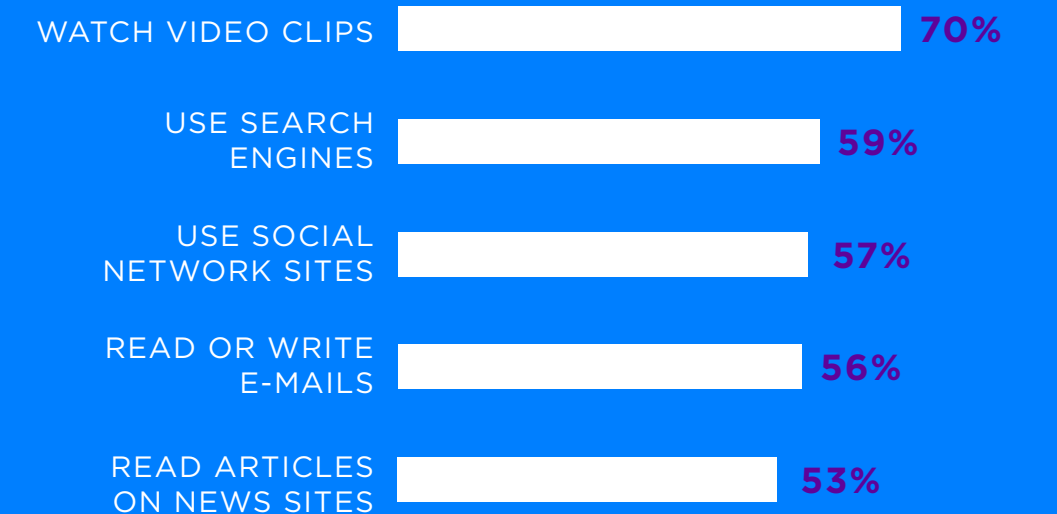
PERU (N:541)



TABLET ACTIVITIES



CHILE (N:405)





APP USAGE

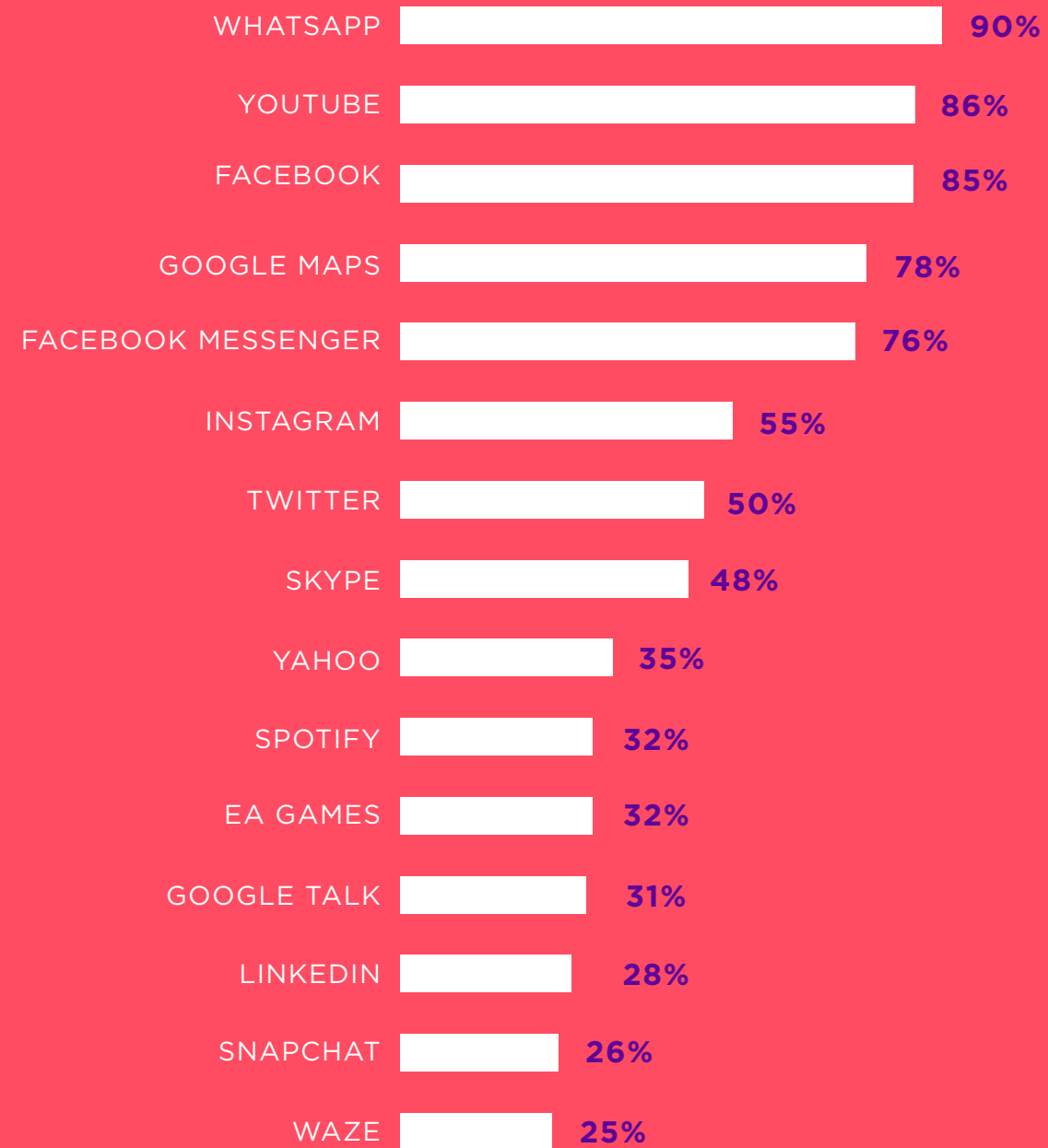
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2ND EDITION



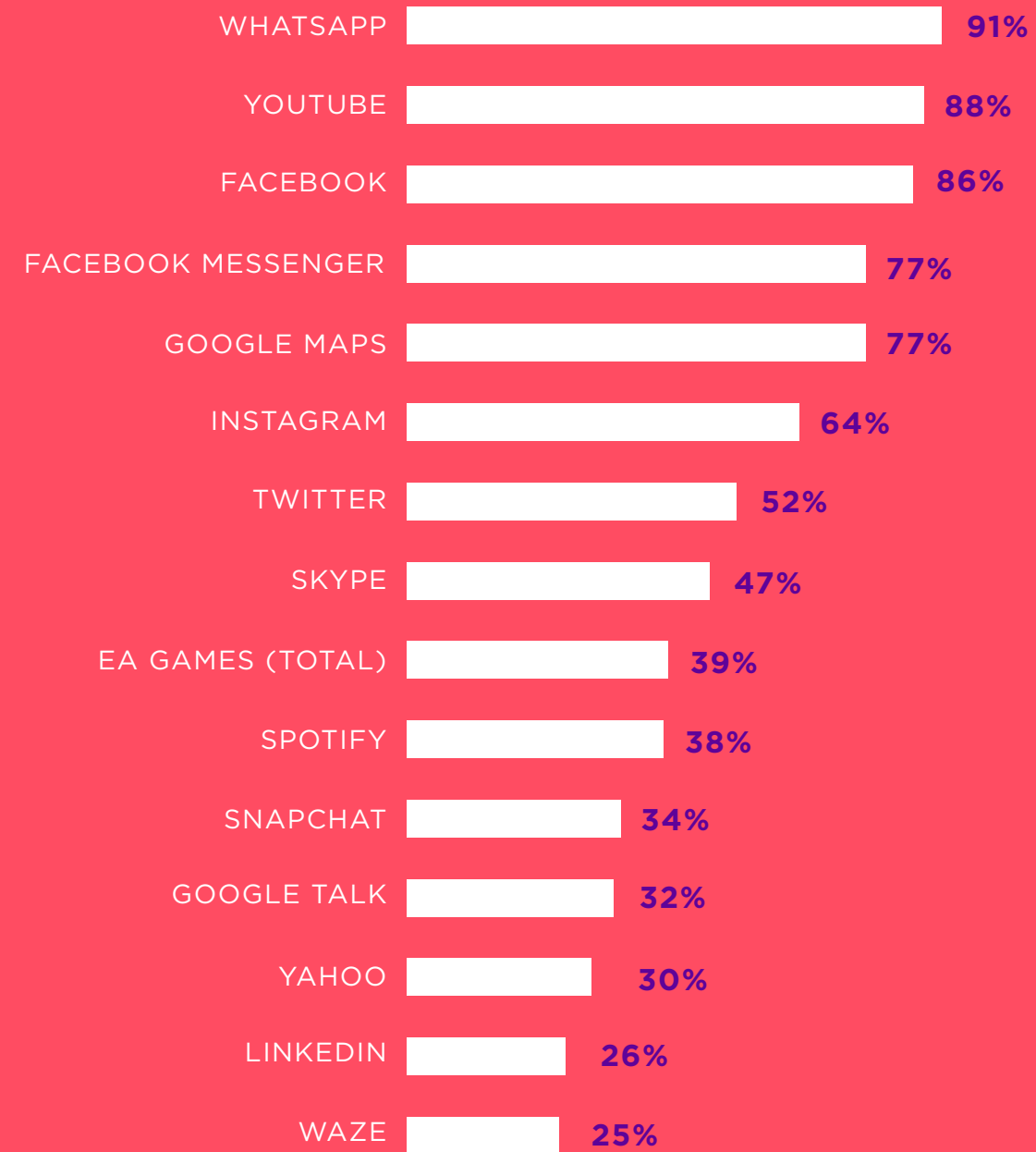
TOP 15 APPS - REACH

WHATSAPP HAS BECOME THE LEADING APP IN LATAM FOLLOWED BY **YOUTUBE** AND **FACEBOOK**. APPS LIKE **SPOTIFY**, **SNAPCHAT** (RANKED 11TH IN THIS TARGET) AND GAMES HAVE A STRONGER PRESENCE AMONG **MILLENNIALS**

TOTAL RESPONDENTS

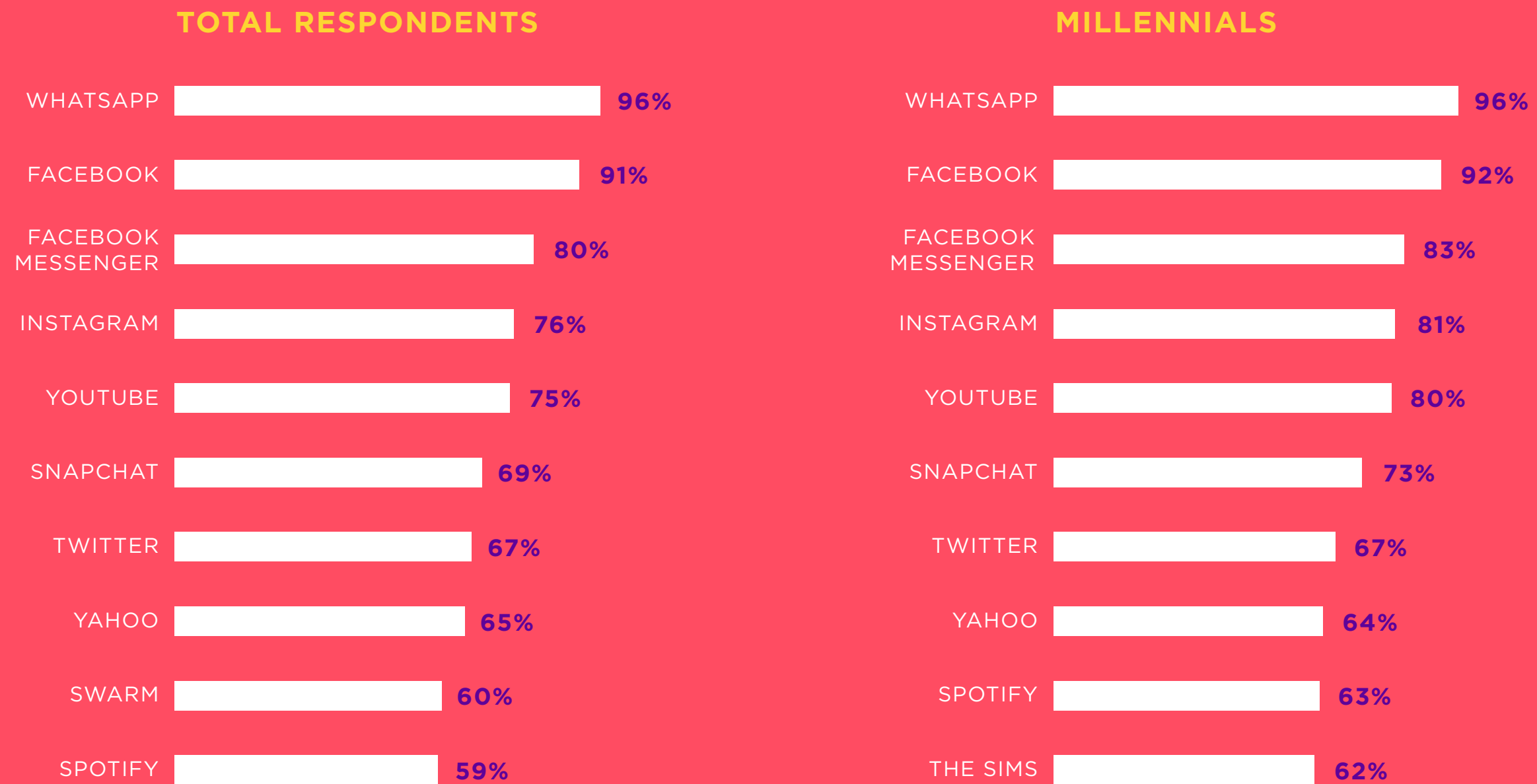


MILLENNIALS



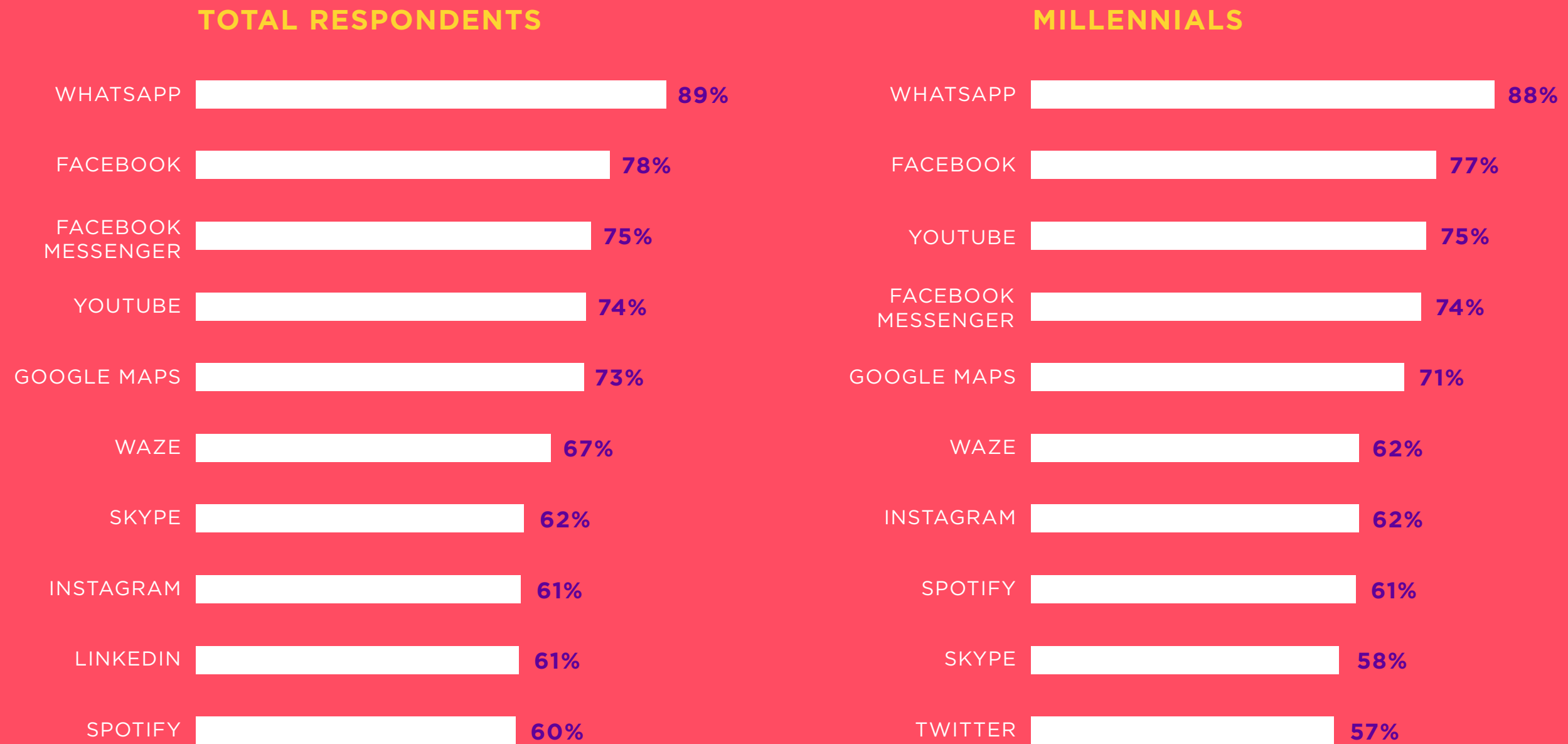
TOP 10 APPS - DAILY SMARTPHONE USAGE

SOME APPS WITH **LESS REACH** HAVE **HIGHER DAILY USAGE**, INCREASING THE ENGAGEMENT AND FREQUENCY POTENTIAL.



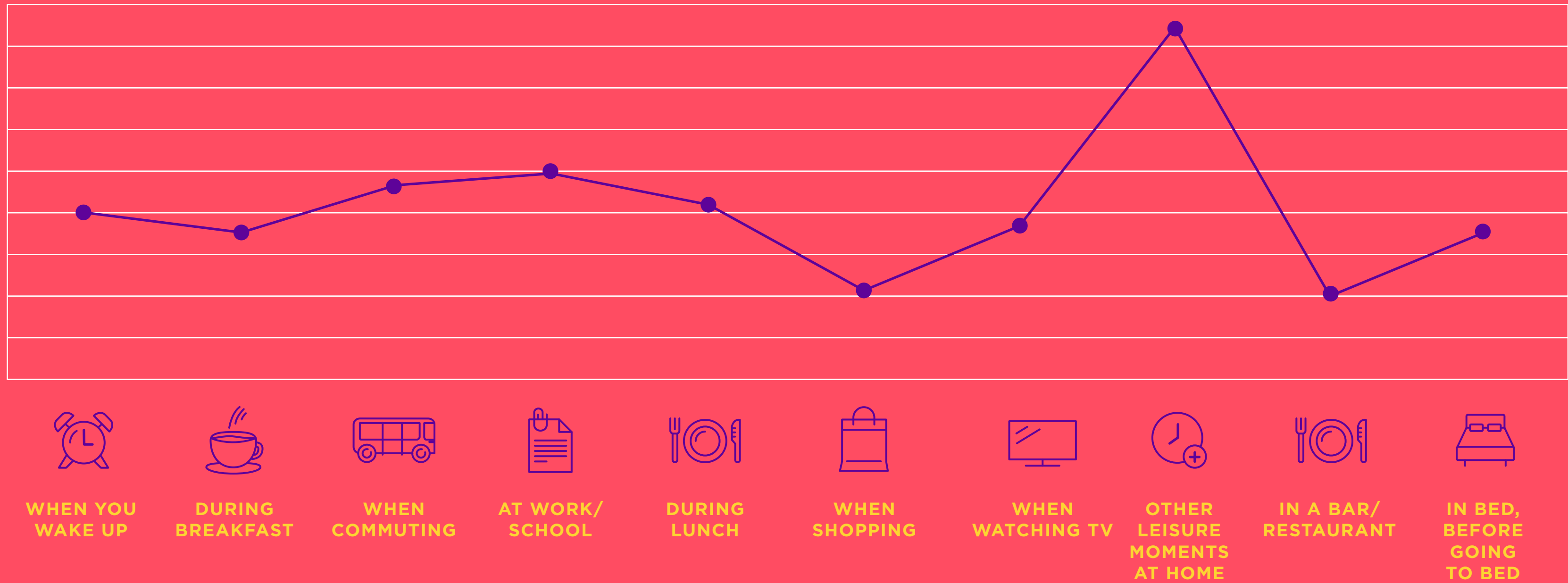
TOP 10 APPS - IMPORTANCE

WHEN ASKED ABOUT THE OVERALL IMPORTANCE OF EACH APP, WE STILL GET **WHATSAPP** AND **FACEBOOK** ON TOP, BUT THERE IS A DIFFERENT SET OF APPS FOLLOWING - SHOWING THAT THERE ARE SPECIFIC NEEDS THAT ONLY A FEW APPS CAN SATISFY.



LEISURE MOMENTS AT HOME, COMMUTING AND WHEN AT WORK OR SCHOOL ARE THE MOMENTS WITH HIGHEST APP ENGAGEMENT

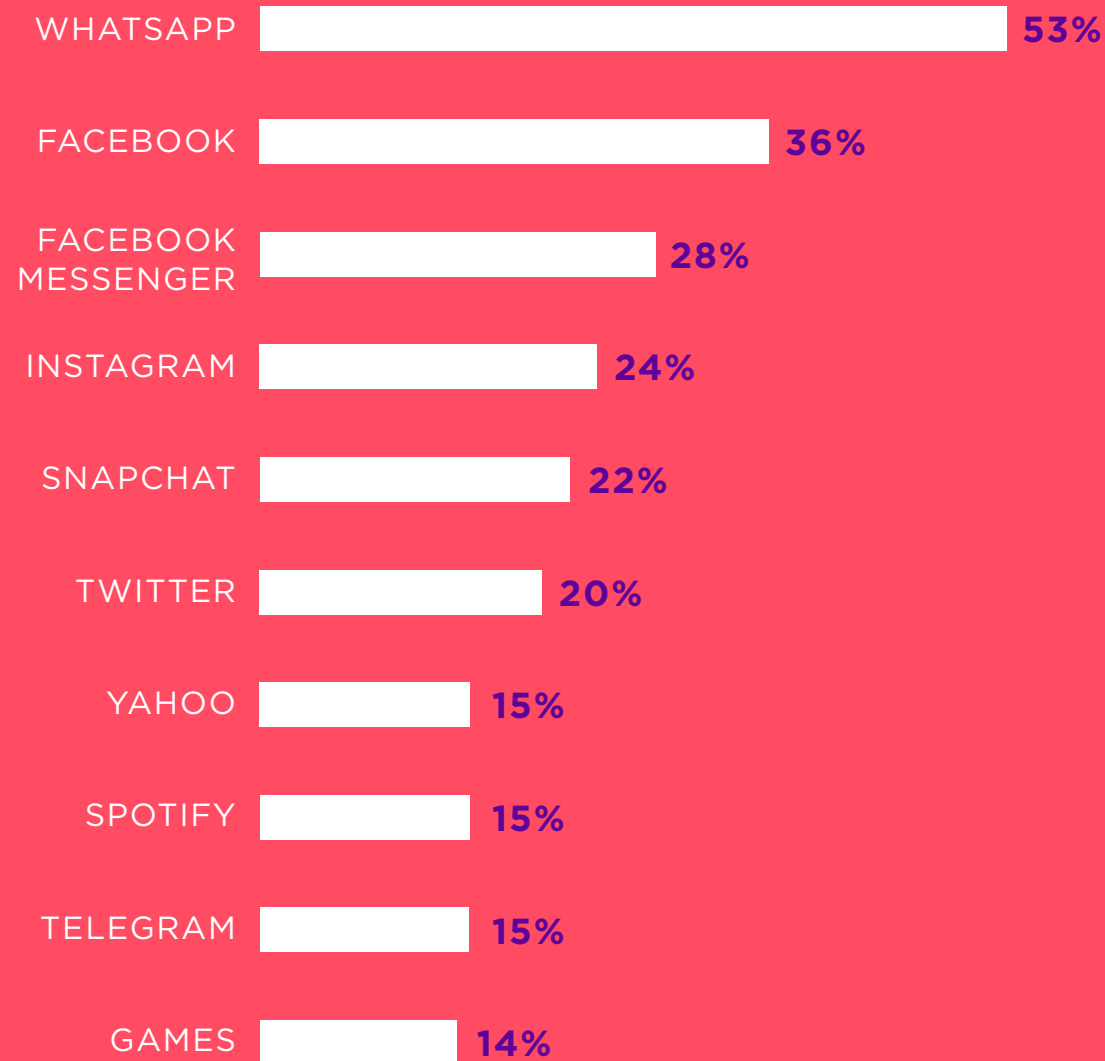
SITUATIONS WITH HIGHEST APP USAGE



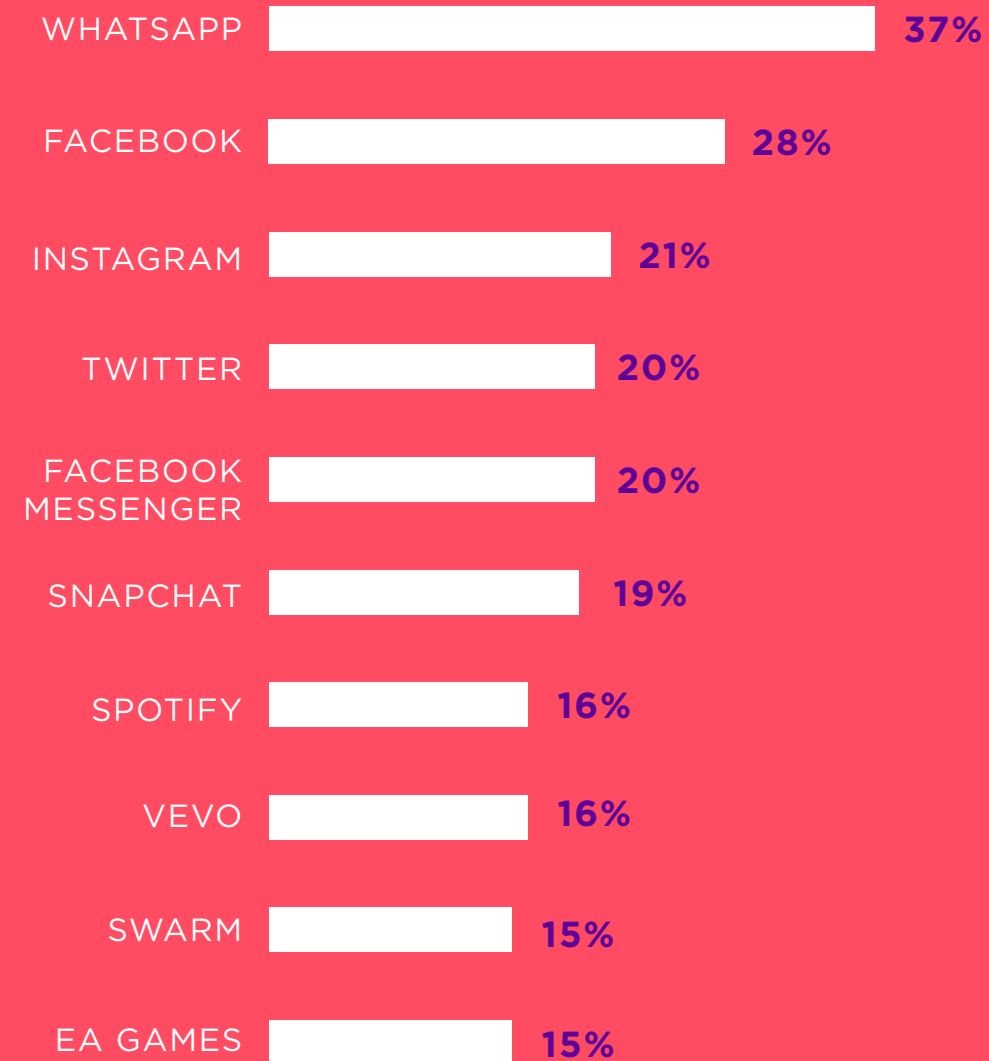
THERE ARE SITUATIONS WHERE SPECIFIC APPS BECOME PARTICULARLY RELEVANT



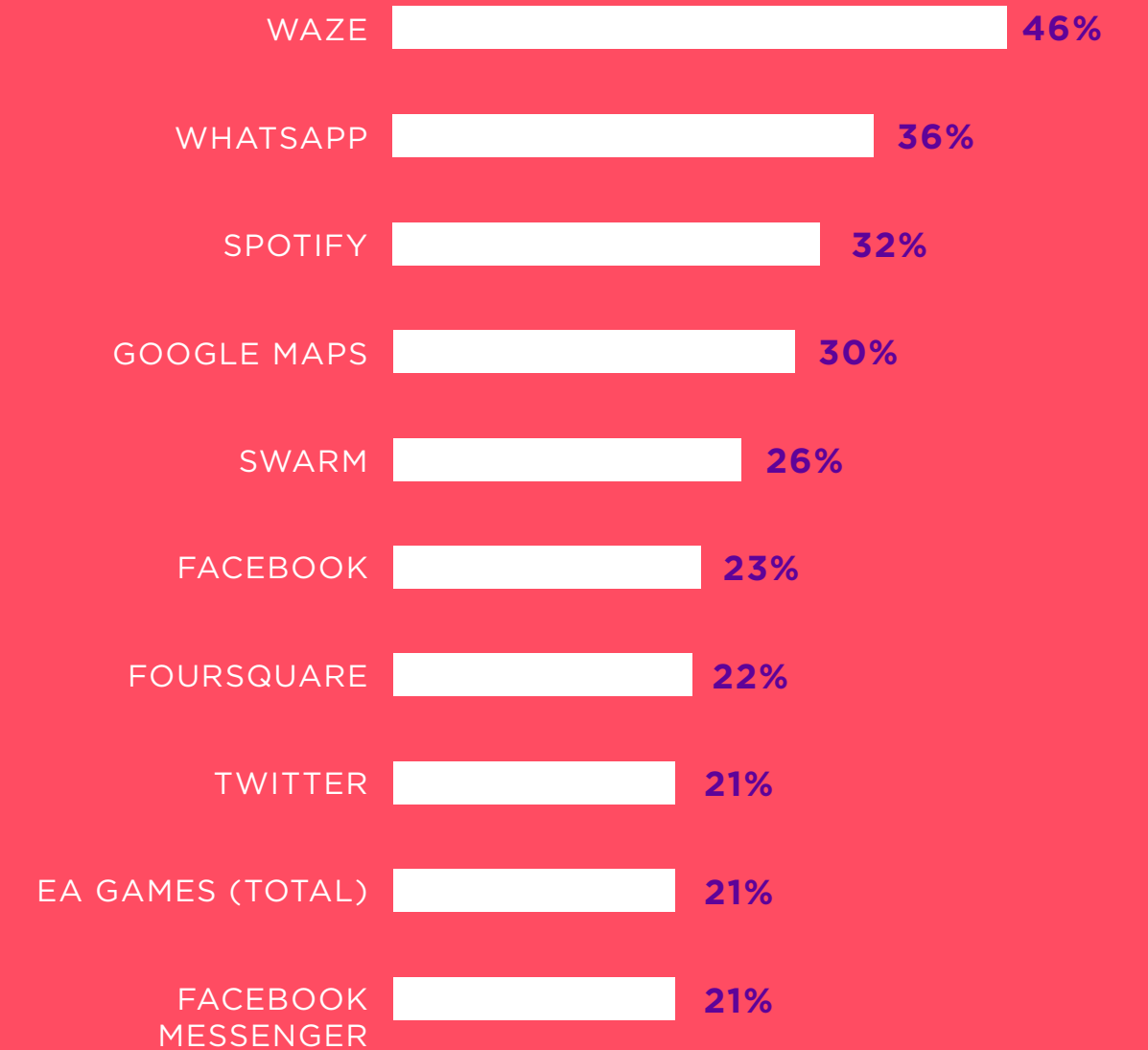
TOP 10 APPS
WHEN YOU WAKE UP



TOP 10 APPS
DURING BREAKFAST



TOP 10 APPS
WHEN COMMUTING

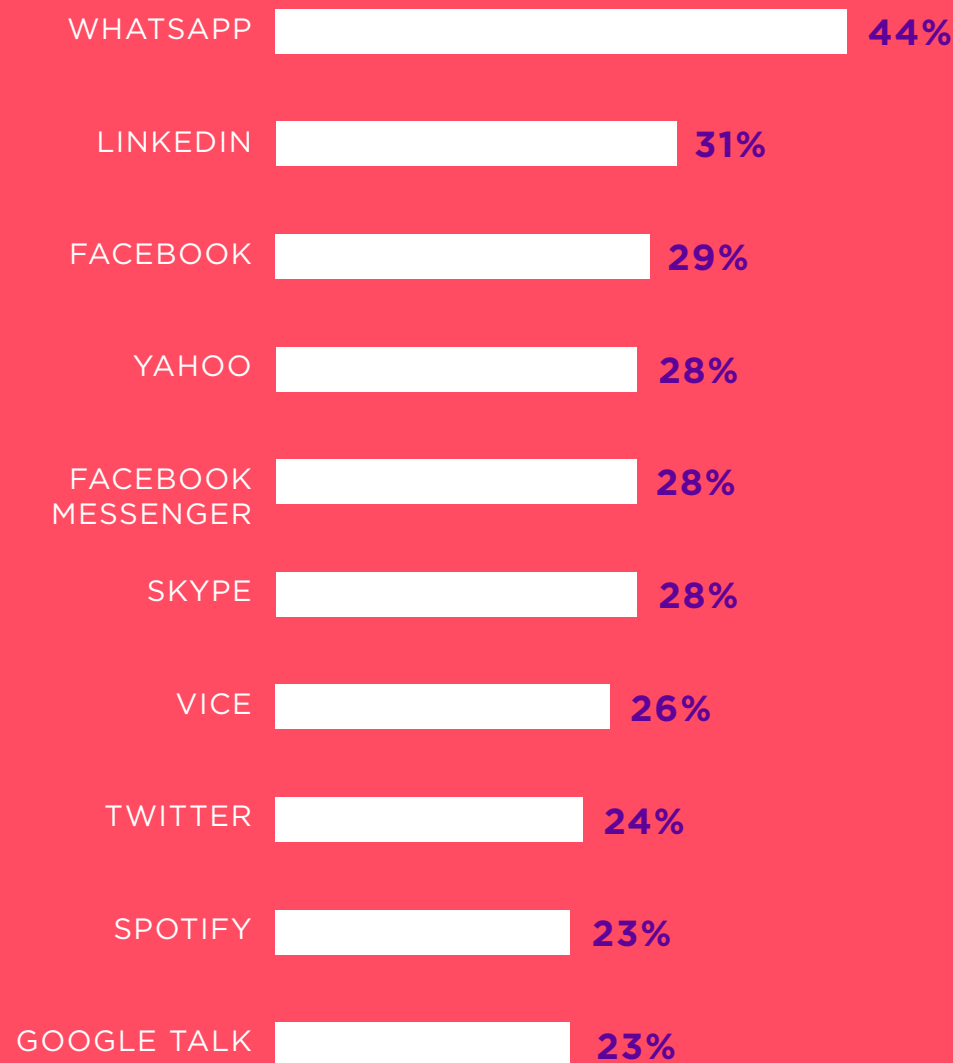




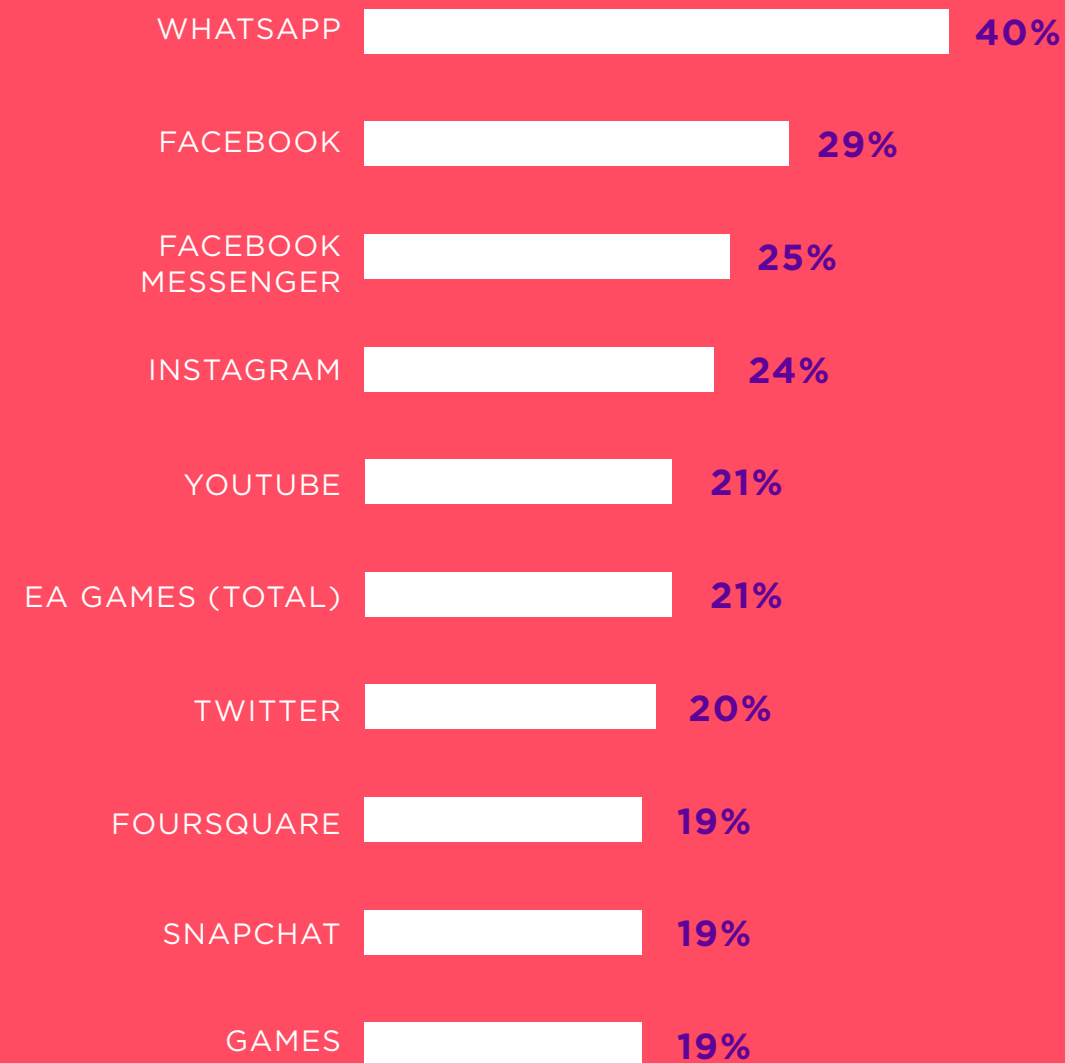
THERE ARE SITUATIONS WHERE SPECIFIC APPS BECOME PARTICULARLY RELEVANT



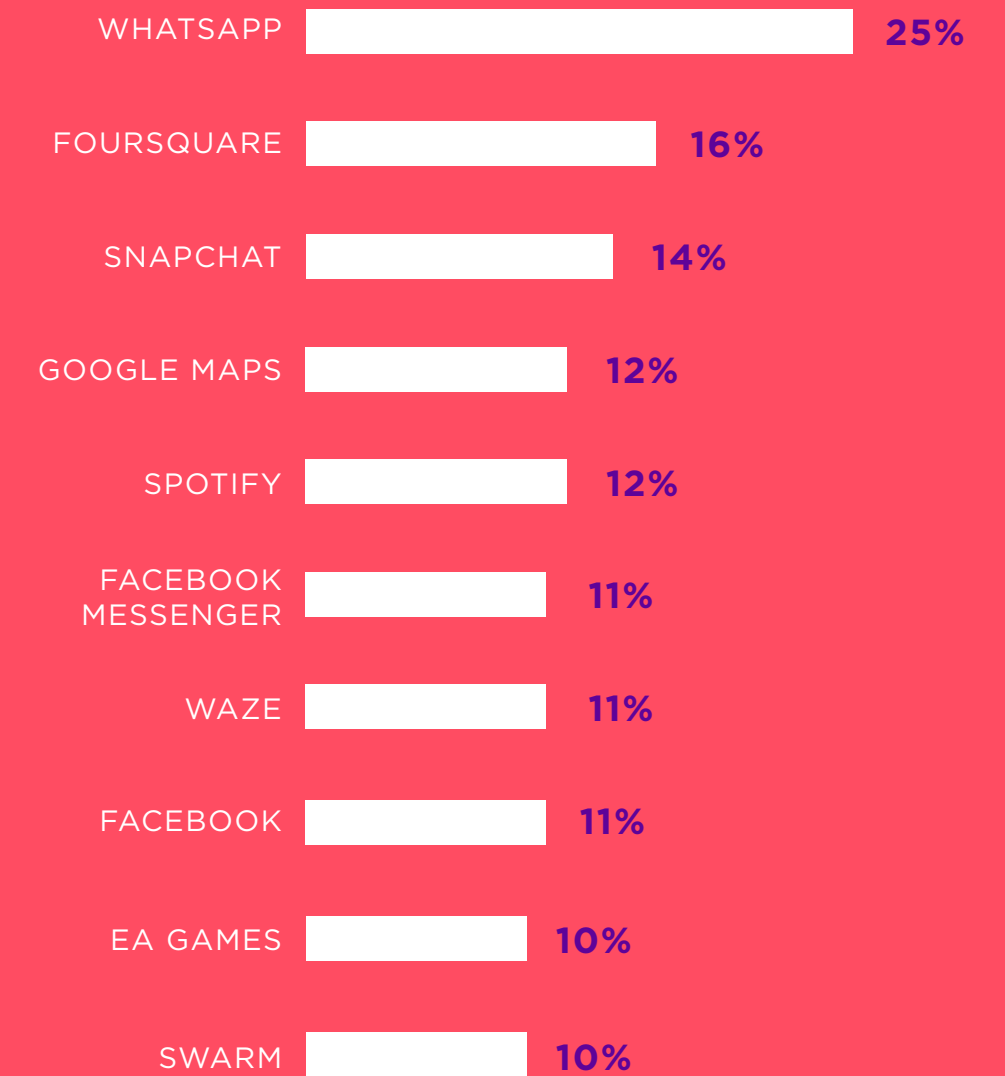
TOP 10 APPS AT WORK/SCHOOL



TOP 10 APPS DURING LUNCH



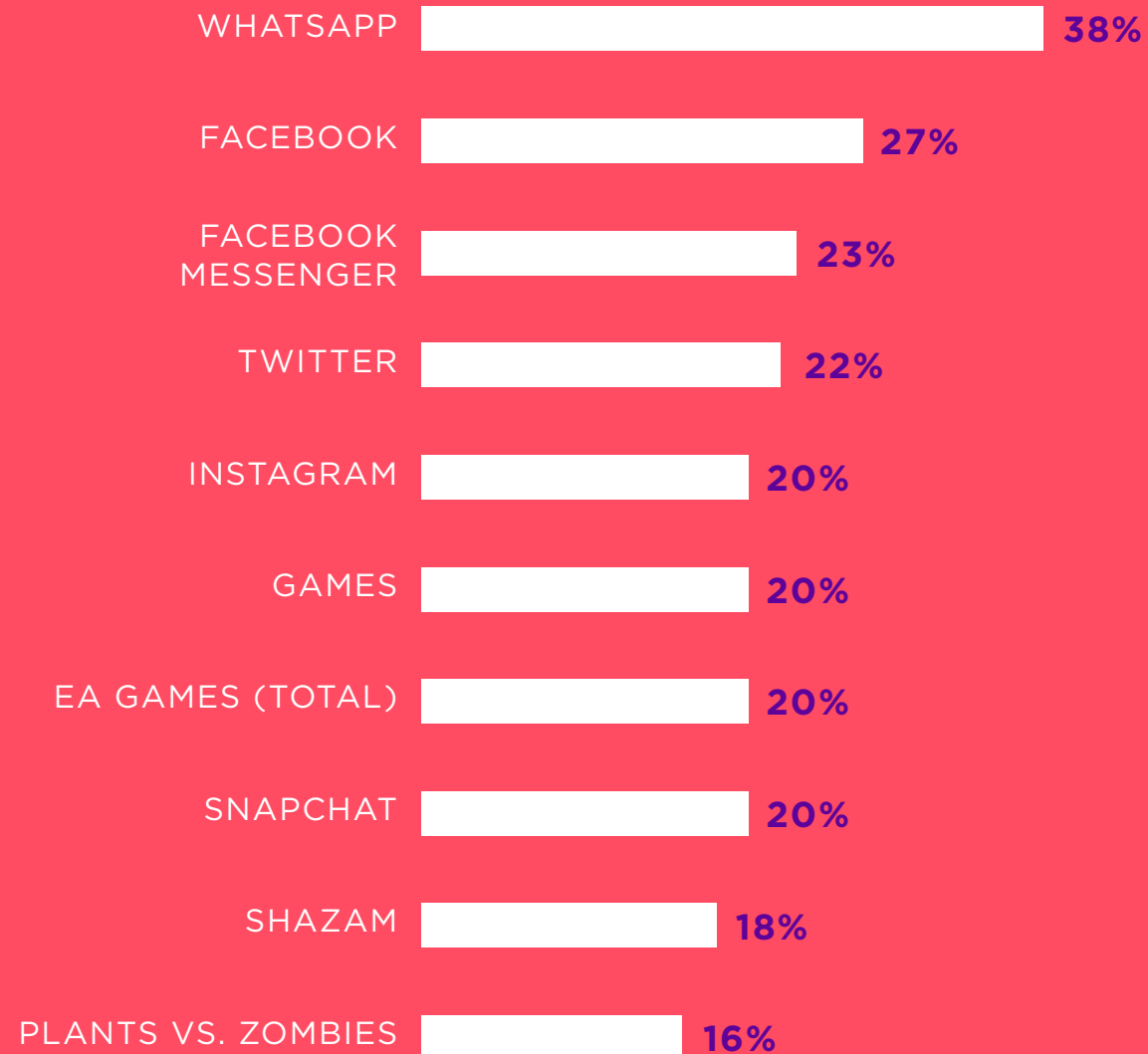
TOP 10 APPS WHEN SHOPPING



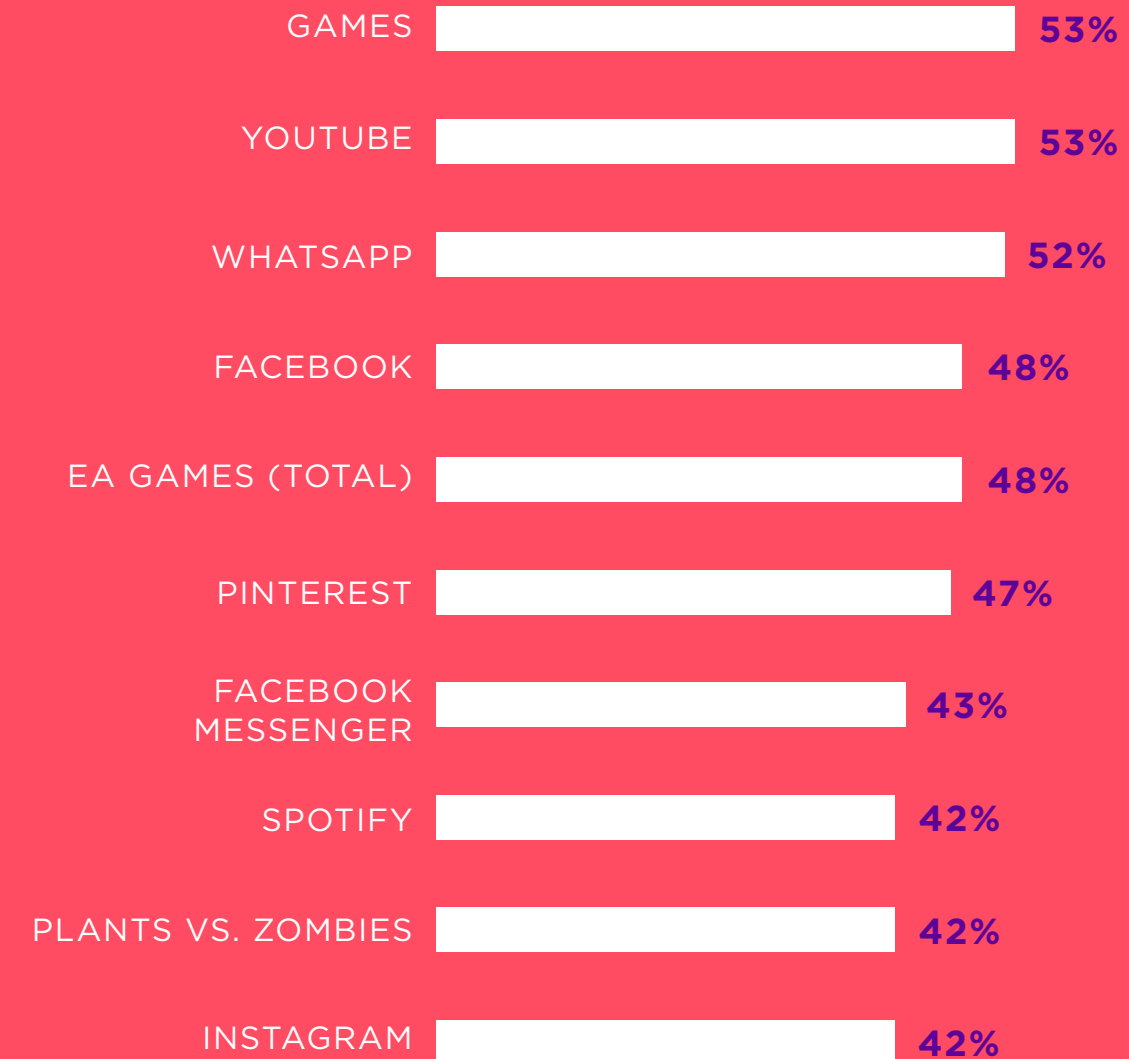
THERE ARE SITUATIONS WHERE SPECIFIC APPS BECOME PARTICULARLY RELEVANT



TOP 10 APPS
WHEN WATCHING TV



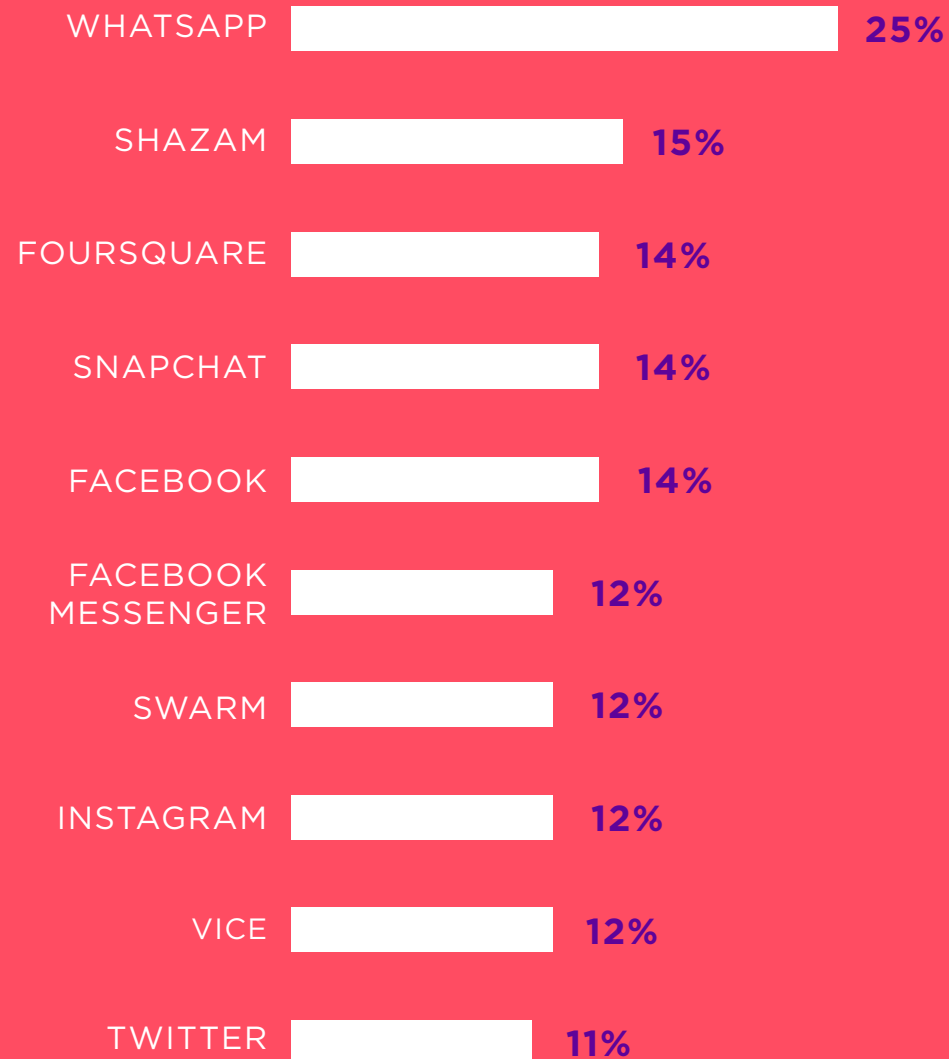
TOP 10 APPS
OTHER LEISURE MOMENTS AT HOME



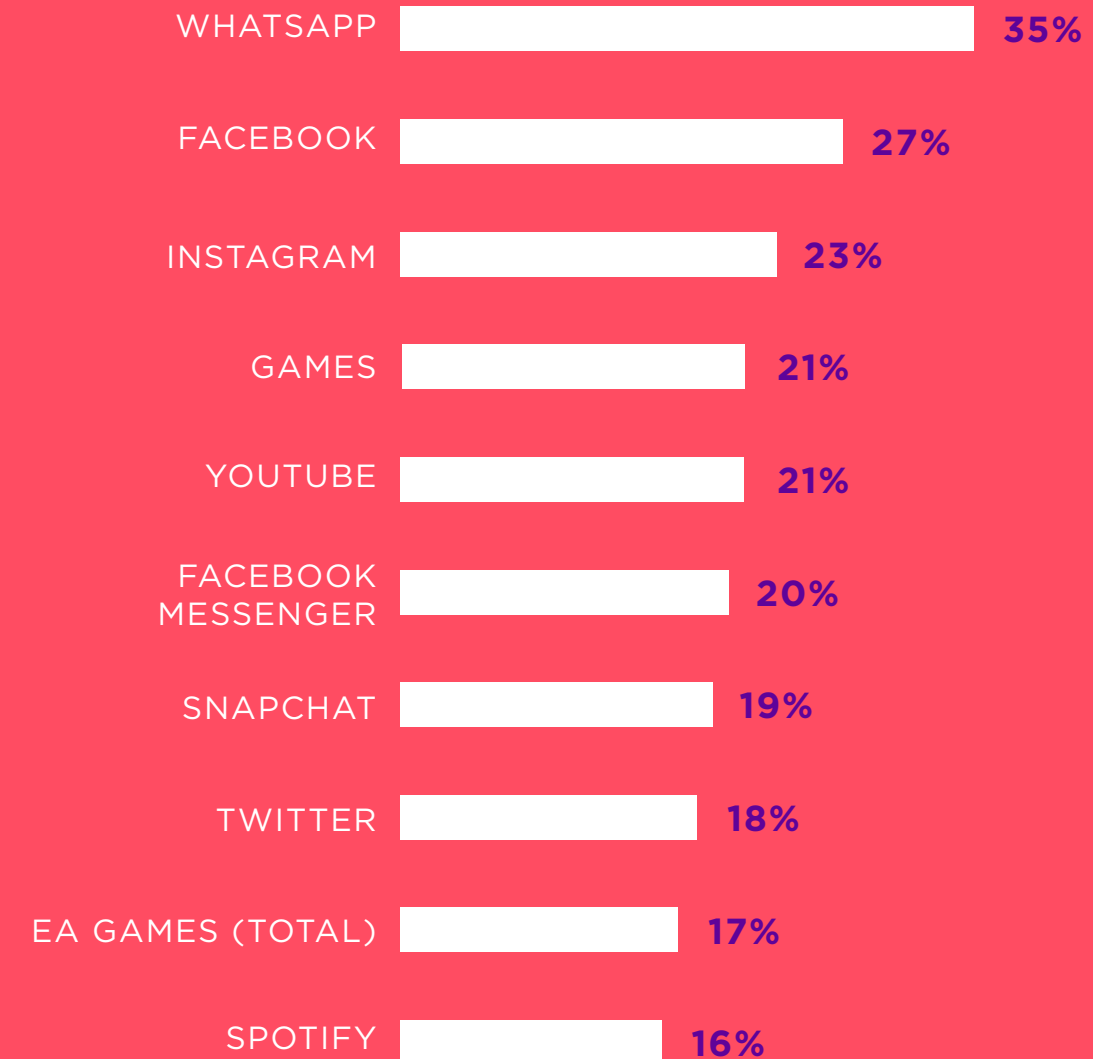
THERE ARE SITUATIONS WHERE SPECIFIC APPS BECOME PARTICULARLY RELEVANT



TOP 10 APPS IN A BAR/ RESTAURANT



IN TOP 10 APPS IN BED BEFORE GOING TO SLEEP

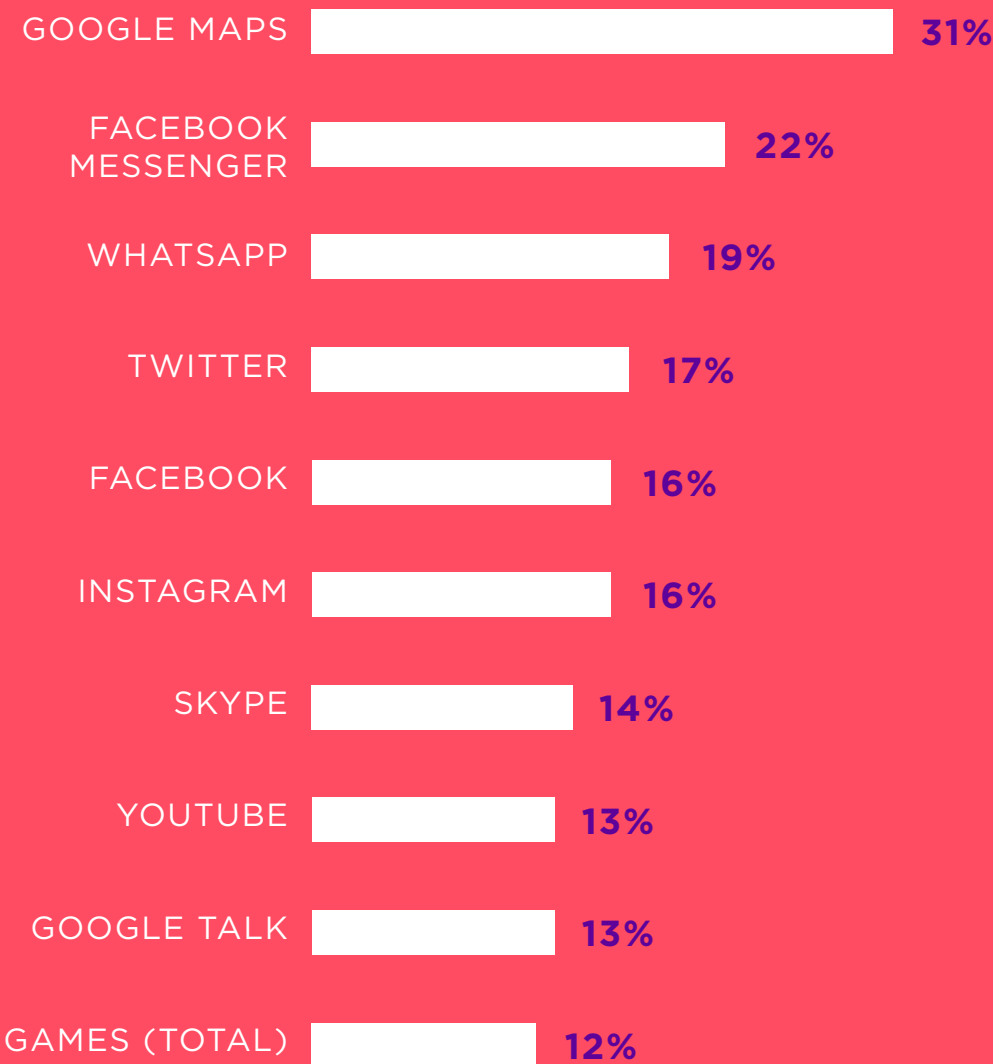


THE MORE TIME USERS HAVE, THE WIDER THE SCOPE OF APPS USED

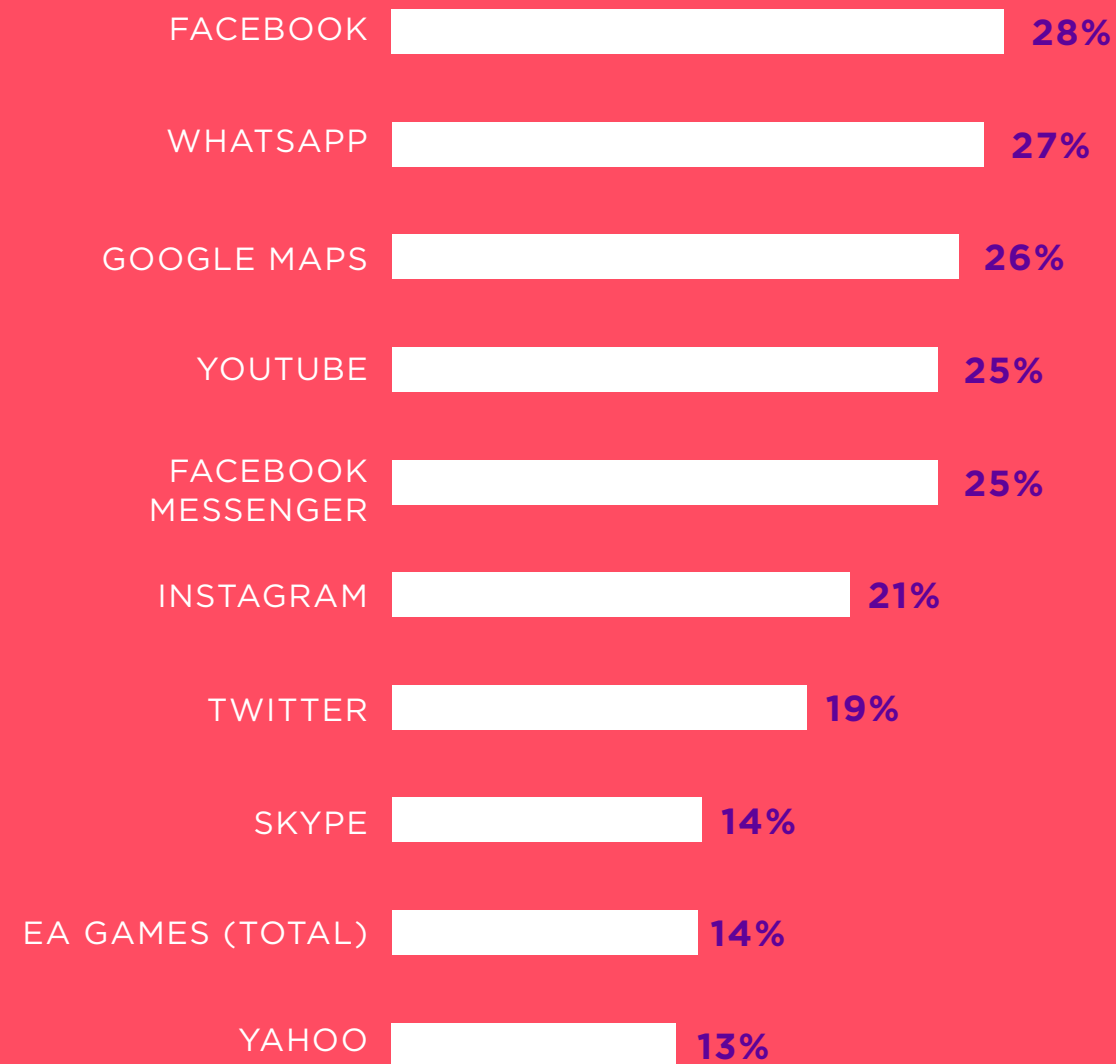
CHATTING AND VIDEO PLATFORMS ARE SOMEWHAT LESS RELEVANT IF THERE ARE ONLY A COUPLE OF MINUTES AVAILABLE. **WHILE SOCIAL PLATFORMS AND GAMES ARE RELEVANT NO MATTER THE TIME.**



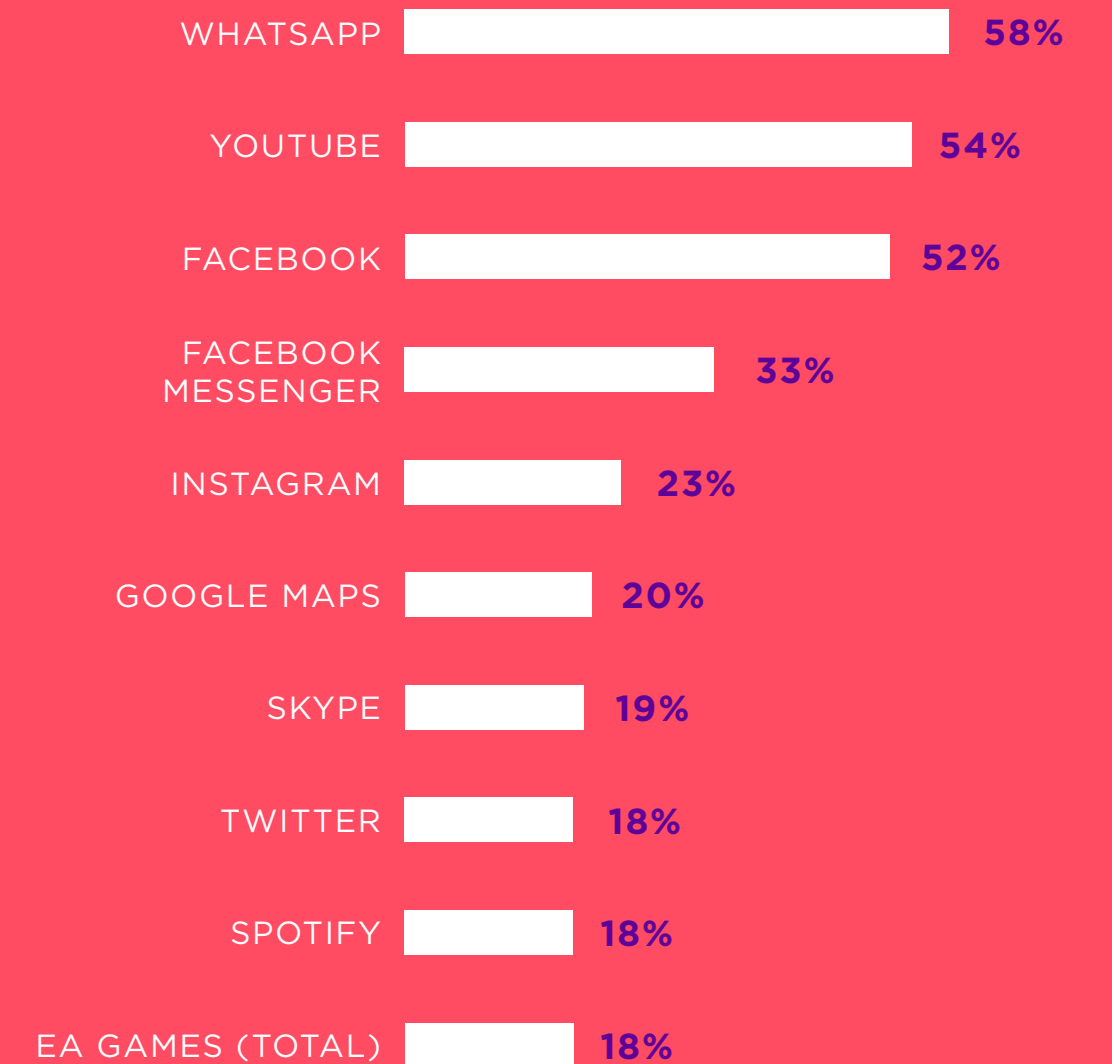
USED WHEN HAVING ONLY 1-2

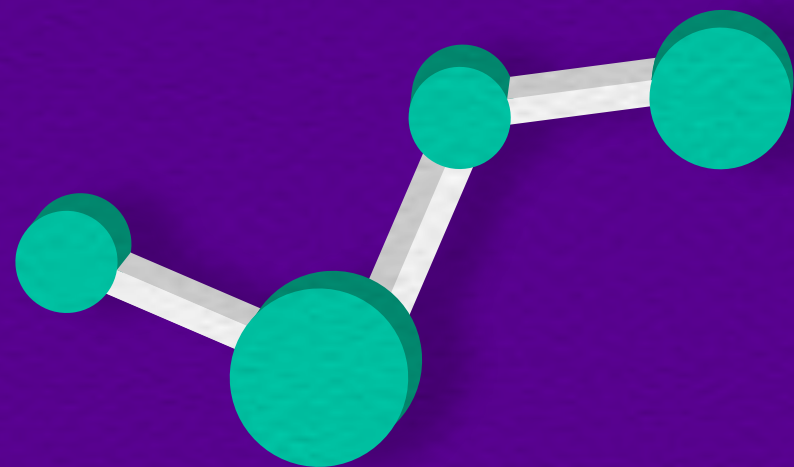


USED WHEN HAVING ONLY AROUND 5 MINUTES



USED WHEN HAVING ONLY AROUND 10 MINUTES





IMS REACH

IMS MOBILE IN LATAM STUDY
2ND EDITION





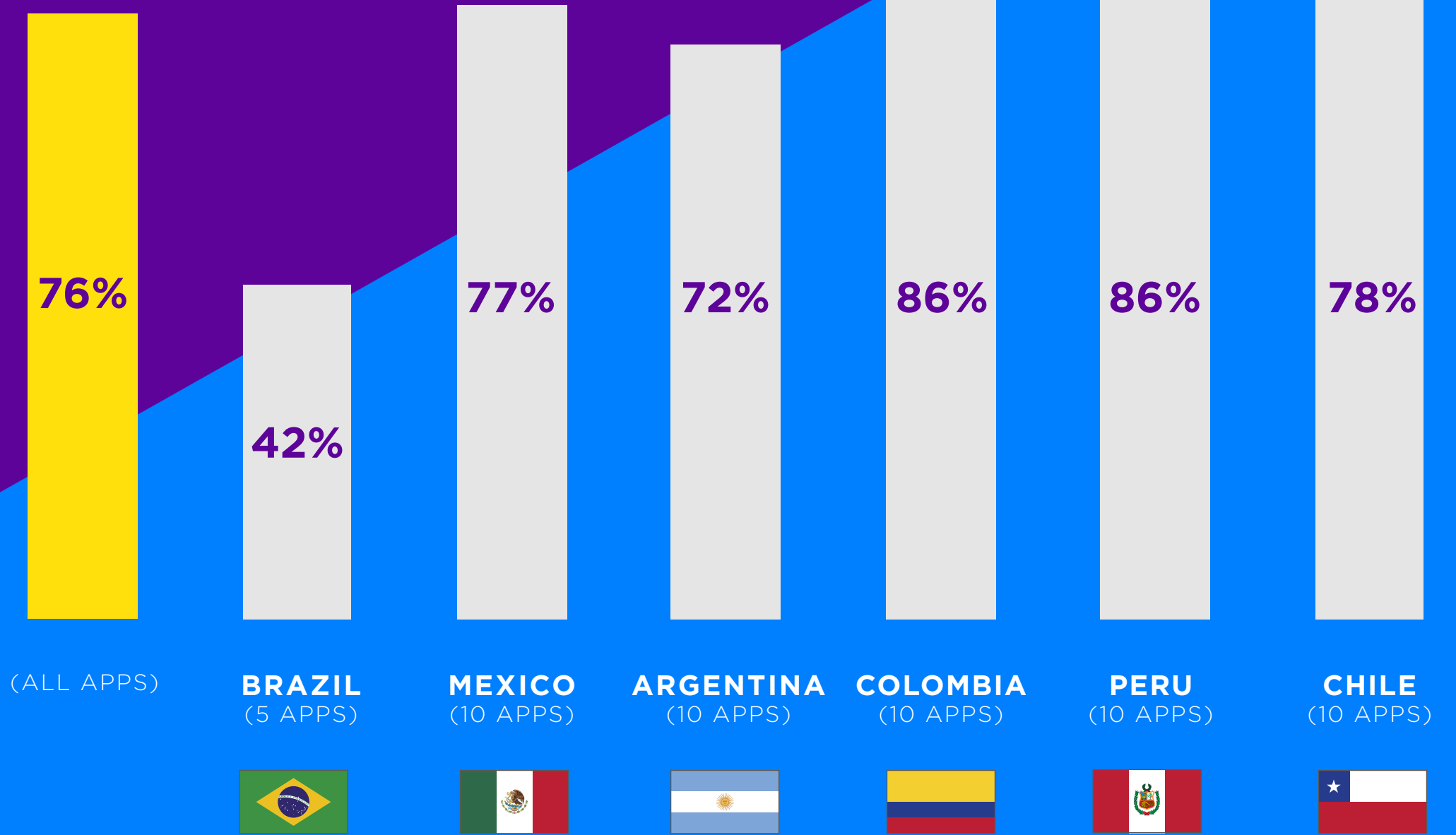
IMS MOBILE
IN LATAM STUDY
2016

IMS HAS A
POTENTIAL REGIONAL
REACH OF

76%

COMBINING THE
STRENGTH OF ITS 11
PARTNERS

TOTAL POTENCIAL
REGIONAL REACH





IMS MOBILE
IN LATAM STUDY
2016

WITH ITS 76% REACH, IMS IS THE

3RD LARGEST ADVERTISING PLAYER -

BASED ON AUDIENCE SIZE

NET REACH

IMS
76%

SPOTIFY, WAZE, LINKEDIN, TWITTER,
YAHOO, EA, TWITCH, SNAPCHAT,
FOURSQUARE, SWARM AND VEVO

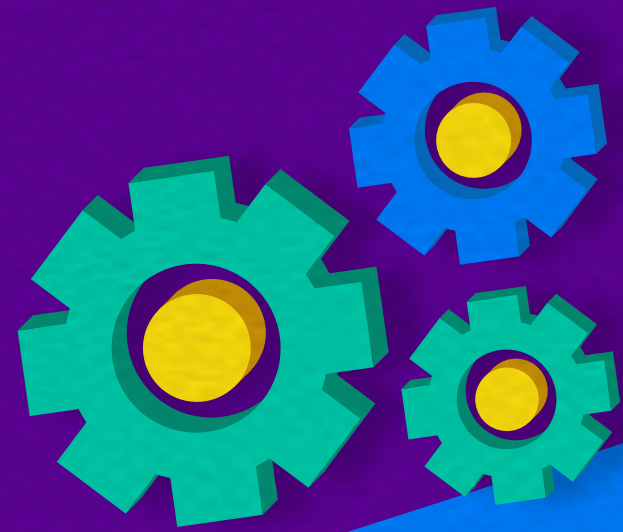
GOOGLE
92%

YOUTUBE, GOOGLE MAPS
AND GOOGLE TALK

FACEBOOK
96%

FACEBOOK, FACEBOOK
MESSENGER, WHATSAPP
AND INSTAGRAM





HIGHLIGHTS

IMS MOBILE IN LATAM STUDY
2ND EDITION





IMS MOBILE
IN LATAM STUDY
2016

HIGHLIGHTS

WITH
56.1%
REGIONAL
PENETRATION

Internet is already a relevant reach builder – and having a **90% share of this audience**, smartphones are a powerful tool to engage with consumers

AMONG
MILLENNIALS
TIME SPENT ONLINE
is slightly **higher**, and **mobile** connections are already more relevant than computers.

which is more than twice the time they spend on traditional media, and almost 5 times the time spent on TV.

INTERNET USERS
ARE SPENDING

+37

HOURS PER WEEK
CONNECTED

with their **smartphones**, with **Millennials** already at **110** daily minutes.

LATIN AMERICANS
SPEND

+90

MINUTES PER DAY
CONNECTED



THOUGH LATIN AMERICANS
STILL PREFER

WIFI

connections whenever available, our study indicates that **4G connections have the same penetration than 3G** -boosting opportunities for apps and video usage.

MOBILE COMMERCE
IS A REALITY.

78%

and **71% of tablet users** have already made **purchases** on each of these devices.

OF SMARTPHONES
USERS

ON AVERAGE
THERE ARE

19.5

DOWNLOADED
APPS

per **smartphone**, an **8% increase vs last year**. Users still prefer to have specialized apps instead of multiple use apps.

THEIR MAIN USES
ARE RELATED WITH

SOCIAL

messaging and pictures and videos sharing and watching, but smartphone purposes diversify every day -there is hardly an activity than cannot be made with the aid of a smartphone. Tablets on the contrary are being used mainly as a source of entertainment.



WHATSAPP

is currently the app with highest penetration in the region, **followed by YouTube and Facebook.**



RELEVANCE

Apps are used the most **during leisure moments at home, but are also highly relevant when commuting and at work or school.** In each situation the relevance of different apps can vary.

FREQUENCY

of use and perceived importance varies greatly for the highest-reaching apps, suggesting a weak connection between reach and engagement for these apps.

COMBINING
THE STRENGTH
OF ITS
11 PARTNERS
ACROSS
THE REGION



IMS HAS
76%
OF POTENTIAL
REACH

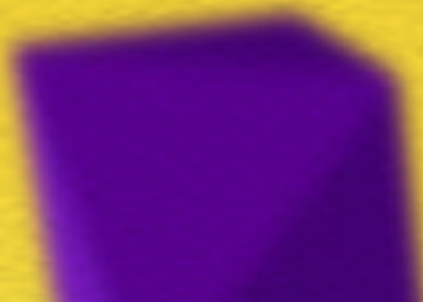
among mobile users, being the third largest advertising player behind Google and Facebook.

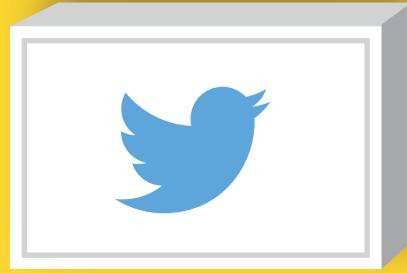


IMS APP PROFILE



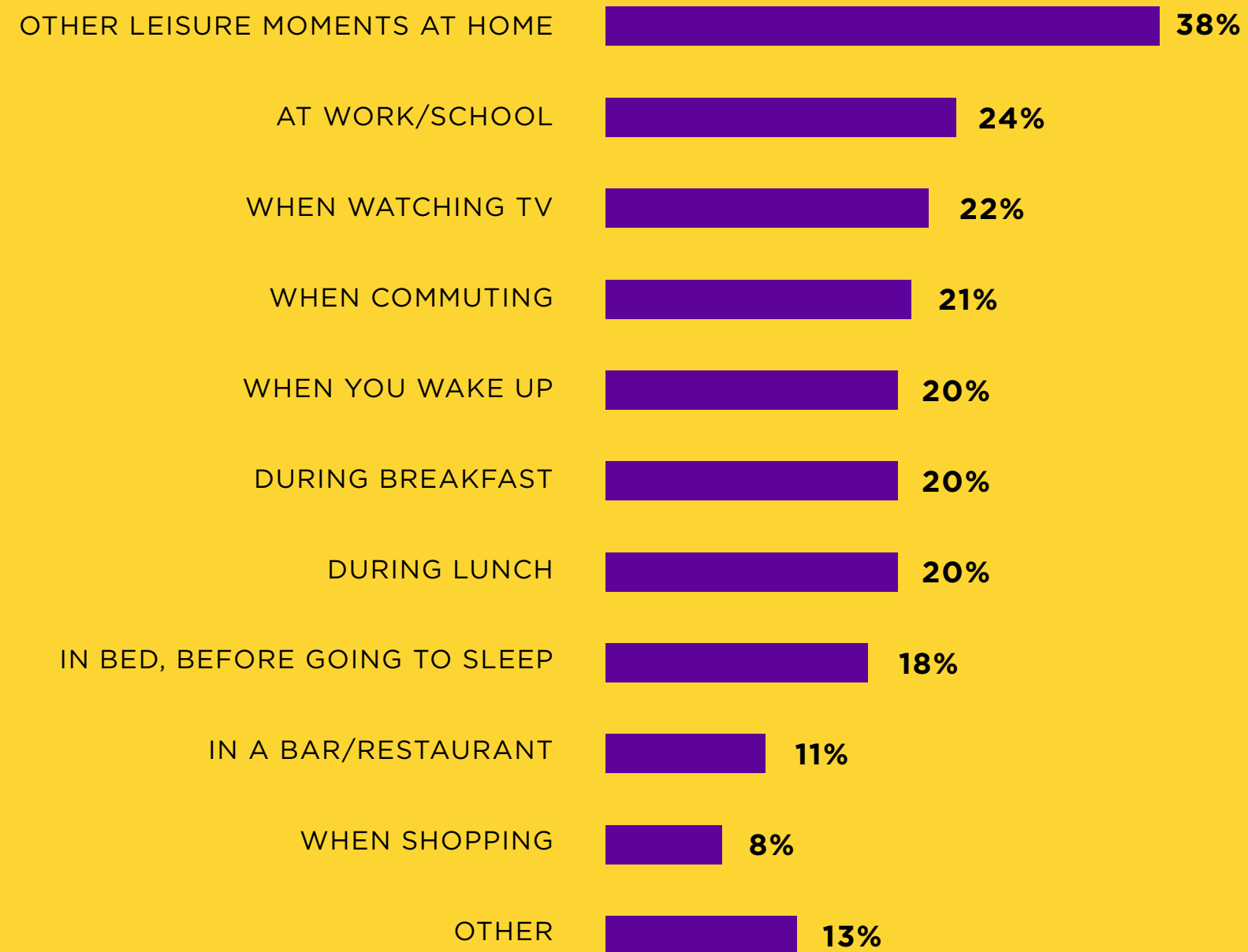
IMS MOBILE IN LATAM STUDY
2ND EDITION





APP PROFILE TWITTER

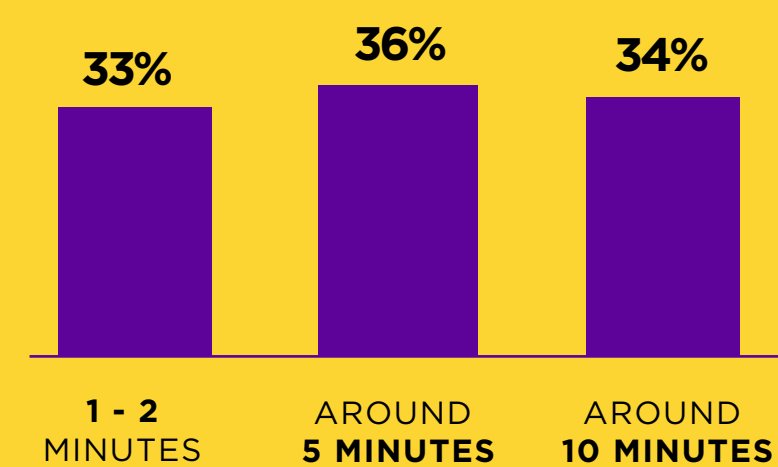
SITUATIONS APPS USED IN



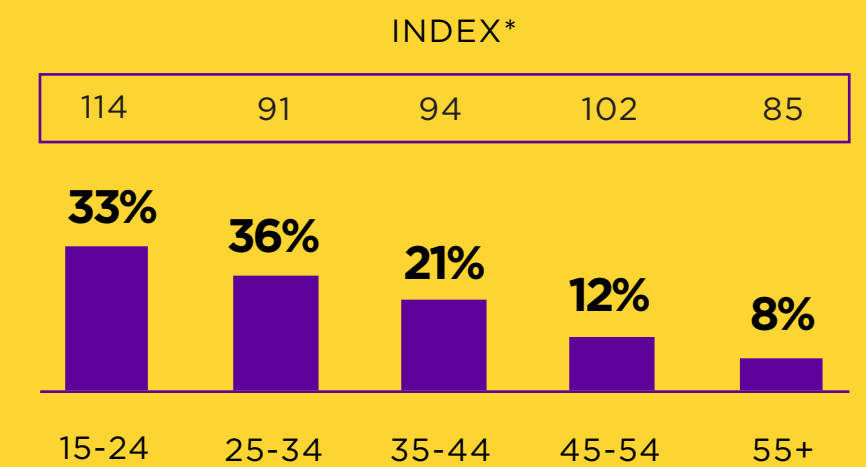
	IMPORTANCE (TOP 2 BOX)	DEMOGRAPHICS	
		GENDER (FEMALE)	GENDER (MALE)
LatAm	57%	47%	53%
AR	46%	51%	49%
CO	64%	52%	58%
PE	60%	46%	54%
CL	56%	48%	52%

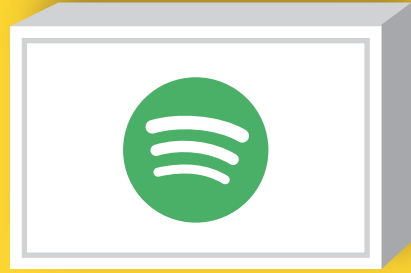


USAGE IN "DEAD TIME"



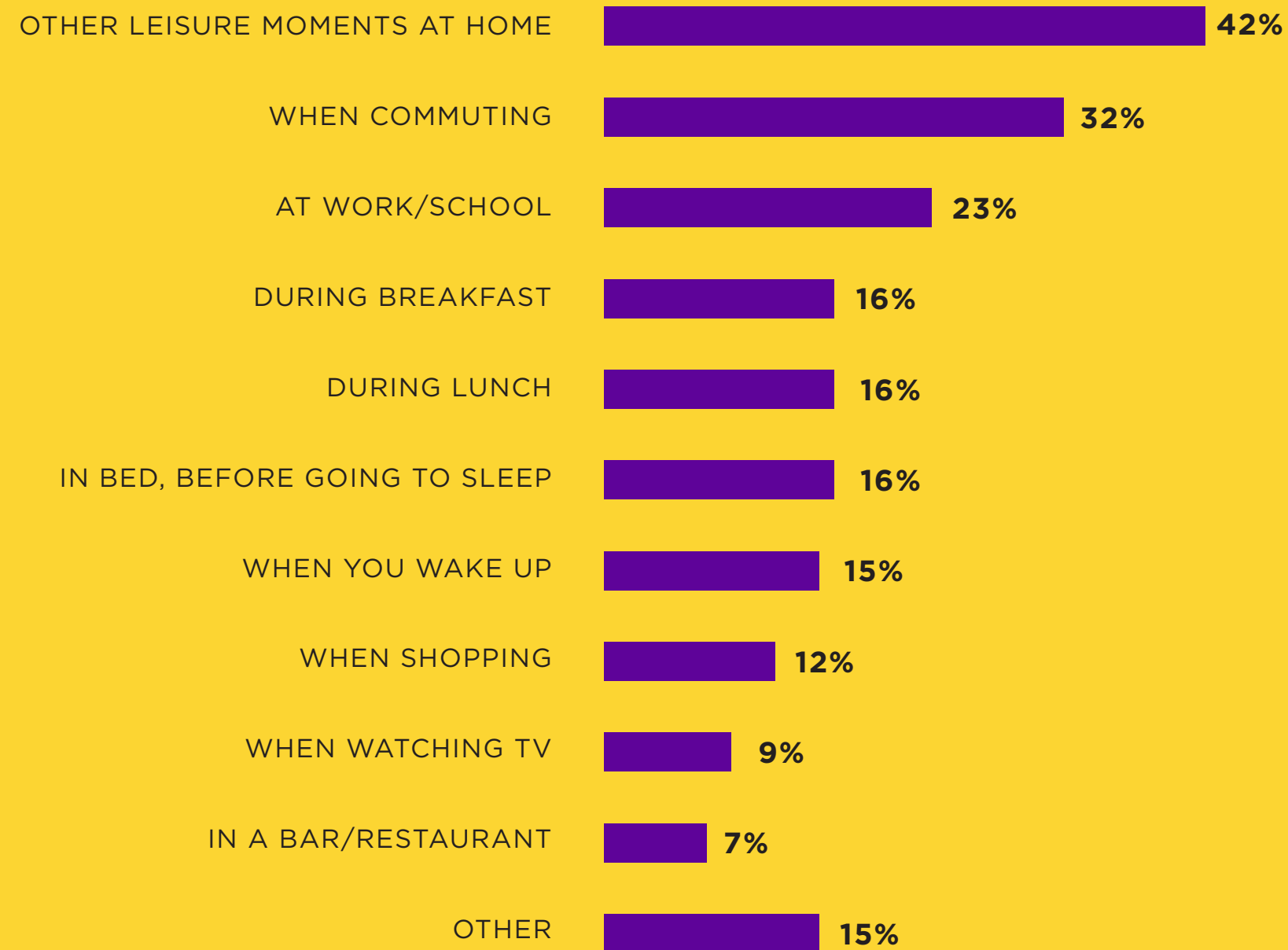
AGE DISTRIBUTION





APP PROFILE SPOTIFY

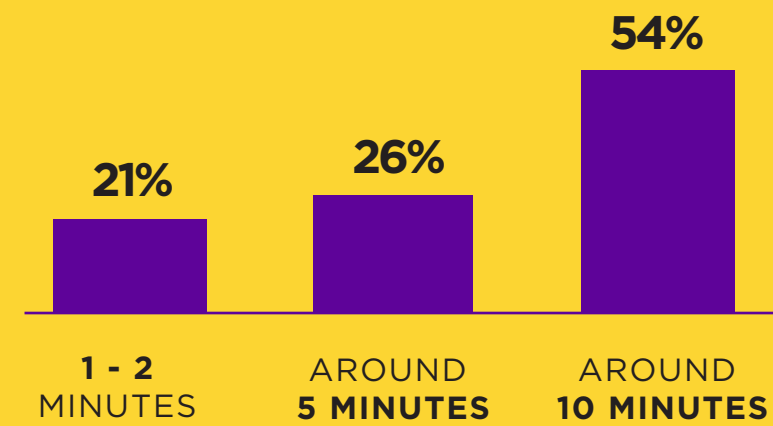
SITUATIONS APPS USED IN



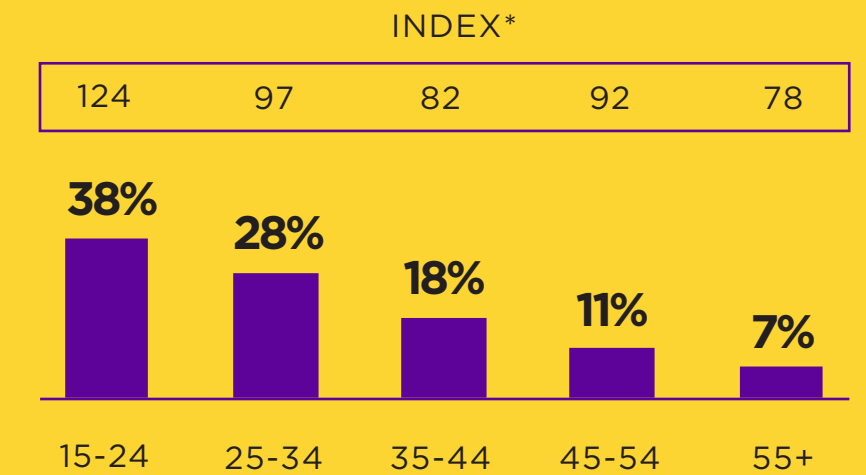
	IMPORTANCE (TOP 2 BOX)	DEMOGRAPHICS	
		GENDER (FEMALE)	GENDER (MALE)
LatAm	56%	47%	53%
MX	58%	59%	61%
AR	54%	53%	47%
CO	52%	42%	58%
PE	58%	46%	54%
CL	54%	55%	45%



USAGE IN "DEAD TIME"



AGE DISTRIBUTION



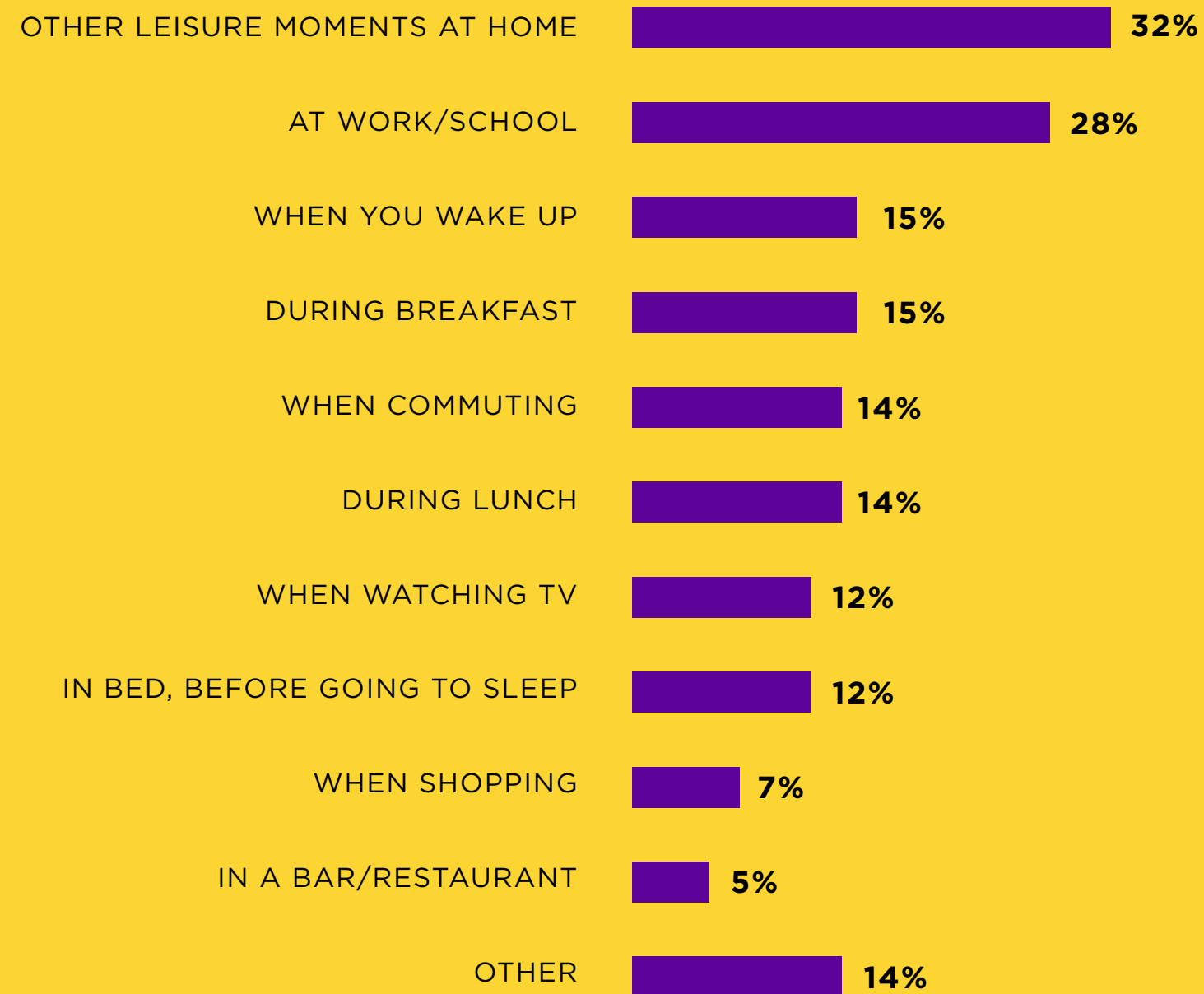


IMS MOBILE
IN LATAM STUDY
2016



APP PROFILE YAHOO

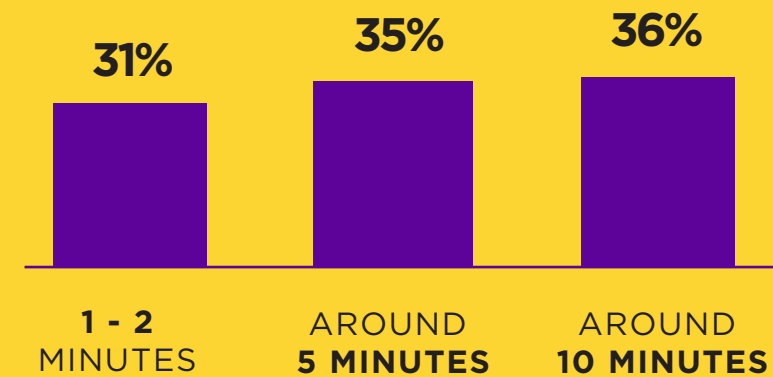
SITUATIONS APPS USED IN



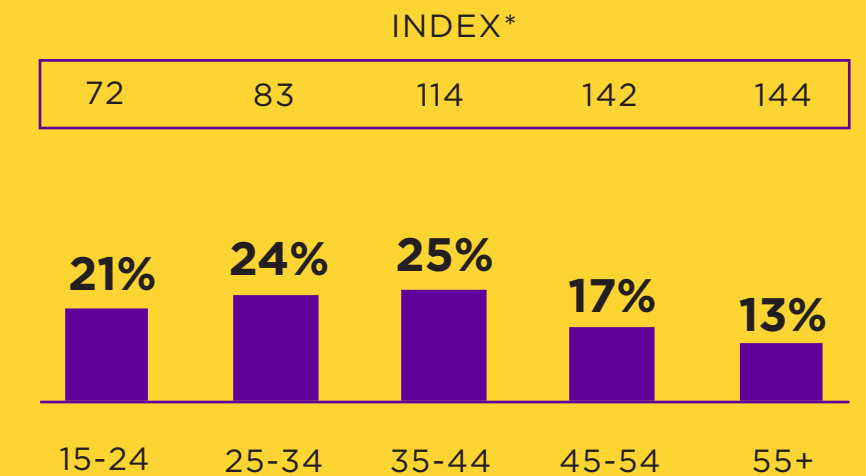
	IMPORTANCE (TOP 2 BOX)	DEMOGRAPHICS	
		GENDER (FEMALE)	GENDER (MALE)
LatAm	55%	45%	55%
MX	55%	40%	60%
AR	57%	52%	48%
CO	57%	45%	55%
PE	53%	45%	55%
CL	52%	45%	55%



USAGE IN "DEAD TIME"



AGE DISTRIBUTION



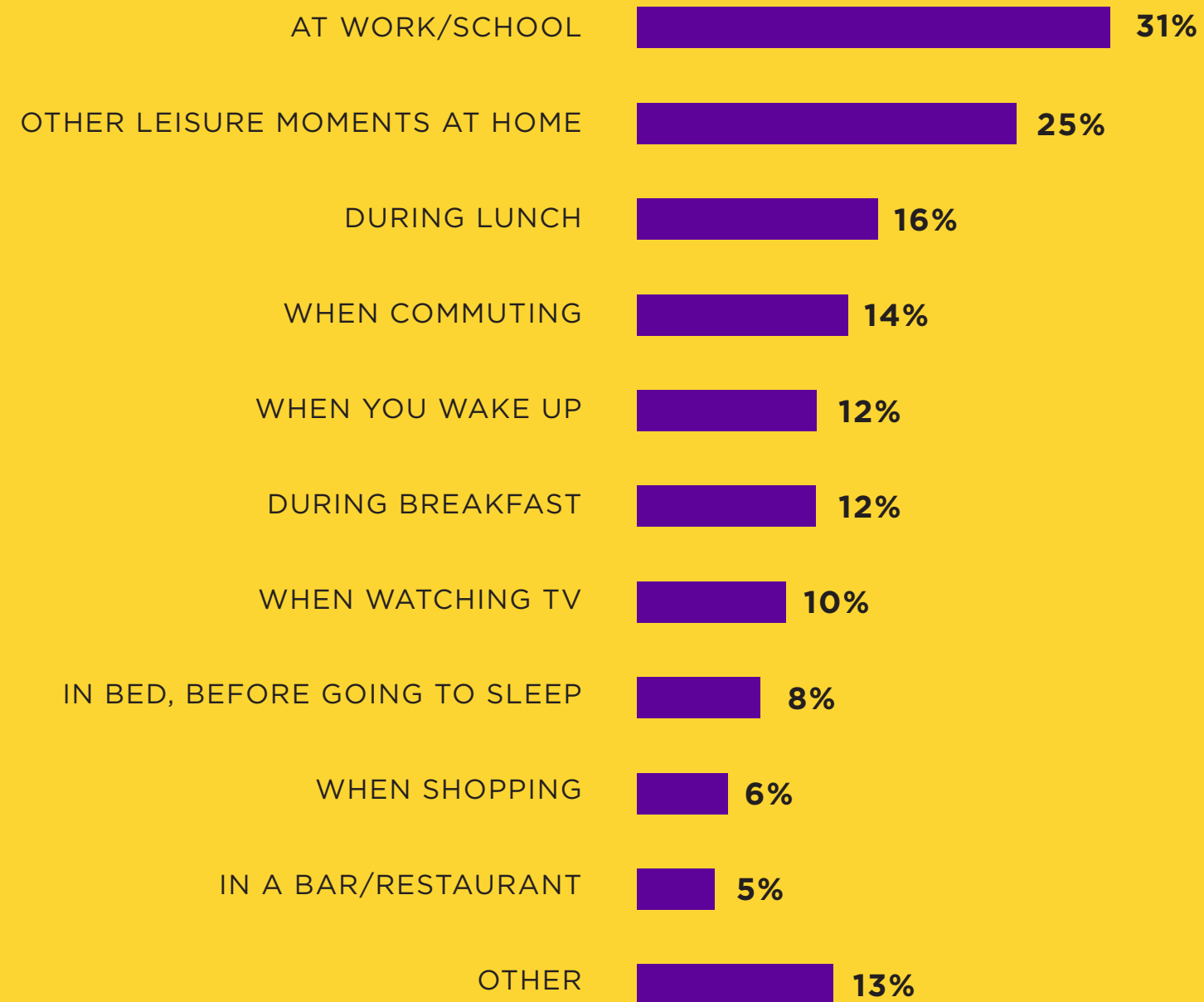


IMS MOBILE
IN LATAM STUDY
2016



APP PROFILE LINKEDIN

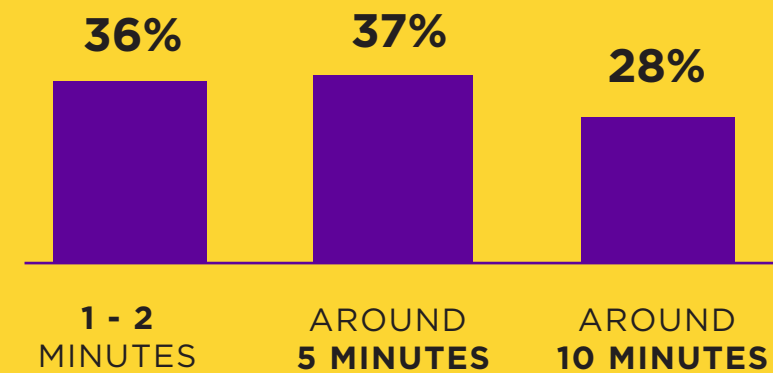
SITUATIONS APPS USED IN



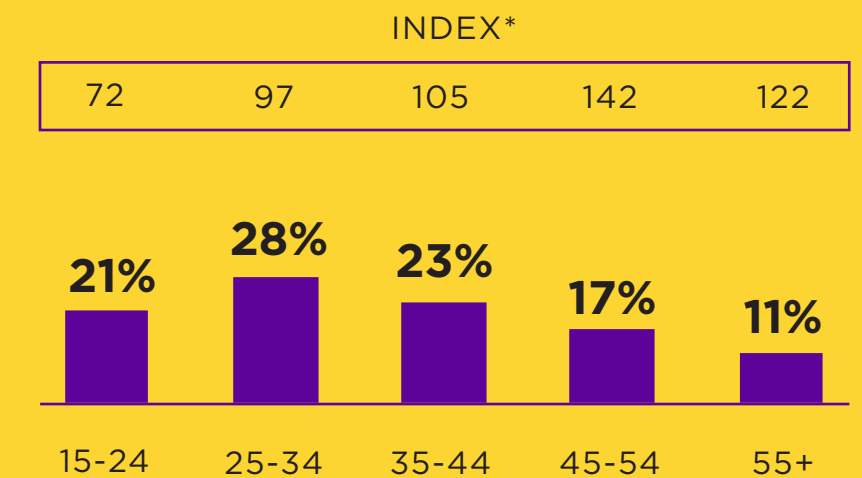
	IMPORTANCE (TOP 2 BOX)	DEMOGRAPHICS	
		GENDER (FEMALE)	GENDER (MALE)
LatAm	55%	41%	59%
MX	54%	36%	64%
AR	56%	40%	60%
CO	55%	42%	58%
PE	55%	42%	58%
CL	61%	43%	57%

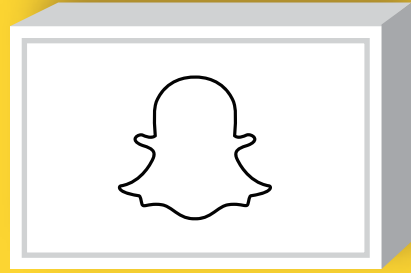


USAGE IN "DEAD TIME"



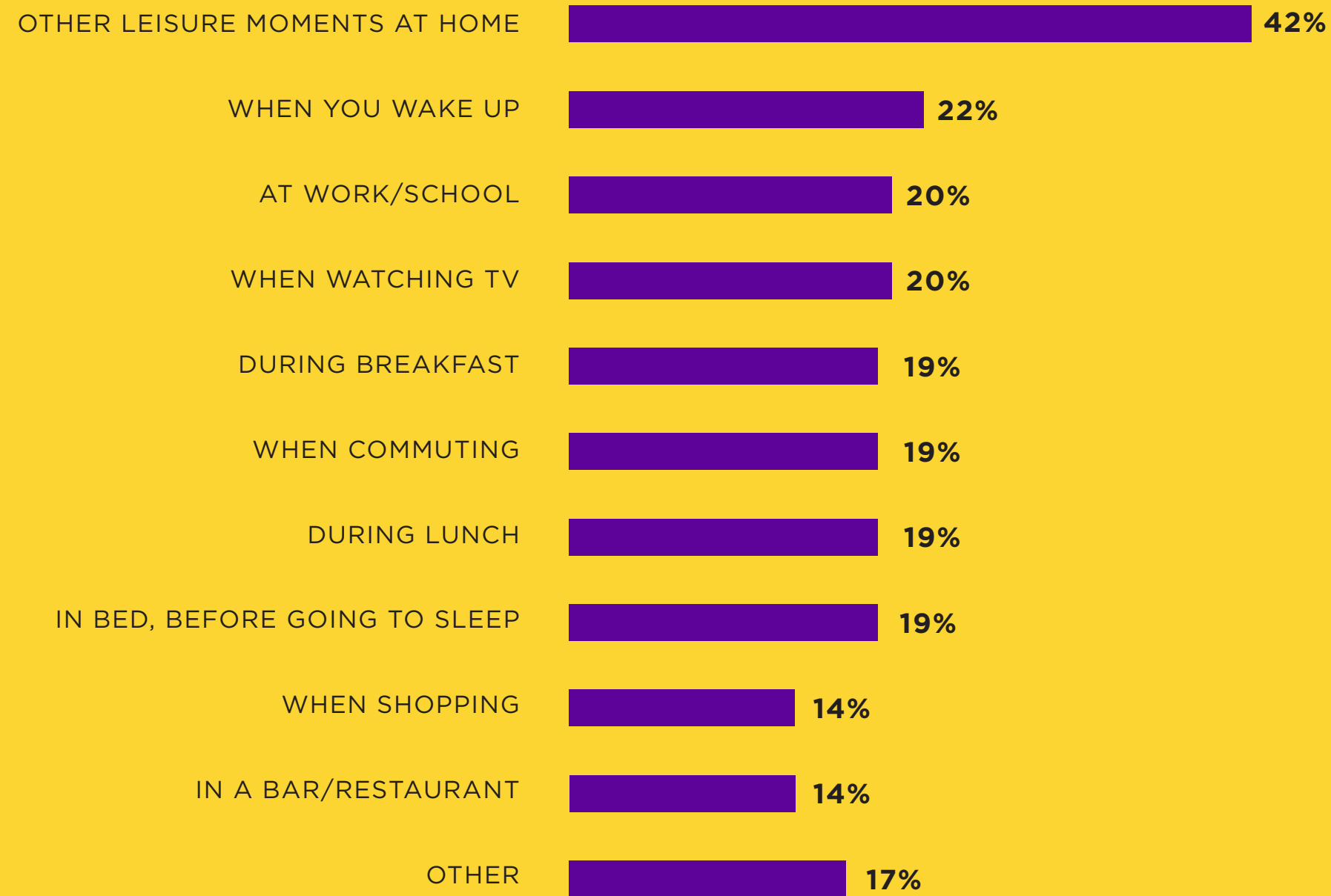
AGE DISTRIBUTION





APP PROFILE SNAPCHAT

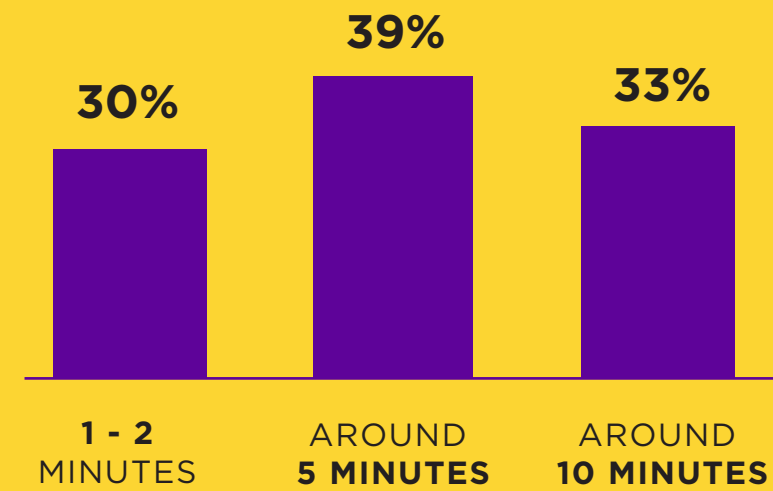
SITUATIONS APPS USED IN



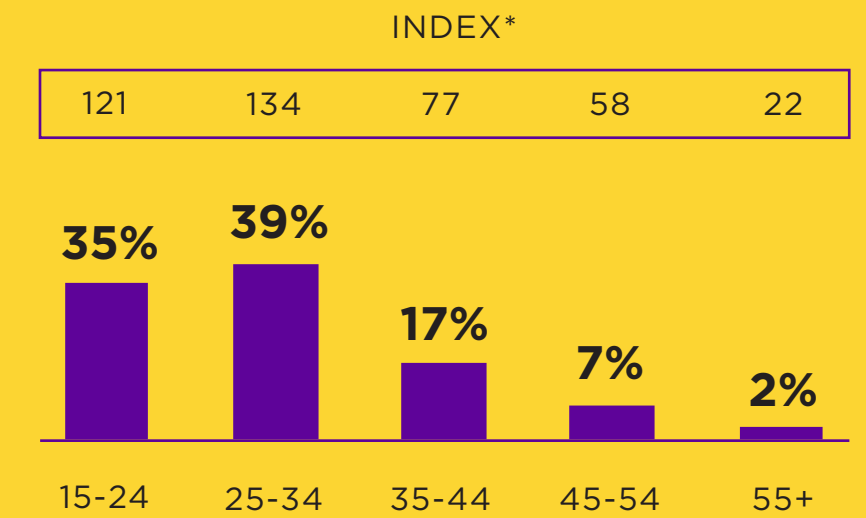
	IMPORTANCE (TOP 2 BOX)	DEMOGRAPHICS	
		GENDER (FEMALE)	GENDER (MALE)
LatAm	55%	51%	49%
BR	59%	58%	42%
MX	45%	44%	56%



USAGE IN "DEAD TIME"

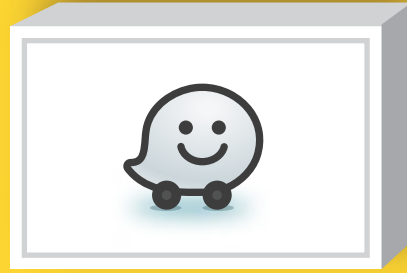


AGE DISTRIBUTION



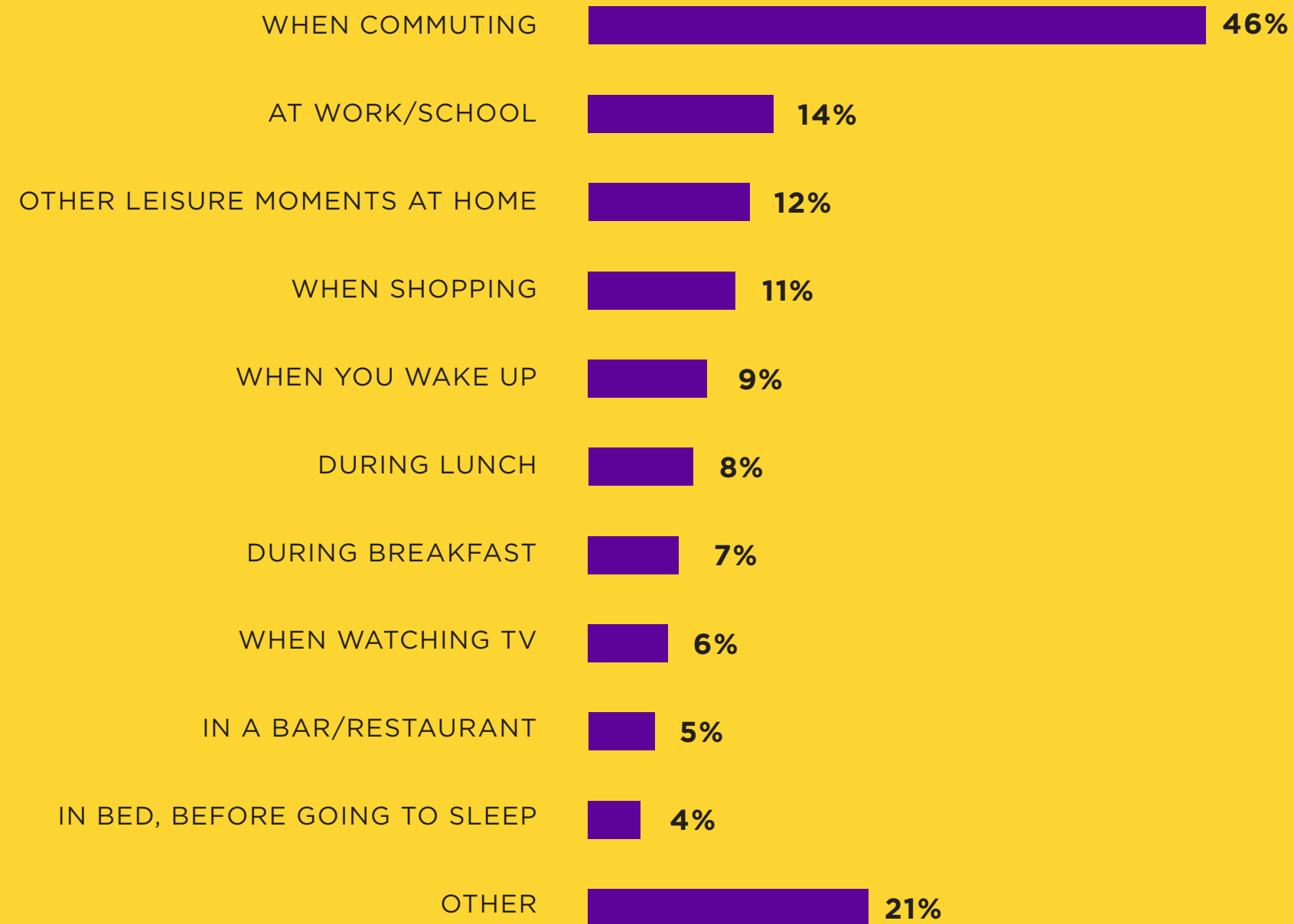


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IN LATAM STUDY
2016



APP PROFILE WAZE

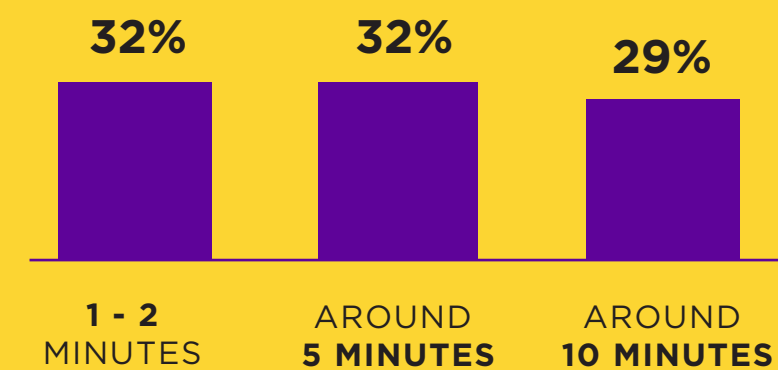
SITUATIONS APPS USED IN



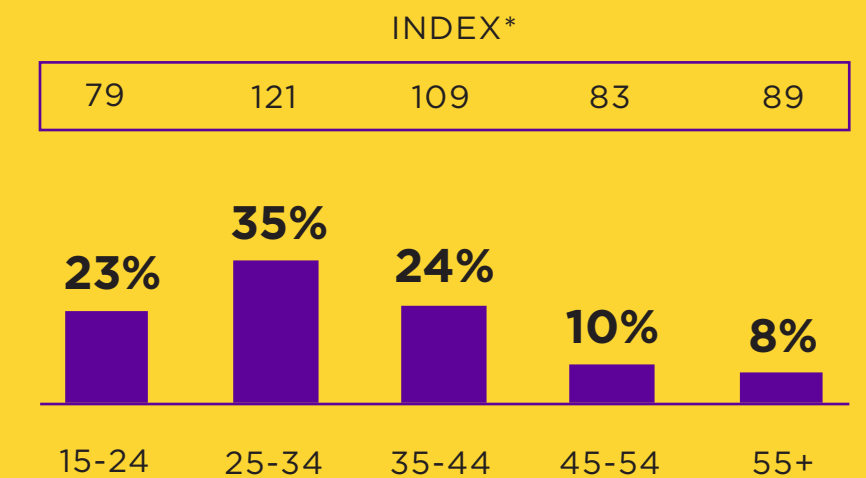
	IMPORTANCE (TOP 2 BOX)	DEMOGRAPHICS	
		GENDER (FEMALE)	GENDER (MALE)
LatAm	61%	42%	58%
MX	57%	44%	56%
AR	56%	35%	65%
CO	66%	36%	64%
PE	66%	46%	54%
CL	65%	47%	53%



USAGE IN "DEAD TIME"



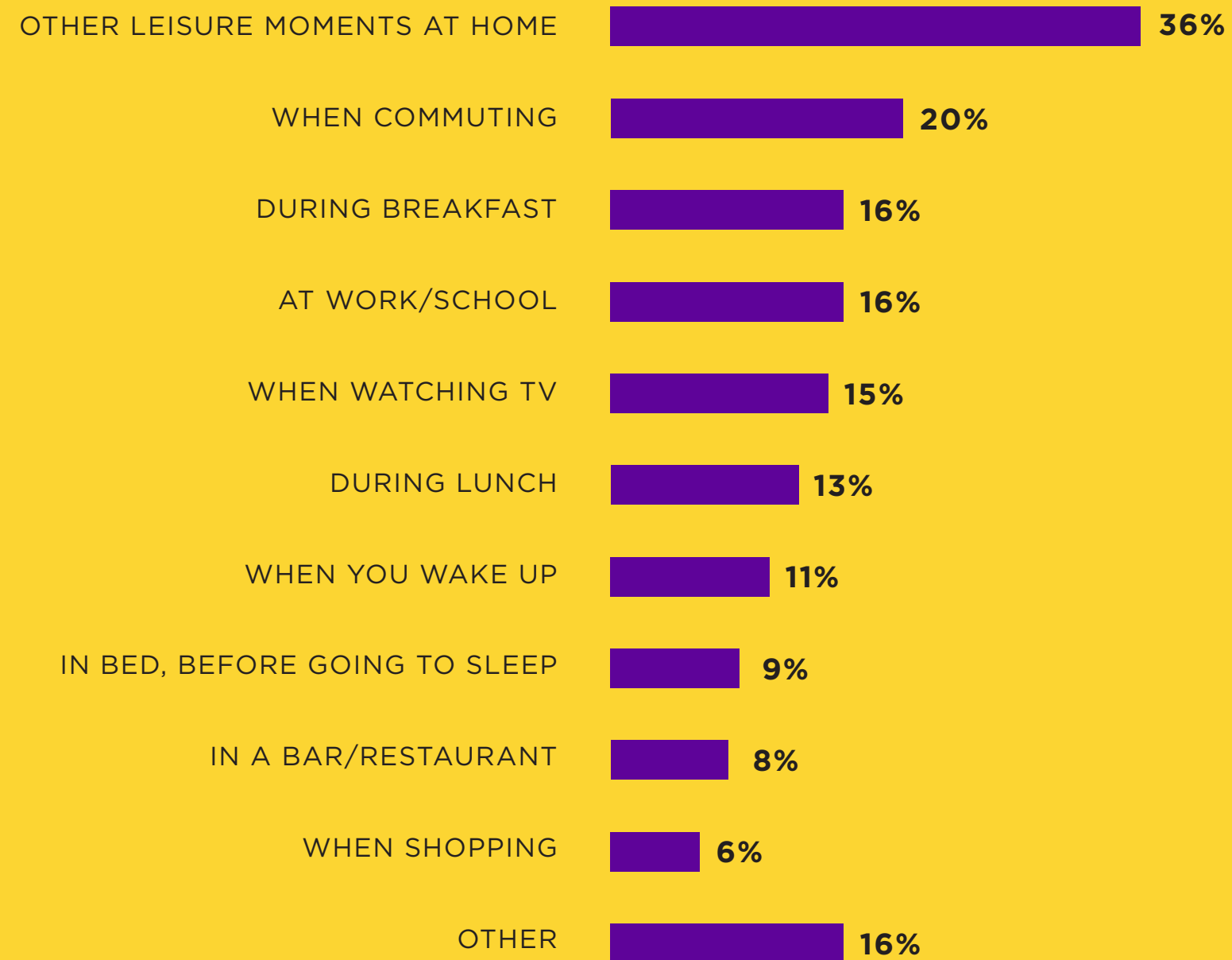
AGE DISTRIBUTION





APP PROFILE
VEVO
(APP ONLY AVAILABLE IN MEXICO)

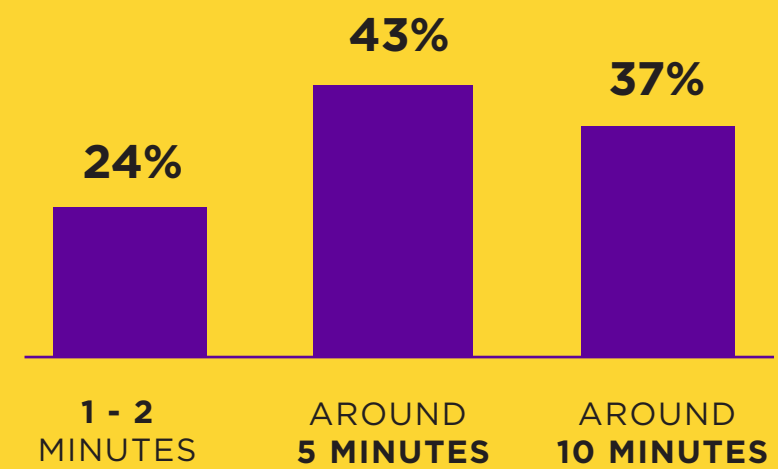
SITUATIONS APPS USED IN



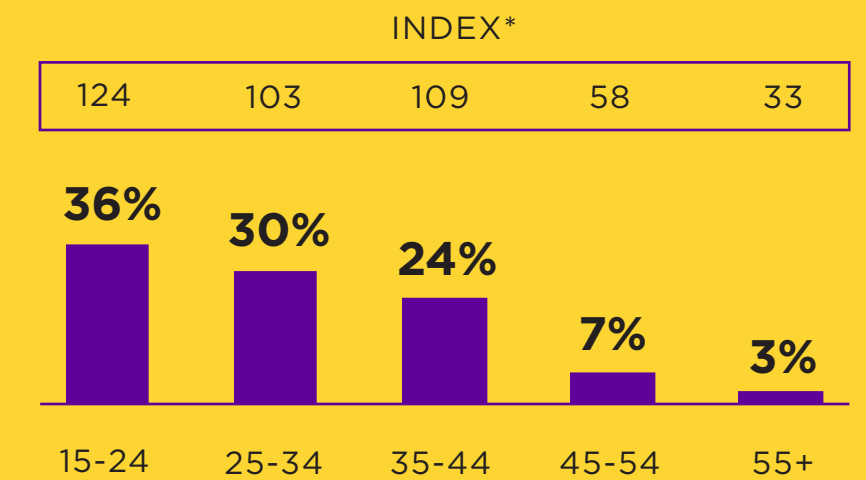
	IMPORTANCE (TOP 2 BOX)	DEMOGRAPHICS	
		GENDER (FEMALE)	GENDER (MALE)
LatAm	42%	41%	59%
MX	42%	41%	59%



**USAGE IN
"DEAD TIME"**



**AGE
DISTRIBUTION**



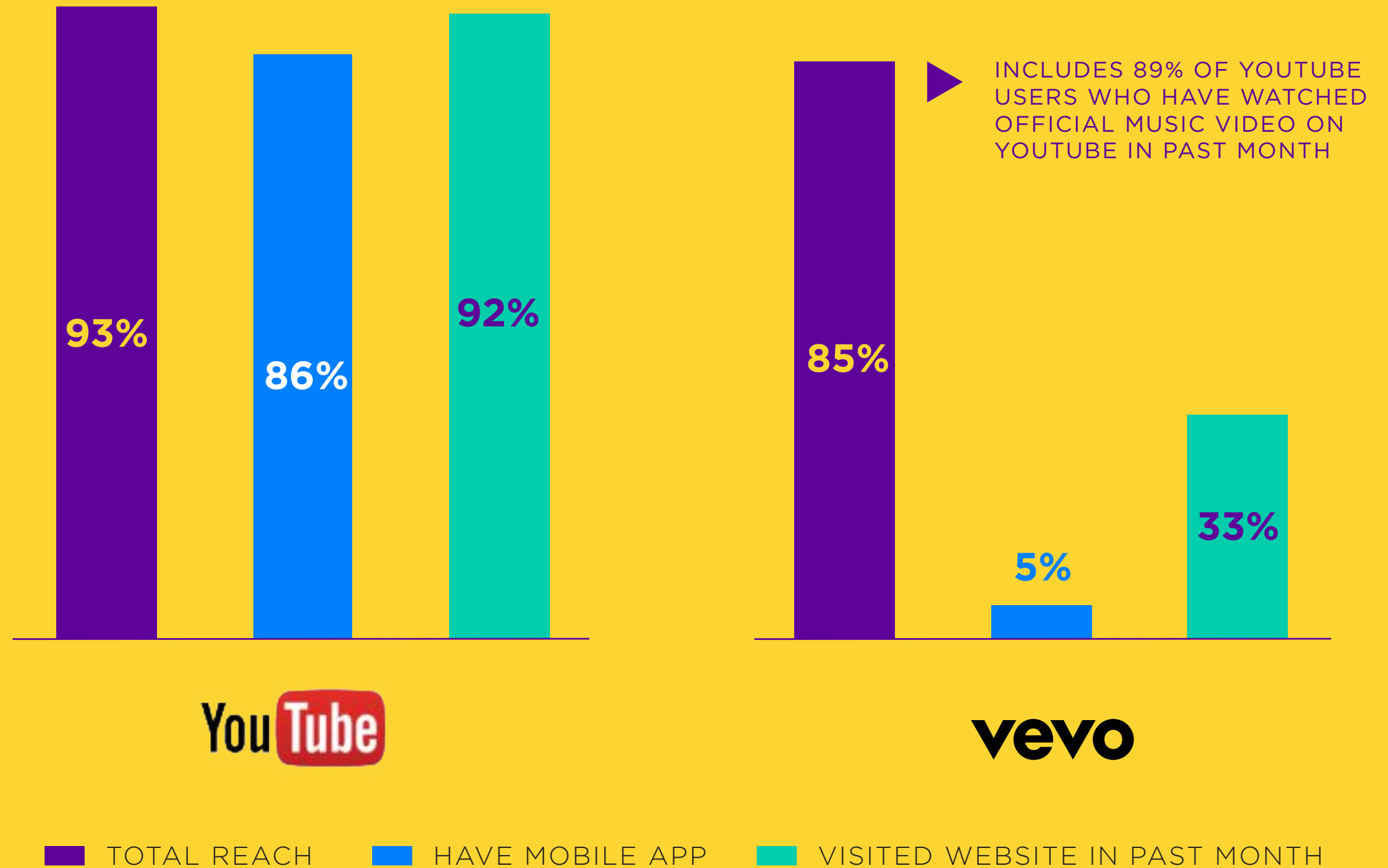


VEVO AS A YOUTUBE CHANNEL

VEVO AS AN APP IS ONLY AVAILABLE IN **MEXICO**, YET IT IS AVAILABLE AS A COMBINATION OF IT'S ARTISTS' CHANNELS.

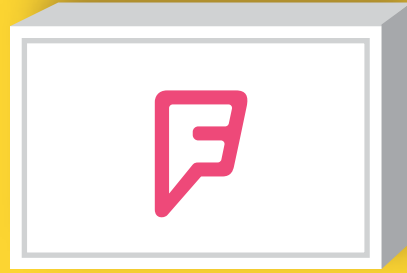
89%

OF **YOUTUBE** USERS CLAIM TO WATCH OFFICIAL MUSIC VIDEOS ON THE PLATFORM.



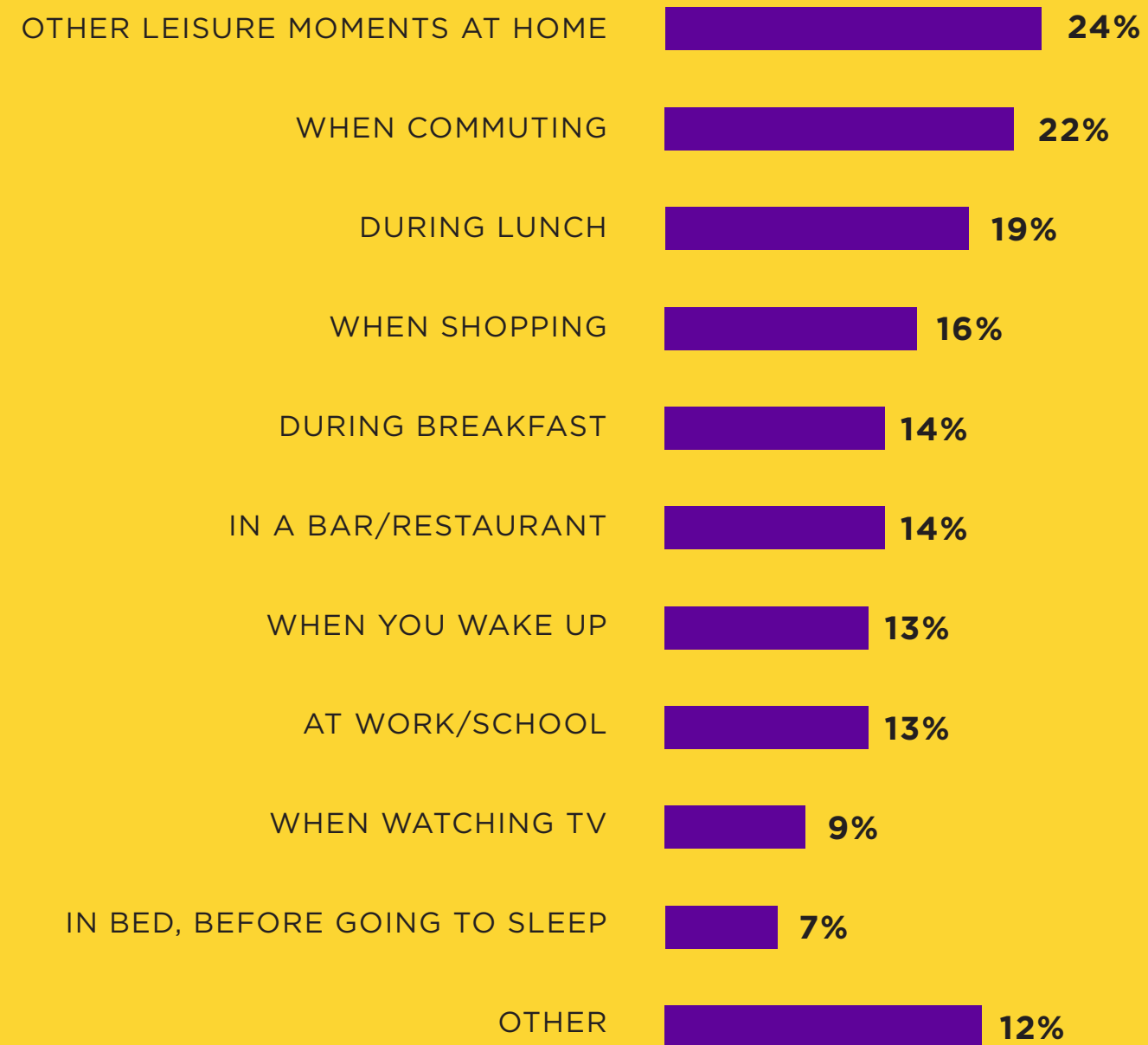


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2016



APP PROFILE FOURSQUARE

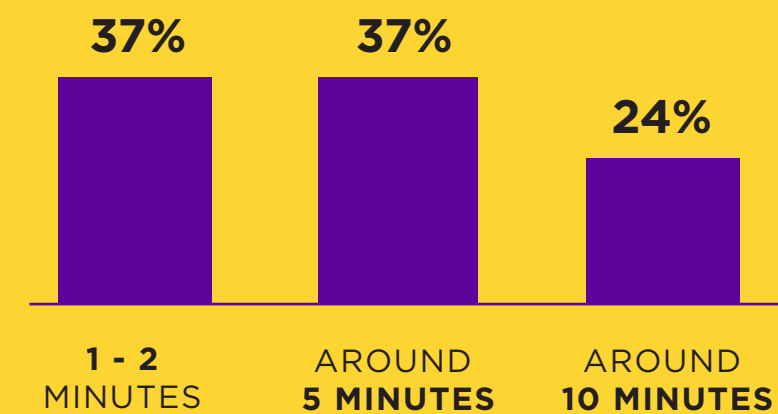
SITUATIONS APPS USED IN



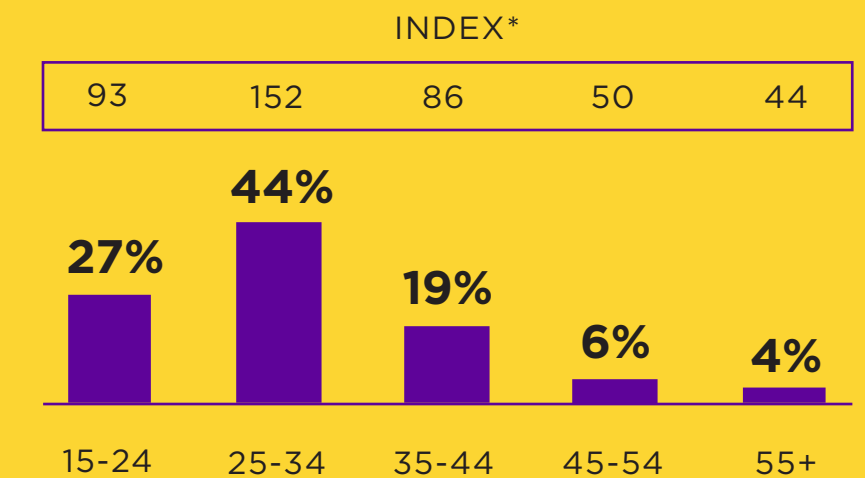
	IMPORTANCE (TOP 2 BOX)	DEMOGRAPHICS	
		GENDER (FEMALE)	GENDER (MALE)
LatAm	45%	43%	57%
BR	47%	47%	53%
MX	47%	39%	61%
AR	42%	38%	62%
CO	31%	40%	60%
PE	47%	45%	55%
CL	29%	50%	50%



USAGE IN "DEAD TIME"



AGE DISTRIBUTION



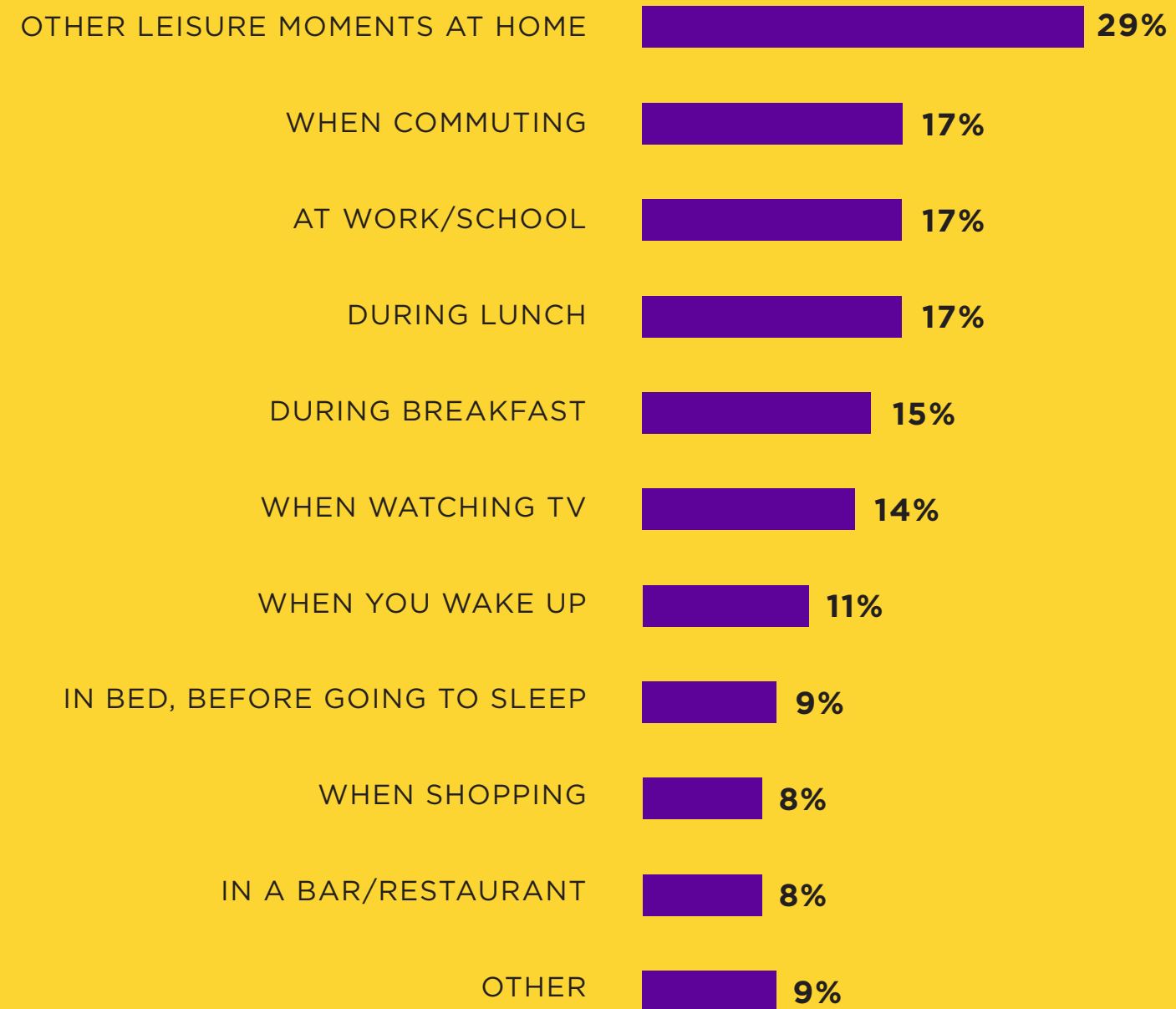


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APP PROFILE TWITCH

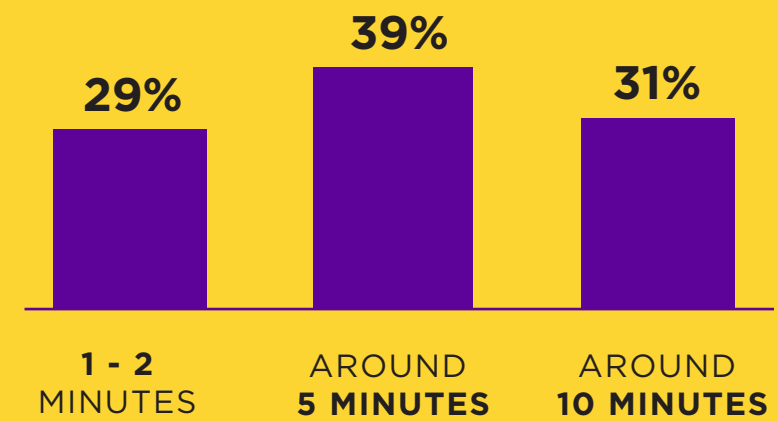
SITUATIONS APPS USED IN



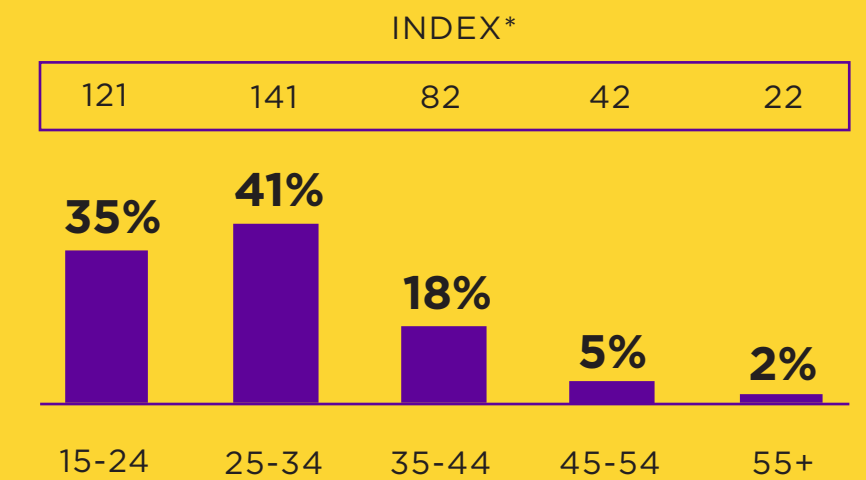
	IMPORTANCE (TOP 2 BOX)	DEMOGRAPHICS	
		GENDER (FEMALE)	GENDER (MALE)
LatAm	47%	37%	63%
BR	54%	38%	62%
MX	36%	35%	65%
AR	62%	46%	54%
CO	34%	37%	63%
PE	49%	34%	66%
CL	40%	34%	66%



USAGE IN "DEAD TIME"



AGE DISTRIBUTION



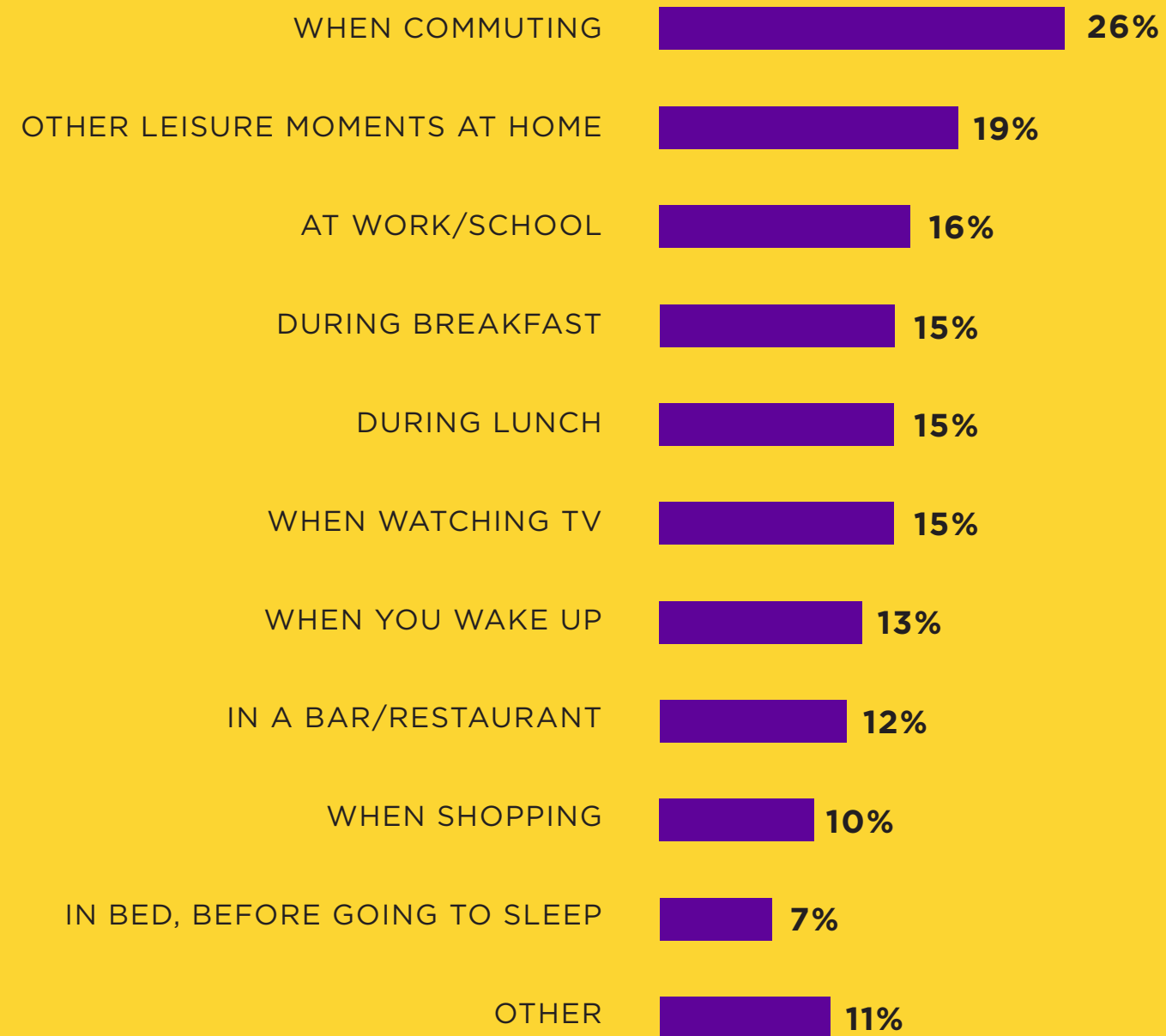


IMS MOBILE
IN LATAM STUDY
2016



APP PROFILE SWARM

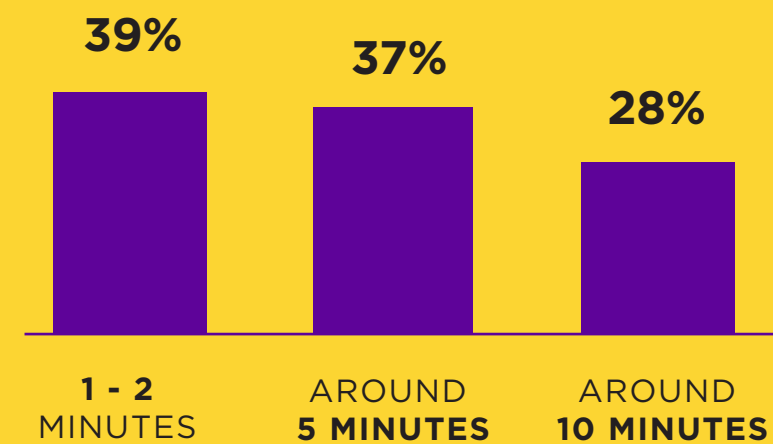
SITUATIONS APPS USED IN



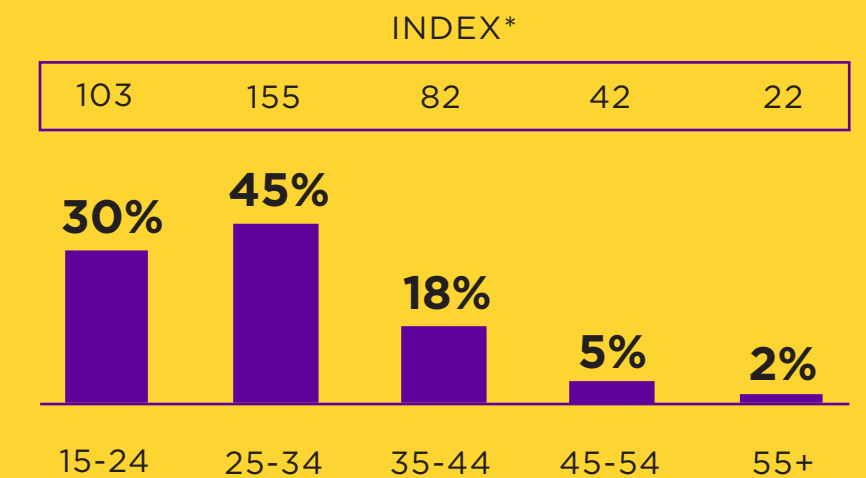
	IMPORTANCE (TOP 2 BOX)	DEMOGRAPHICS	
		GENDER (FEMALE)	GENDER (MALE)
LatAm	48%	49%	51%
BR	58%	43%	57%
MX	33%	43%	57%
AR	58%	63%	37%
CO	36%	45%	55%
PE	44%	36%	64%
CL	33%	56%	44%



USAGE IN "DEAD TIME"



AGE DISTRIBUTION



* INDEXED AGAINST TOTAL MOBILE USERS
+ TOTAL EXCLUDES MEXICO AND BRAZIL

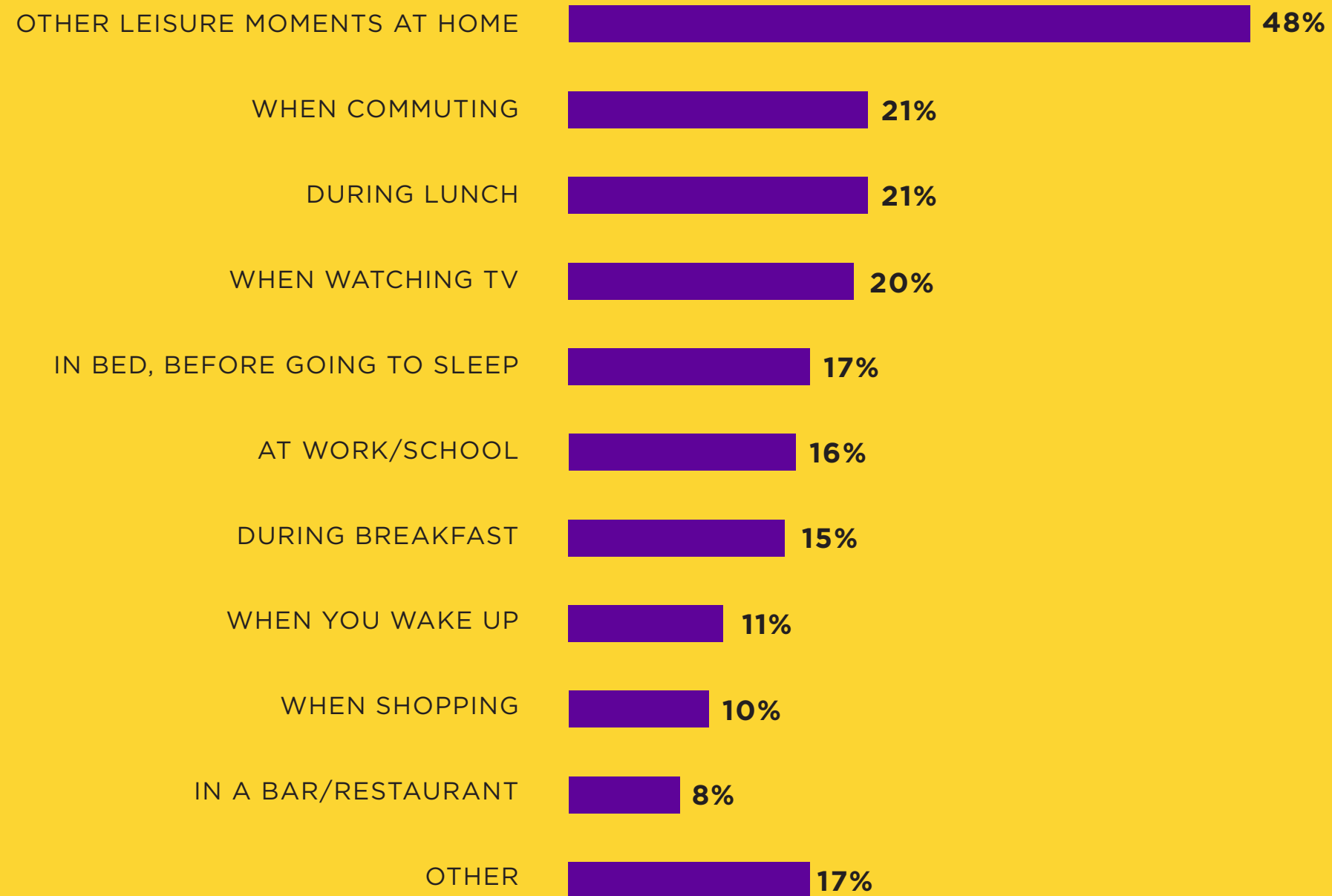


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APP PROFILE EA (NET)

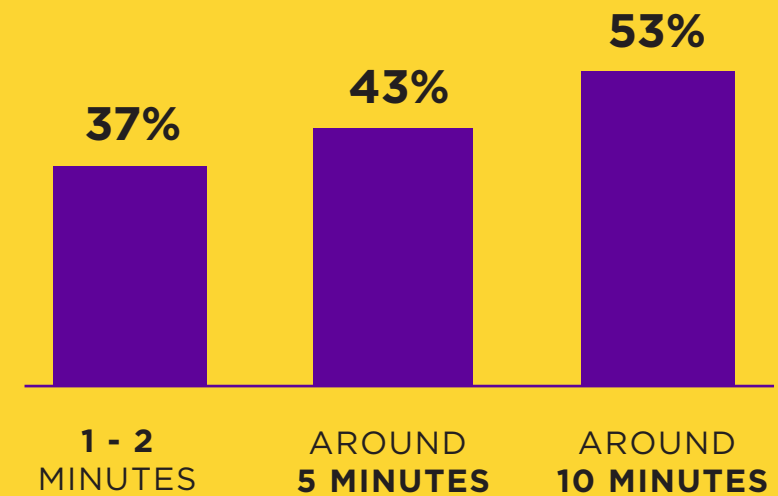
SITUATIONS APPS USED IN



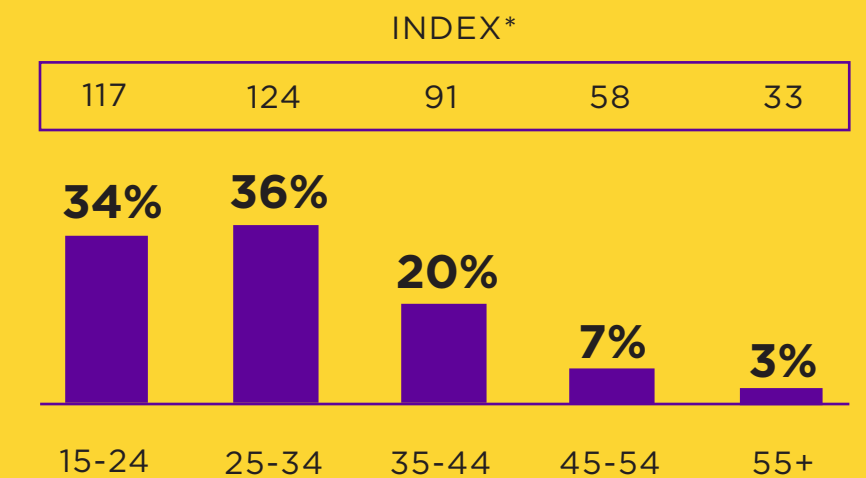
	IMPORTANCE (TOP 2 BOX)	DEMOGRAPHICS	
		GENDER (FEMALE)	GENDER (MALE)
LatAm	37%	44%	56%
BR	47%	48%	52%
MX	32%	42%	58%
AR	26%	49%	51%
CO	31%	43%	57%
PE	36%	40%	60%
CL	22%	45%	55%



USAGE IN "DEAD TIME"



AGE DISTRIBUTION



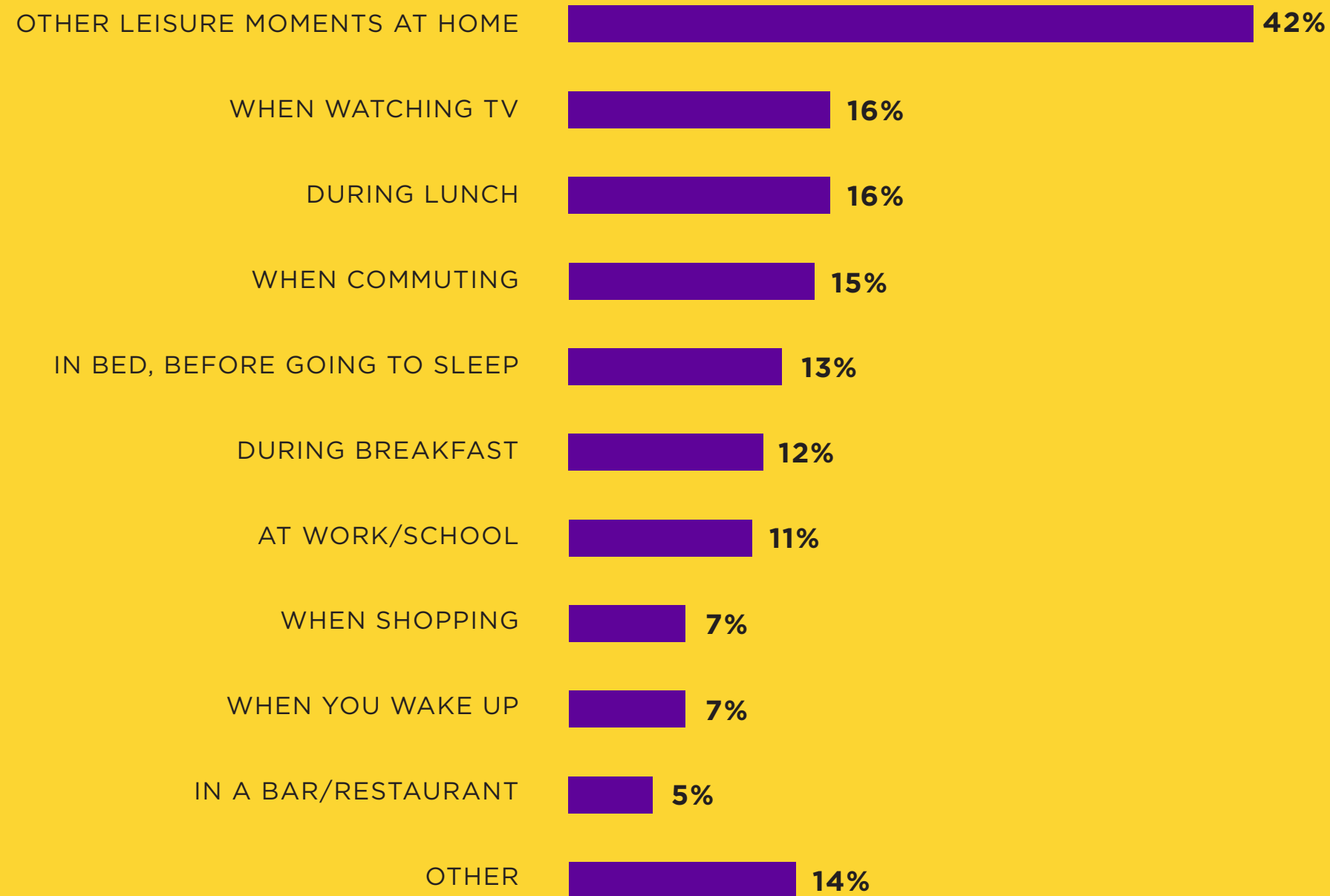


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IN LATAM STUDY
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APP PROFILE PLANTS VS. ZOMBIES (EA GAMES)

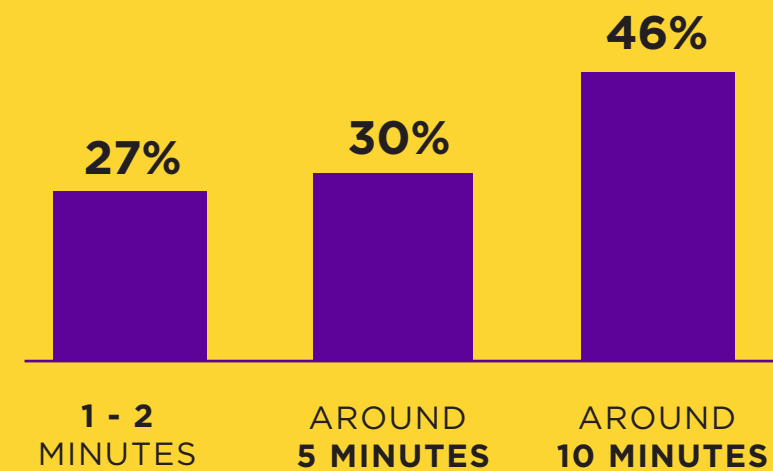
SITUATIONS APPS USED IN



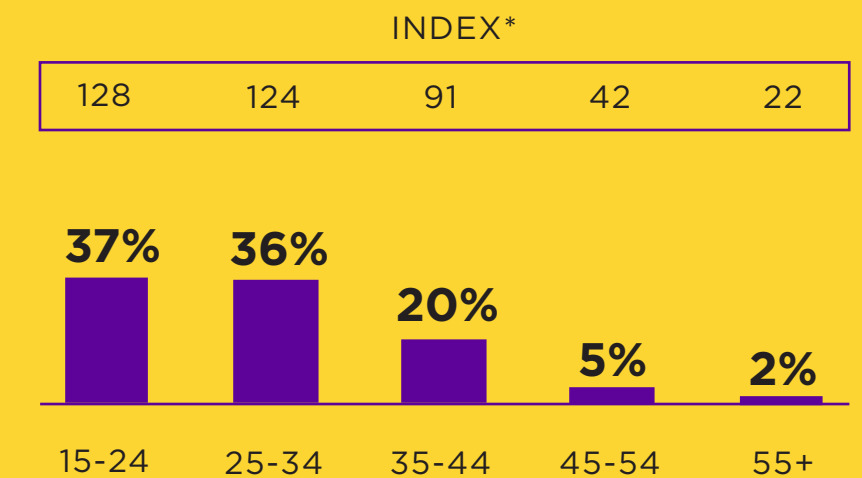
	IMPORTANCE (TOP 2 BOX)	DEMOGRAPHICS	
		GENDER (FEMALE)	GENDER (MALE)
LatAm	30%	47%	53%
BR	40%	54%	46%
MX	26%	44%	56%
AR	19%	42%	48%
CO	25%	45%	55%
PE	27%	40%	60%
CL	18%	47%	53%



USAGE IN "DEAD TIME"



AGE DISTRIBUTION



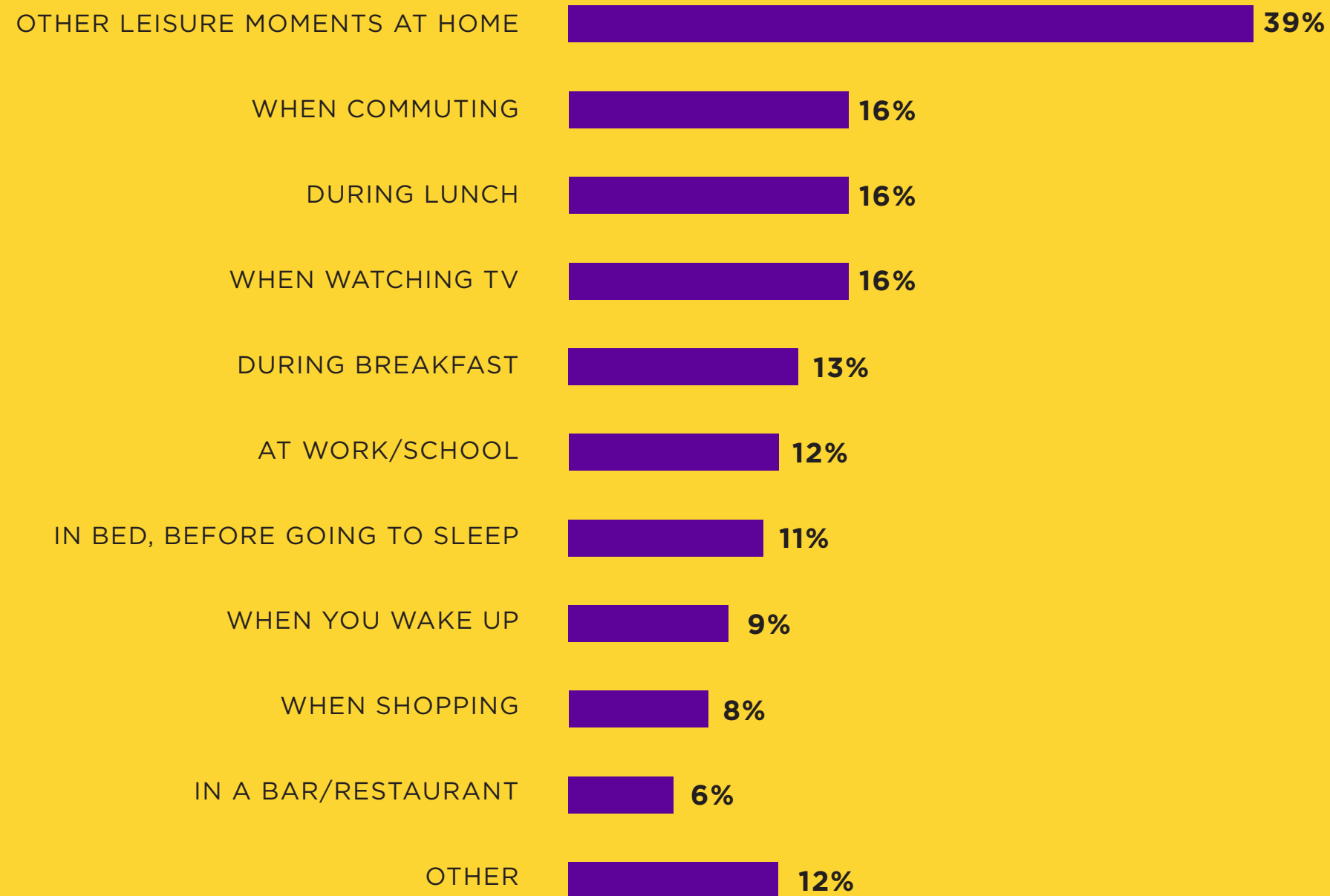


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APP PROFILE FIFA16 ULTIMATE TEAM (EA GAMES)

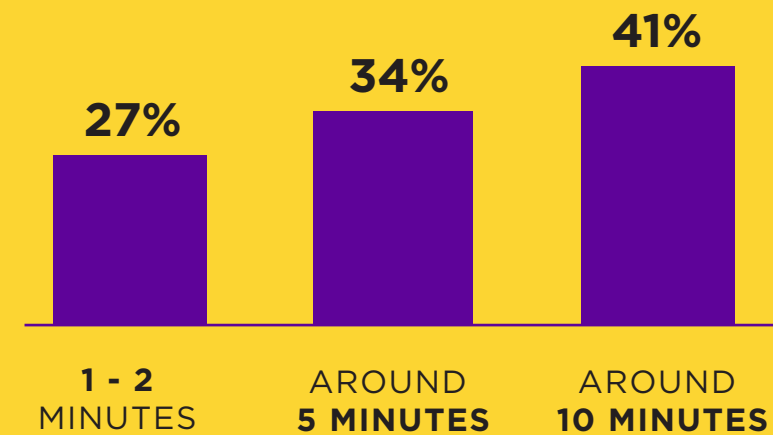
SITUATIONS APPS USED IN



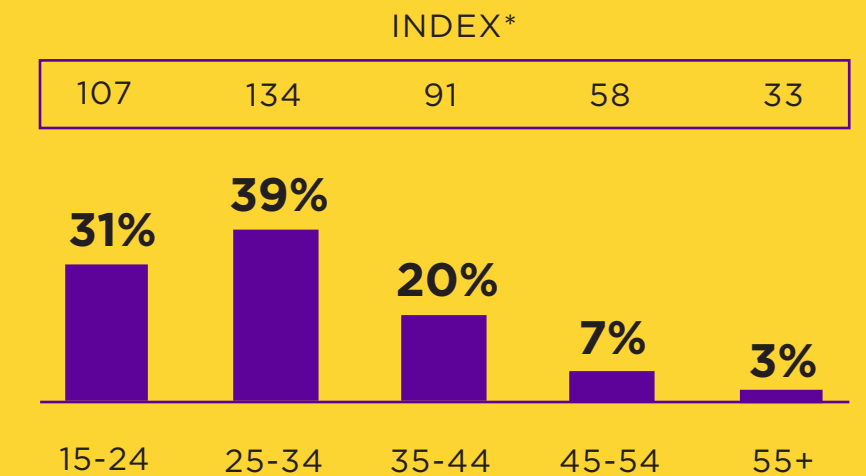
	IMPORTANCE (TOP 2 BOX)	DEMOGRAPHICS	
		GENDER (FEMALE)	GENDER (MALE)
LatAm	42%	31%	69%
BR	52%	40%	60%
MX	34%	24%	76%
AR	30%	37%	63%
CO	30%	27%	73%
PE	35%	30%	70%
CL	25%	26%	74%



USAGE IN "DEAD TIME"



AGE DISTRIBUTION



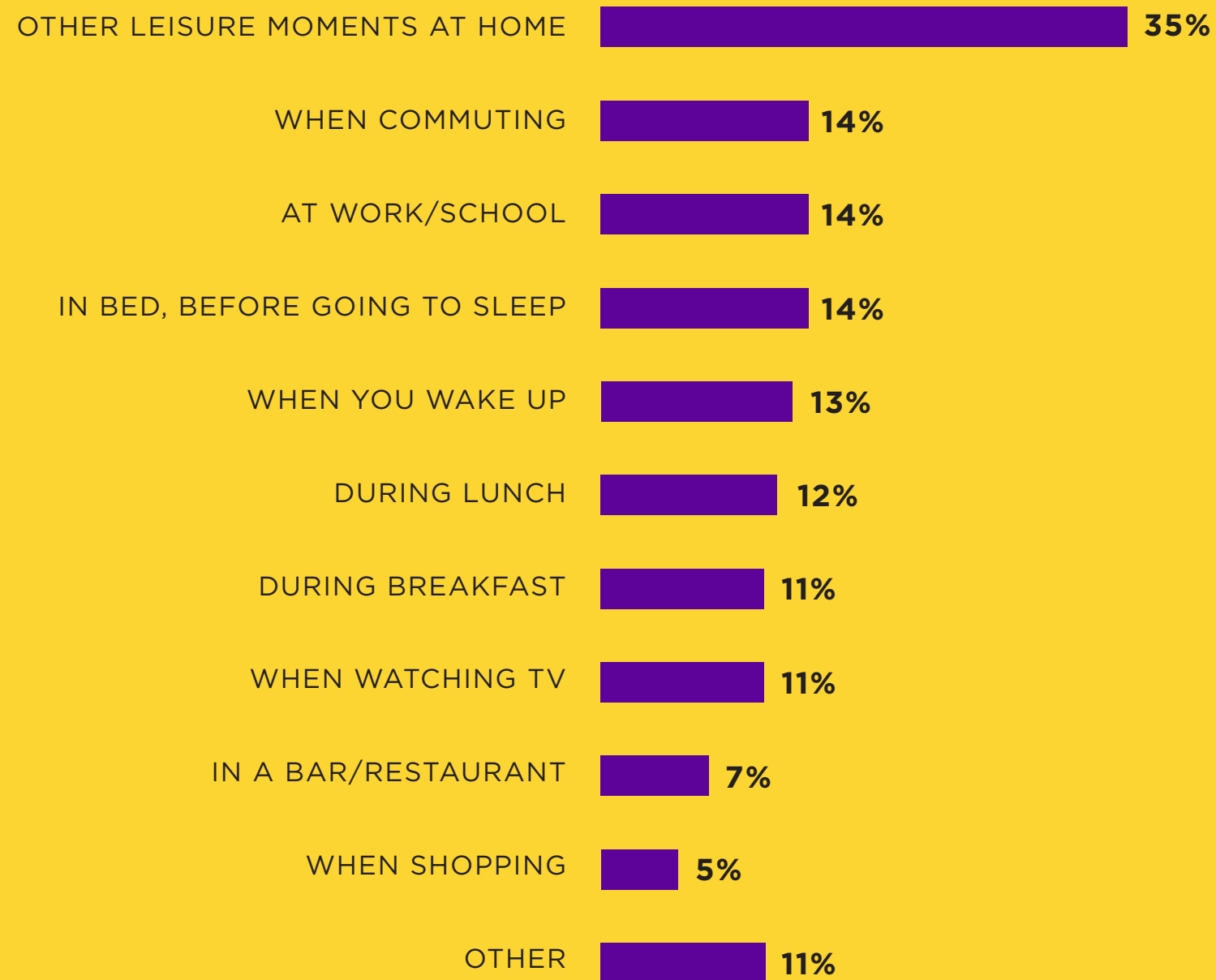


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APP PROFILE THE SIMS (EA GAMES)

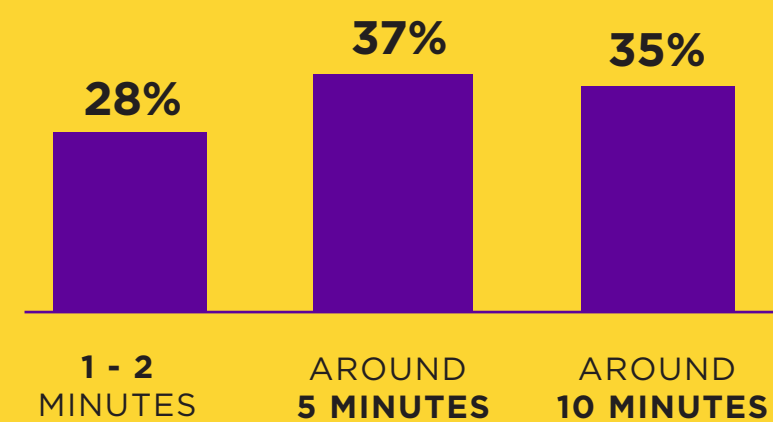
SITUATIONS APPS USED IN



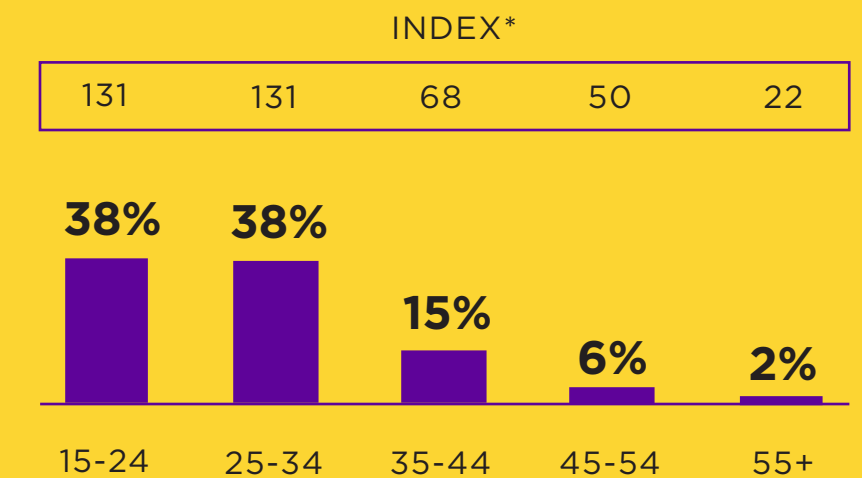
	IMPORTANCE (TOP 2 BOX)	DEMOGRAPHICS	
		GENDER (FEMALE)	GENDER (MALE)
LatAm	37%	51%	49%
BR	48%	54%	46%
MX	23%	46%	54%
AR	22%	58%	42%
CO	33%	47%	53%
PE	38%	41%	59%
CL	34%	62%	38%



USAGE IN "DEAD TIME"



AGE DISTRIBUTION



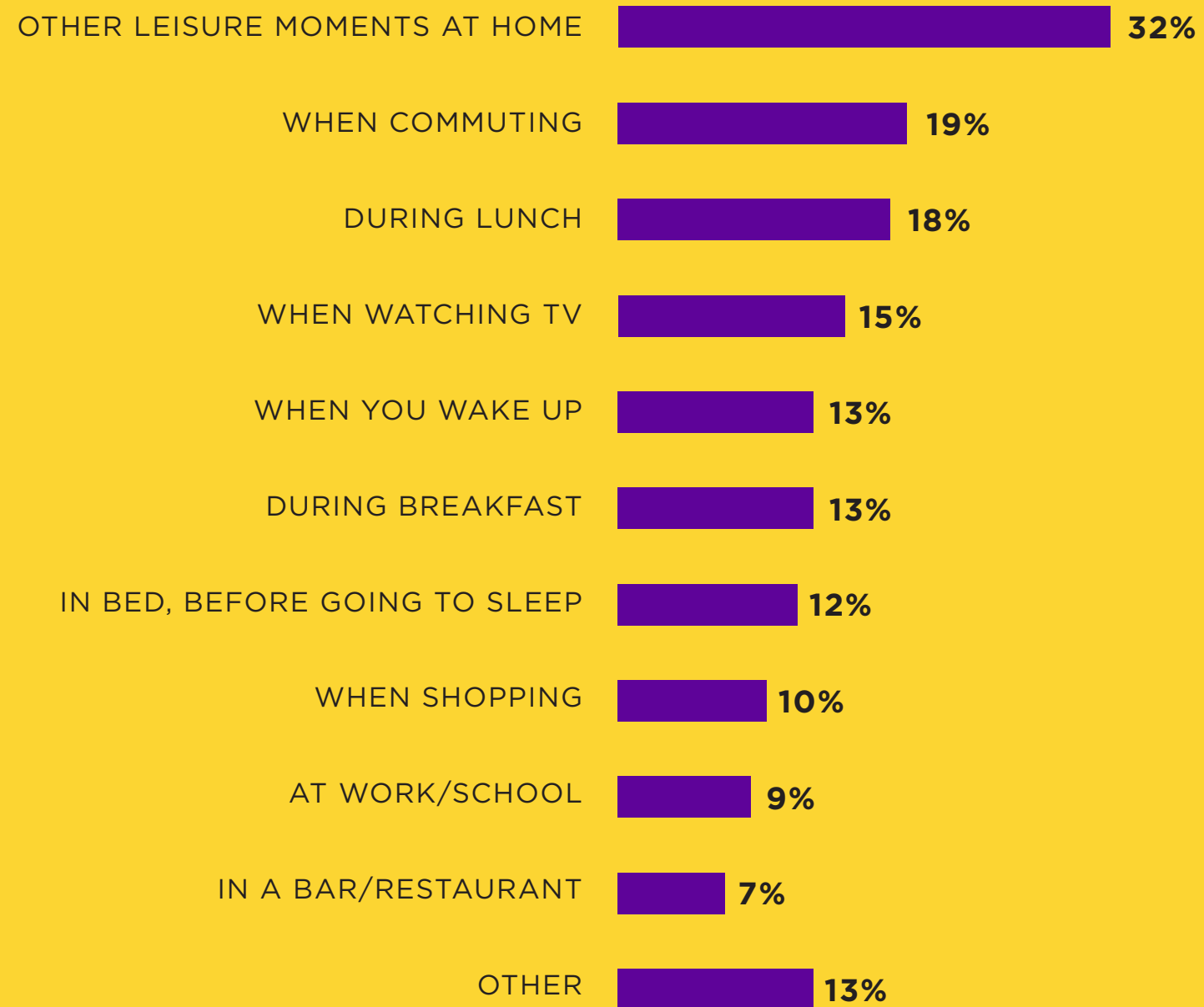


IMS MOBILE
IN LATAM STUDY
2016



APP PROFILE REAL RACING (EA GAMES)

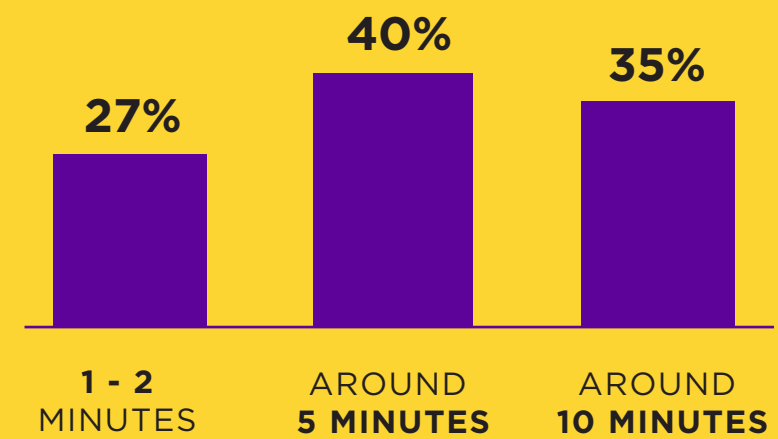
SITUATIONS APPS USED IN



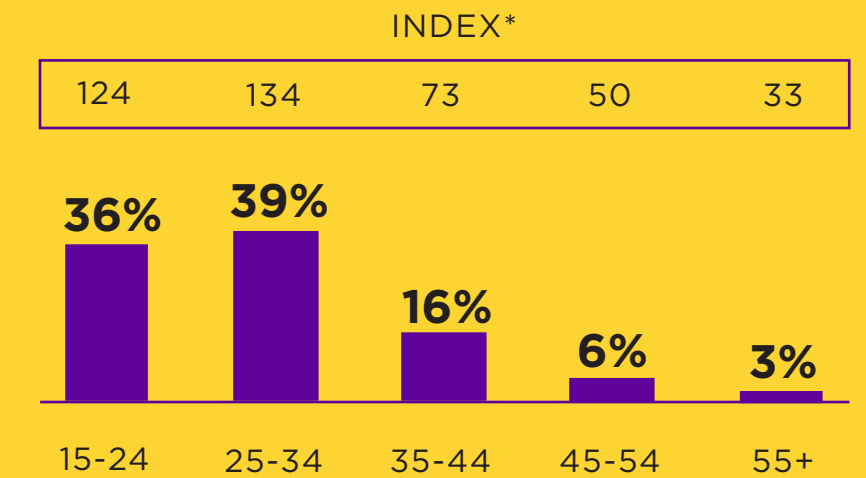
	IMPORTANCE (TOP 2 BOX)	DEMOGRAPHICS	
		GENDER (FEMALE)	GENDER (MALE)
LatAm	38%	33%	67%
BR	43%	43%	57%
MX	35%	28%	72%
AR	45%	29%	71%
CO	24%	35%	65%
PE	36%	34%	66%
CL	24%	30%	70%



USAGE IN "DEAD TIME"



AGE DISTRIBUTION





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Fast-moving
Companies

 **comSCORE**®

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