ADCOLONY

MOBILE USAGE IN GERMANY

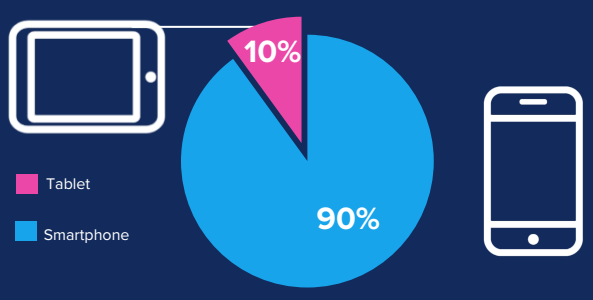
Q1 - 2017

Quarterly published mobile network report by AdColony

Exclusive Q1 Mobile Data for Germany

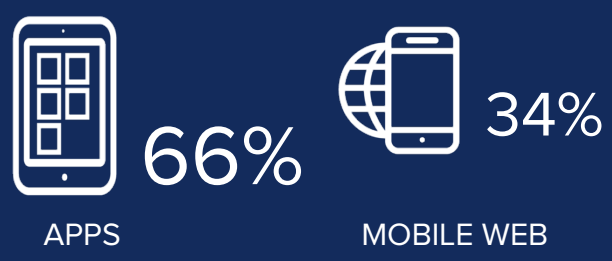
Smartphones used 9 times more often than tablets

Device share by ad requests



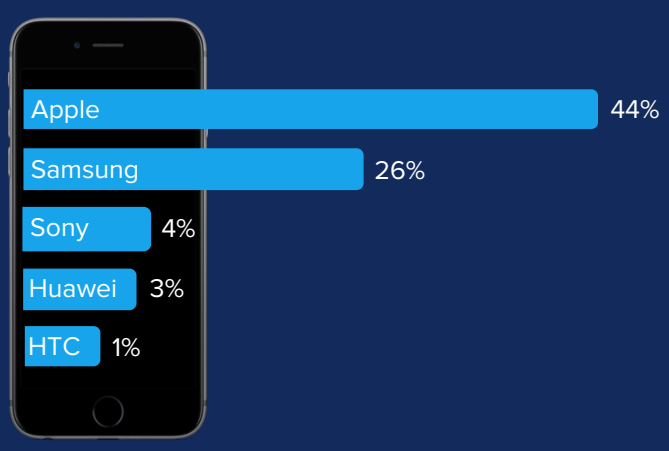
Most mobile usage happening via apps

In-app vs. mobile web share by ad requets



Apple and Samsung in the lead HTC looses ground

Manufacturer share by ad requests



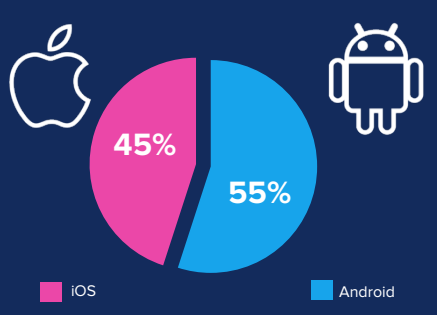
iPhone 7 makes it into the TOP 5

TOP 5 smartphone model series by ad request share

NO.	MODEL	%
1	iPhone 6	17%
2	iPhone 5	13%
3	Samsung Galaxy S5	6%
4	Samsung Galaxy S6	5%
5	iPhone 7	3%

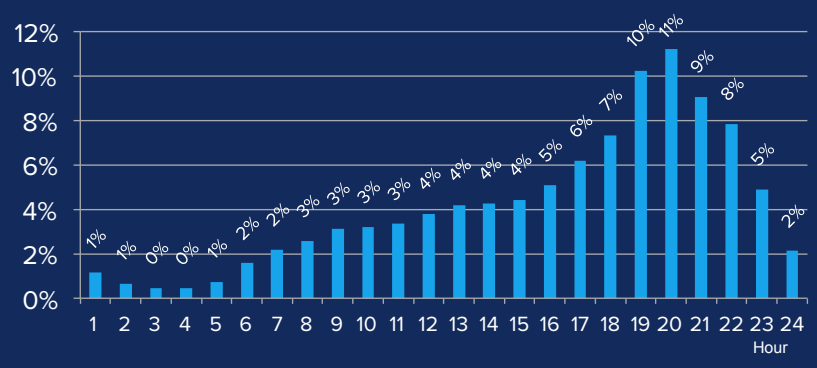
Android gains ground in Q1

iOS vs. Android share by ad requests



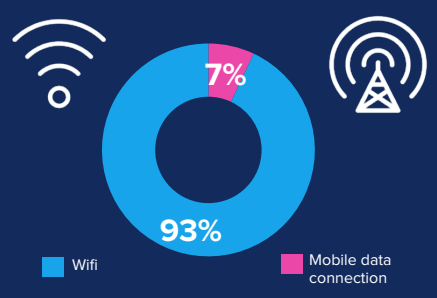
Still 2nd Screen? More mobile usage during TV-Primetime

Mobile use by time of day (share of ad requests %)



Wifi dominates

Wifi vs. mobile data connection by ad request share

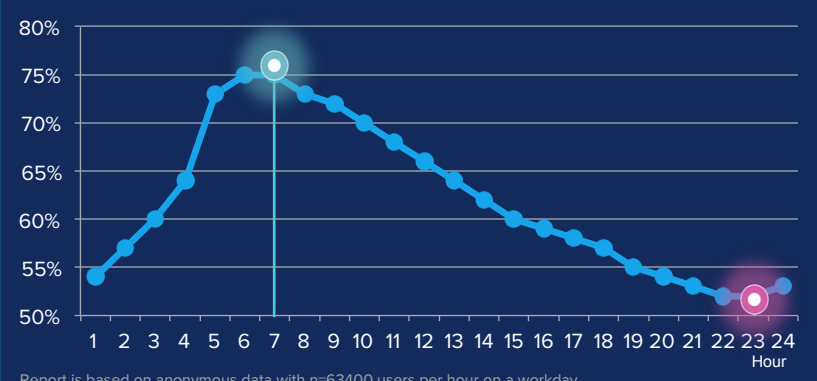


Source: AdColony network data January – March 2017. All ad requests across the DACH portfolio with 27 million users per month.

MOBILE FUN FACT

On average, mobile devices use up 25% of their power each day

Battery stand by time of day in % (average of all users)



Report is based on anonymous data with n=63400 users per hour on a workday.