



# Mobile Ecosystem

## Mobile World Statistics

Carriers

Networks

Manufactures

Devices

Platforms/OS

Frameworks

API-Apps

Services

# Mobile World Statistics

JAN  
2018

## DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL  
POPULATION



**7.593**  
BILLION

URBANISATION:  
**55%**

INTERNET  
USERS



**4.021**  
BILLION

PENETRATION:  
**53%**

ACTIVE SOCIAL  
MEDIA USERS



**3.196**  
BILLION

PENETRATION:  
**42%**

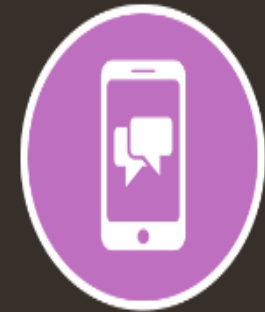
UNIQUE  
MOBILE USERS



**5.135**  
BILLION

PENETRATION:  
**68%**

ACTIVE MOBILE  
SOCIAL USERS



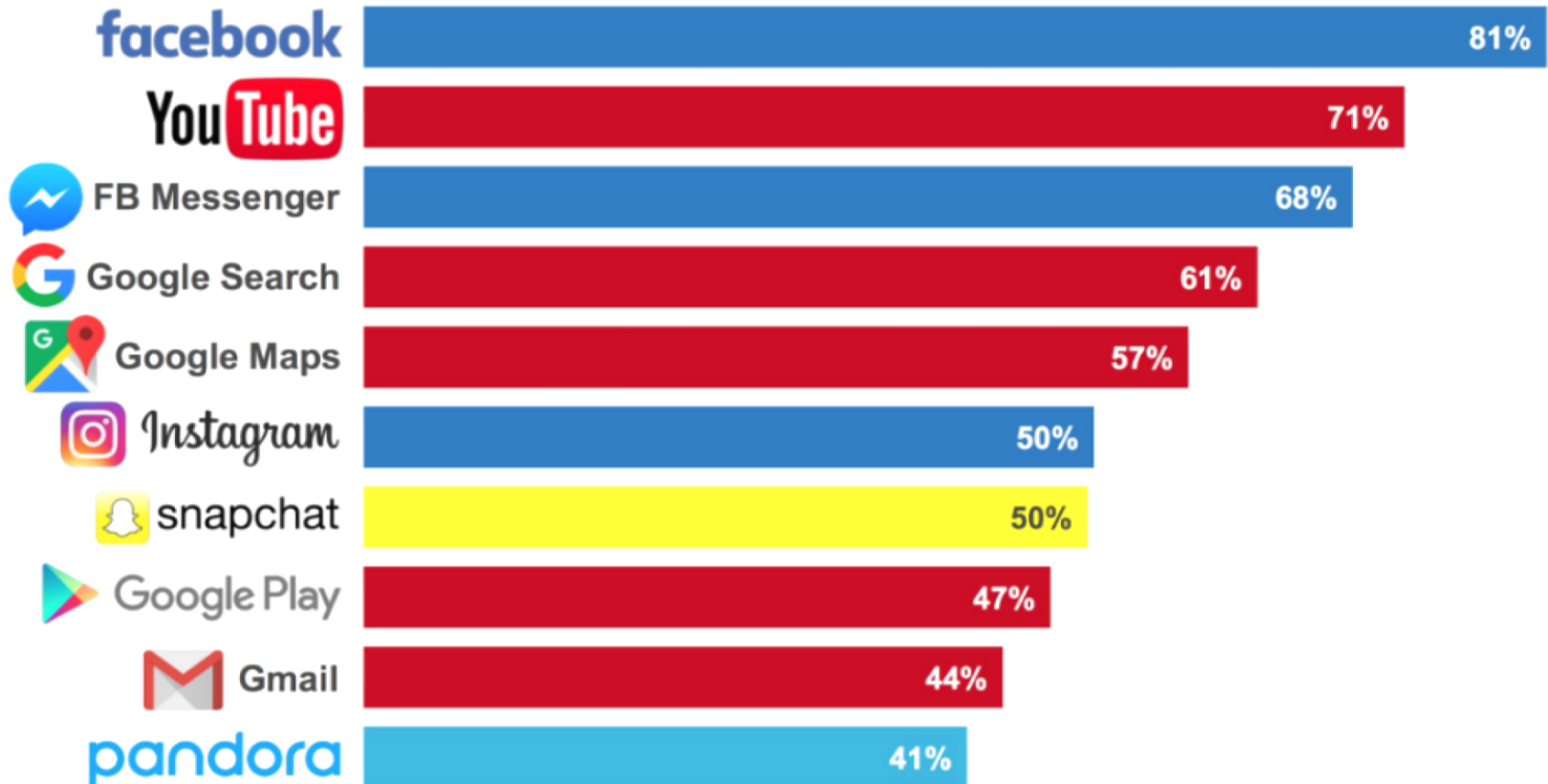
**2.958**  
BILLION

PENETRATION:  
**39%**

# Mobile World Statistics

## Top 10 Mobile Apps by Penetration of App Audience

Source: comScore Mobile Metrix, U.S., Age 18+, June 2017



# Mobile World Statistics

## PURE MOBILE WEBSITE

Accessed through browsing



Static, navigational user interface



Requires connection



Somewhat limited features



## PURE MOBILE APP

Accessed after being installed



Interactive user interface



Available offline



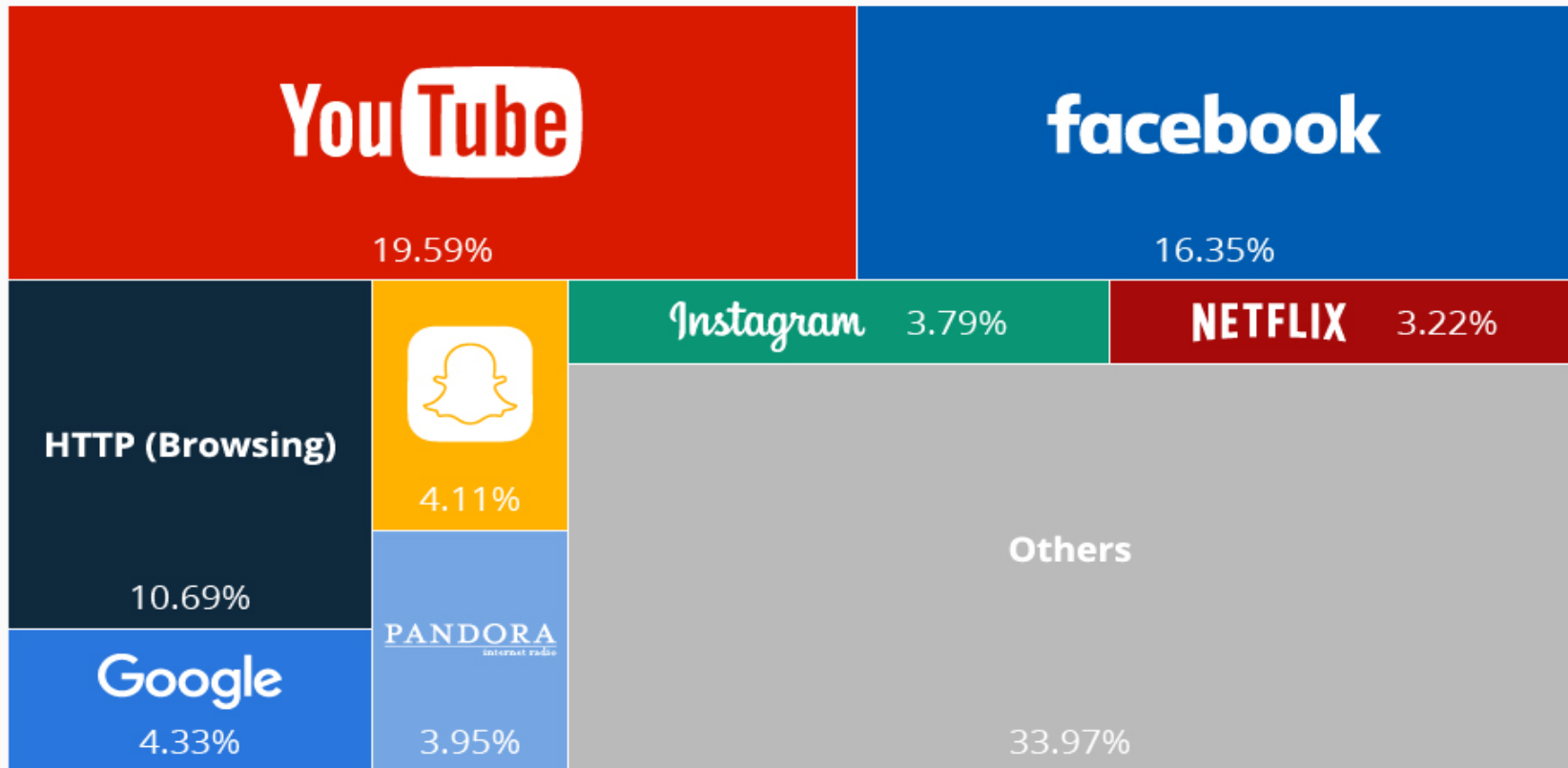
Can make use of phone features such as location services, camera, etc.



# Mobile World Statistics

## These Apps Are Putting a Strain on Mobile Networks

Breakdown of peak period mobile internet traffic in North America by application



Data gathered in September and October 2015

@StatistaCharts

Source: Sandvine

Copyright NataliaS@portnov.com

statista



# Mobile Ecosystem

Mobile World Statistics

**Carriers/Service Providers**

Network

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# Carriers/Service Providers



Sprint



at&t

T-Mobile



# Carriers/Service Providers

*Install Cellular Towers*

*Operate the Cellular Network*

**Responsibilities**

*Make Services  
(Internet) available for  
Mobile Subscribers*

*Handling Billing ,  
Support and Sales*

# Mobile Ecosystem

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# Network



# Network : GSM : AT&T and T-Mobile

## *GSM Standard - Global System for Mobile Communication*

- ❖ **Service:** Voice calling, text, messaging, data service similar to CDMA
- ❖ **Feature:** One of the key features of GSM is the [Subscriber Identity Module](#), commonly known as a **SIM card**.
- ❖ The SIM is a detachable [smart card](#) containing the user's subscription information and phone book. This allows the user to retain his or her information after switching handsets.
- ❖ SIM card that identify the user on the network and could be used as a storage.
- ❖ SIM cards allowed users switch phones by simply moving their SIM's between the phones.



# Network : CDMA : Sprint, Verizon and US Cellular

## CDMA Standard - Code Division Multiple Access

- ❖ **Service**: Voice calling, text, messaging, data transmission
- ❖ **Features**: Five times up of GSM capacity. More secure –used by military.
- ❖ QUALCOMM designs the chips for the CDMA air interface.
- ❖ **CDMA** phones cannot roam internationally as extensively as GSM phones nor can they transmit voice and data at the same time like GSM handsets.
- ❖ **CDMA** phones are locked to a carrier. It's usually [cheaper to buy unlocked GSM phones](#) than on-contract CDMA phones.



# Network : CDMA vs GSM :What's a difference ?

[Click here to watch a Video](#)

