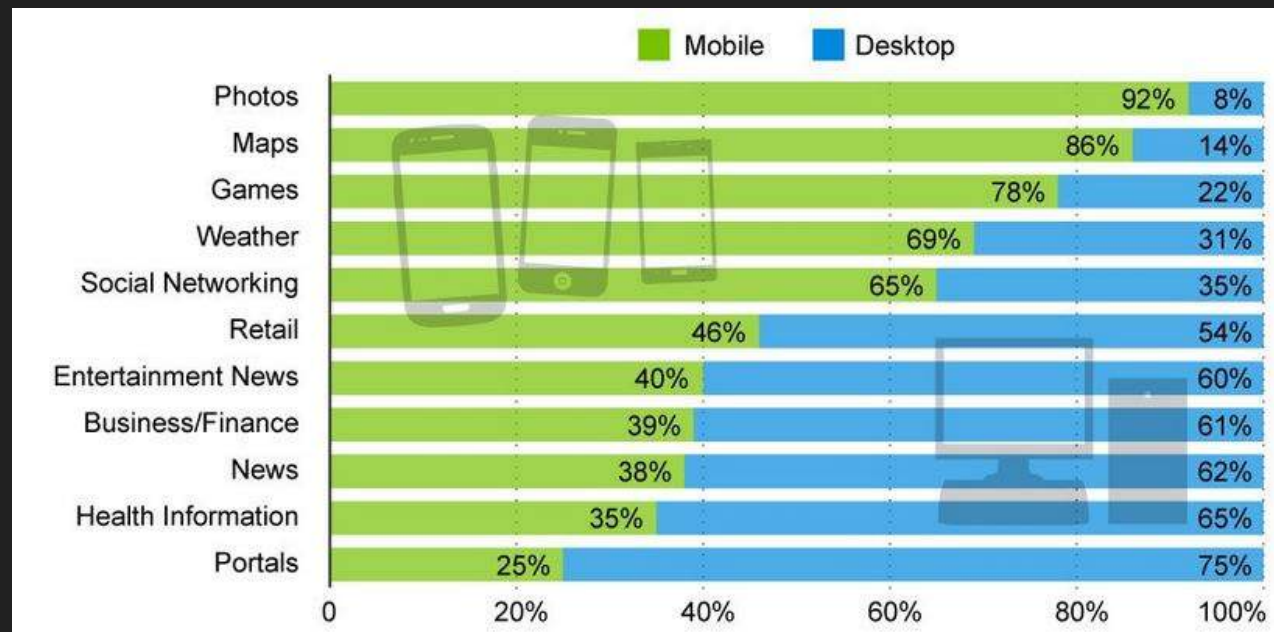


Social Media Usage on Mobile

Hrish Thota, Senior Manager – Social Computing, Happiest Minds

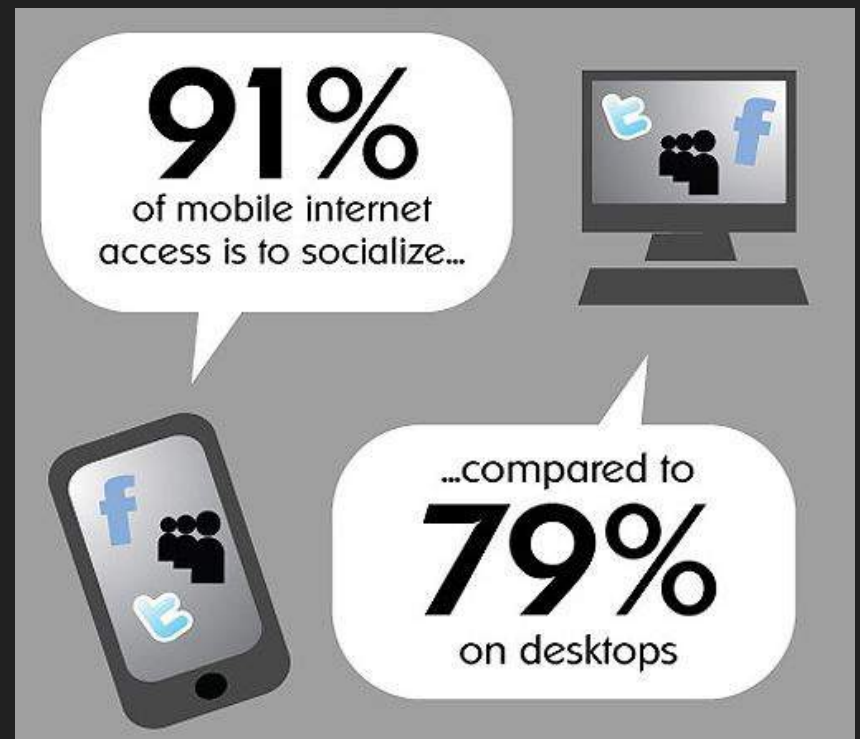
Rise of Social Networking via Mobile

○ Social Networking at 65%



Mobile Internet equals Social Networking

- Socializing via Mobile Internet – 91%
- Socializing via Desktop Internet – 79%

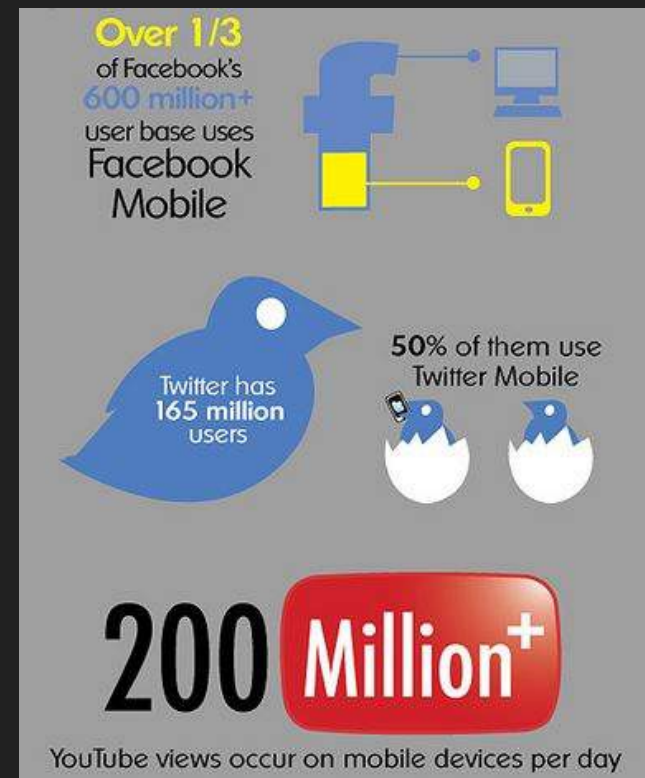


Top Social Networks on Mobile

- Facebook – 75%
- Twitter – 28%
- Google+ - 26%
- Instagram – 13%
- Pinterest – 9%

More People accessing Social via Mobile

- Daily – 44%
- Weekly – 20%
- Facebook – 33% on Mobile
- Twitter – 50% on Mobile



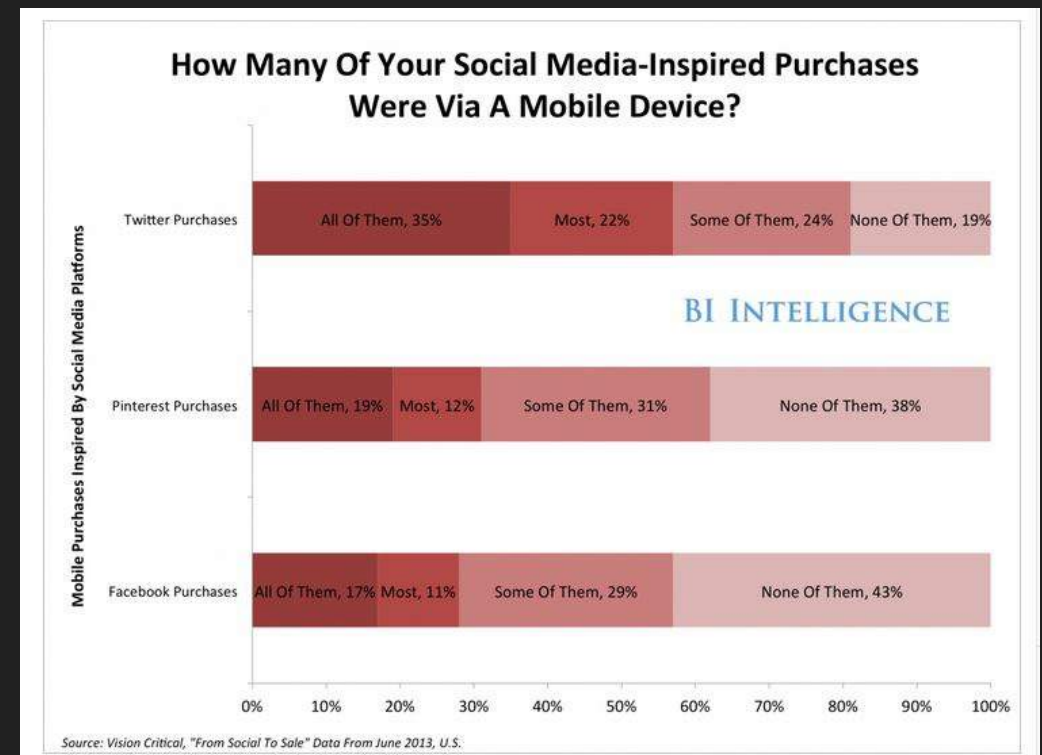
Interesting facts with Mobile Social Media

- 30% of Facebook's ad revenue comes from Mobile
- 94 million twitter users share photos on Mobile vs 140 million on PC
- 29% online sales have been made from Mobile

Social Shopping Trends on Mobile

○ Top Social Shopping Sites:

- Twitter – 35%
- Pinterest – 19%
- Facebook – 17%



Location Based Social Media Marketing

- Rise of Social Local Mobile (SoLoMo) marketing
- 26% of location based service users find restaurants and entertainment venues
- 19% of location based service users find public transport schedules
- 8% of location based service users book taxi

Thank You

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