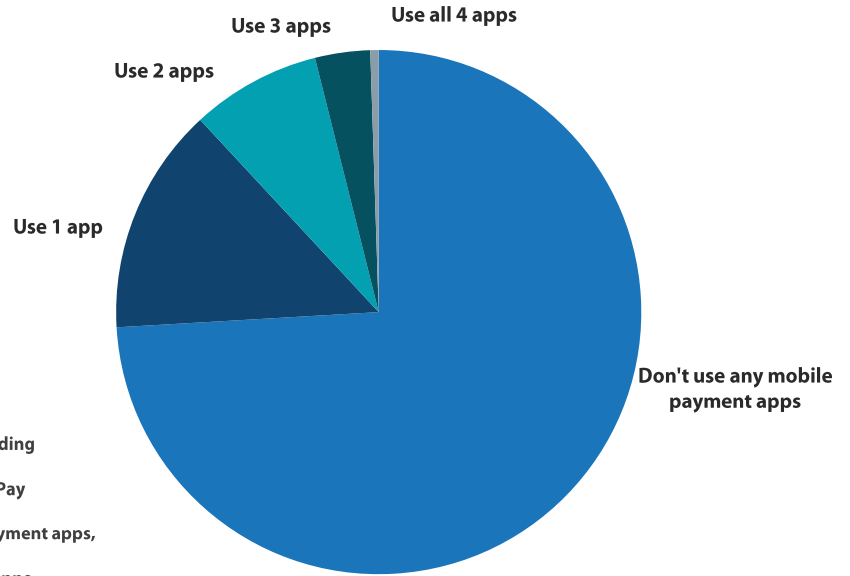


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### SYNOPSIS

**360 View Update:** *m-Commerce and Entertainment Apps: Usage Trends* assesses the current trends in entertainment content consumption, payment app adoption, and spending habits among mobile users. Results are broken out by operating system, phone brand, service provider, and data plan size (for entertainment). It examines music, video, and game consumption, as well as payment app spending. For payment app spending, a TURF analysis examines combinations of purchase categories that may extend app reach and usage.

**Use of Mobile Payment Apps**  
U.S. Smartphone Users in Broadband Households



Mobile payment apps including  
 (1) Apple Pay  
 (2) Google Wallet/Android Pay  
 (3) PayPal  
 (4) Retail store-branded payment apps, like the Starbucks app  
 (5) Other mobile payment apps (exclusive)

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### ANALYST INSIGHT

“Consumers are likely to use multiple payment apps, a scenario similar to consumers’ credit card ownership. As payment app adoption increases and usage becomes more common, payment app providers will have to compete for usage and loyalty like most credit card companies do today.”

— **Harry Wang**, *Director, Health & Mobile Product Research*, **Parks Associates**

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#### Previous Research

- 360 View: Mobility & the App Economy (Q4/15)
- Connected Cars and the Smart Home: Crossover Opportunities (Q2/15)

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- Connected Car Services and Apps (Q2/15)
- Smart Watch and Beyond: New Mobile Experiences (Q2/15)
- Smart Watch: Extending the Mobile Experience (Q2/15)
- Choice of Mobile Device: The Consumer Perspective (Q4/14)

**Key Findings****Industry Insight****Recommendations****Mobile Device Adoption Trends**

- Smartphone and Tablet Adoption (2009 - 2015)
- Smartphone Operating System (2011 - 2015)
- Smartphone and Tablet Products Purchased in the Year (2007 - 2014)

**Entertainment Content Consumption on Mobile Devices**

- Average Number of Minutes Per Day Streaming Content on Smartphones (Q3/15)
- Time Spent Daily on Smartphone Activities (Q3/15)
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- Video Consumption by Platform (2010 - 2015)
- Video Consumption on Mobile Phone (2012 - 2015)
- Video Consumption on Mobile Phone vs. Tablet (2010 - 2015)
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- Time Spent Watching Long Streaming Video Clips on a Smartphone by OS (Q3/15)

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- Use of Wi-Fi vs. 3G/4G Data for Smartphone Activities (Q3/15)

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- Use of Payment Apps by Service Provider (Q3/15)
- Monthly Expenditure Using Payment Apps by OS (Q3/15)
- Types of Goods/Services Purchased Using Payment Apps by OS at a Retail Location (Q3/15)
- Types of Goods/Services Purchased Using Payment Apps by Service Provider (Q3/15)
- Three Purchase Categories That Can Activate the Highest Percentage of Payment App Users (Q3/15)
- Three Purchase Categories That Can Trigger the Highest Frequency of Payment App Usage (Q3/15)

**Additional Research from Parks Associates**

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