

Are smartphones pervasive devices? A new study shows smartphone usage is spread across the whole day

People get on their smartphones as soon as they wake up, and continue using them until late at night. Usage is widely distributed also during weekends, although usage kicks off three hours later, leaving the engagement time a bit shorter. While communication functions, such as voice, SMS, phonebook and social networking, dominate face time statistics in the day time, non-communication features, such as camera, music, browser and maps, get more face time in evening and night hours.

Mobile services are often said to have specific characteristics regarding the time of use. For example, voice peaks during business hours, music and gaming on commuting hours, messaging in the late evening, and so on. While some of this is true, when looking the actual time people spend with their smartphone's features and applications, usage is actually steadily distributed across the wake-up hours. Based on the global smartphone audience that Zokem measures, it is evident that tangible smartphone usage takes place across the whole day – both on working days and weekends.

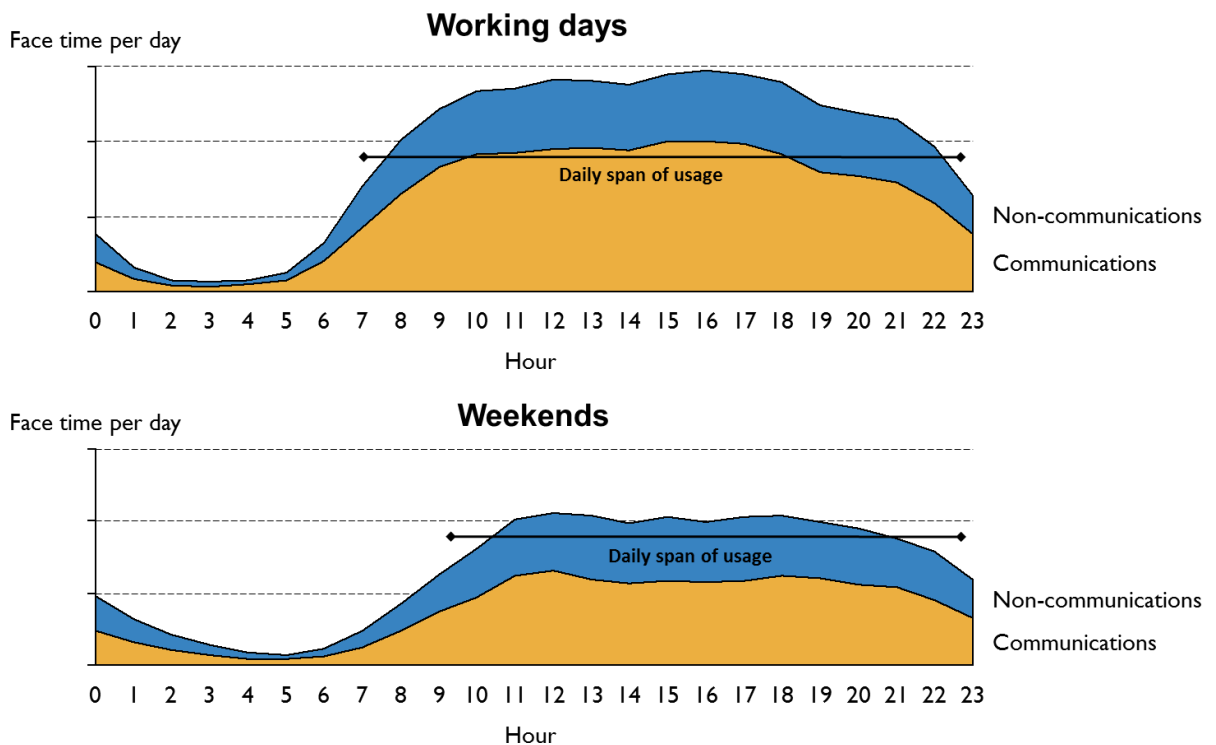
On working days people start allocating face time on smartphones right when they wake up, on average around 7am, and 10am on weekends. Usage continues until late evening. 'For many of our clients it is critical to

understand how and why people spend time on the mobile medium during different times of a day. While there are exceptions regarding phone usage, it is fundamental to understand that smartphone as a medium is used across all of the hours of the day when summing up all usage together", says Hannu Verkasalo from Zokem. 'Based on these findings, we can confidently say that smartphone is a pervasive medium – people use it everywhere and all the time'.

Figure 1 depicts how communication and non-communication oriented functions capture face time on working days compared to weekends. While communication functions; meaning voice, SMS, phonebook, call logs, social networking and email, dominate face time statistics in day time, non-communication features, such as camera, music, browser, maps, weather and games, capture more face time in the evening, and interestingly in the night hours as people are most likely to take part in night life.

Smartphone face time increases steadily in the morning hours, as people get up at different hours. It can be generalized, however, by comparing the steepness of the usage curves. It is also notable that the difference between the daytime and evening usage on weekends are not as significant as the difference between daytime and evening usage on working days. In general, on weekends smartphone usage is lower than on working days, and business use is lacking.

Figure 1



Source: Zokem Insights™ 2009-2010 / Global Panel © Zokem ©

The Zokem Mobile Insights statistics are based on patented non-parametric measurements that take place directly in smartphones. In the study, Zokem analyzed a dataset of more than 10 000 smartphone users, including 6.5 million distinct smartphone application usage sessions in 16 countries during 2009 and 2010.



360° On-Device Measurements

Zokem Mobile Insights publishes periodically take-aways from around the world, showcasing different dimensions of consumer data, for example how people consume mobile content and use their devices, applications and services both online and offline. The report also interprets human behavior and user experience with the help of dedicated on-device meters that provide holistic insights into people's lives.

Report displays samples from the Zokem's industry benchmark datasets that include collected and analyzed data from 10 852 smartphone users. The data is gathered across different types of smartphones including Windows Mobile, Symbian, Google Android, RIM Blackberry, iPhone OS, and certain feature phones, and it can be used, for example, for benchmarking applications or devices against each other, pinpointing the right application types or web sites for advertising, and extracting market insights for revenue improvement.

The users who participated in data collection came from 24 different countries, including Germany, Japan, USA, UK, Canada, Australia, China and France. All users had to opt in to participate in the study. Zokem continues to grow the user community through research panels and via partner companies that use Zokem's analytics solutions as part of their own applications.

Zokem values user privacy and puts the consumer always in control of his/her own data.

About Zokem

Whether you want to see the top performing Android games in New York, access a benchmarking analysis of mobile search engines in Europe or deploy a real-time mobile poll or a marketing campaign and measure the results — Zokem is your solution.

Zokem, www.zokem.com, is dedicated to providing 360° analytics on the mobile medium; the 360° concept being inspired by the image of the 24-hour human life cycle that Zokem captures. Zokem, founded in 2008, builds on mobile consumer research and global telecom consulting. The company pioneers in a new breed of analytics that, ultimately, senses everything that people do in life – not only people's mobile consumption, but also behavior and life patterns. Zokem is privately held and backed by its key management and Europe-based venture investors. The company currently employs 15 people.

Zokem provides its products globally to its key customers, including media measurement companies, research agencies, carriers, and device manufacturers.