

The History and World of Mobile

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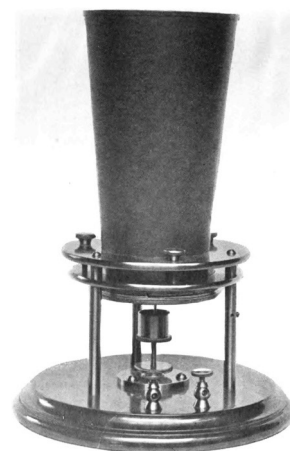


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First phone

Alexander Graham Bell - 1876

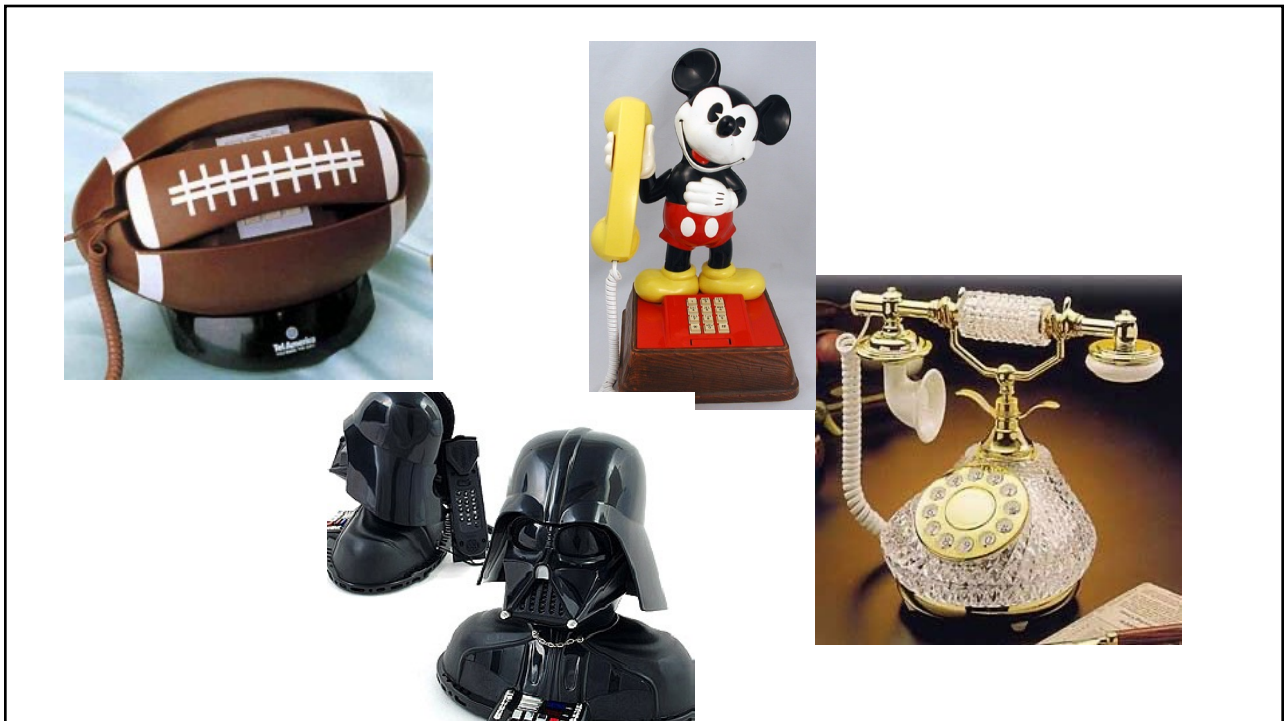
“Mr. Watson, come here. I want you.”



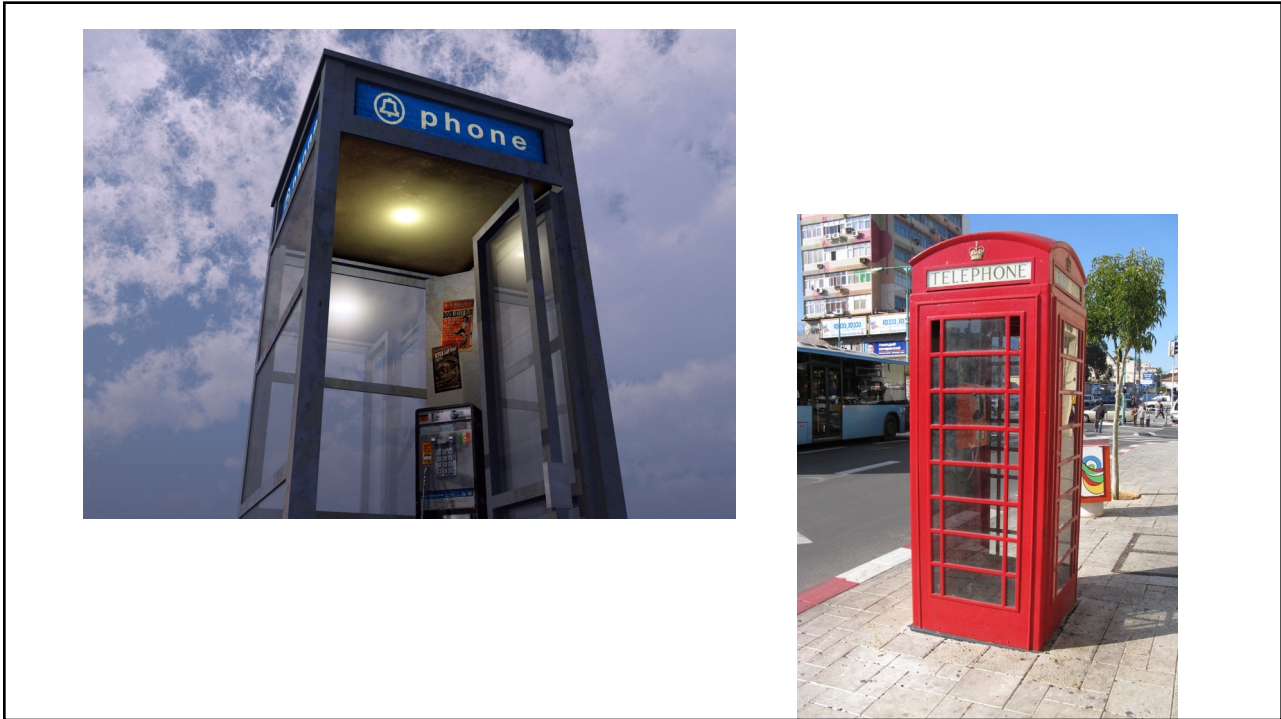
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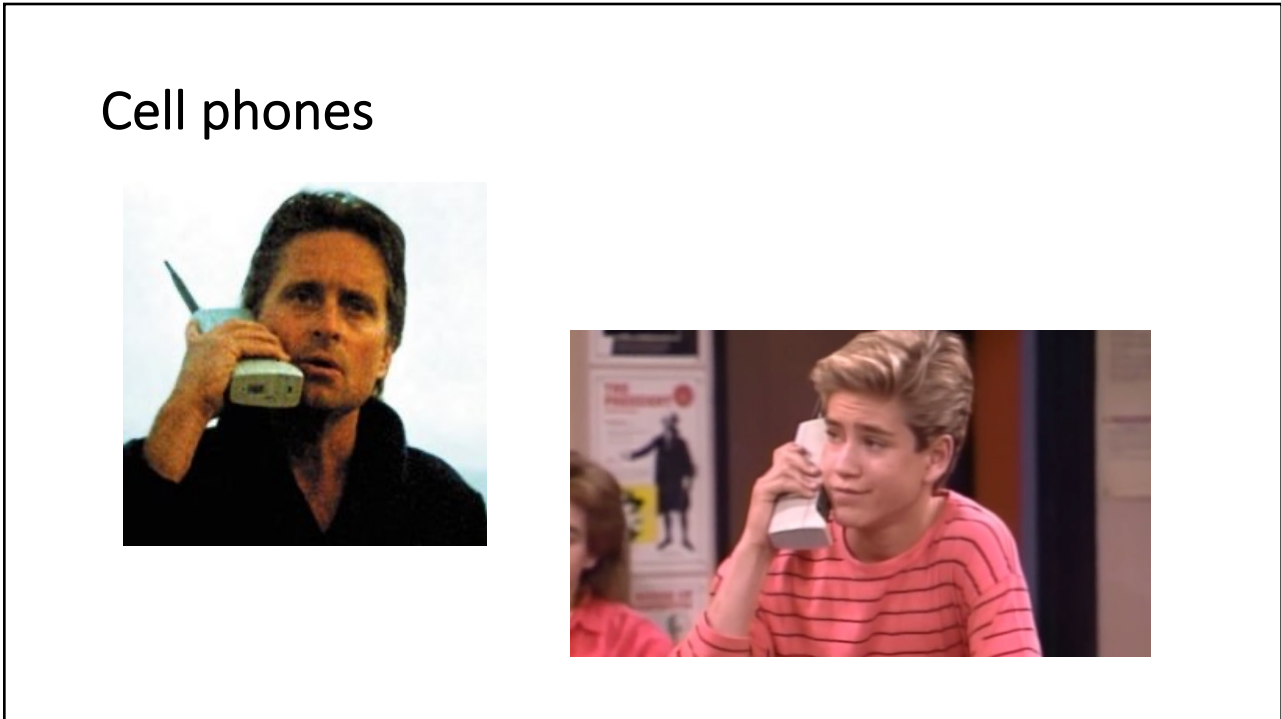
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Western Electric is crossing a telephone with a TV set.



Someday you'll be a star!

What you'll use is called, simply enough, a Picturephone® set. Someday it will let you see who you are talking to, and let them see you.

The Picturephone set is just one of the communications of the future. Western Electric is working on with Bell Telephone Laboratories.

Western Electric builds regular phones and equipment for your Bell telephone company. But we also build for the future.

Western Electric
MANUFACTURING SUPPLY UNIT OF THE BELL SYSTEM

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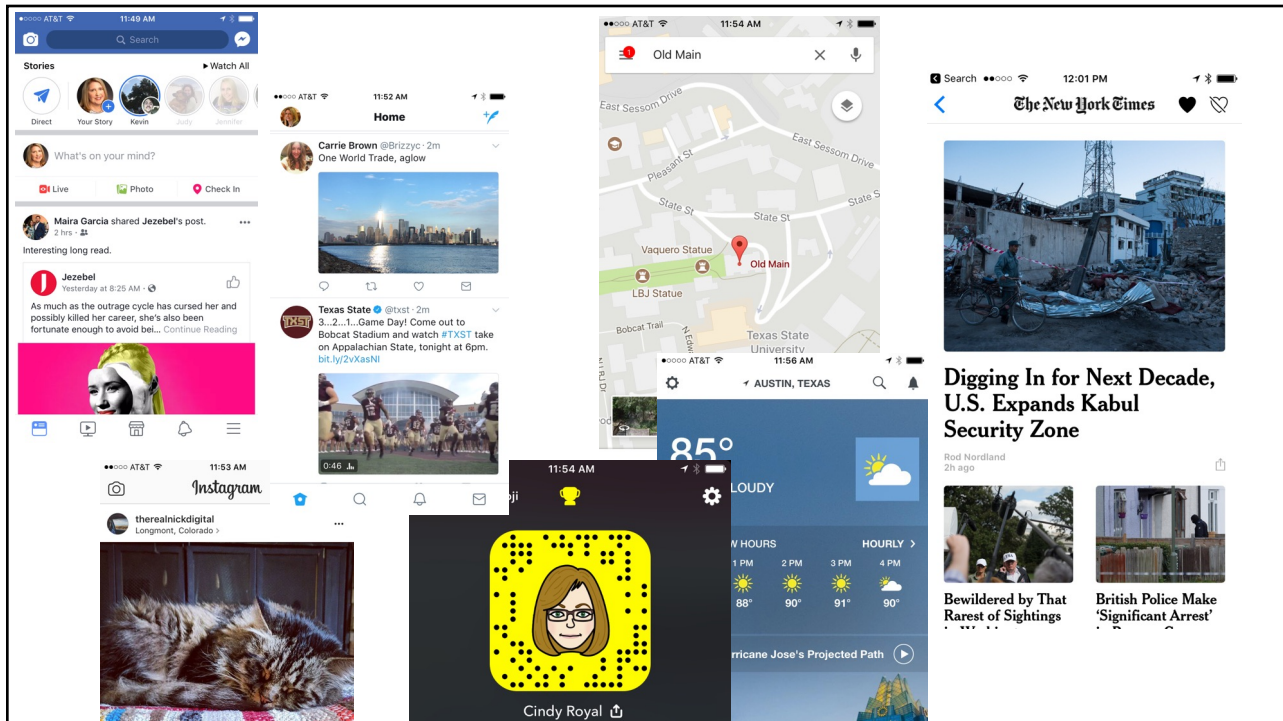
Smartphones



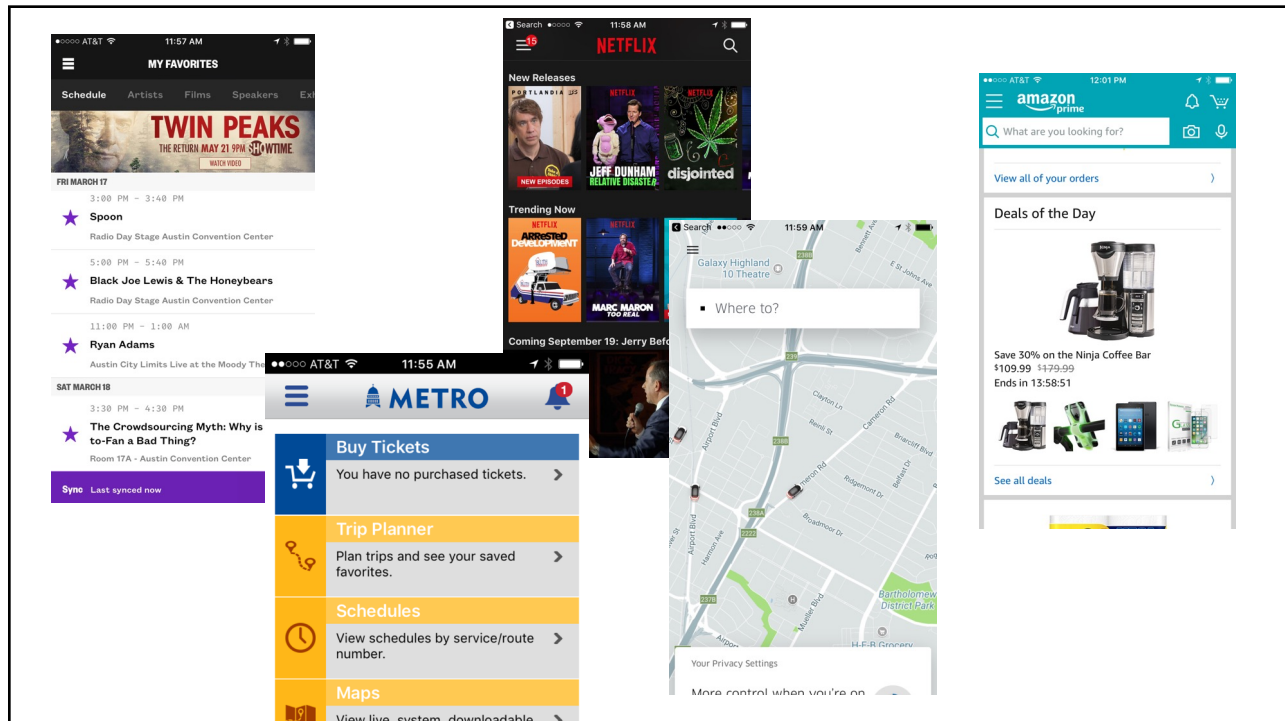
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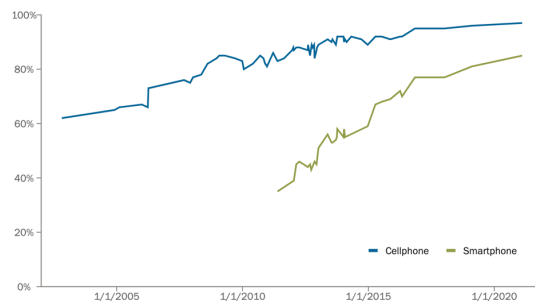
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US Smartphone Ownership

- 97% of Americans now own a cellphone
- The share of Americans that own smartphones is now 85%, up from just 35% in Pew Research Center’s first survey of smartphone ownership conducted in 2011.
- 96% 18-29 have smartphones; 61% of 65+

Mobile phone ownership

% of U.S. adults who say they own a ...



Sources: <http://www.pewinternet.org/fact-sheet/mobile/>

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US Smartphone Ownership

- Fewer than 31% of households still have a landline; only 5% have only a landline
- 1/3 of American households have 3 or more smartphones
- Education and income affect smartphone ownership



Sources: <http://www.pewinternet.org/fact-sheet/mobile/>

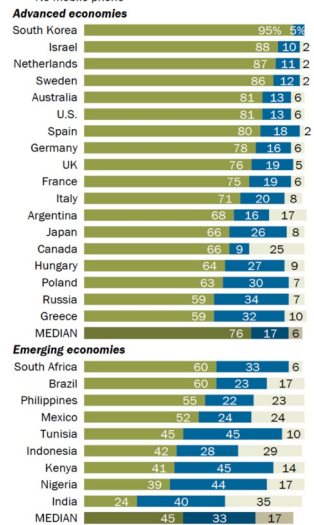
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Worldwide Usage

Smartphone ownership in advanced economies higher than in emerging

% of adults who report owning ...

- A smartphone
- A mobile phone that is not a smartphone
- No mobile phone



Source: Spring 2018 Global Attitudes Survey, Q45 & Q46.

PEW RESEARCH CENTER

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Types of Smartphones

Top OEMs - Share of Smartphone Subscribers 3 Month Avg. Ending Nov. 2022 vs. 3 Month Avg. Ending Sep 2022

Total U.S. Smartphone Subscribers Age 13+

COPY CSV EXCEL

SEARCH:

#	Title	Sep-2022	Nov-2022	Point Change
1	Apple	51.4%	51.4%	0.0
2	Samsung	26.0%	26.0%	0.0
3	LG	3.5%	3.2%	-0.3
4	Motorola	5.6%	5.6%	0.0
5	HTC	0.1%	0.1%	0.0

Showing 1 to 5 of 5 entries
Source: Comscore MobilLens

<https://www.comscore.com/Insights/Rankings>

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Types of Smartphones

Top Platforms - Share of Smartphone Subscribers 3 Month Avg. Ending Nov. 2022 vs. 3 Month Avg. Ending Sep 2022

Total U.S. Smartphone Subscribers Age 13+

COPY CSV EXCEL

SEARCH:

#	Title	Sep-2022	Nov-2022	Point Change
1	Android	48.2%	48.2%	0.0
2	Apple	51.4%	51.4%	0.0
3	Microsoft	0.2%	0.2%	0.0
4	BlackBerry	0.1%	0.1%	0.0

<https://www.comscore.com/Insights/Rankings>

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Top 25 Smartphone Apps November 2022

Total U.S. Mobile Media Users, Age 18+ (Total Mobile)

#	Apps	Total Unique Visitors (000)	% Reach
1	YouTube (Mobile App)	158,724	75
2	Gmail (Mobile App)	128,127	61
3	Facebook (Mobile App)	123,928	59
4	Google Search (Mobile App)	121,668	57
5	Google Maps (Mobile App)	121,640	57
6	Amazon Mobile (Mobile App)	117,173	55
7	Facebook Messenger (Mobile App)	100,835	48
8	Google Play (Mobile App)	85,349	40
9	Instagram (Mobile App)	83,519	39
10	TikTok (Mobile App)	75,710	36
11	Spotify (Mobile App)	74,442	35
12	Apple Maps (Mobile App)	74,046	35
13	Google Photos (Mobile App)	69,956	33
14	Walmart (Mobile App)	66,104	31
15	Apple News (Mobile App)	65,926	31

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Top 25 Smartphone Apps November 2022

Total U.S. Mobile Media Users, Age 18+ (Total Mobile)

16	PayPal (Mobile App)	62,268	29
17	Cash App (Mobile App)	60,749	29
18	Snapchat (Mobile App)	59,523	28
19	Weather Channel - Native Apple (Mobile App)	58,136	27
20	Google Drive (Mobile App)	57,484	27
21	Yahoo Stocks (Mobile App)	49,535	23
22	Twitter (Mobile App)	48,179	23
23	Venmo (Mobile App)	47,250	22
24	Pinterest (Mobile App)	45,719	22
25	Fetch Rewards (Mobile App)	43,421	21

<https://www.comscore.com/Insights/Rankings>

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- #mobileuse - Describe how you use your mobile devices throughout the day.

