



HELSINKI UNIVERSITY OF TECHNOLOGY
Networking Laboratory

International Smartphone Study

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INTERNATIONAL SMARTPHONE STUDIES

Nokia's SP360 research has acquired data from five different countries, most extensively from Finland. In Finland the collaboration includes...

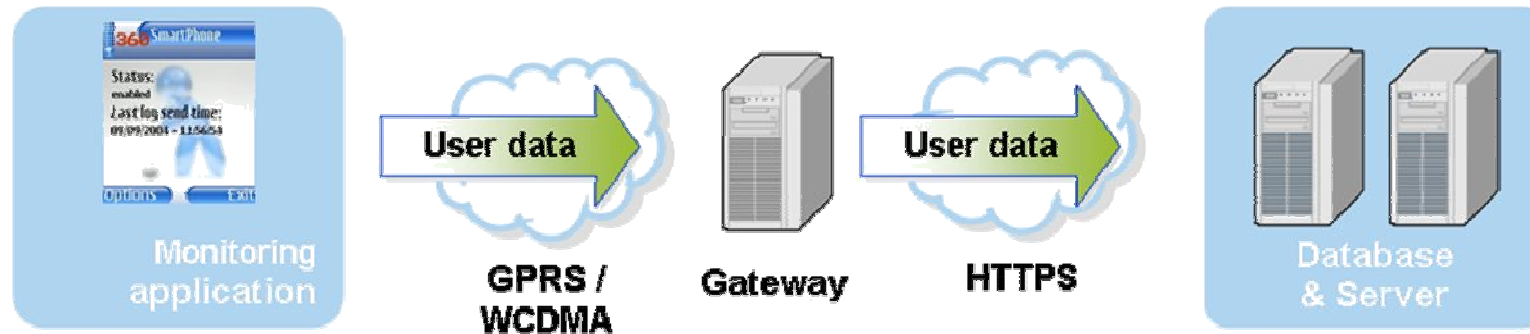
- Nokia
- TKK / COIN project
- TeliaSonera
- Elisa
- DNA Finland



- A pioneering method of doing empirical research in the mobile market!
- Lots of accurate international early-adopter data available
- 2 M.Sc. theses, 1 Lic.Sc. thesis, 1 journal paper and 4 conference papers published
- Doctoral dissertations under work
 - Automation of data mining
 - Longitudinal and cross-country comparisons
 - Adoption studies
 - Role of challenger services (e.g. Internet) and radio access (e.g. WLAN)



Research Method is Nokia's Invention



The client SW is transparent to the panelist.

Client SW observes applications and services usage on the device and makes a daily datalog.

Data transfer is automatic. Application uploads data daily.

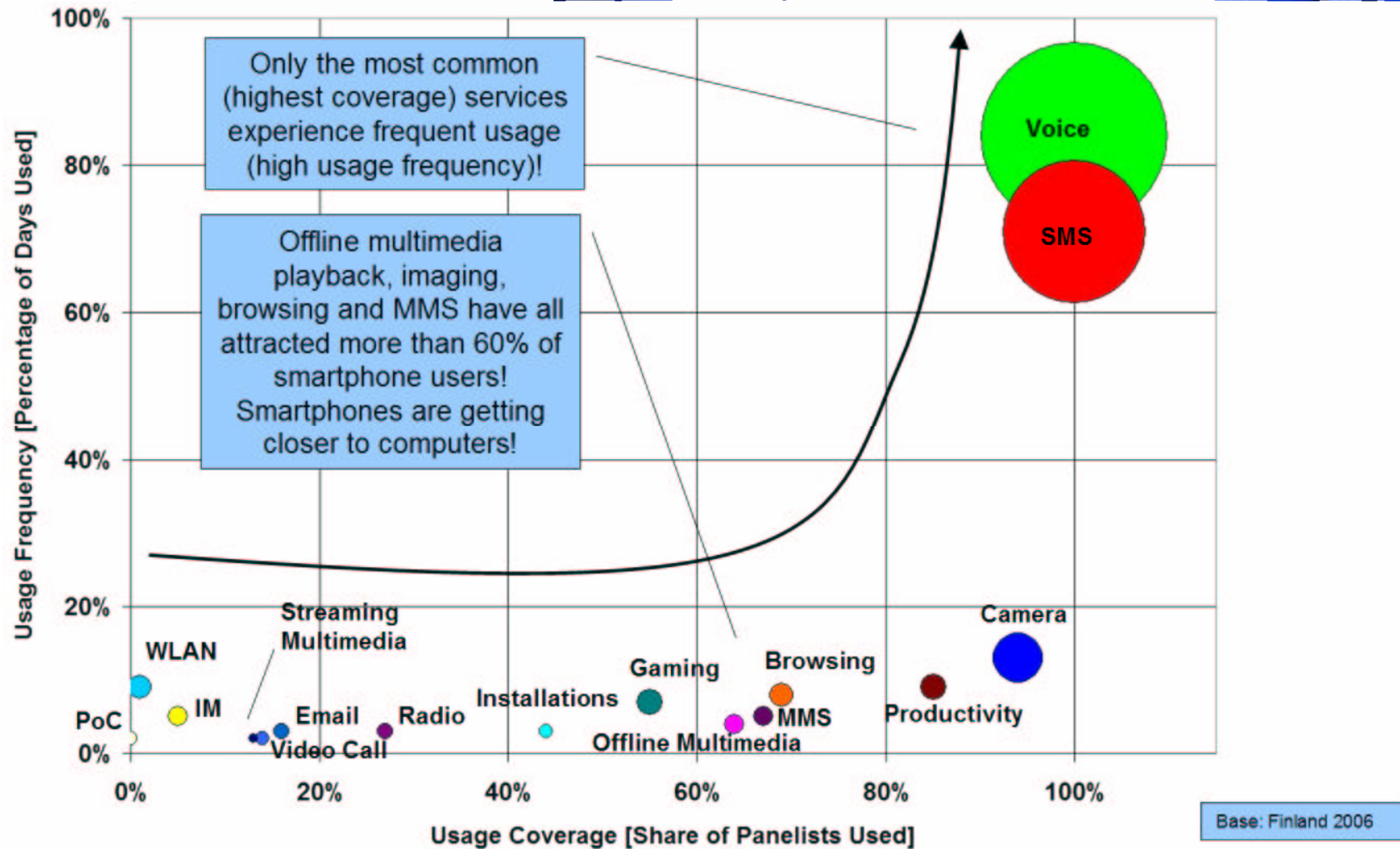
Datalogs are sent compressed and encrypted over packet data / Internet link.

Data in servers is anonymous. Each panelist is identified by an anonymous person ID.

Aggregated and anonymous raw data is used for reporting.

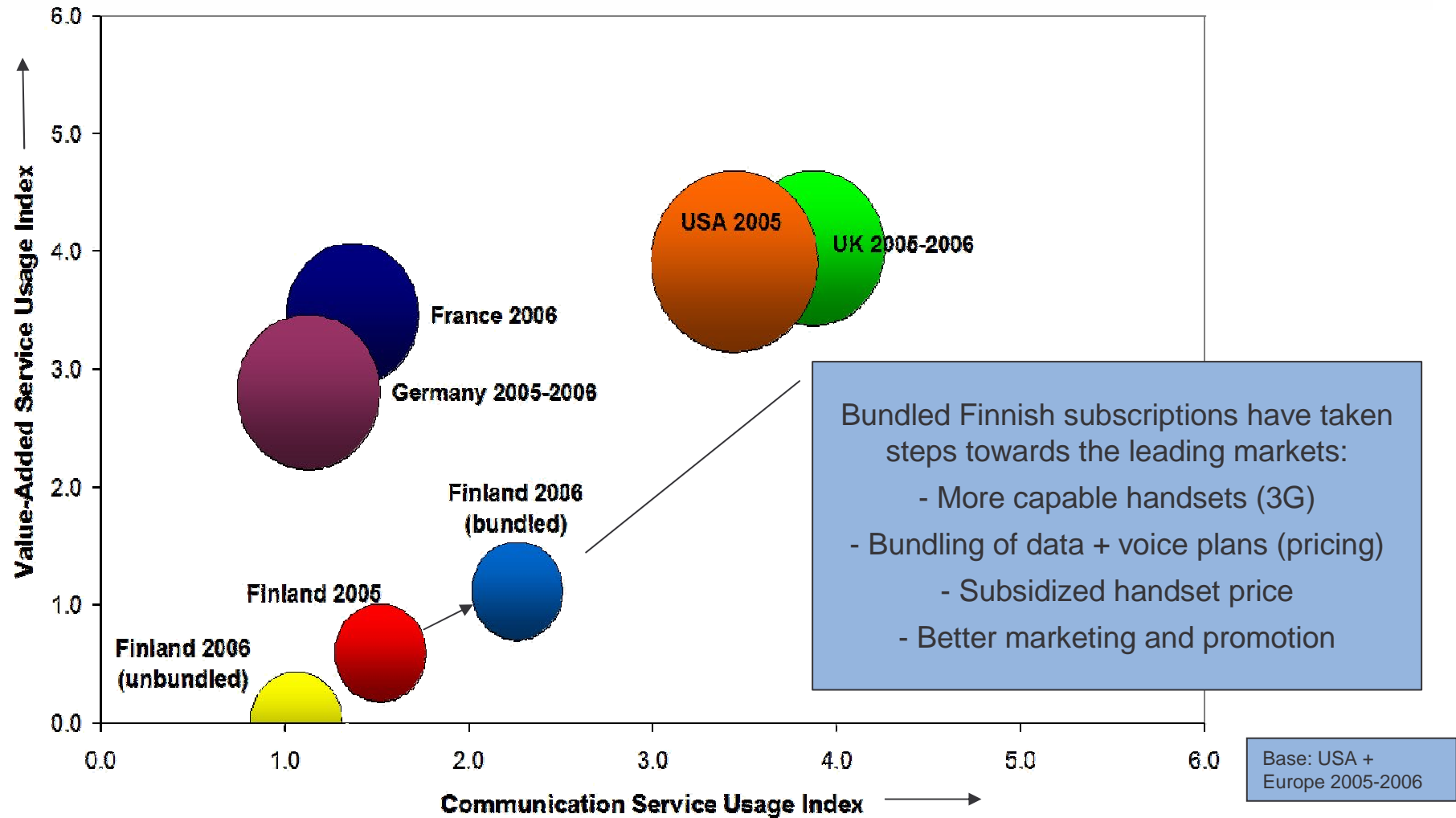


Voice and SMS Still Drive Usage of Smartphones!





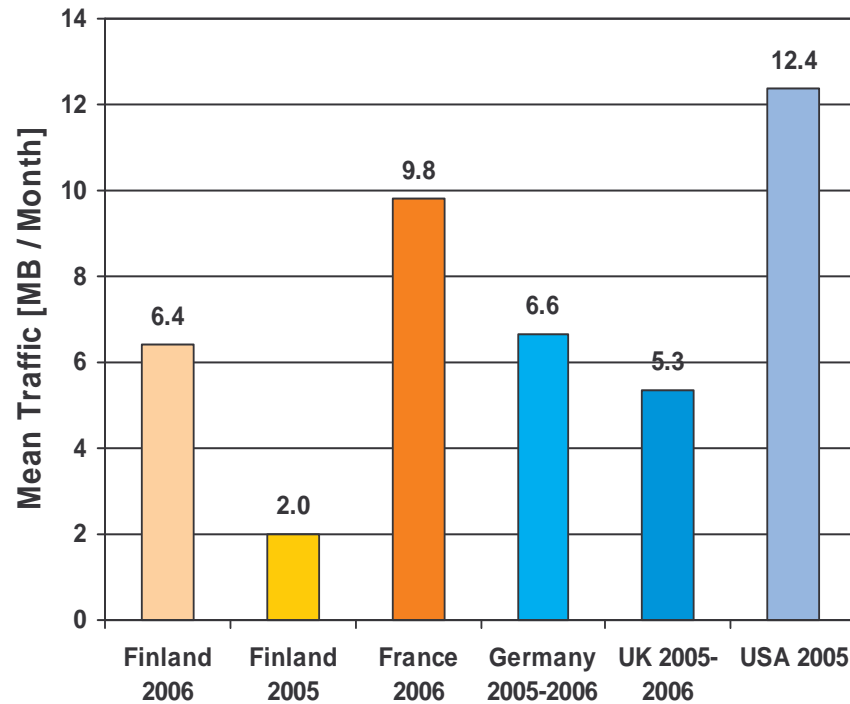
Finland Lags Other Markets – Bundling is not Irrelevant





The Mobile Internet is Coming – USA Leads

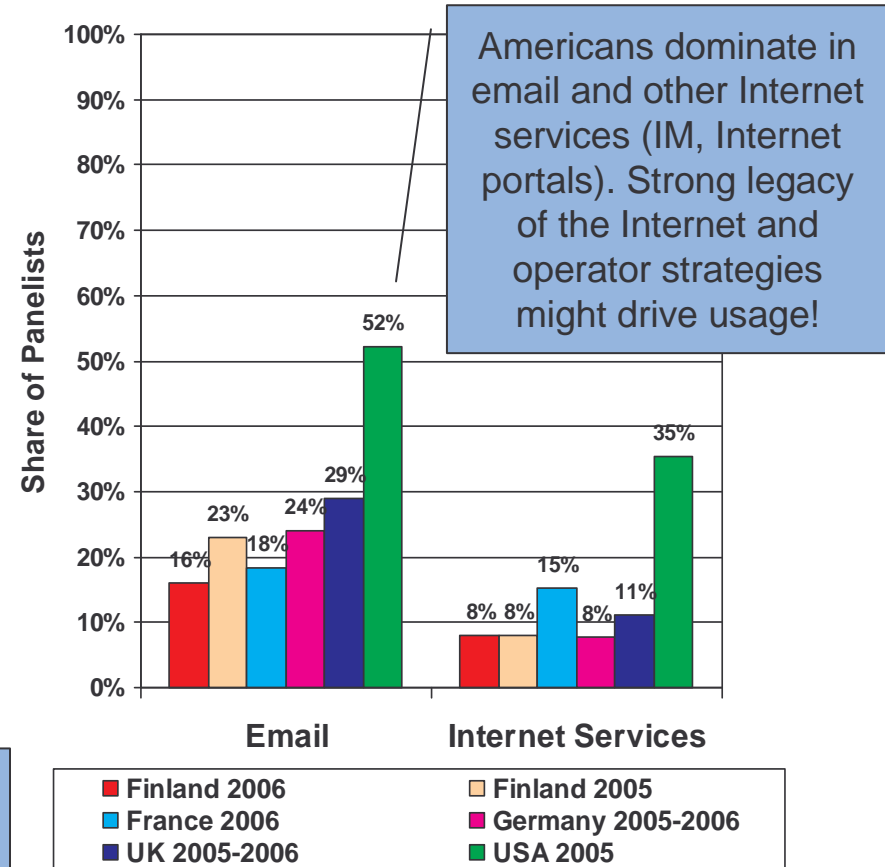
Mean Traffic / Month / User



Finland has caught up in packet data usage! Data plans seem to be the main driver...

Base: 2 424 panelists

Usage of Mobile Internet Services



Americans dominate in email and other Internet services (IM, Internet portals). Strong legacy of the Internet and operator strategies might drive usage!