

# The Mobile Revolution

Ewan MacLeod

@ew4n

# Topics

- About me – context
- Mobile: Size & scale
- Implications for travel



## Famed Nokia Exec, Anssi Vanjoki, is now in control of Vertu. Bring it ON!

by Ewan on October 13, 2012 in Devices, Opinion [Edit]

Yes, you read that right. Anssi Vanjoki, one of the most influential people in Nokia's rise to the top is back. He left the company shortly after Stephen Elop arrived and we haven't heard too much from him since. But I've had my eyes peeled looking to see what, if anything, he would be doing [...]

[Read full story](#) • [4 Comments and 7 Reactions](#)



## The Walking Dead fans: Get US iTunes credit and buy Season 3 now!

by Ewan on October 13, 2012 in Services [Edit]

I have thoroughly enjoyed the past two seasons of The Walking Dead zombie apocalypse, both via iTunes. I think I bought the first season from iTunes UK and then bought the second one via the US iTunes store. I just couldn't wait... and actually, I think it might have been slightly cheaper as the exchange [...]

[Read full story](#) • [2 Comments and 5 Reactions](#)



## Groupon's iPad point-of-sale system for restaurants

by Ewan on October 10, 2012 in Services [Edit]

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**Apple's souring koolade... And why it's good news for the market**  
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**Have you come across a desktop app that will masquerade as an Exchange ActiveSync client?**  
OCTOBER 10, 2012

Search...

twitter

I am going to check this one out --  
> Canonical's Ubuntu One Cloud Storage Service Comes To The Mac <http://t.co/o1knS6wI> 1 day ago

# About Me

- Founder of Mobile Industry Review
  - [www.mobileindustryreview.com](http://www.mobileindustryreview.com)
- 250,000 readers
- Consultant & Advisor
- Specialise in 'innovation', helping:
  - Mobile operators, phone manufacturers, pension funds, banks, VCs

**Mobile: This is big...**

First let's get some context

At the end of 2012...



**1.7 billion**  
televisions



**1.7 billion**  
televisions

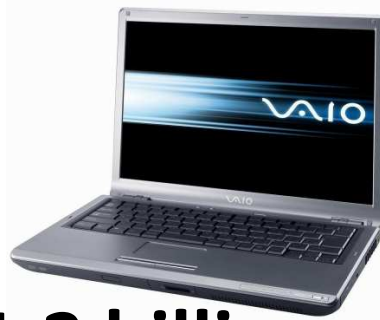


**1.3 billion**  
personal computers





**1.7 billion**  
televisions



**1.2 billion**  
personal computers



**1.1 billion**  
fixed landline telephones



**1.7 billion**  
televisions



**1.2 billion**  
personal computers



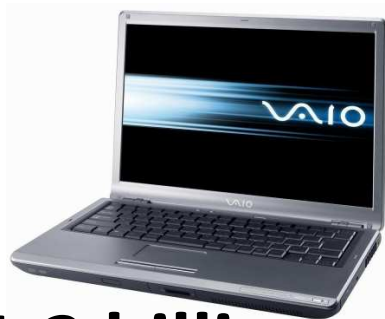
**1.1 billion**  
fixed landline telephones



**2.4 billion**  
Internet users



**1.7 billion**  
televisions



**1.2 billion**  
personal computers



**1.1 billion**  
fixed landline telephones



**2.4 billion**  
Internet users



**900 million**  
pay-tv subscriptions



**1.7 billion**  
televisions



**1.2 billion**  
personal computers



**1.1 billion**  
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**2.4 billion**  
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**900 million**  
pay-tv subscriptions



**2 billion**  
email users



**1.7 billion**  
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**1.2 billion**  
personal computers



**1.1 billion**  
fixed landline telephones



**2.4 billion**  
Internet users



**900 million**  
pay-tv subscriptions



**2 billion**  
email users



**970 million**  
registered car owners



**1.7 billion**  
televisions



**1.2 billion**  
personal computers



**1.1 billion**  
fixed landline telephones



**2.4 billion**  
Internet users



**900 million**  
pay-tv subscriptions



**2 billion**  
email users



**970 million**  
registered car owners



**1.8 billion**  
credit cards (with at  
least 1 card)



**1.7 billion**  
televisions



**1.2 billion**  
personal computers



**1.1 billion**  
fixed landline telephones



**2.4 billion**  
Internet users



**900 million**  
pay-tv subscriptions



**2 billion**  
email users



**970 million**  
registered car owners



**1.8 billion**  
credit cards (with at  
least 1 card)



**450 million** (daily)  
newspaper circulation





**1.7 billion**  
televisions



**1.2 billion**  
personal computers



**1.1 billion**  
fixed landline telephones



**2.4 billion**  
Internet users



**900 million**  
pay-tv subscriptions



**2 billion**  
email users



**970 million**  
registered car owners



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**450 million**  
newspaper circulation  
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**800 million**  
IM users





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**1.1 billion**  
fixed landline telephones



**2.4 billion**  
Internet users



**900 million**  
pay-tv subscriptions



**2 billion**  
email users



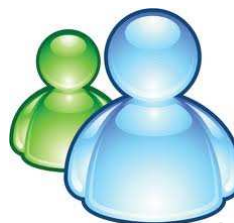
**970 million**  
registered car owners



**1.8 billion**  
credit cards (with at least 1 card)



**450 million** (daily)  
newspaper circulation



**800 million**  
IM users



**1.8 billion**  
households  
(with mortgage/rent/utility service)

# 3.5 billion

toothbrushes were sold last year (estimated)



# 6.7 billion

mobile phone subscriptions



5.9 billion  
last year

~7.1 billion people  
on the planet

# 6.7 billion

mobile phone subscriptions



# 6.7 billion and counting

mobile phone subscriptions



# 4.3 BILLION

Unique mobile subscribers

**5.2 billion** phones currently in use

**1.1 billion** (26%) have two phones

57% of the planet's population has a mobile phone

# 83% are camera phones



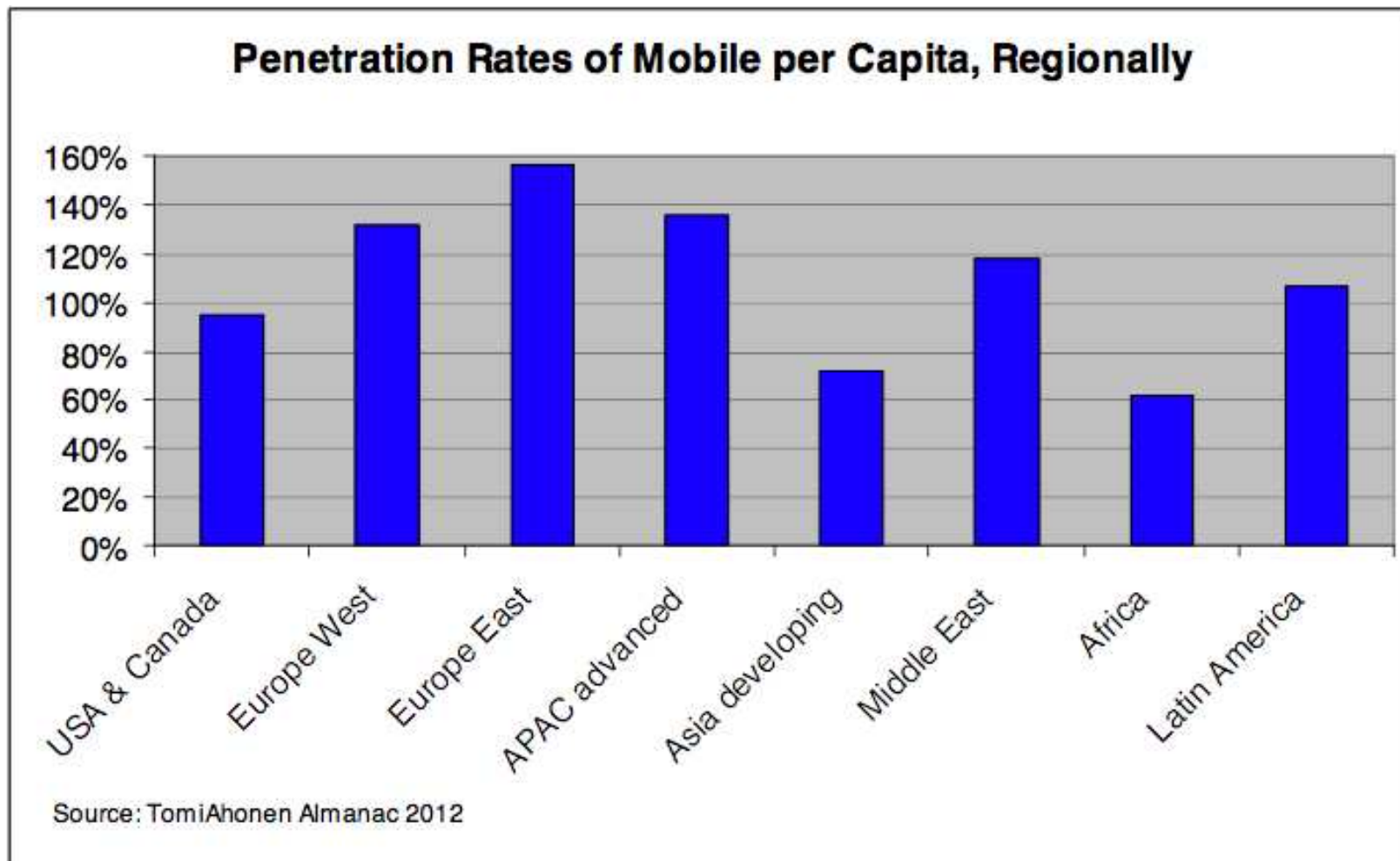
“More than 90% of all humans who have taken a picture, have only done so on a camera phone.”

# WATER, ELECTRICITY

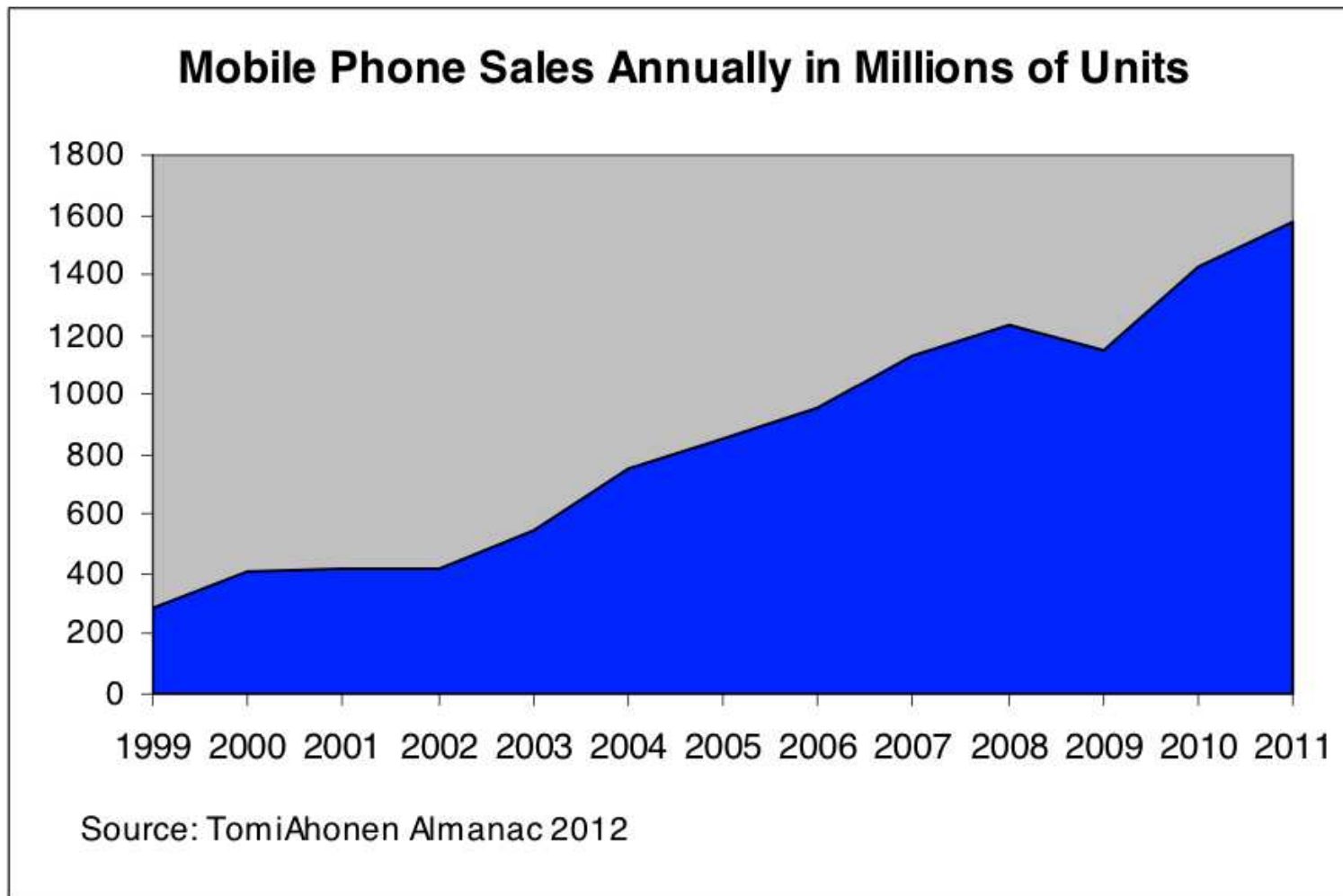
As a percentage of the human population, more people have access to a mobile phone than electricity or running water



# 87 countries have 100%+ penetration



# 1.7 billion handsets sold last year



350m new TVs, 250m new DVD players, 400m new PCs

# MOBILE MOMENT

This summer there will be more mobile subscriptions  
than people on the planet

(7.1 billion people)

A glance at the revolution  
unfolding...

# Mainframe computers

1 million units in 10 years



# Minicomputers

10 million units in 10 years



# The PC

100 million units in 10 years



# Desktop Internet

1 billion users in 10 years





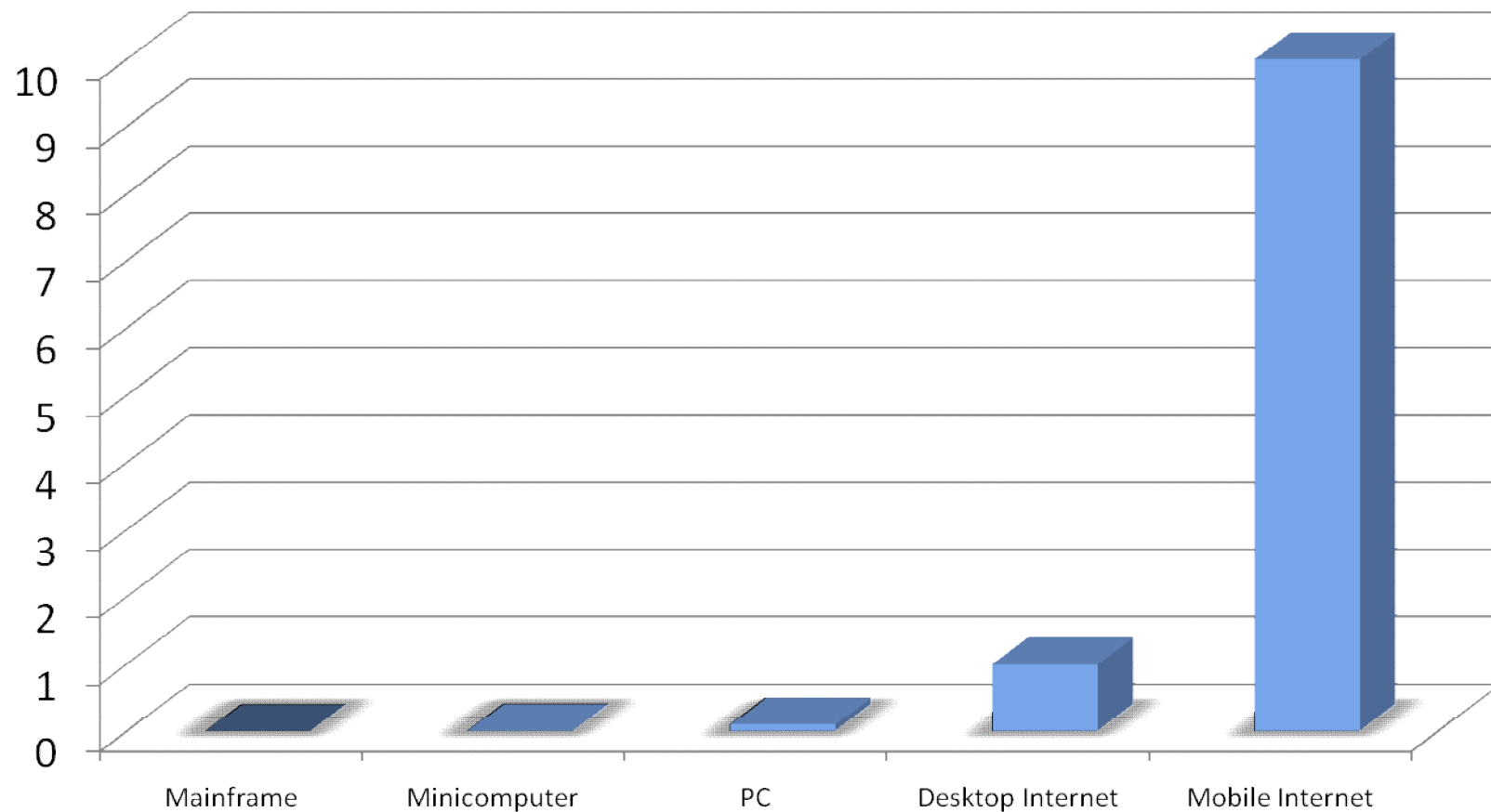
# Mobile Internet

10+ billion units sold in 10 years



# It's not a bubble, it's a revolution

Units sold/users in first 10 years



**A third** of UK internet traffic  
originates from mobiles & tablets

82% of new phones purchased in  
December were smartphones

Every day, more Android phones are  
activated than babies are born



~~900,000~~ 1,300,000 Android activations daily; 300,000 births planet-wide each day

**By 2020, half of all payments will  
be transacted via mobile**

- VISA

~~27%~~

~~36%~~

**41%** of emails  
are opened on  
mobile devices

(Hospitality industry: 44%)



The average person checks their  
mobile **150** times per day

Or every 6.5 minutes

The average person checks their  
mobile **150** times per day

Or every 6.5 minutes

(82 times per day in Africa)



# It's not just smartphones...



eBay: \$275 spent on mobile each second

\$610m in 2009

\$2 billion in 2010

\$6 billion in 2011

\$8 billion expected in 2012

eBay: \$275 spent on mobile each second

\$610m in 2009

\$2 billion in 2010

\$6 billion in 2011

~~\$8 billion~~ **\$13 billion** in 2012

eBay: “We’re expecting \$20 billion from mobile in 2013”



Average of 4 sold per month via mobile on eBay

Source: IAB 14<sup>th</sup> June 2011



eBay sells 9,000 cars  
every week via mobile

[Source](#)

10% of UK teenagers think it's fine  
to send an SMS while having sex

49% say it's fine to text while eating

91% of mobile users keep their  
phone **within 1m (3ft)** range 24/7,  
even whilst sleeping



63% of the population **do not share**  
their phone, ever, not even with  
spouses/partners

A quick glance at mobile & travel





In-Room Dining



Hotel Restaurants



Pre-Arrival Requests



Comment Card



Concierge Requests



Housekeeping



Turn Down



Engineering



Weather



Date & Time



Wake-Up Call



Direct Messaging



News



Golf Services



Spa Services



Rewards Program



Hotel Info



Local Attractions



Maps & Directions



Hotel Gift Shop



Airline Info



Airline Checkin



Airline Boarding Pass



Taxi Service



Limo Service



Hotel Daily Events



Valet Services



Video



Music



Advertising



Internet



Social Media



Room Controls

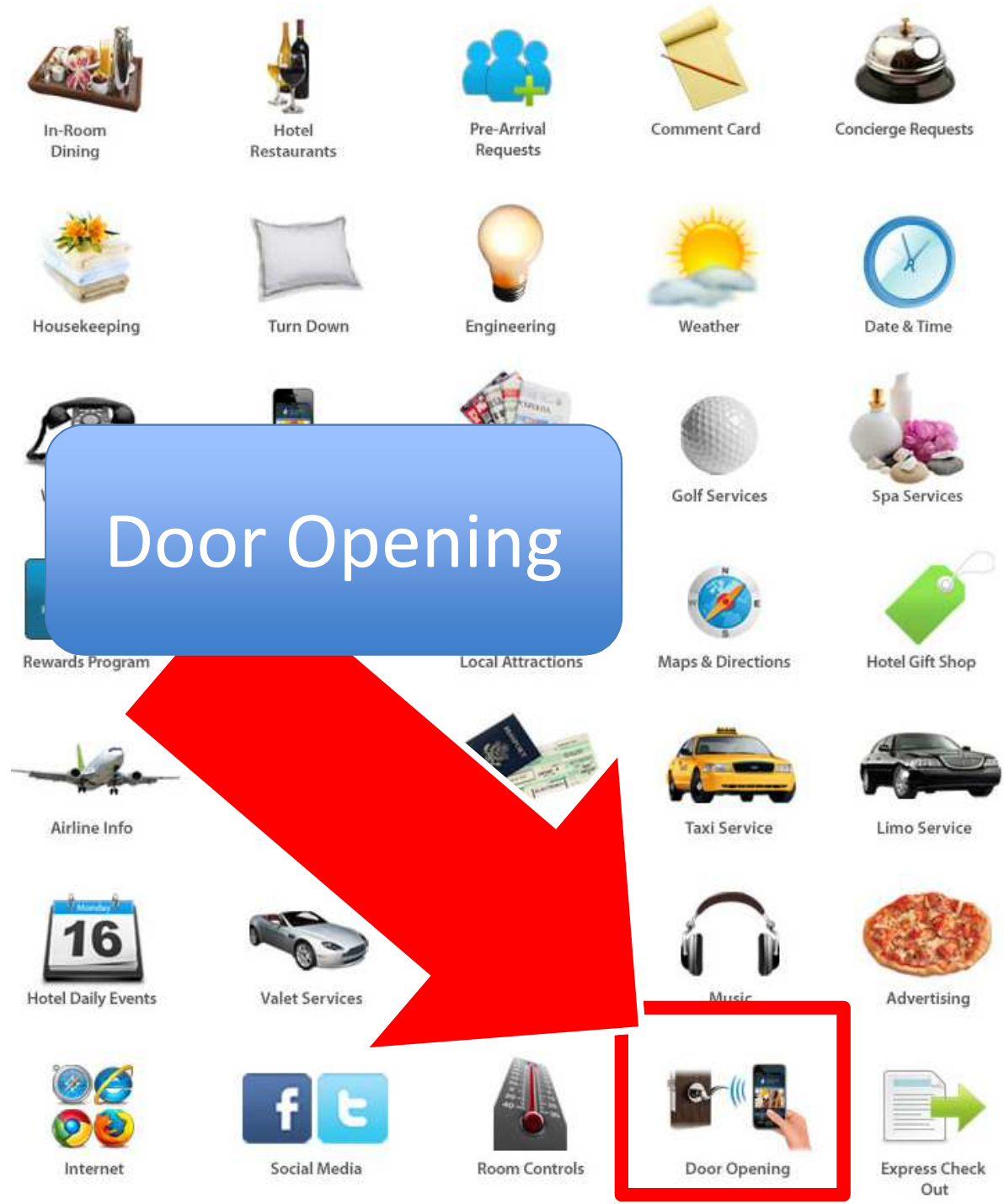


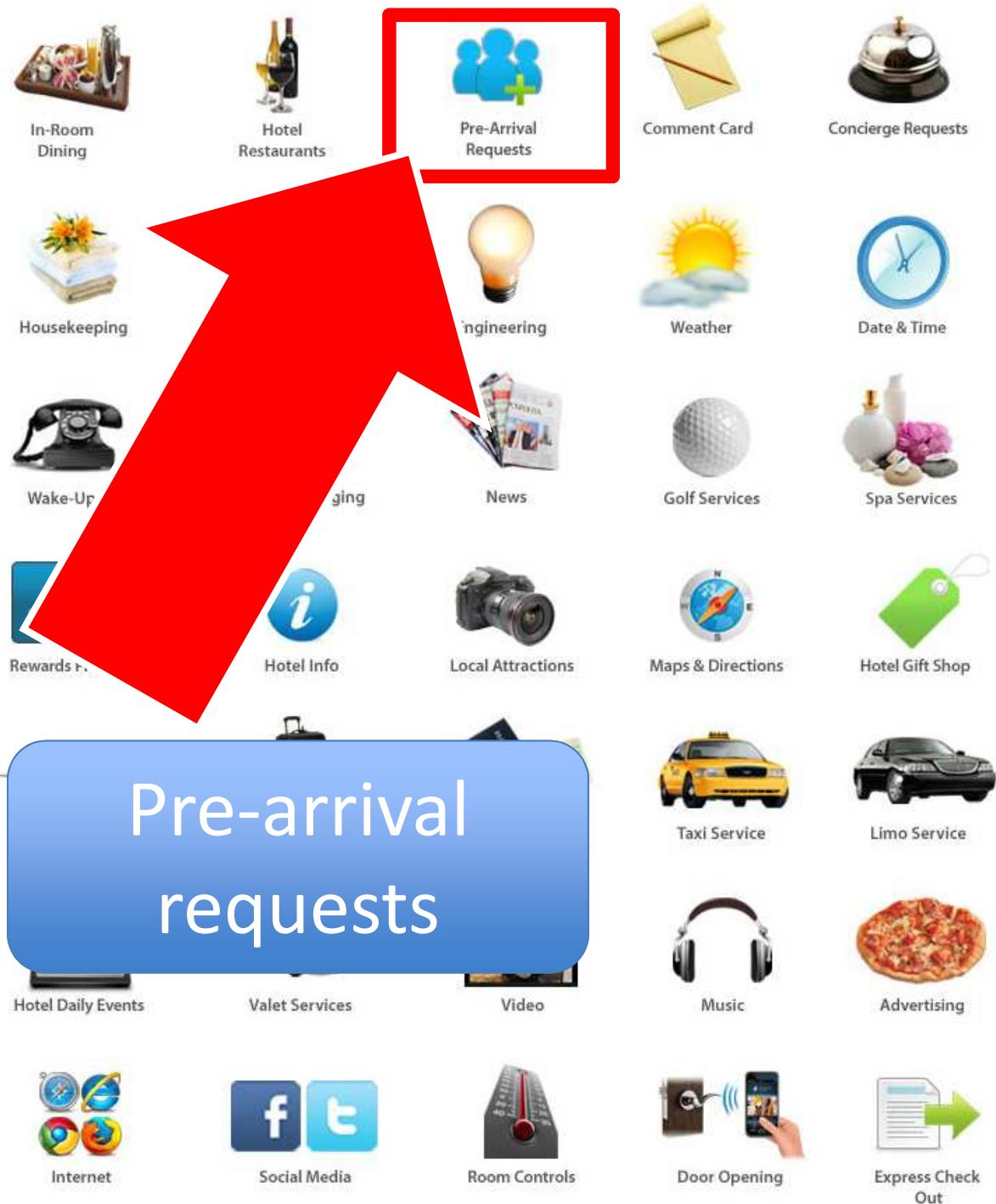
Door Opening



Express Check Out







Pre-arrival requests



[Customer Support](#)  
[1-800-HILTONS](#)

**Make Your Hilton Hotels Requests Upon Arrival**  
Thank you for choosing Hilton Americas-Houston for your upcoming stay. Listed below is an assortment of amenities you can select from in advance of your check-in to make your stay more comfortable. Just click on your selection and indicate the quantity, and we will have the amenities waiting for you when you arrive. It's just another way we recognize your individual needs whenever you stay with us. We look forward to welcoming you to the Hilton Americas-Houston.



EWAN MACLEOD  
HHonors#: 727141973

Confirmation #: 3445581039



Check-in: Monday, 10-Oct-2011  
Check-out: Wednesday, 12-Oct-2011

→ **Estimated Arrival Time:**

Hilton Americas- Houston



1600 Lamar  
Houston, TX, USA, 77010  
Tel: 1-713-739-8000



Fax: 1-713-739-8007



**Order your amenities by selecting a quantity next to each item, then click "Submit Order"**

### Requests Upon Arrival Items

#### Beer

	Quantity
Bud Light (12oz. bottle)	<input type="text" value="0"/>
Price Per Item: 6.00 USD	
Shiner Bock (12oz bottle)	<input type="text" value="0"/>
Price Per Item: 7.00 USD	

#### Wine

	Quantity
Corona (12oz bottle)	<input type="text" value="0"/>
Price Per Item: 7.00 USD	

Make Your Hilton Hotels Requests Upon Arrival  
Thank you for choosing Hilton Americas-Houston for your upcoming stay. Listed below is an assortment of amenities you can select from in advance of your check-in to make your stay more comfortable. Just click on your selection and indicate the quantity, and we will have the amenities waiting for you when you arrive. It's



“Listed below is an assortment of amenities you can select from in advance of your check-in”

Order your amenities by selecting a quantity next to each item, then click "Submit Order"

#### Requests Upon Arrival Items

##### Beer

	Quantity		Quantity
Bud Light (12oz. bottle)	<input type="text" value="0"/>	Corona (12oz bottle)	<input type="text" value="0"/>
Price Per Item: 6.00 USD		Price Per Item: 7.00 USD	
Shiner Bock (12oz bottle)	<input type="text" value="0"/>		
Price Per Item: 7.00 USD			

##### Wine





[Customer Support](#)  
[1-800-HILTON](#)

## Your order has been submitted

Thank you EWAN! Your order is summarized below:

Confirmation #: [3445581039](#)

Check-in: Monday, 10-Oct-2011

Check-out: Wednesday, 12-Oct-2011

Estimated Arrival Time: 3:00 PM

### Order Summary

Description	Quantity	Price Per Item (USD)
Icelandic Glacier Spring Water 16.9oz.	1	8.00
Perrier Sparkling Water (11oz bottle)	1	6.00
Diet Coke (12oz can)	2	4.00

A Room Service delivery charge and applicable sales tax will be added to the retail price of all items. Additionally, 21% Gratuity will be added to your order.

[Change Order](#)

[Cancel Order](#)

[Terms and Conditions](#)



CONRAD  
HOTELS & RESORTS



Garden Inn



HOMEWOOD  
SUITES  
BY HILTON



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[Germany](#)

[Japan](#)

[United](#)

# Mobile now accounts for 5% of EasyJet's revenues



We couldn't be App-ier! £1m flights booked and 400k downloads all in just one month. Thanks for all your support.

[bit.ly/eJiPhone](http://bit.ly/eJiPhone)

(£3.8 billion revenue in 2012, so about £190m from mobile, 100,000 downloads every 10 days)

**IHG: \$40m in January 2013 via  
mobile**

**“Mobile revenue will soon  
outstrip web”**

Marriott does **\$25m/month** via  
mobile

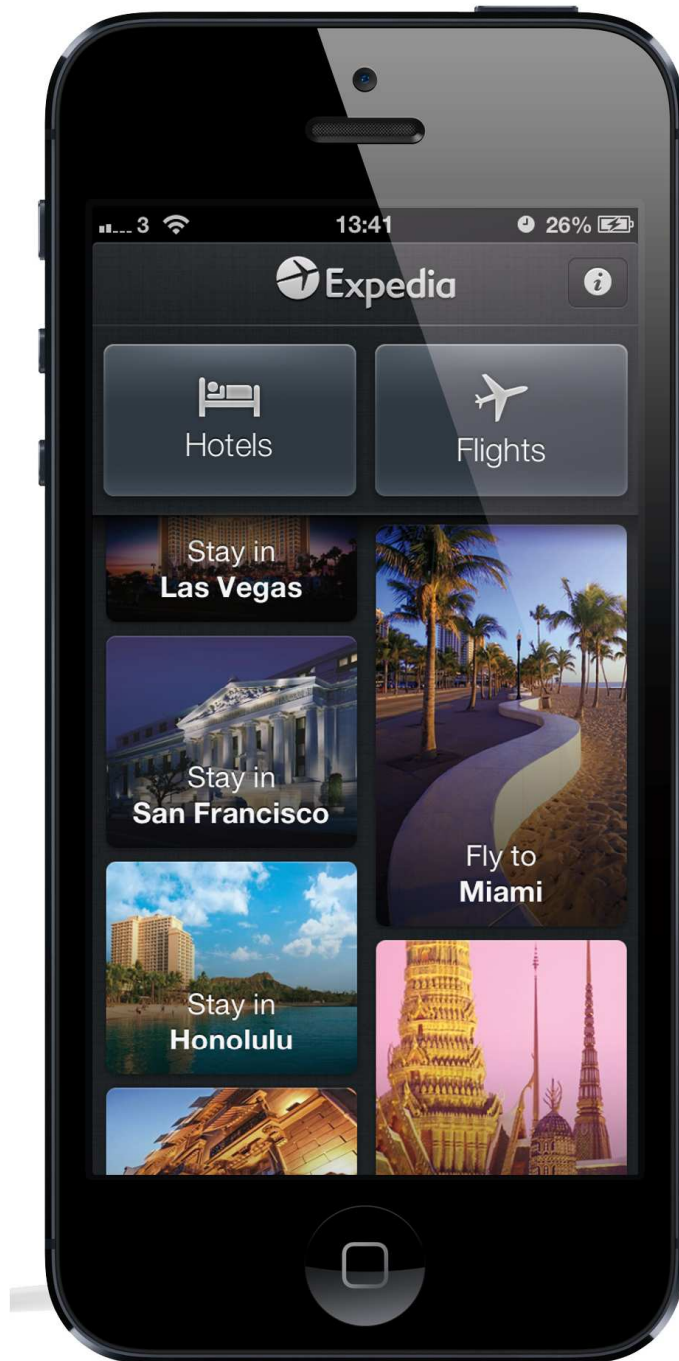
“India is 3% of that (\$750,000/month)”

70% of Priceline's mobile customers  
are booking for **same-day check-in**

74% of Valentine's Day bookings happened  
within 24 hours of check-in

(11% of same-day bookings happened  
after 9pm)

Faster, cleverer, cheaper...



60% of Expedia  
mobile users are  
booking within 24  
hours of their stay

80% opt for a hotel  
within 10 miles of  
their current location

(10 million downloads, 220 countries)

[Source](#)

# Carl Sparks, CEO, Travelocity

- Mobile will be **30-40%** of our business in 5 years
- "You might get together with a bunch of friends and say, "Hey, we should really go to Vegas." And everyone leaves and forgets about it. With mobile, we **actually book it right then.**"



HAILO

Help



HAILO

Help

Get a Taxi in **03** mins



**33 D'Arblay Street**  
City of Westminster, W1F



**Pick Me Up Here**



Driver: **Russell H**

**HMS HA1L0**



Confirmed! Taxi is en route

Arriving in **02** mins



**Set A Destination**





BRITISH AIRWAYS



Jack Gold

Exit booking

Your next flight

Updated  
05 Sep 2011 16:37

New York - London

BA0112 - 01 Nov 2011 - 19:25

Estimated

**18:40**

On Time

Gate

B14

Go to gate

Check-in

19:25

31 Oct

Show boarding pass

Back

Refresh



Fast track

**13A**

Club World  
Gold

**MR JACK**

**GOLD**

**BA 0112**

**to London**

**01 Nov - 19:25**

From: John F Kennedy (NY) (New  
York)



Book flight

My flights

My home

Flight info

More

# Points to consider

- Mobile is here:
  - Consider in future plans
- Are you “mobile first”?
  - When will you be mobile first?
  - Once your competitors have won the market?
- Experiment yourself
  - Purchased anything via mobile?
  - Used different types of applications?

# Thank you!

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@ew4n