m-Commerce and Entertainment Apps: Usage Trends

Description: This 360 View Update assesses the current trends in entertainment content consumption, payment app adoption, spending habits among mobile users, with results broken out by operating system, phone brand, service provider, and data plan size (for entertainment). It examines in 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.

Key Topics:
- Overview of smartphone and tablet ownership among U.S. broadband households
- Breakdown of entertainment content consumption on mobile devices
- Current adoption of mobile payment apps
- Consumer spending trends with payment apps

Research Benefits:
- Assesses m-commerce and entertainment usage by operating system, phone brand, service provider, and data plan size
- Quantifies video consumption on mobile phones and tablets
- Compares monthly expenditures on payment apps by OS provider
- Provides a TURF analysis of payment app spending that may extend app reach and usage

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