

A bright future: 5G and continued growth
promise new opportunities for the mobile industry

Find out more at:
www.ih.com/IHSatMWC

Consumer spending

Consumer spending on mobile apps will reach

\$74B in 2020



OTT messaging

Over-the-top messaging apps will have an aggregate

7.5B monthly active users by 2020



Smart speakers

The smart speaker installed base will grow to

more than 59M by 2020



Advertising

By 2020,

over 75%

of all online display advertising revenue will come from mobile



Payment services

There will be

more than 5B

addressable smartphones for device-based payment services by 2020



Smartphones

The installed base of smartphones in use will total

more than 6B by 2020



NB-IoT

Shipments of narrowband IoT modules will rise to

over 84M units in 2021



VR

The installed base for consumer virtual reality devices will grow to

more than 90M by 2021

