

DELIVERING THE CONNECTED WORLD



Out of a world population of 6.7 billion, 5 billion people are mobile subscribers. The market opportunities for service providers are truly global.

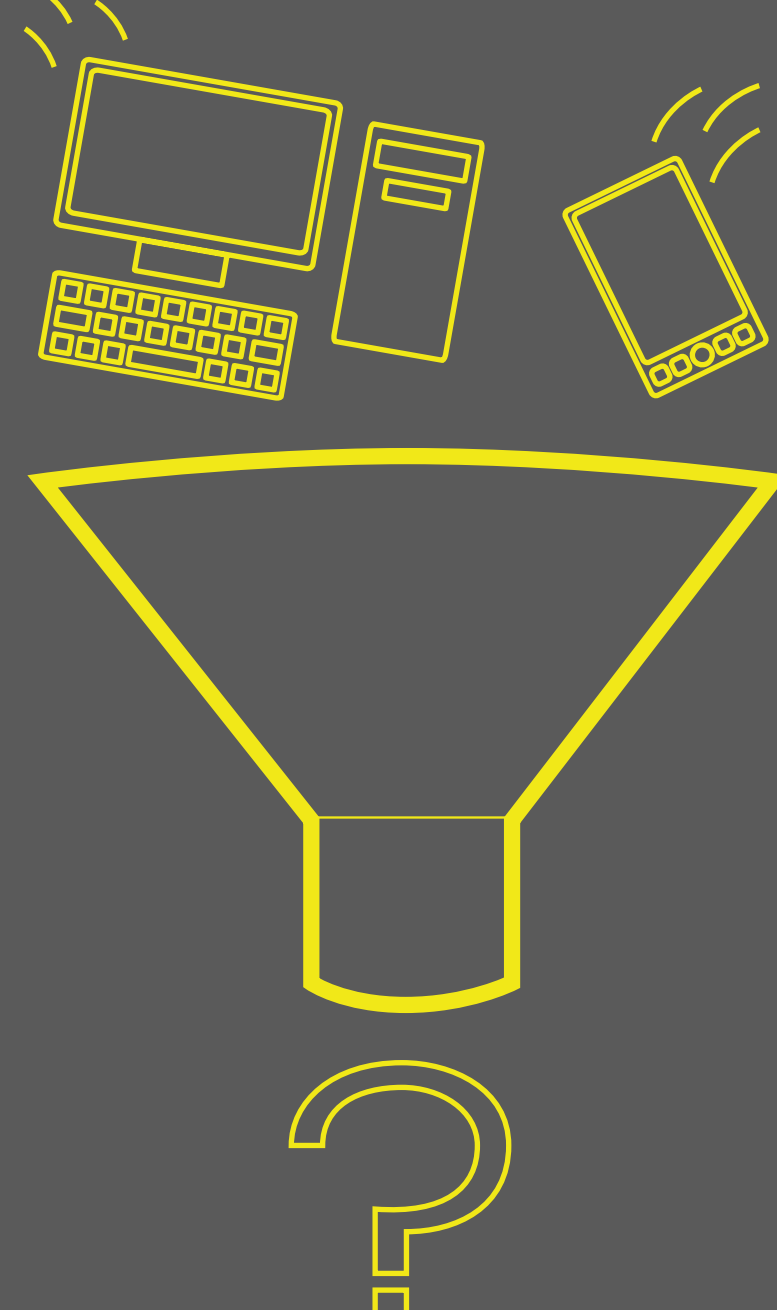
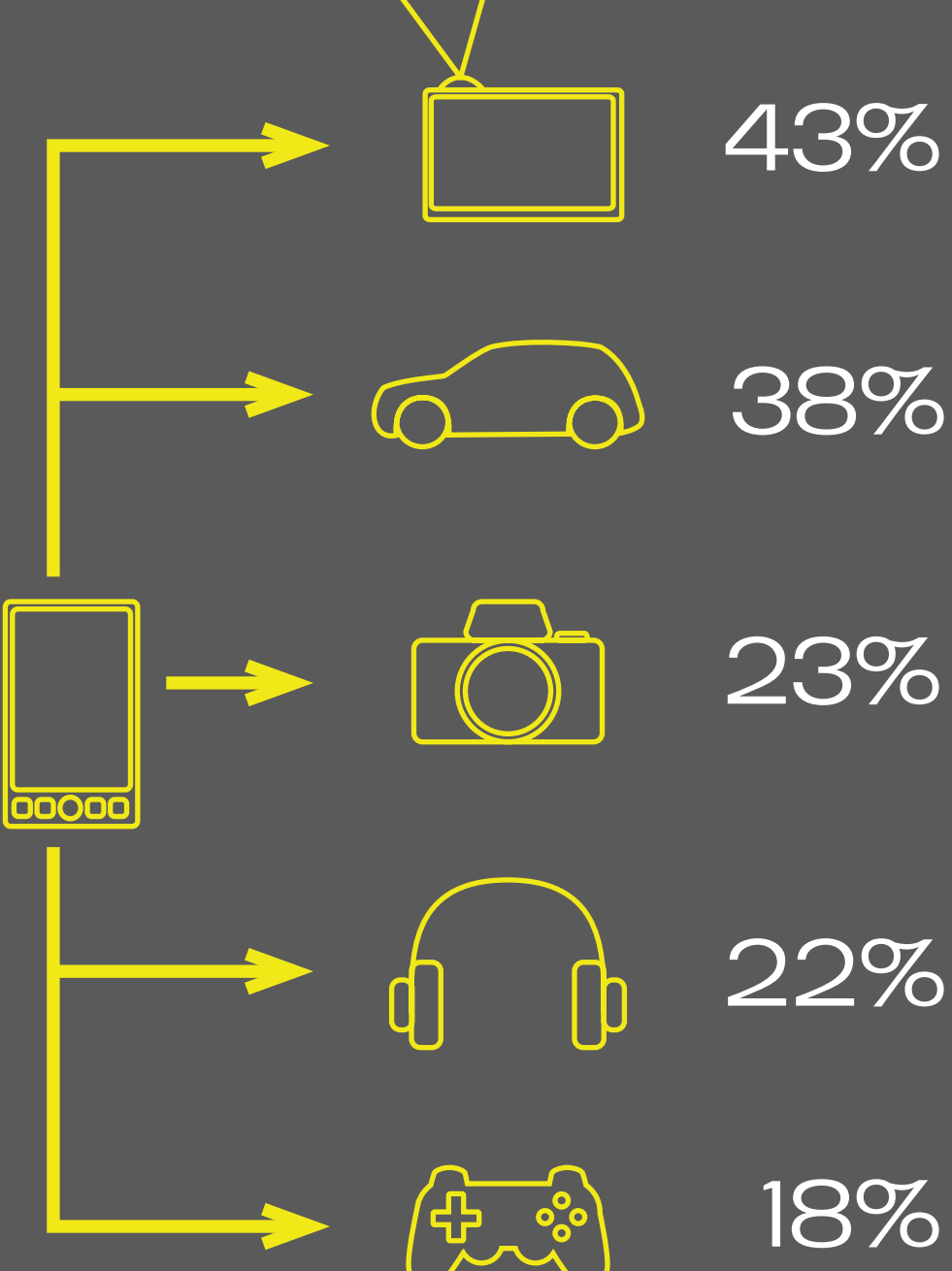
What are the main reasons for customers leaving? Which products and services are consumers willing to pay a premium for? What does the future hold?

**70%** of respondents expect to be able to do more with their mobile devices in the future



But what does this actually mean?

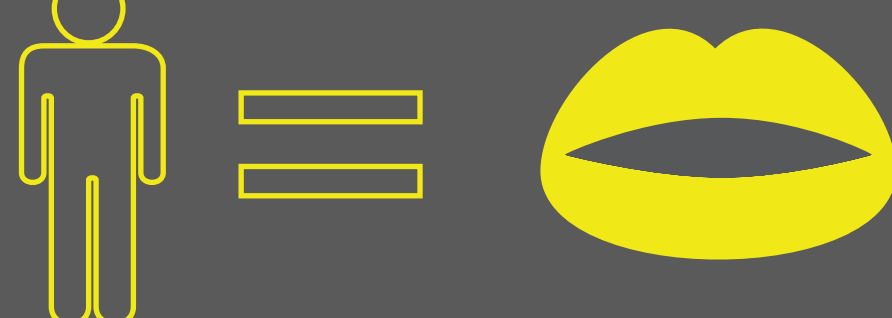
would like to connect their mobile devices to a wide range of other devices **2/3** believe that the PC and the mobile will converge into one device



Above: The 5 devices consumers would most like to connect to via their mobile phone

Think it's all about the shiniest handset? Think again...

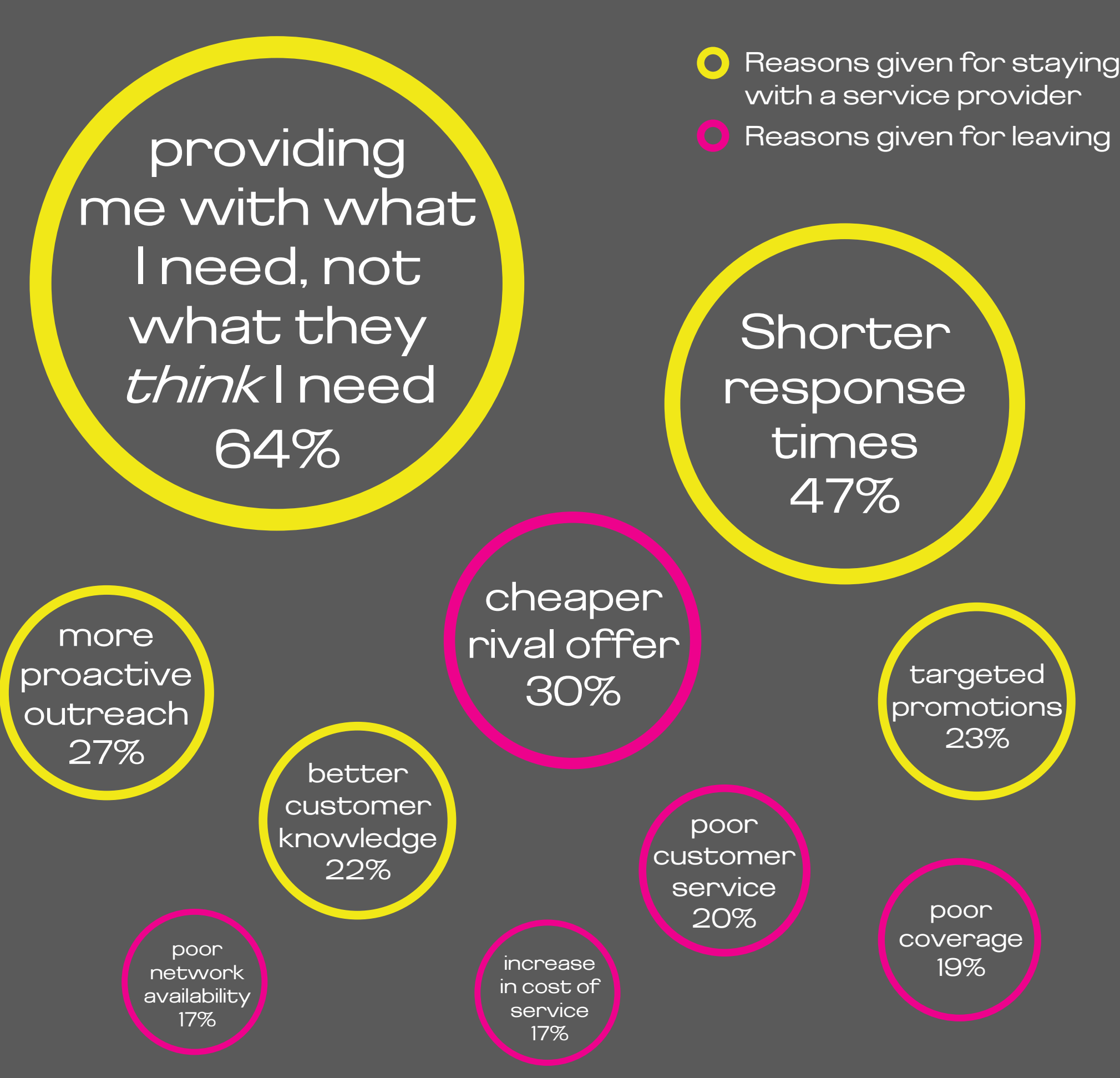
Function beats fashion by a ratio of 8:1 when choosing a new device



Consumers demand the connected world on their own terms...

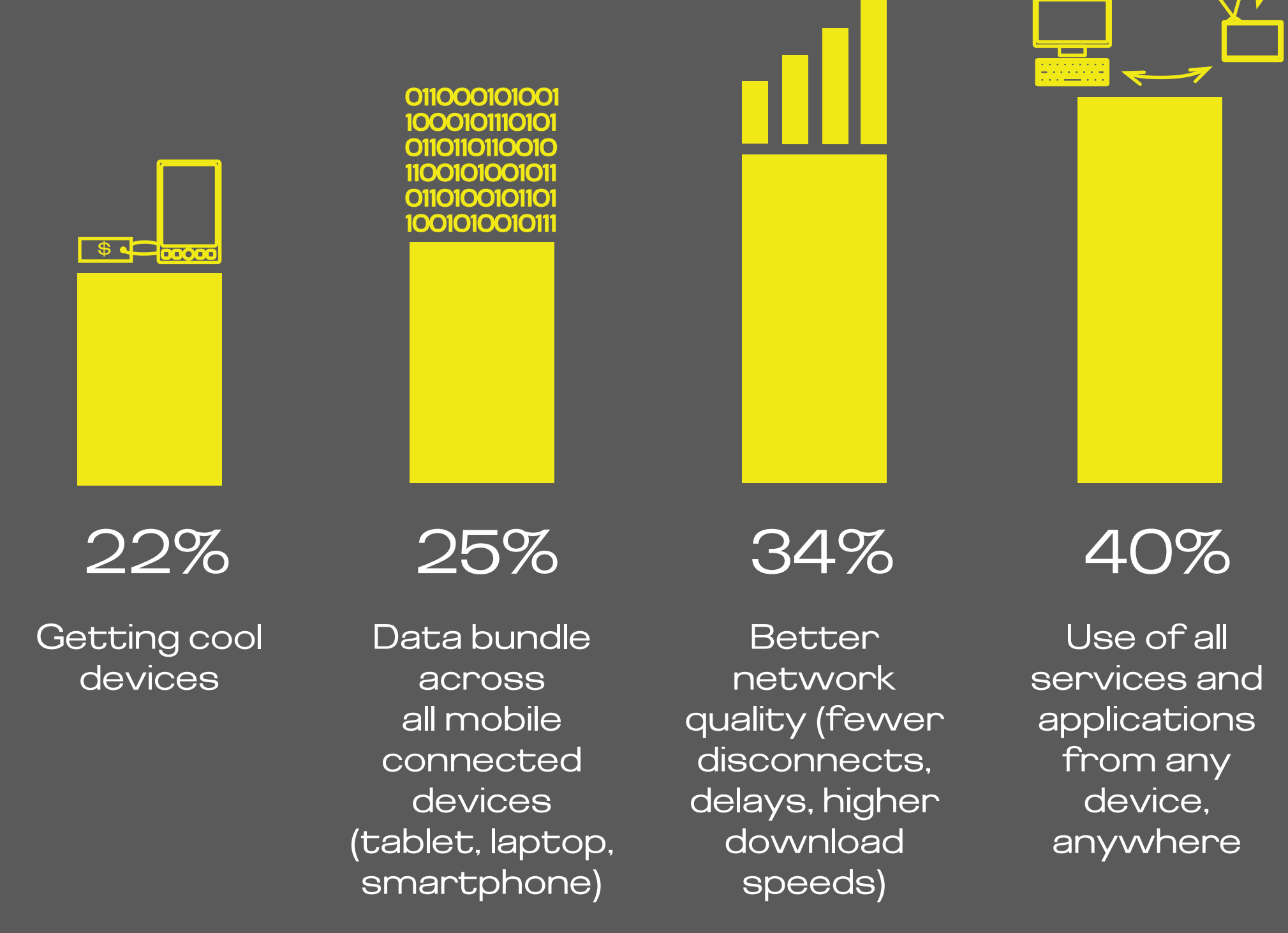
**1/2** of all respondents say that their service provider does not currently meet their exact needs

While there's no magic bullet for customer churn, there are steps to minimise this risk



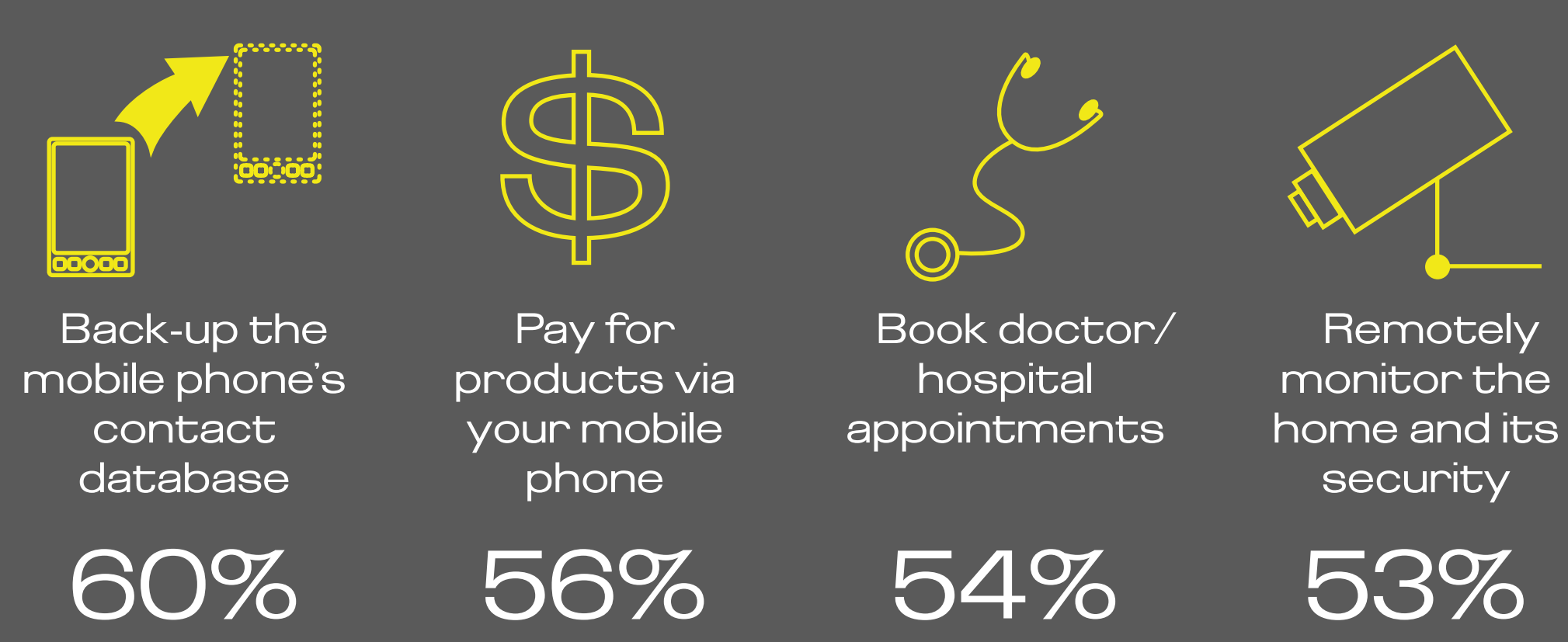
...and are willing to pay for it!

But what exactly will they open their wallets for?



So what's on the consumer wish list?

Here's a handful of the things that people said they'd like to be able to do in the future



Amdocs commissioned a global survey to provide unprecedented insight into consumer behaviour and attitudes as we move into the connected world. Findings are based on responses from more than 4,700 consumers in 14 countries, spanning North and South America, Europe and Asia-Pacific.

\*ABI Research - Global Mobile Subscriber Database, October 2010