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## KCC Announces Results of the 2nd Survey of Smart Phone Use

- Smart phone user group expands from professional administrative managers/ office workers in their 20s ~ 30s to all age groups and classes.
- An average of 28 mobile apps installed, flat rate plan of KRW 45,000 most widely used
- 64.0% of smart phone users access SNS (social network service) through smart phone.

Korea Communications Commission (KCC, Chairman: Choi See-joong) and Korea Internet & Security Agency announced results of the 2nd Survey of Smart Phone Use targeting 2,109 smart phone users over 10 days from November 21 to 30, 2010 to investigate the ▲ status of smart phone use, ▲ status of mobile application use, ▲ status of flat rate plants for smart phone and ▲ status of SNS use through smart phone.

※ This survey was carried out for the second time following the 1st Survey of Smart Phone Use announced in July last year.

**(Age Group/ Class of Smart Phone Users)** Of the new smart phone users

(period of use less than 6 months), a majority was found as male (58%), people in their 20s ~ 30s (77.1%) and professional administrative managers/ office workers (59.9%) in the first survey indicating the characteristics of early adopters. On the other hand, results of the second survey indicated an increase of the percentages of female users, people in their 40s ~ 50s and service industry/ production industry workers · housewives. This result showed that smart phone use has spread to the entire classes and age groups.

**(Smart Phone Terminal Use Pattern)** The survey results indicated that smart phone users used smart phone for 1.9 hours on an average a day. The percentage of use was relatively higher during lunch break (12:00 ~ 13:00, 33.4%) and closing hours (18:00 ~ 19:00, 33.6%/ 19:00 ~ 20:00, 31.3%) on weekdays.

**(Internet Use Pattern)** The survey results indicated that 92.5% of smart phone users used the Internet through smart phone and that they spent an average of 58.2 minutes a day on using the Internet. In addition, while they mainly used 'mobile communications network (3G) (60.3%)' when accessing the Internet, no difference was observed in terms of the method of Internet access between 'mobile communications network (45.3%)' and 'wireless LAN (WiFi) (45.2%)'.

**(Mobile App Download Pattern)** It was surveyed that mobile app downloading service users (69.5% of smart phone users) installed an

average of 28 mobile apps and that 3 out of 10 charged mobile app downloading service users spent an average of KRW 5,000 or more a month. However, it was indicated that the percentage of charged apps has decreased.

		May 2010	Nov. 2010
Mobile Apps Installed	All	23.1	28.0 (+21.2%)
	Free	19.9	25.9 (+30.2%)
	Charged	3.2	2.1 (-34.4%)

**(Rate Plan)** The survey results indicated that 92.6% of smart phone users were on flat rate plans for smart phone and that the rate plan of KRW 45,000 was most widely used (34.4%). In particular, the percentage of using the KRW 55,000 rate plan for infinite Internet access was 29.0%, which was an increase by 19.1%p from survey results in the first half of the year.

		May 2010	Nov. 2010
Smart Phone Flat Rate Plan Users		75.3%	92.6%(+17.3%p)
Smart Phone Flat Rate Plans	KRW 35,000	40.4%	25.0%(-15.4%p)
	KRW 45,000	38.0%	34.4%(-3.6%p)
	KRW 55,000	9.9%	29.0%(+19.1%p)
	KRW 65,000	7.5%	6.6%(-0.9%p)
	KRW 75,000 or more	4.2%	5.0%(+0.8%p)

**(SNS Use)** The survey indicated that 6 out of 10 smart phone users used SNS (social network service) through smart phone (64.0%). More than 70% of respondents answered that they used SNS through smart phone because they could use SNS regardless of location (73.5%) and because they carried smart phone with them all the time (72.7%).

**(Smart Phone Advertising Use)** The survey indicated that 84.2% of smart phone users experienced advertising through smart phone. The types of advertising they came across were 'search ad (48.2%)' and 'message ad (47.8%)'. In addition, as much as 42.2% experienced 'banner advertising'. Of the users who have experienced advertising through smart phone, the largest percentage of 34.8% read or checked the contents of 'message ad', followed by 'search ad (32.1%)' and 'banner ad (25.8%)'.

**(Smart Phone After-sale Service Use)** 80.8% of respondents who have received after-sale service on smart phones experienced inconvenience while applying for or receiving the after-sale service. The main complaints were 'difficulty in qualifying for free repair service or new terminal replacement (35.6%)', 'expensive cost of repair service (28.1%)' and 'insufficiency of after-sale service centers nearby (26.4%)'.

**(Task to Activate Smart Phone Use)** The survey results indicated that while 42.8% of smart phone users were satisfied with the smart phone use as a whole, their satisfaction with 'rate plan (18.4%)' and 'terminal price (15.2%)' was low.

The results of this survey indicate that smart phone is being used closely in our everyday life and that the era of smart technology has begun in full scale. KCC will successfully implement the 'Smart Mobile Korea Vision 2010' (Oct. 4), a general plan for wireless Internet activation,

in order to respond to the paradigm shift to smart mobile and therefore will continuously endeavor to achieve 'the 2nd Internet takeoff' through smart mobile.

Attachment: A copy of the 「2nd Survey of Smart Phone Use」 report

# Report on the Survey of Smart Phone Use

## □ Survey Overview

- Target: 2,109 smart phone users aged 12 ~ 59
- Period: Nov. 21 ~ 30, 2010 (for 10 days)
- Method: Internet survey
- Contents: Status of smart phone use (wireless Internet, mobile app, flat rate plan, SNS, advertising, mobile office, etc.), forecast of smart phone use

## □ Key Results

- Characteristics of New Smart Phone Users\*
  - Expansion from male users in their 20s ~ 30s who are professional administrative managers/ office workers to the entire classes and age groups

			May 2010	Nov. 2010
Compositi on of New Smart Phone Users	Per Age	12-19	9.5%	15.3%
		20s	44.4%	23.9%
		30s	32.7%	24.2%
		40s	11.6%	24.7%
		50s	1.8%	11.9%
	Per Occupation	Professional Administrative Manager	16.7%	14.2%
		Office Worker	43.2%	26.8%
		Service/ Production Industry Worker	9.5%	19.1%
		Student	23.2%	24.9%
		Housewife	5.5%	11.4%
		Others	1.9%	3.6%

\* New users of whom the period of smart phone use is less than 6 months

## o Status of Smart Phone Use

- Smart phone users use smart phone on an average of 1.9 hours a day mostly during lunch break (12:00 ~ 13:00, 33.4%) and closing times (18:00 ~ 19:00, 33.6%/ 19:00 ~ 20:00, 31.3%) on weekdays.
- When selecting a smart phone, smart phone users considered design and size (62.7%), screen size and picture quality (59.2%), terminal price (50.4%) and manufacturer (47.9%), etc.
- Smart phone users use a variety of smart phone services, such as calendar · scheduler function, alarm · clock function, web surfing and e-mail function, etc. in everyday living activities.

		May 2010	Nov. 2010
Considerations in Smart Phone Selection	Design and Size	47.7%(1위)	62.7%(1위)
	Screen Size and Picture Quality	31.2% (4th)	59.2% (2nd)
	Terminal Price	30.3% (5th)	50.4% (3rd)
	Manufacturer (Brand)	27.7% (7th)	47.9% (4th)
	Control Method and Convenience	43.5% (3rd)	45.2% (5th)
	Operating System (OS)	43.9% (2nd)	40.9% (6th)
Daily Average	Hours of Smart Phone Use	-	1.9 hours
Most Frequently Used Smart Phone Functions (top 6)	Calendar, Scheduler	-	85.3%
	Alarm, Clock		85.2%
	Information Search or Web Surfing		83.8%
	Listening to Music (Songs)		70.9%
	Contact Info. • Business Card		67.2%
	E-mail		62.1%

#### o Status of Internet Use through Smart Phone

- For the preferred methods of Internet access, difference is not indicated between 'mobile communications network (45.3%)' and 'wireless LAN (WiFi) (45.2%)'.

		May 2010	Nov. 2010
Smart Phone Internet Users (within the last 1 month)		91.3%	92.5%(+1.2%p)
Frequency of Internet Use (once or more a day)		71.5%	71.0%(-0.5%p)
Daily Average Hours of Internet Use		59.4 minutes	58.2 minutes
Most Preferred Method of Wireless Internet Access through Smart Phone	Mobile Communications Network (3G)	26.8%	45.3%(+18.5%p)
	Wireless LAN (WiFi)	65.4%	45.2%(-20.2%p)

o Status of Mobile App Use

- 3 out of 10 charged mobile app downloading service users spend an average of KRW 5,000 a month.

			May 2010	Nov. 2010
Mobile App Downloading Service Users (within the last 1 month)			66.0%	69.5%(+3.5%p)
Frequency of Mobile App Download (once or more a day)			25.2%	21.7%(-3.5%p)
Monthly Average Cost of Purchasing Charged Mobile Apps (spending KRW 5,000 or more)			56.0%	31.5%(-24.5%p)
Mobile App Count	Mobile Apps Installed	All	23.1	28.0 (+21.2%)
		Free	19.9	25.9 (+30.2%)
		Charged	3.2	2.1 (-34.4%)

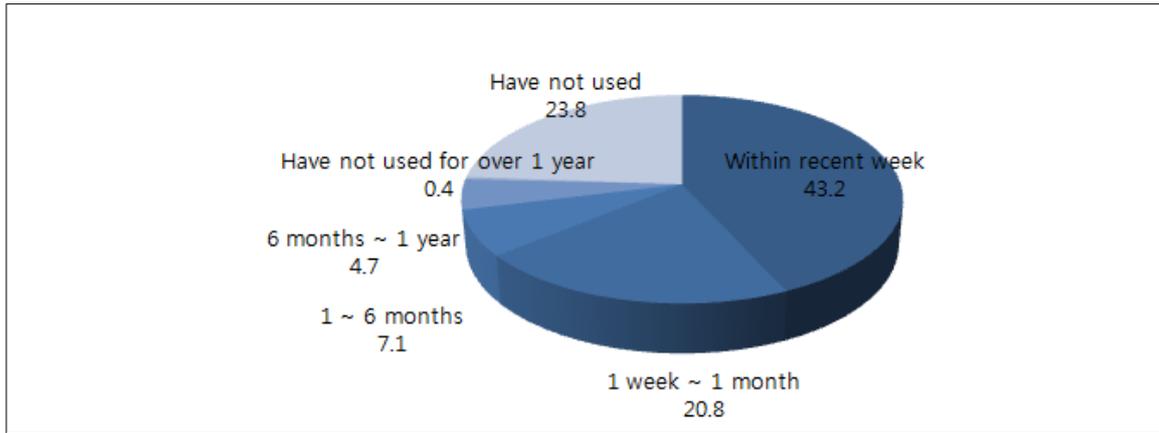
o Status of Smart Phone Flat Rate Plan Use

- The percentage of users on the rate plan of KRW 55,000 for infinite Internet access is 29.0%, which is an increase by 19.1%p from survey results in the first half of the year.

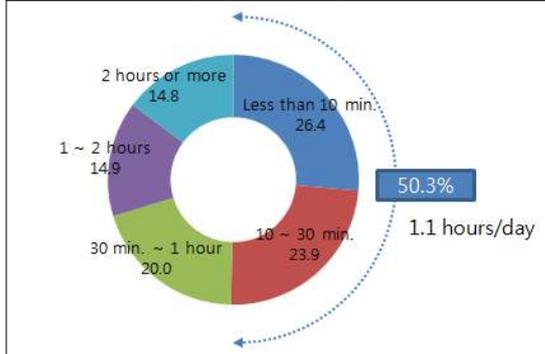
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Persons Experiencing Expenditure in addition to Flat Rate Cost		58.9%	33.7%(-25.2%p)
Expenditure in addition Flat Rate Cost (Persons spending KRW 10,000 or more)		61.2%	51.8%(-9.4%p)

o Status of Using Major Services through Smart Phone

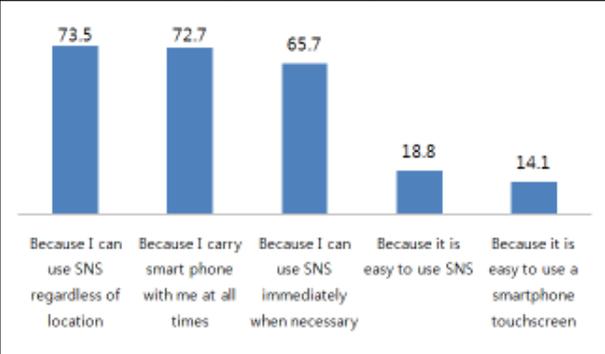
- 64.0% use SNS through smart phone (within the last 1 month).



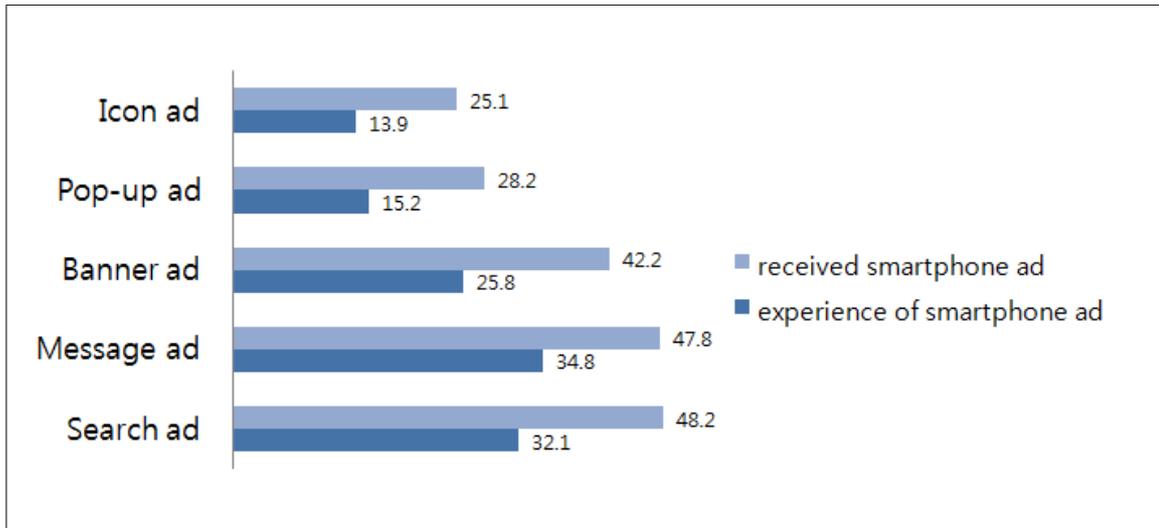
**Hours of SNS Use through Smart Phone (%)**  
-Persons Using SNS through Smart Phone



**Reasons for Using SNS through Smart Phone (%)**  
- Persons Using SNS through Smart Phone



- Experience of Smart Phone Ad per Type



o Experience of Smart Phone After-sale Service

