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“A smartphone user consumes six times more data than a feature phone user”

The biggest challenge facing adoption of mobile internet is the right mix of devices in the ecosystem. Out of the 210 million devices that are expected to be shipped in 2013, only 35 million are smartphones. The situation is expected to change over the next 3-5 years with about 300 million smartphones entering the ecosystem.

Globally, the internet consumption started off with plain text message, moved to email and low end browsing. Then came video streaming and now, it is moving on to real time applications like VoIP, live streaming etc. Text-based content had limitations due to diversity



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of language and low literacy levels in the country. Availability of video content will break down that barrier. The first 200 million internet users are easy to reach as there are no language barriers, and international services/content based on English will suffice. However, for majority of India to adopt mobile internet, the same has to accommodate users from different socio-economic classes.

The ecosystem of device, content and infrastructure providers have to work together as partners to help create simple plans for consumers to take the mobile internet explosion to stratospheric levels.