



The “First Dibs” Opportunity

The Billion Dollar Mobile
Economy Born By Boredom

Report Outline

I. Forward

- A. Greg Wester
- B. John Scheila

II. Executive Summary

- A. Overview of Findings
- B. Why this Matters

III. Background/Introduction

- A. Background
- B. Introduction to Report/Research Outline

IV. Core Research Findings

- A. Today's First Screen Delivers Little Value
- B. Especially Since "Killing Time" Seems to be a Top Activity
- C. So Much So That "Killing Time" is Even Predictable
- D. It's No Wonder Users Want a Better First Screen Experience
- E. And When They Get it, They Dig it
- F. Better Engagement on the First Screen is a Big Opportunity
- G. And It's There For the Taking For Those Who Are Best Positioned: Wireless Carriers and OEMS

V. Research Methodology

VI. Summary/Conclusions

Forward by Mobile Posse

In 2014 we wrote “[The Ultimate Guide to the Next Big Wave in Mobile: The Home Screen](#).” Building on previous research showing that users spent significant time “navigating” their mobile device, that report rightly predicted the increasing focus on and investment in the mobile home screen.

Since that time, mobile has permeated - no, changed - our lives. Mobile is no longer “the go-to device to do something.” It’s now the “the device we use to avoid doing nothing.”

As a leader in creating engaging mobile experiences for our carrier partners and their subscribers, it is Mobile Posse’s goal to provide not just the most notable solution, but also the most notable insights into this exciting next wave in

mobile. Towards that goal, we realized that there simply wasn’t enough research being done in this space.

In our new report, we focus on why consumers unlock their phones, their first screen experience, and what it means in the context of better solutions. We have compiled the results of research efforts using passive device meters and new primary research from our partner, Phoenix Marketing International.

We hope our findings both original and beneficial.

[Gregory Wester](#) | EVP of Marketing | Mobile Posse

Forward by Phoenix Marketing International

Since our first collaboration with Mobile Posse, we've watched as mobile has transformed our lives. We've watched as research and the media have covered and debated the growth and use of the apps versus the web.

What we've also noted is the utter absence of a thorough understanding of the complete mobile journey. There has been little insight on how well today's devices fulfill our day-to-day, even hour-to-hour conscious (and increasingly unconscious) desires. There was little research on potential new experience for the mobile first screen experience. Basically, there was little thorough research at all.

Phoenix Marketing International utilized its well established Consumer Convergence 360 online platform to survey

1,000 smartphone users about their mobile motivations and intentions. Our team also analyzed hundreds of thousands of user sessions in data provided by Verto Analytics.

We believe our collaboration with Mobile Posse has provided first-of-its kind insights on how today's consumer turns to their mobile device.

We hope you find our analysis both insightful and useful, and we encourage you to reach out with any questions.

John Scheila | President, Converged Technology & Media | Phoenix Marketing International