

Smartphones: Bridging every aspect of our lives

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Based on the latest media landscape trends, mobile continues to be the primary medium that dominates both online and offline media platforms. This explosive growth in mobile usage has, despite strong industry competition, led to the creation of more interesting and useful solutions for consumers.

The latest Nielsen Media Index shows that internet users in Hong Kong spend 4.7 hours a day online - a whopping 88% increase from 2015. Smartphones are also the major device that 87% of Hongkongers use on a daily basis, spending an average of 90 hours per month online.

In our highly connected society, our smartphones accompany us in every aspect of our lives, whether it's going online via smartphone at home (90%), in office (92%), at school (85%), in restaurant (93%) and while commuting (94%).

Millennials are also often known as the core group that is driving digitization in Hong Kong and also across the globe but just how different are they compared to other generational groups when it comes to mobile application usage behavior?

Here's a closer look at Hong Kong's mobile usage behavior, based on a recent study by Nielsen that leverages its Mobile Audience Measurement.



From the category ranking, we can already see app and mobile usage quickly integrating into the many ways we communicate, share, work and play.

For communication, “Whatsapp” and “Gmail” are the most popular applications among all age groups. When it comes to videos and social media, “YouTube” and “Facebook” are top choices for Hongkongers, and it's quite interesting to note that a few local Hong Kong Apps appear on this list as well, including “KMB”, “My observatory”, “AppleDaily”, “myTV Super”, “Openrice” and “AAStocks”.