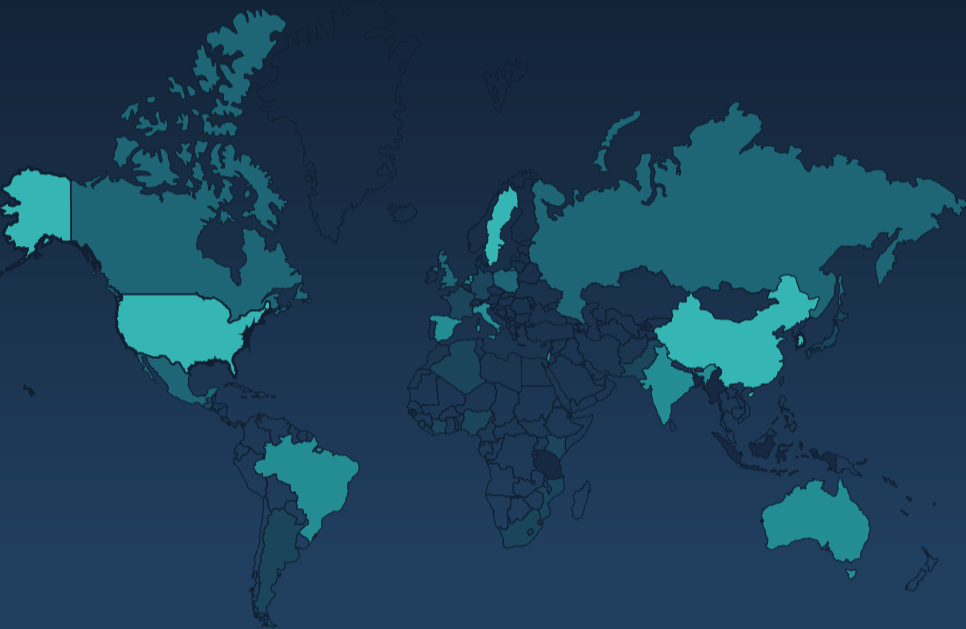


# Mobile entertainment and millennials in China

18–34 year-olds in China are the biggest consumers of free mobile video/music content

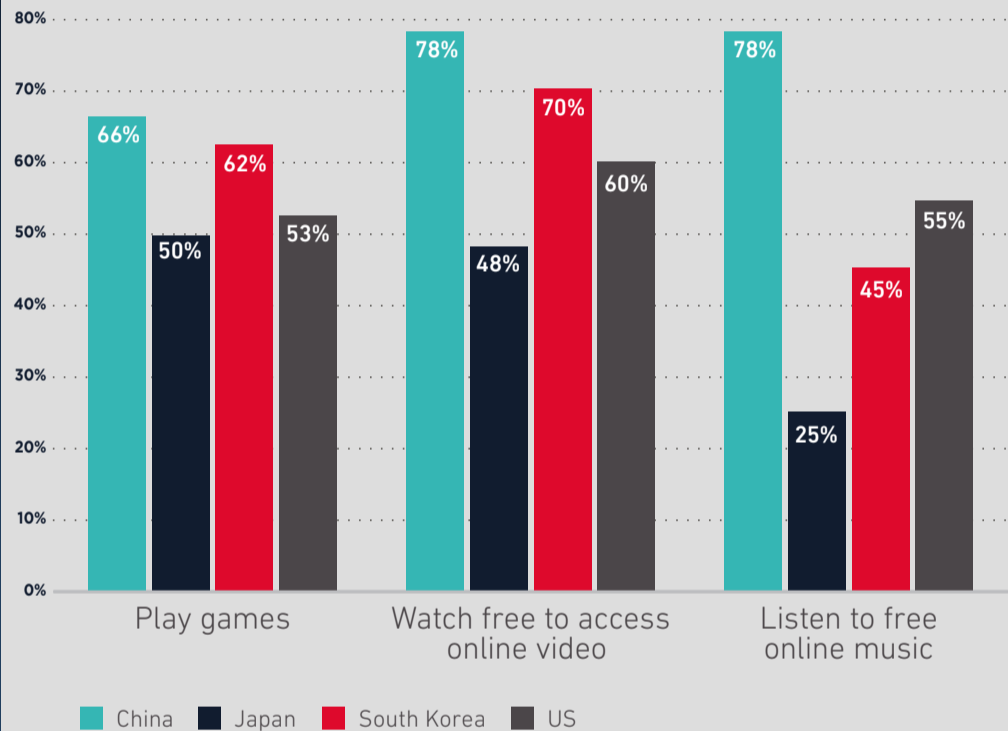
## Engagement in mobile entertainment\* among 18–34 year-old smartphone users



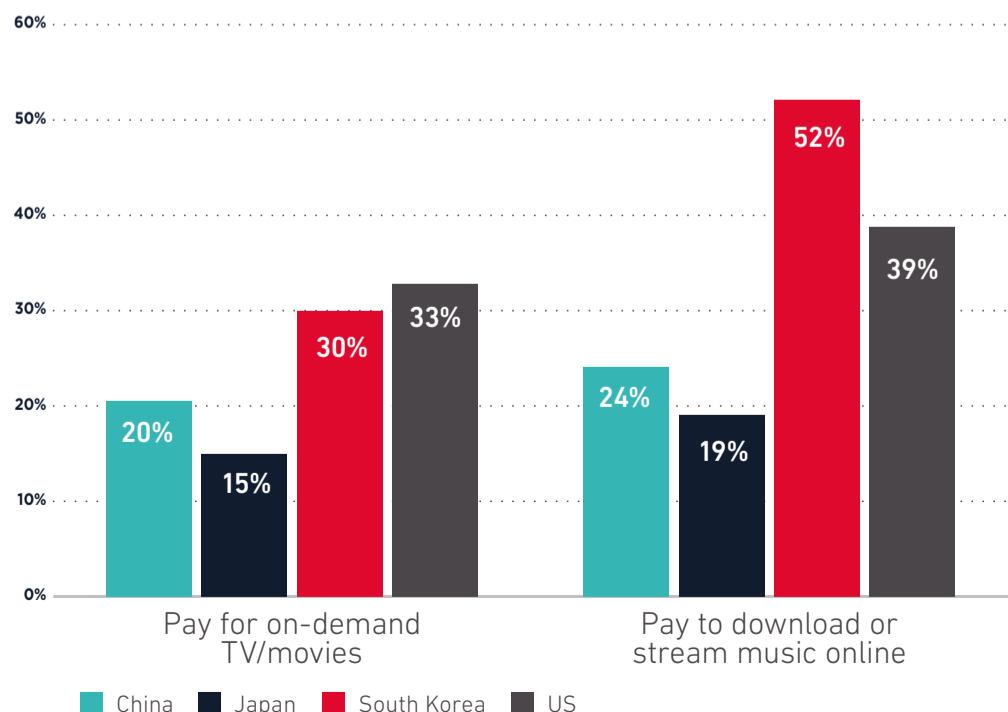
Very high High Medium Low Very low

Source: GSMA Intelligence Consumer Survey 2018

## 18–34 year-old smartphone users in China show highest weekly engagement with mobile gaming and free streaming (of all 34 markets surveyed)



## ...but engagement in China is considerably lower for paid-for streaming services



- At 23%, 18–34 year-olds account for a greater share of the population in China than their US or regional counterparts.
- As millennials in China gain greater economic independence, expect to see strong growth in paid-for mobile entertainment.

Our annual mobile consumer survey covers 1,000 individuals in each of 34 markets, split equally between developed and developing markets.

\*The overall mobile entertainment engagement score for each market is calculated from the combined adoption rates of weekly usage for the five use cases shown.