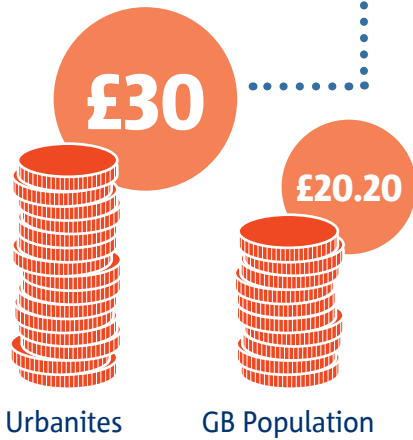


URBANITES AND TELECOMS

THEY ARE A VALUABLE AUDIENCE

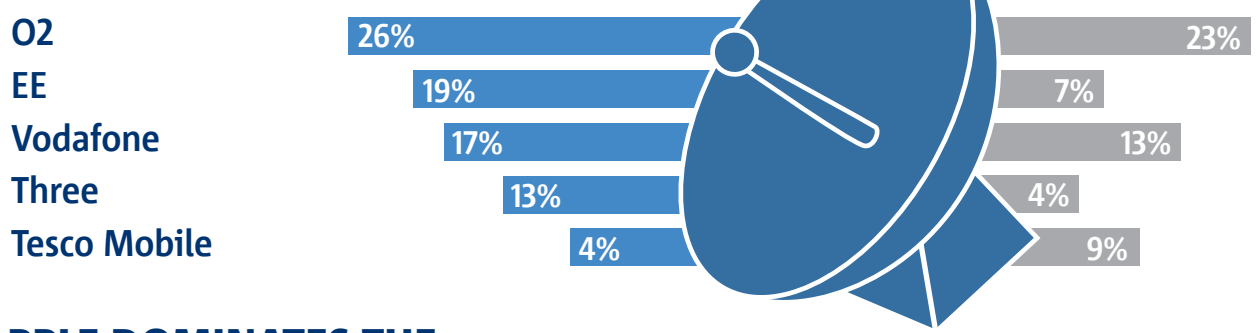
They spend **33%** more a month on average



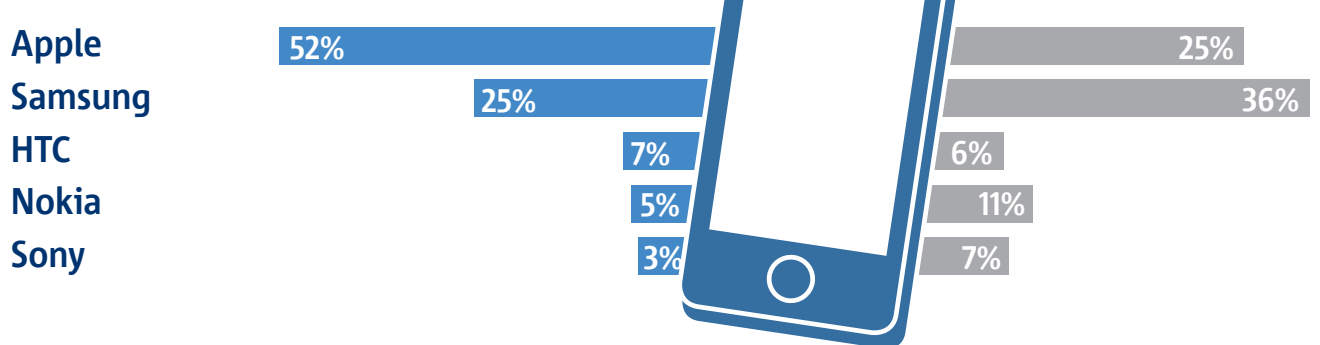
That makes their total annual value



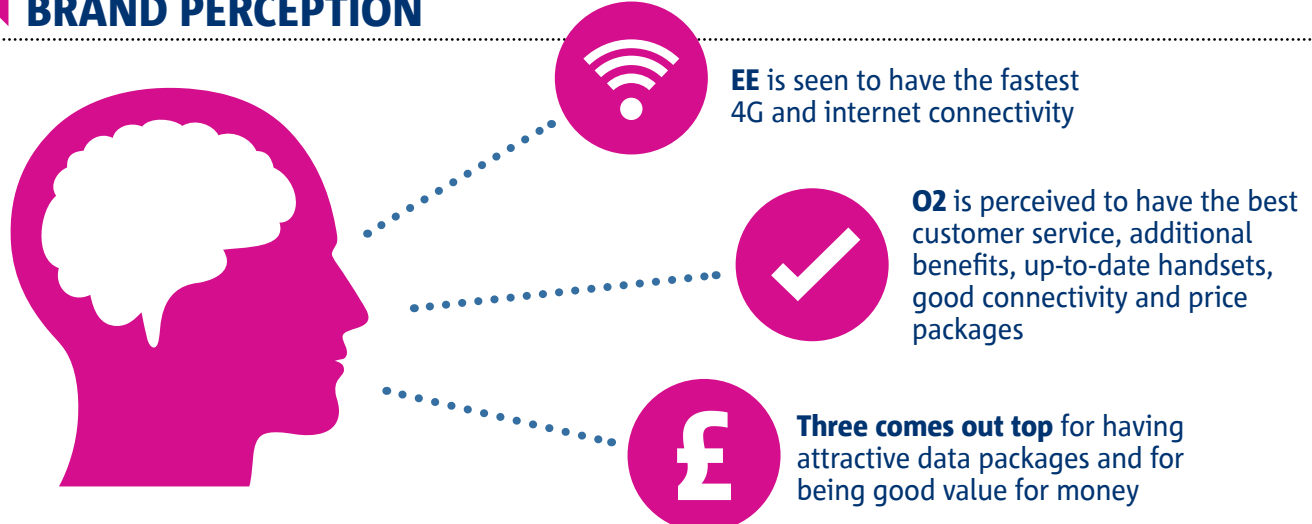
URBANITES USE A VARIETY OF NETWORK PROVIDERS



APPLE DOMINATES THE HANDSET URBANITES OWN



BRAND PERCEPTION



IN THE NEXT 3 MONTHS

824,000 Metro readers will be looking for a new smartphone



4G

380,000 will be considering upgrading to 4G



285,000 will be thinking about switching network

FACTORS INFLUENCING SMARTPHONE PURCHASE



Cost

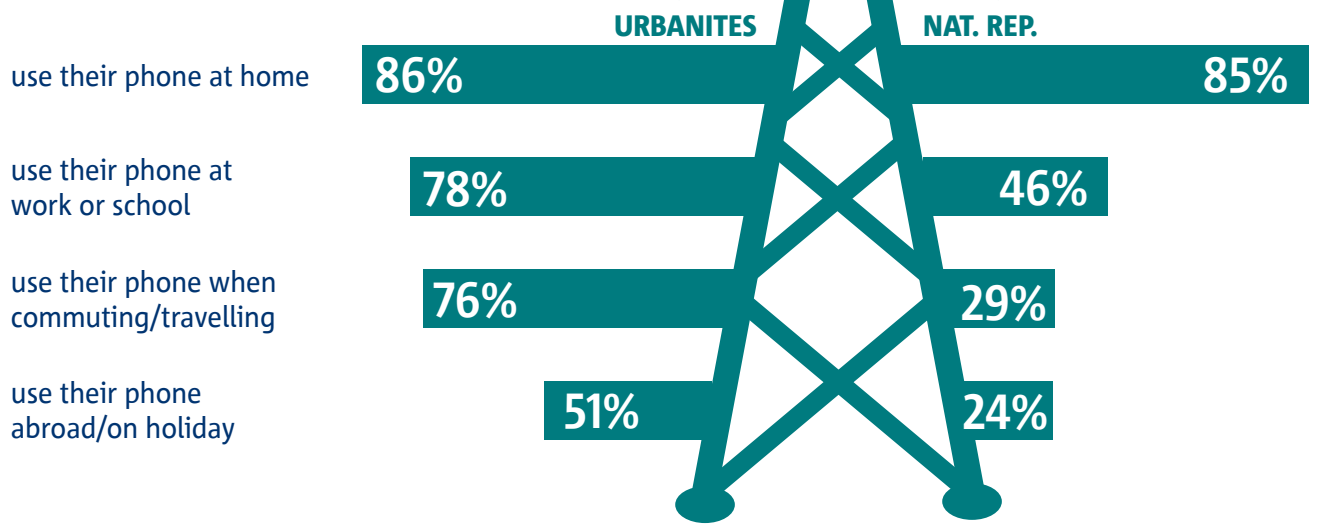


Handset brand



Data Package / 4G

URBANITES ARE MORE CONNECTED, IN MORE PLACES AND AT MORE TIMES IN THE DAY



THEY USE THEIR PHONES FOR A VARIETY OF ACTIVITIES – AND ARE SIGNIFICANTLY MORE LIKELY TO DO SO ON THEIR COMMUTE



THEY CAN'T LIVE WITHOUT THEIR PHONE

