



PHOBLET ECO

GET TO KNOW MOBILE MARKETING IN 5
SLIDES

生态 | ECOSYSTEM

Mainframes

100K

Workstations

10M

PCs

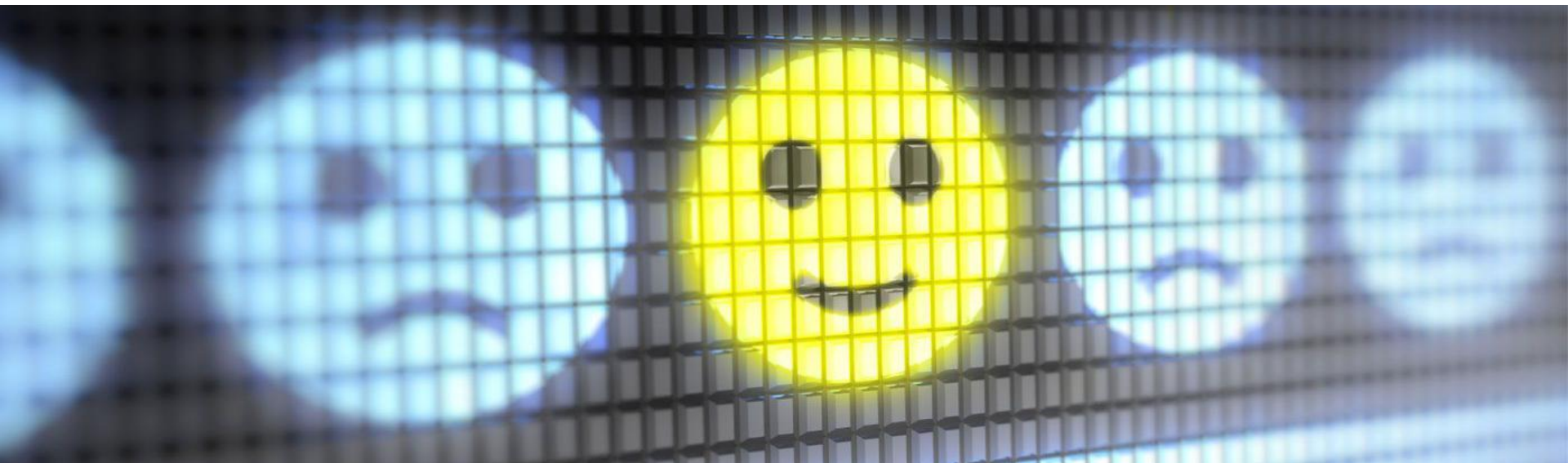
1.5bn

Mobiles

5 bn

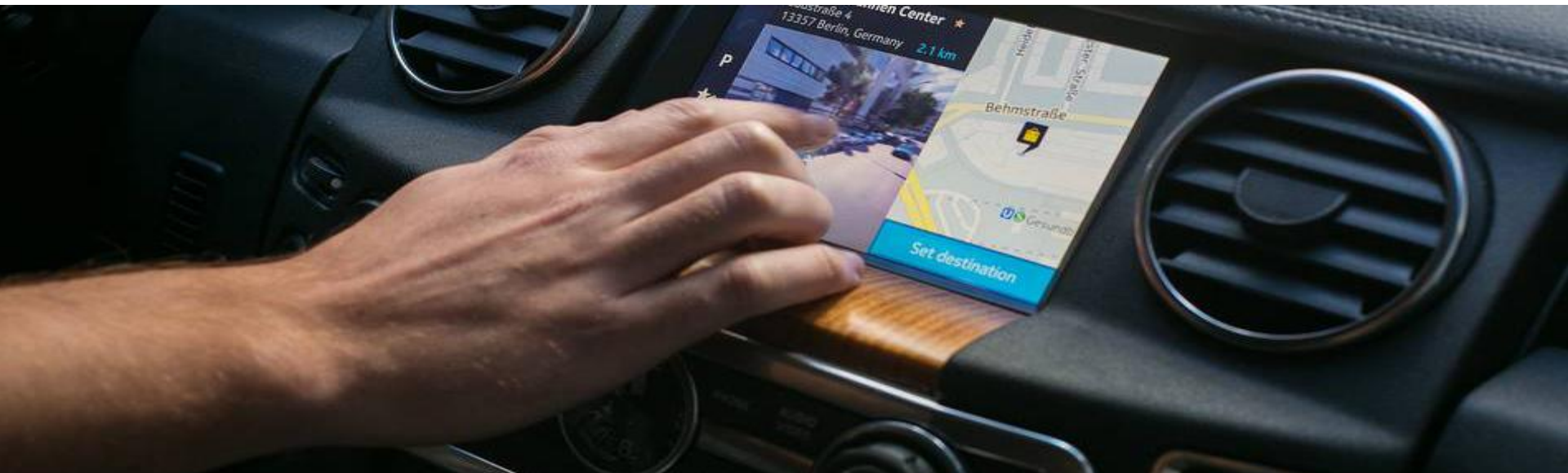
CHINA STILL IN THE SPOT LIGHT FOR SMART DEVICES BLOOMING
MORE THEN 515 MILLION PHOBLET MADE IN 2016 1HY
Resource: Trade Force July 2016

沟通 | COMMUNICATIONS



PHOBLET BECAME A IRRESISTIBILITY FOR 665 MILLION CHINESE NETIZEN
Resource: CNNIC 38th report 2016

交互 | INTERACTIONS



EVERYONE GETS A POCKET SUPERCOMPUTER

Le Max 2 has 635 times more transistors than a 1995 Pentium

Resource: ZOL June 2016

观看 | WATCHING



440 MILLION USER WATCHING VARIOUS CONTENT FOR RECOGNITION OF VALUES
Resource: eMarketer China 2016

心智 | MENTAL MODEL



SHARED & SELF-DEVELOPMENT MENTAL MODEL TRIGGER BY EVOLVING MOBILITY.
Daily We-chat moments post users reached 417 Million
Resource : 2016 WECHAT report

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MMA
CHINA 中国无线营销联盟