

Hammock Writing Sample - Press Release

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Smartphones overtake laptops in popularity

Deloitte Belgium releases results of mobile survey

BRUSSELS, BELGIUM - Belgians own more smartphones than laptop computers, Deloitte Belgium reports. The company's third annual Mobile Consumer Survey found that 84% of consumers own smartphones, up 4% from last year. Eighty-two percent of Belgians own laptop computers, up 1% from 2017.

"Smartphones have taken the crown," says Vincent Fosty, Deloitte Belgium's Technology, Media, and Telecommunications Industry Leader. "They are eating the laptop's lunch on every sort of transaction from banking to entertainment."

Business leaders will use the survey results to plan for next year. Other key findings include:

- Consumers use a convergence of three screens to take care of their daily needs, from TV viewing to shopping; and,
- Although Belgians own more smartphones than ever, most are not buying them as frequently as in the past.

Read all of the results of the Mobile Consumer Survey at deloitte.com/xxxx.

Deloitte conducted the Global Mobile Consumer Survey in 35 countries on six continents. Two-thousand-two Belgians aged 18 to 75 participated. The largest consumer survey of its kind, this year's report compiled three years of data—a significant data set considering the newness of the telecommunications industry.

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Belgians join people all over the world in choosing smartphones over laptops. The increase in the popularity of smartphones is staggering. In 2013, 38 percent of Belgians owned a smartphone. Now, almost every young adult owns a smartphone. All of this buying has saturated the market, leading to a slowing of sales in most age groups over the past two years.

“Any additional growth will be in allowing those aged 45-plus to catch up,” Fosty says. “The potential for the most growth in sales for manufacturers is in the 65-plus category, in which 69 percent of people own a smartphone.”

Smartphones are ideal gateways to news, games and music, Fosty says. He says this is leading to more online subscriptions. The ease of payment offered from a smartphone also can be used to manage transactions for video media subscriptions, and events like concerts. Over the next decade, the smartphone likely will help drive the monetization of media.