

Smartphone data consumption now higher than Tablet data consumption

Posted At : 22 January 2013 04:02 | Posted By : Shaun McCran

Related Categories: Social media, Mobile

A recent report from Arieso shows the changing trends in mobile device usage. Interestingly Smartphone users now consume more data traffic than Tablet users. This is based on a top ten list of devices, order by data usage volume.

The report digs into detail around mobile usage for devices by brand and device type. It also looks at regional fluctuations on usage which give some interesting insight into global data consumption trends.

What's quite interesting from my point of view is the trending of device consumption.

Extract:

Users of the iPhone 5 demand four times as much data as iPhone 3G users and 50% more than iPhone 4S users (the most demanding in the 2012 study). However, Samsung Galaxy S III users generate (upload rather than download – photos, videos etc.) nearly four times the amount of data than iPhone 3G users, beating iPhone 5 users into third place on uplink data usage behind the Samsung Galaxy Note II. And in the rapidly growing tablet market, Samsung Tab 2 10.1 users have asserted their dominance - demanding 20% more data than iPad users.

This information is all based on the user operating the device, but in my experience there are considerable differences in data usage based on mobile OS (and specific version of the OS) and mobile hardware. Saying that an iPhone 5 user is a heavier user than an iPhone 4 user based on the handset is inaccurate. What else is the iPhone 5 doing in the background over the iPhone 4. A considerable amount of network traffic is not generated by the user, or is specifically user initiated.

Think about what happens when you turn on Google location services, or the Apple Facetime service polling monitor. Both of these services are continually polling against the network and location based data systems.

This is not user demand, but device and service demand. I haven't been able to work out from the report yet if this is addressed.

Also if this trend continues, does this spell the demise of the Tablet market, as users become more comfortable with mobile handset browsing?

A full article is here, along with the report: <http://www.arieso.com/news-article.html?id=138>