

A light gray world map is centered in the background. Overlaid on the map are several semi-transparent teal circles of varying sizes, scattered across the Americas, Europe, and Asia. The title text is centered over the map.

Introducing the Jana Index

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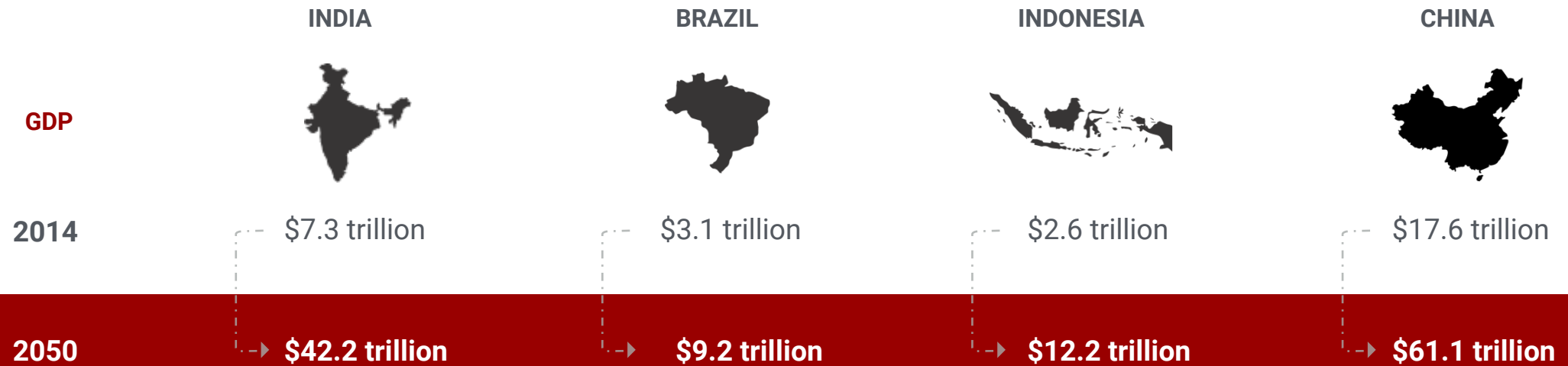
“By 2025, annual consumption in emerging markets will reach \$30 trillion—**the biggest growth opportunity in the history of capitalism.**”

- McKinsey & Co



Emerging Markets | Growth Opportunity

By 2050, 7 out of the top 10 economic superpowers will be in emerging markets





Emerging Markets | By 2020

5.5

BILLION

CONSUMERS

\$24

TRILLION

ANNUAL CONSUMPTION

\$330

BILLION

ADVERTISING SPEND

5.3

BILLION

SMARTPHONE
SUBSCRIPTIONS

90%

ANDROID PENETRATION

10X

GROWTH IN MOBILE DATA
DEMAND SINCE 2015

JANA Jana Index | The Intro

The Jana Index is a curated collection of data and insights highlighting the growth of mobile and advertising in emerging markets



JANA

Jana Index: A Curated Collection of Data & Insights

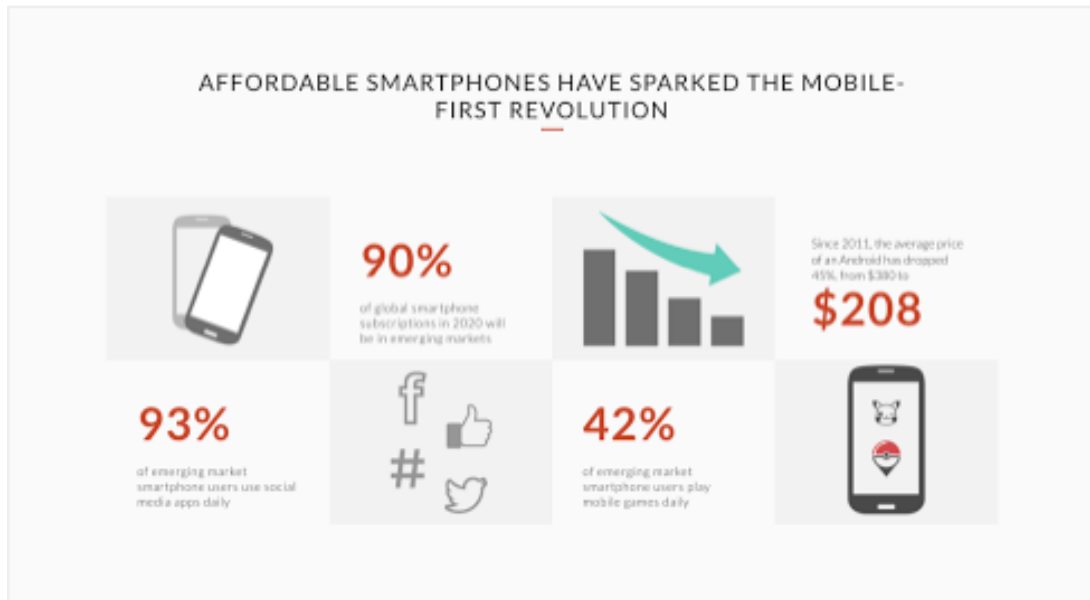
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By 2020, mobile will account for 24% of total media ad spend in Mexico.

EMERGING MARKETS MATTER

The Jana Index is a curated collection of data and insights highlighting the growth of mobile and advertising in emerging markets. We combine the best market research available across 30 credible sources with our first-party analysis of the smartphone habits of our 30m mCent users, to create an emerging market resource available at your fingertips.

Jana Index | The Intro



FEATURED DATA

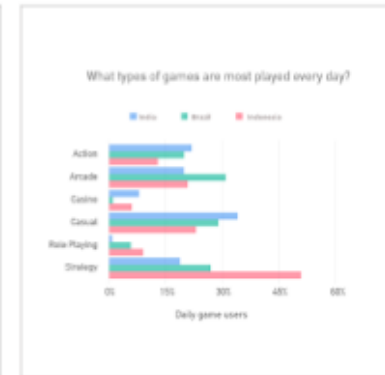
- APP USAGE
- SMARTPHONE TRENDS
- ADVERTISING

USERS' FAVORITE APPS VARY BY COUNTRY

TOP 5 APPS BY AVERAGE DAU (JUNE '16)

	Brazil	India	Indonesia
Games	Clash Royale Angry Birds Star Wars Angry Birds Angry Birds Star Wars 2	Angry Birds Star Wars Angry Birds Angry Birds Star Wars 2 Angry Birds Star Wars	Clash Royale Angry Birds Angry Birds Star Wars Angry Birds Star Wars 2
Social media	WhatsApp Facebook Facebook Messenger Viber Twitter	WhatsApp Viber Facebook Messenger Viber Twitter	WhatsApp Viber Facebook Viber Twitter
Media	YouTube Google Play Movies & TV YouTube iMovie	YouTube iMovie Google Play Movies & TV Google Play Movies & TV YouTube	YouTube Google Play Movies & TV iMovie Google Play Movies & TV

TOP MOBILE GAMES (MAY '16)



The list of users' favorite apps can vary greatly by country. These preferences are influenced by local network effects, cultural nuances, and languages. There are many ways to measure the popularity of a particular app, but the most

Games, Social media, and Media are three of the most popular app categories in emerging markets, but the top five apps in each category can be as diverse as the country themselves. For instance, RRM is the top used social media



Jana Index | The Value

We have the info. With access to a proprietary user base in emerging markets, we have exclusive and reliable information on users, app trends, and more

We do the work for you. The Jana Index curates content from various sources, so you don't have to. Visit www.jana.com/insights

We know it matters. Regardless of your industry, the next billion consumers across the world will impact your business, personal, and strategic interests





Reliance Jio | Mobile Trends

Signed up 16M subscribers in 26 days with its free data and voice offering

Several of Jio's apps have shot up to reach the top 30 most used and installed apps in India

Users have noticed dramatic declines in network speed and frequent call drops



Mexico | Advertising Trends

Mobile share of digital advertising spend is growing faster than in any other LATAM country

Mobile was 30% of all digital advertising spend in 2015 and will grow to over 2/3 by 2019

Over 50% of mobile phone users in Mexico have smartphones, one of the highest rates in emerging markets



Global Snapshot | Country Trends

India. Users consistently spend the most mobile data (WiFi & Cellular) on file sharing app SHAREit, with Youtube coming in second

Mexico. In music streaming, Spotify rules with 60% market share vs. Google, Apple, Tidal, Claro, and several other smaller players

Brazil. As the country works to repair its economy and support domestic businesses, local apps like Palco, OLX, and CartolaFC beat out international competitors



Next Steps | What to Expect

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