Smartphone: King of Convergence

By Harry Wang, Director of Health & Mobile Product Research

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Synopsis

This report analyzes the booming smartphone market from industry and consumer perspectives. Topics include smartphone sales and market shares, feature trends, carrier strategies, new mobile applications and services, and technology trends that could reshape the mobile world in the future. The report concludes with a five-year outlook of smartphone sales and analysis of its role in consumers' digital life.

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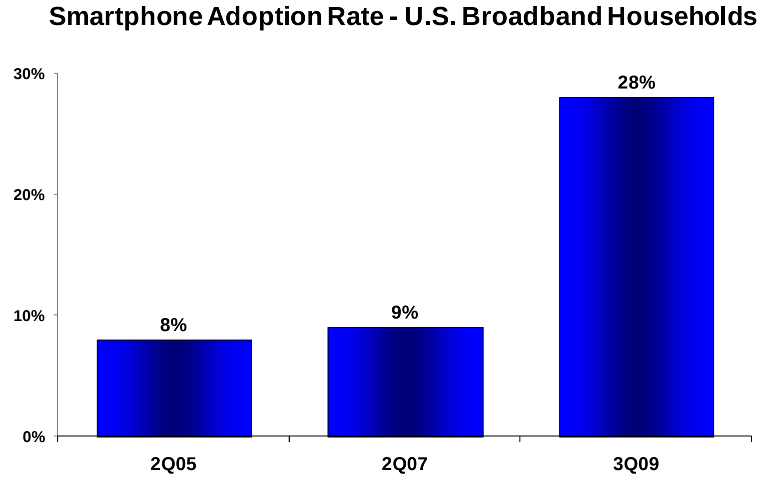
Smartphone Adoption Among Broadband Households



Source: *Mobile Convergence: Platforms, Applications & Services Survey, 3Q 2009* and *Mobile Entertainment Platforms and Services (I &II), 2005 & 2007*
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"Smartphone ownership among U.S. broadband households jumped to 28% in 2009, compared with 9% in 2007 prior to iPhone's launch," said Harry Wang, Director of Health and Mobile Product Research at Parks Associates. "Booming smartphone sales have shaken up the mobile world and redefined the mobile lifestyle by inspiring consumers to seek new uses and applications while on the go. We expect smartphone sales to continue to increase significantly over the next five years. By then, smartphones will become a major force blurring the line between the home and the mobile."

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