



# GSMA LA #39

## Plenary Meeting



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# Children's use of mobile phones

## A global comparison



**Natasha Jackson**  
**Head of Content Policy, GSMA**



# GSMA research on young people

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- Joint research project started in 2009 to understand children's use of mobile phones
- To date surveys have been conducted in 10 countries
- In 2012, 4,500 pairs of children and parents were surveyed in Japan, India, Indonesia, Egypt and Chile

NTT  
**docomo**



**mobinil**



**vodafone**



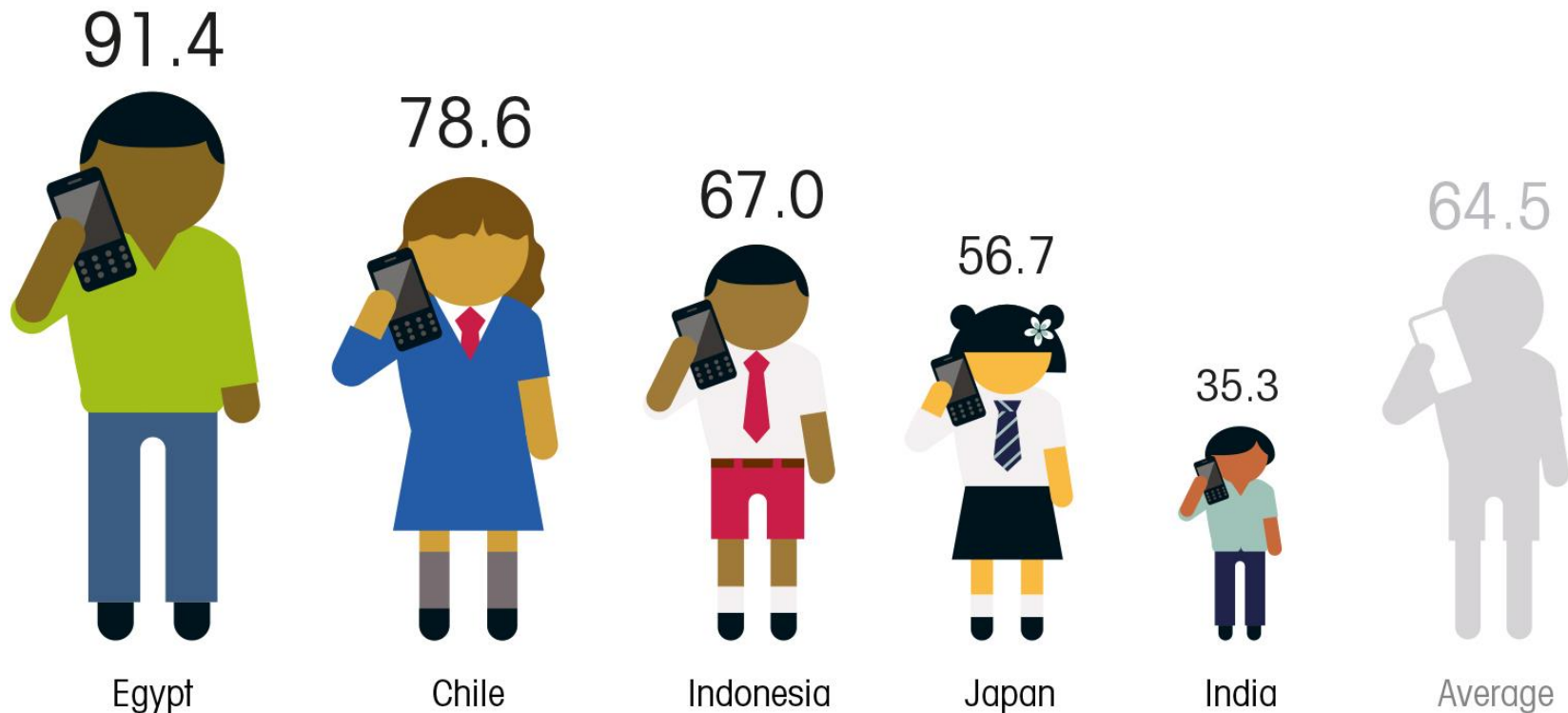
 **indosat**

 **TELKOMSEL**  
By Telkom Indonesia 



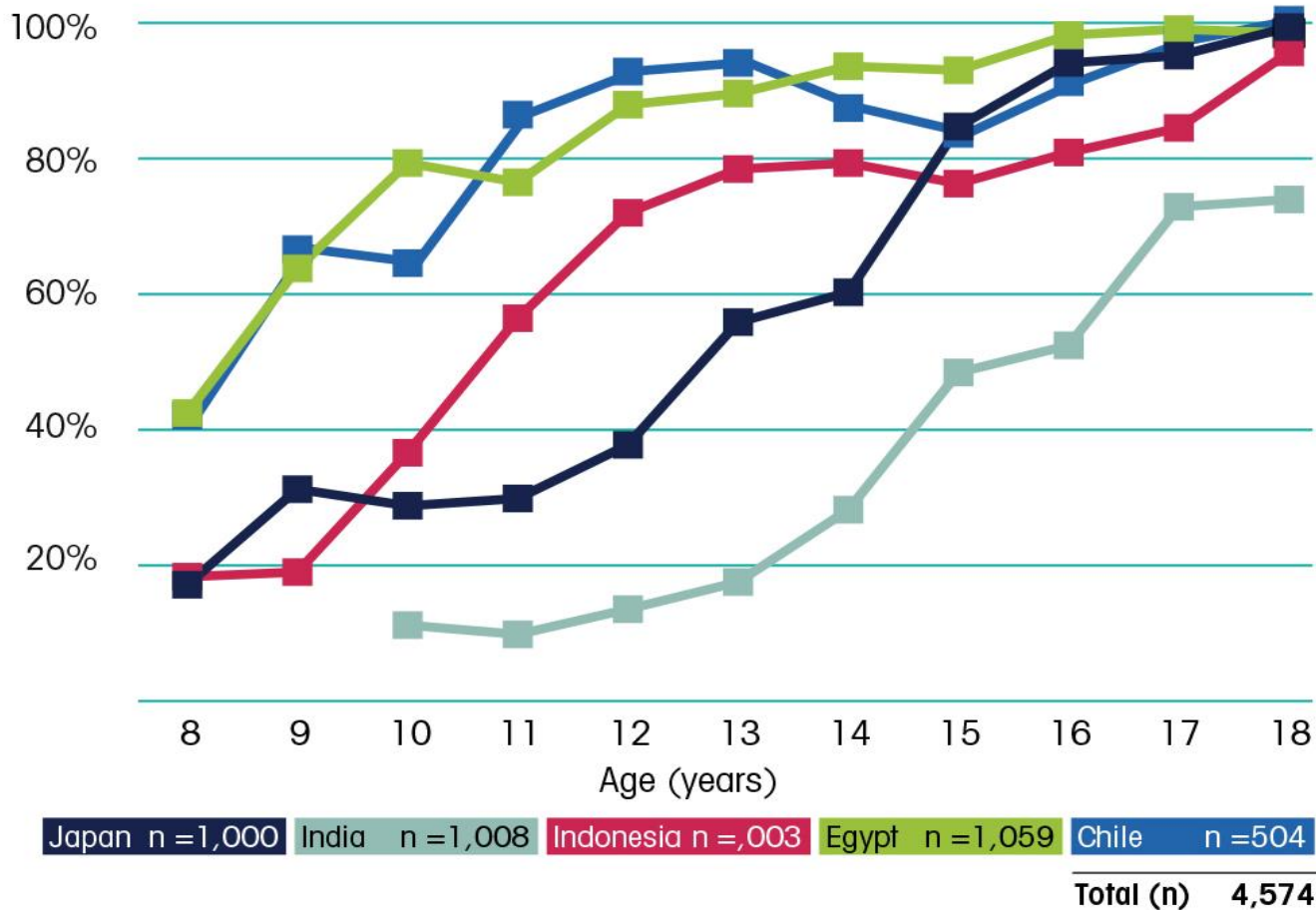


# 65% of children own a mobile phone



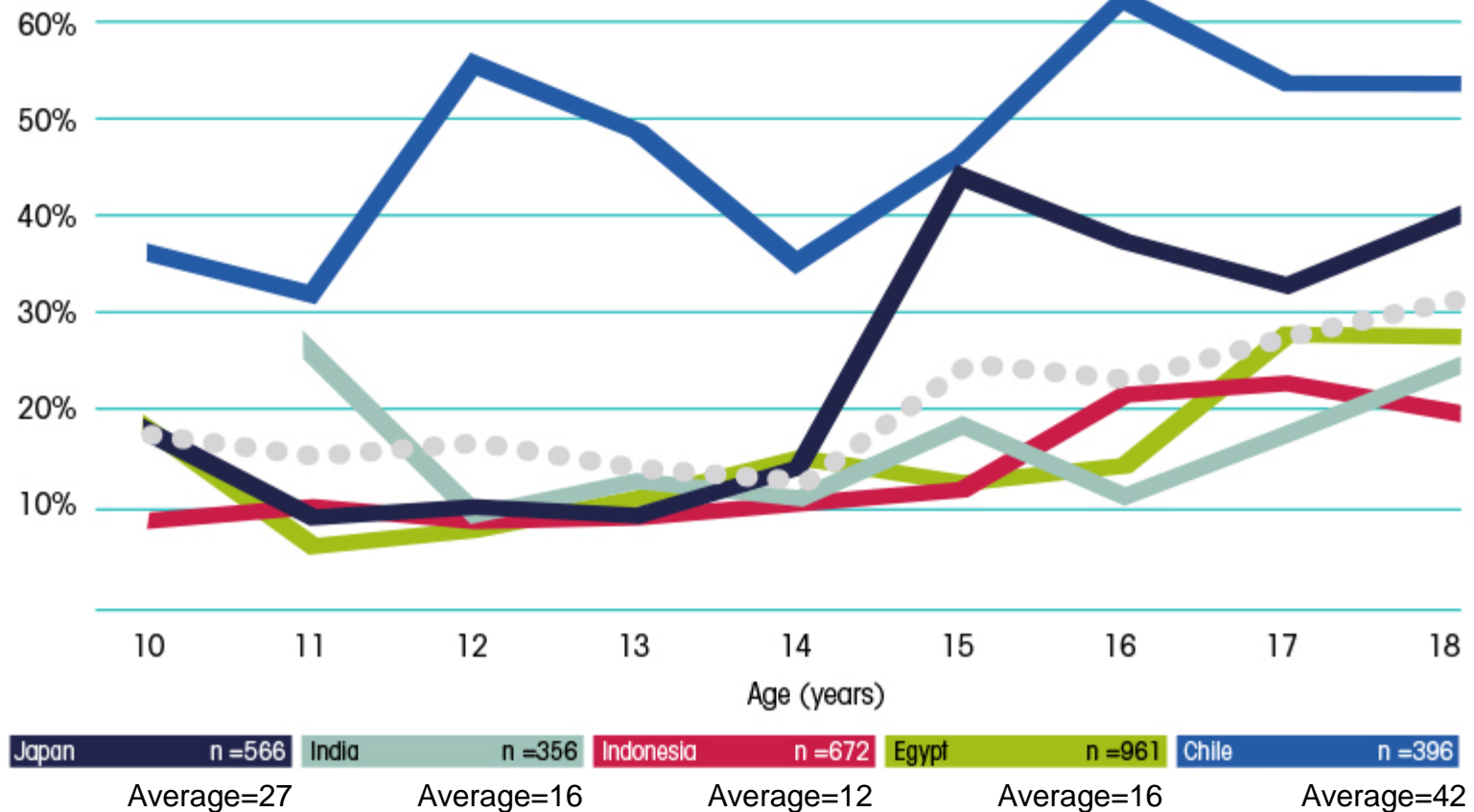


# Increasing to over 80% by age 18





# 21% own a smartphone





# 54% access the internet via mobile

- And up to 87% of child smartphone users



- 70% access it at least once a day
- 20% are on online for over 1 hour a day





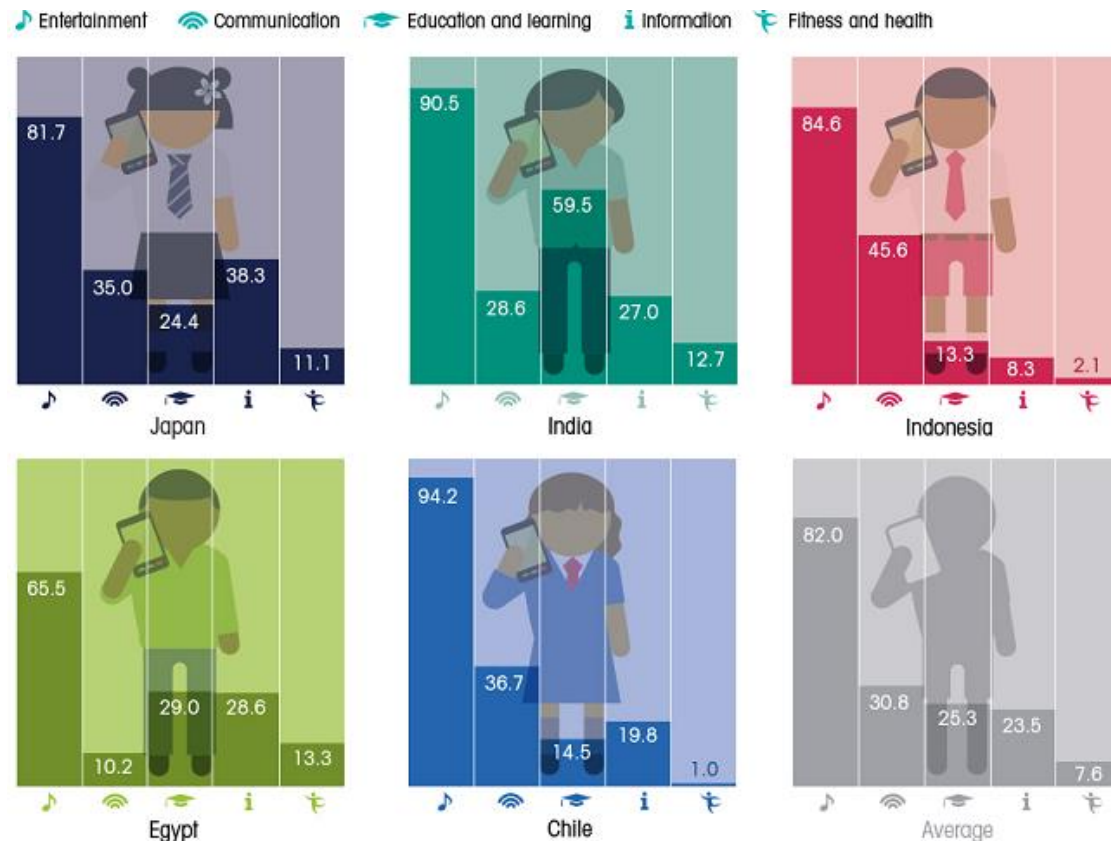
# Over 30% use their smartphone as the primary device for accessing the internet





# 57% of children use mobile apps

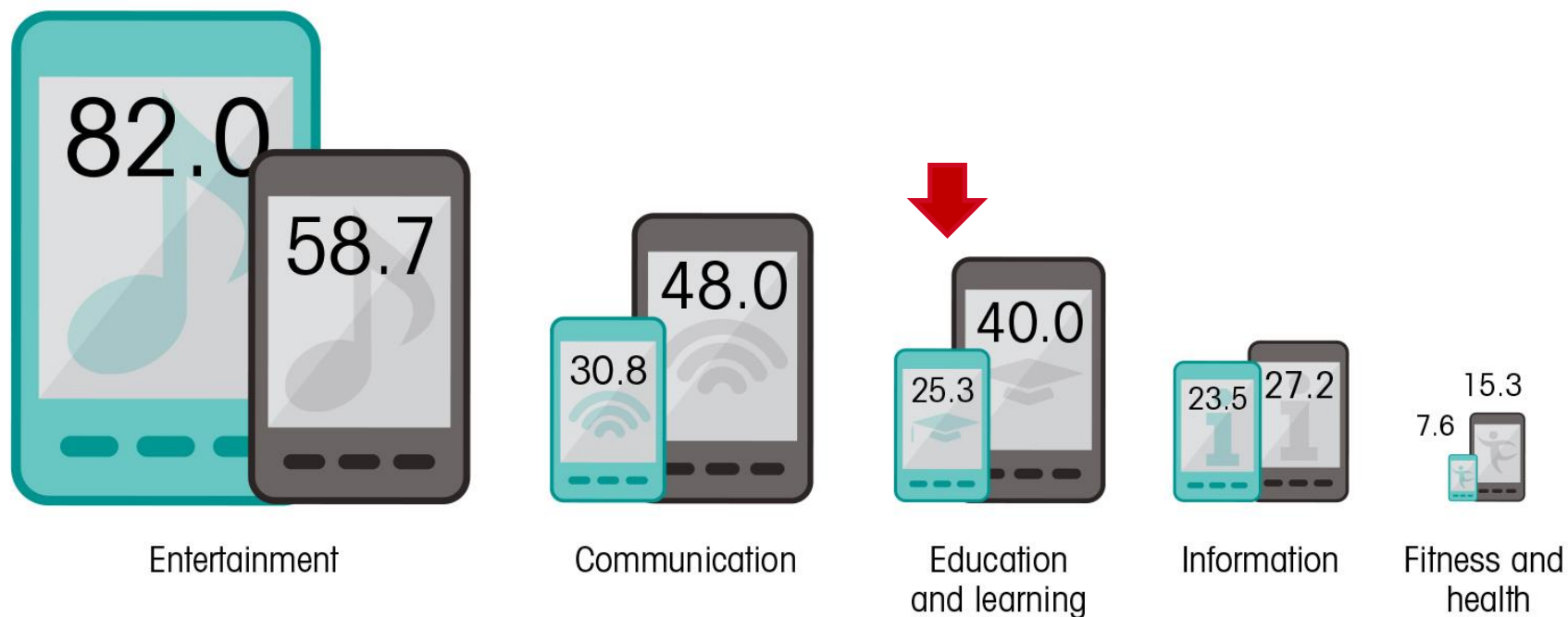
- 77% of smartphone users
- Entertainment apps are the most popular





# 25% use education / learning apps

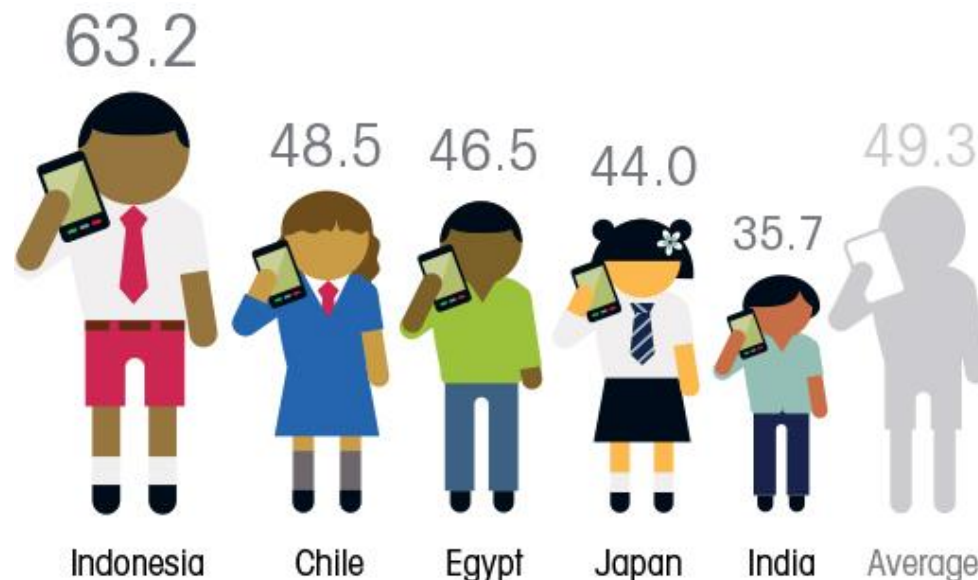
Figure 5-3-3: Child and parent mobile app use (% of children who download or use apps)





# 50% access Social Networking Services

- 70% of child smartphone users access SNS
- Over 70% have met new friends on SNS
- 45% have public profiles, with younger child having lower privacy settings

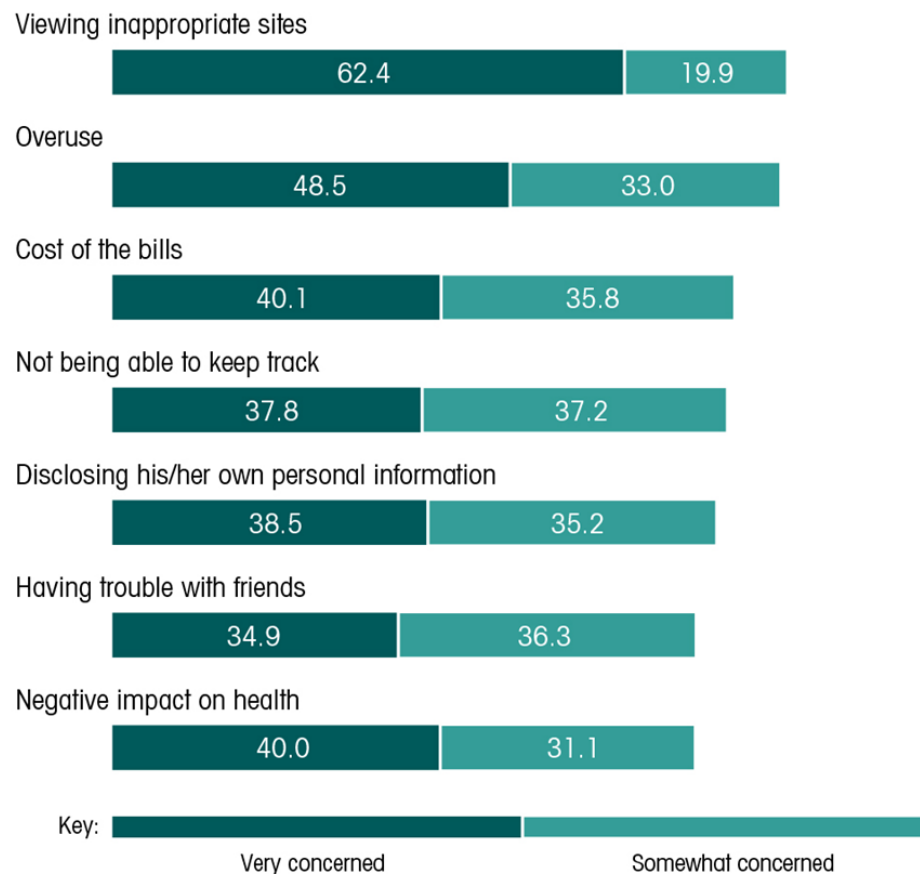




# Parents have a wide range of concerns

- Over 70% worry about their children's use of mobile
- 65% set family rules about mobile usage

**Figure 6-2-1: Parents' concerns over their child's use of a mobile phone (%)**



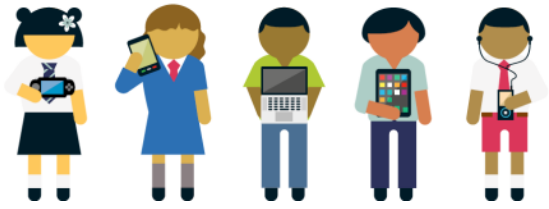


# Mobile phone use has positive impact on children's confidence and friendships

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- 80% of children say having a mobile phone boosts their confidence
- 90% of children believe SNS via a mobile improves existing close relationships





# Recap

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1. Children are active mobile phone users
2. Smartphone users are particularly active in the use of the internet, apps and SNS
3. Mobile and SNS use improves children's confidence, existing relationships and social networks



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# Gracias!



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