

Digital Media quiz - Are you in the Technology Age or the Dark Age?

1. The term 'app' is short for what? **Application**

2. What do the letters 'QR', in QR code, mean?

Quercus Robur

Quickly Read

Quick Response

Quirky Revolution

3. What does AR mean?

Another Realm

Augmented Reality

Absolutely Ridiculous

Authentic Response

4. What % of UK population owned a smartphone, as of February 2013?

40%

51%

62%

73%

January 2010 – 13% (FT) Nov 2011 – 50%

74% of 15-64 year olds own a smartphone.

5. What % of UK smartphone owners has scanned a QR code, as of Feb 2013?

5%

11%

18%

27%

Was 11% 12 months previously

6. What was the most popular Mobile OS in July 2012?

Symbian (52% in 2009)

Blackberry (17% in 2009)

Windows (12% in 2009)

iPhone (8% in 2009)

Android 51% July 2012 (1% in 2009)

7. How many 'apps' were downloaded in the UK in last week of 2012 (millions)?

81

131

196

224

Flurry estimated that nearly seven million Android devices and iPhones were activated on Christmas Day.

March 2013

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8. What is the most popular app category among UK users?

Games 54%

Social 58%

Maps/navigation 45%

Shopping/retail 28%

75 % of emails are opened, 60% of Facebook posts and 90% tweets are all conducted from a mobile device!

9. What % of smartphone time is spent on apps?

20%

44%

54%

64%

10. What percentage of UK population owns a tablet? 15%

7%

15%

22%

29%

Was 7% in 2011 | 80%+ chance consumers will buy a tablet the same make as their smartphone

Tie breaker:

10. What is the average number of apps on people's smartphones (US)?

41

Used downloaded apps: 54.2%

Sources:

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