



There are

7 billion
people on Earth

5.1 billion
own a cell phone



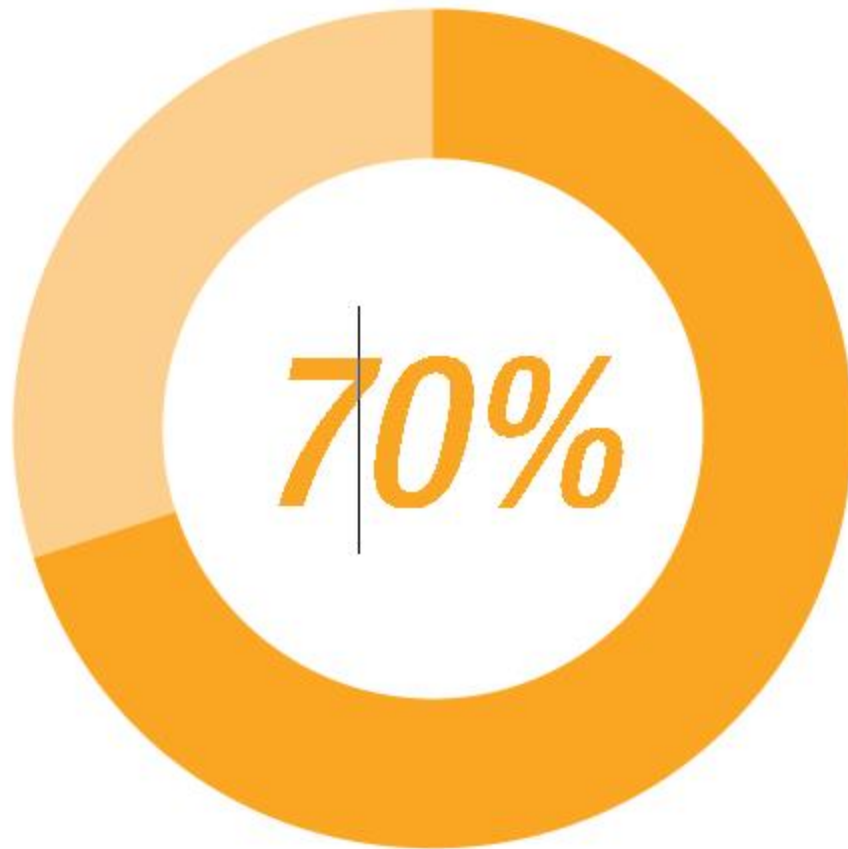
4.2 billion
own a toothbrush





of all mobile searches
result in action within

1 hour



of online searches
result in action in

1 month



of local searches on a
mobile phone result in a

phone call



SMS has
8 times



the response rate of email.



More than



9 out of 10 adults own a mobile phone



7 of 10 teenagers own a mobile phone



1 of 5 children own a mobile phone