

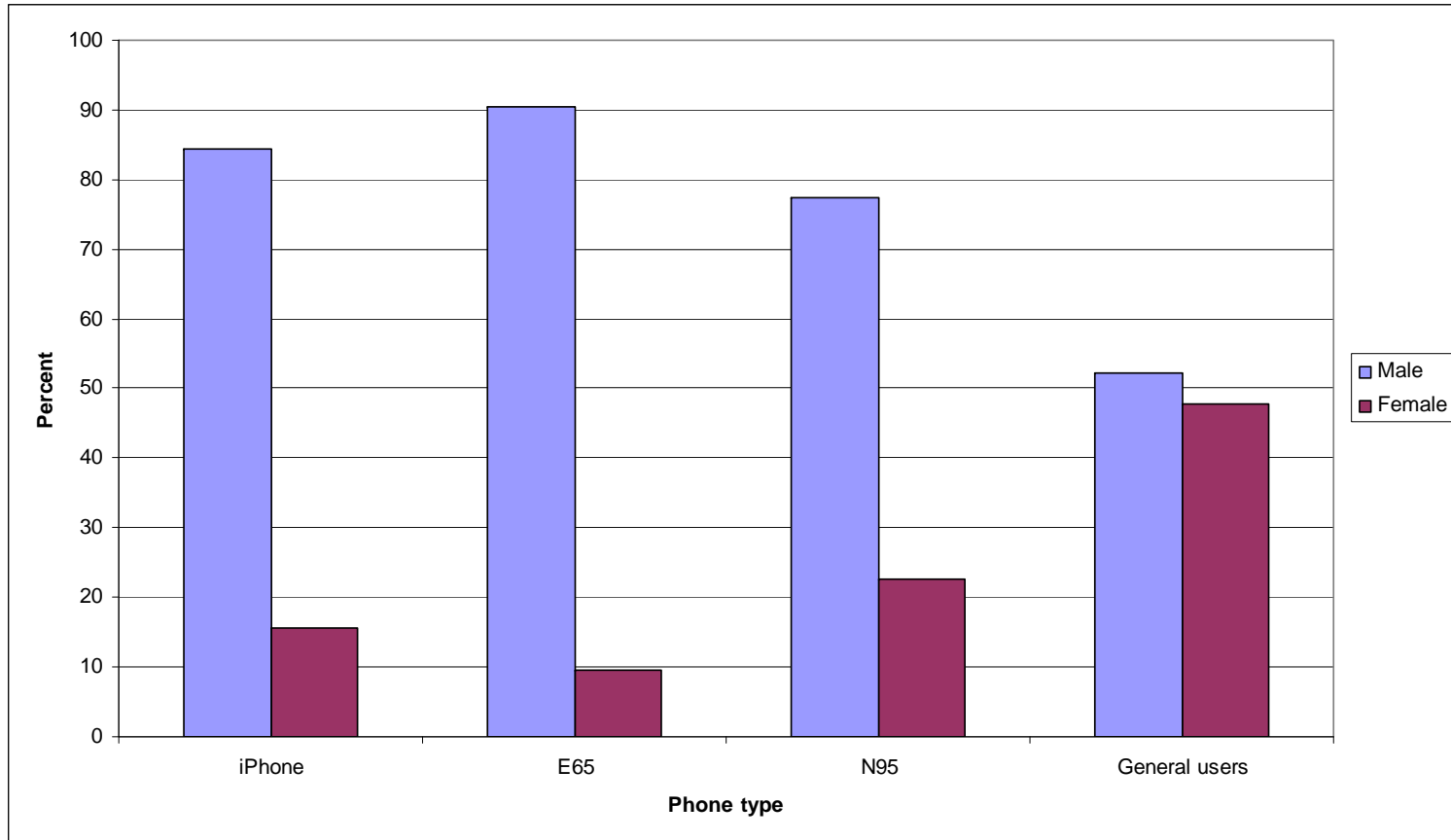
iPhone use

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- The iPhone is a unique handset
 - Exclusive contracts
 - Apple gets a cut of the traffic
 - Centrally steered
- A sample of 1000 iPhone users were selected from the net in mid 2008
- Their data was examined for the phone they had previously used (before Q2 2007)
- Their traffic data was compared for these two time periods
- A similar analysis was done for
 - Nokia N95 users (1000)
 - Nokia E65 users (1000)
 - General users (1000)

Gender of iPhone users

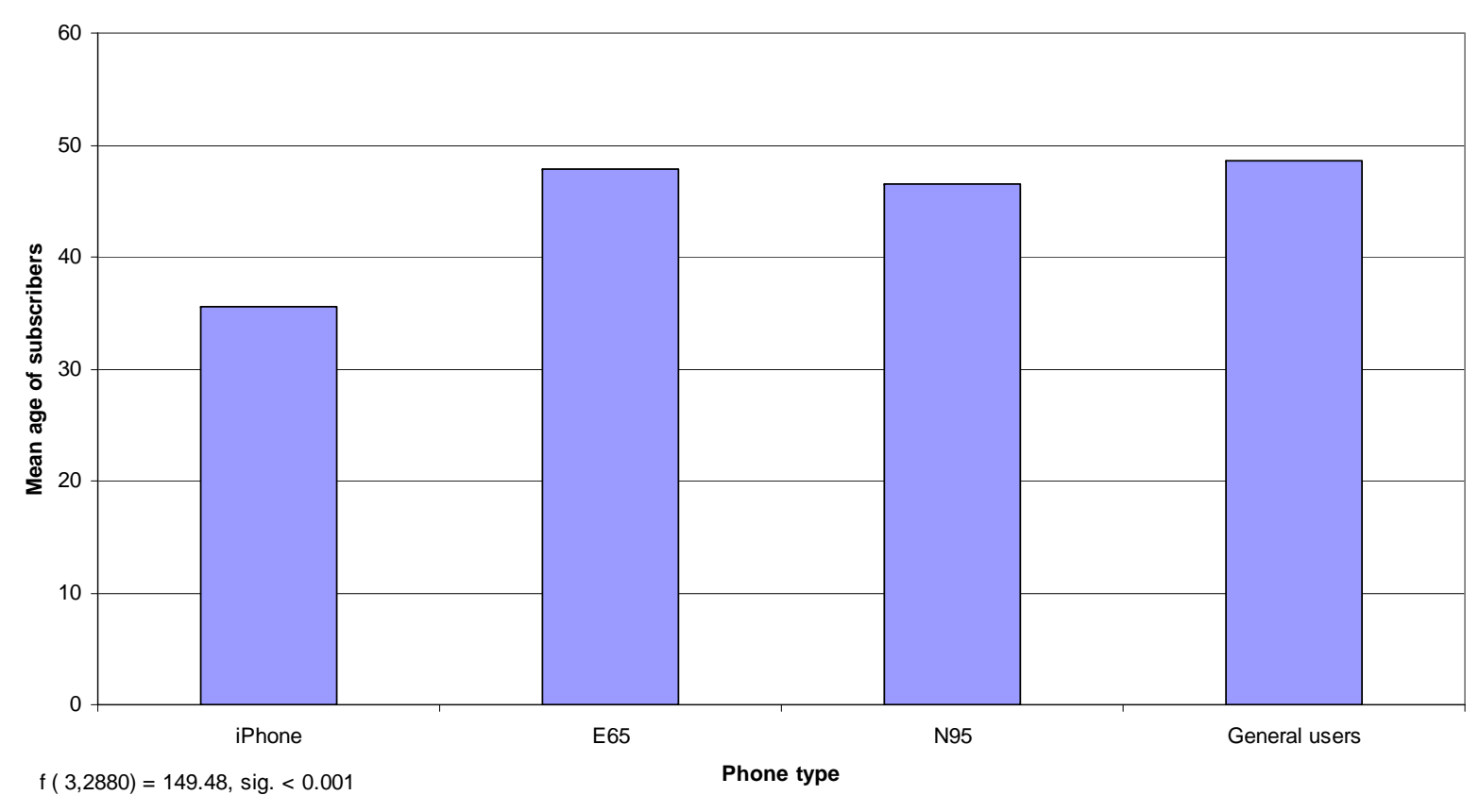


iPhone vs. all others $\text{Chi}^2(3) = 364.40$, sig < 0.001

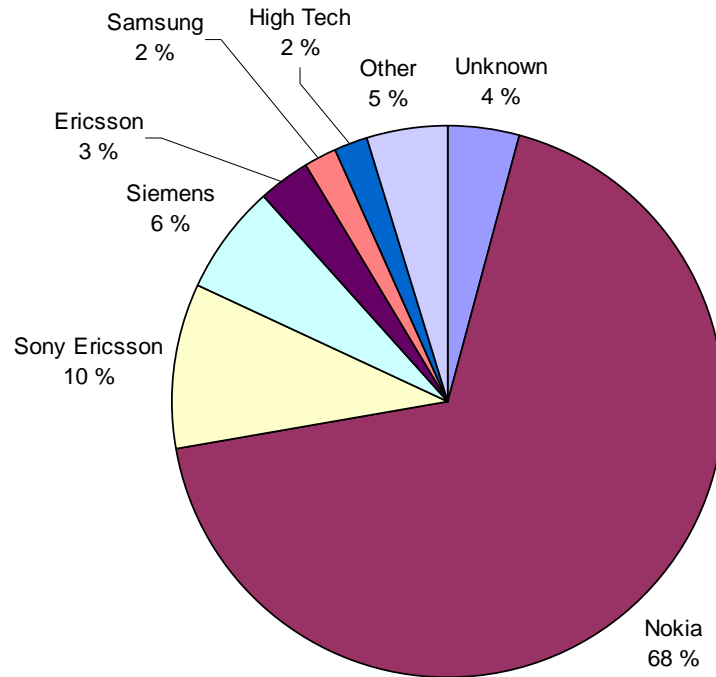
iPhone vs. E65 $\text{Chi}^2(1) = 12.14$, sig < 0.001 (E65 more "male")

iPhone vs. N95 $\text{Chi}^2(1) = 10.491$, sig < 0.001 (iPhone more "male")

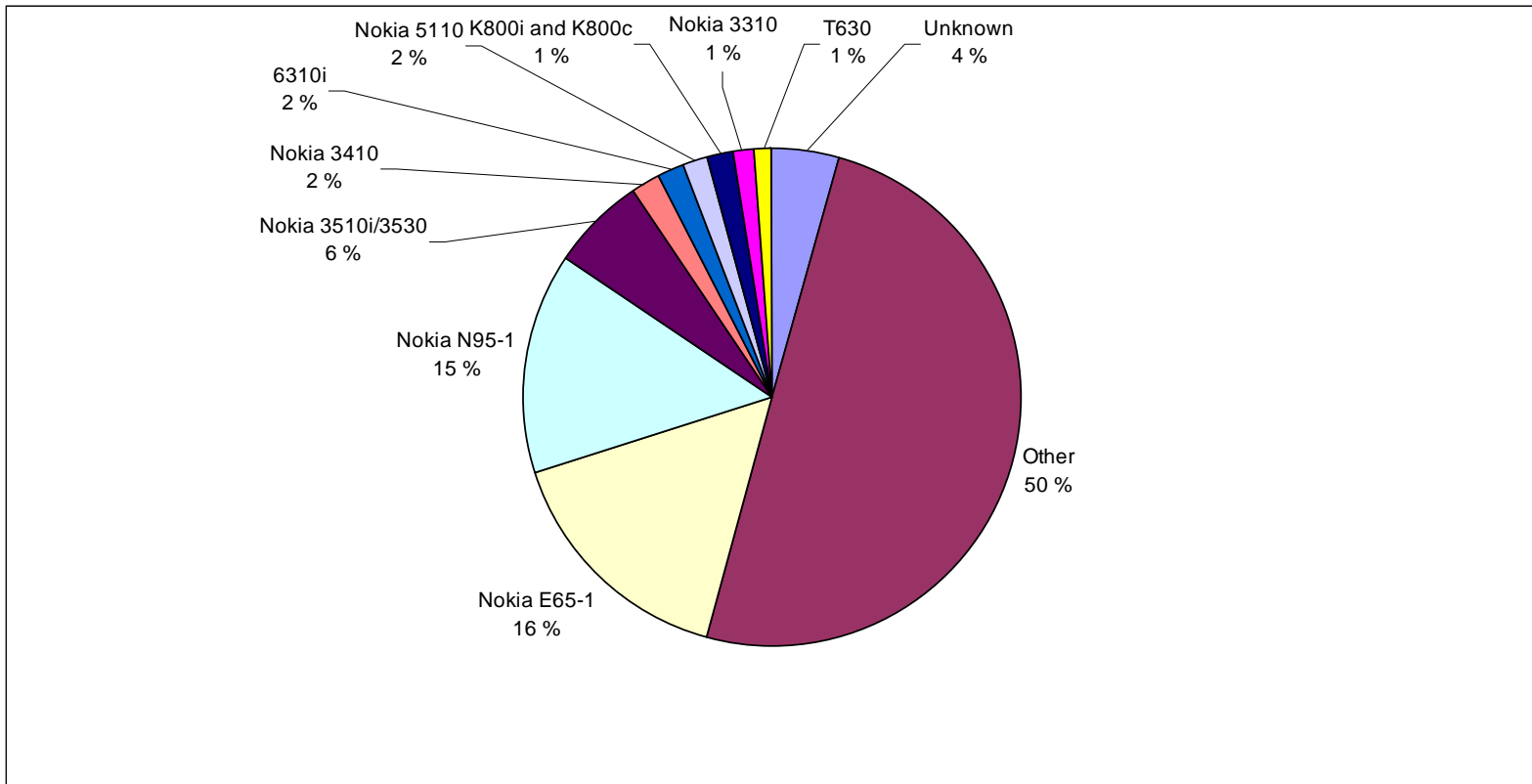
Mean age of iPhone users as compared to other users



Phone brand that was used previous to the iPhone



Phone model that was used previous to the iPhone





E65 (16%)



N95 (15%)



3510 (16%)

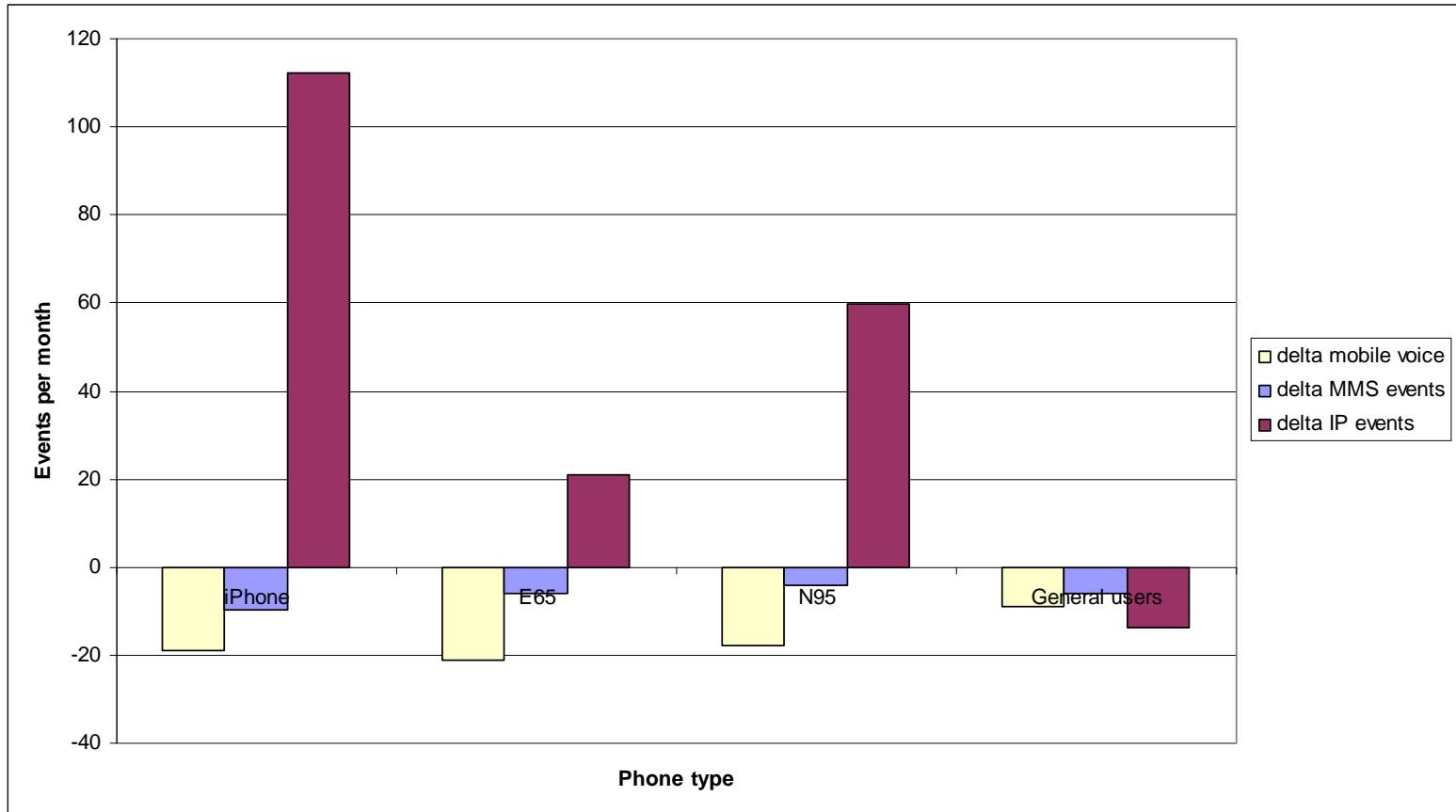


3410 (6%)

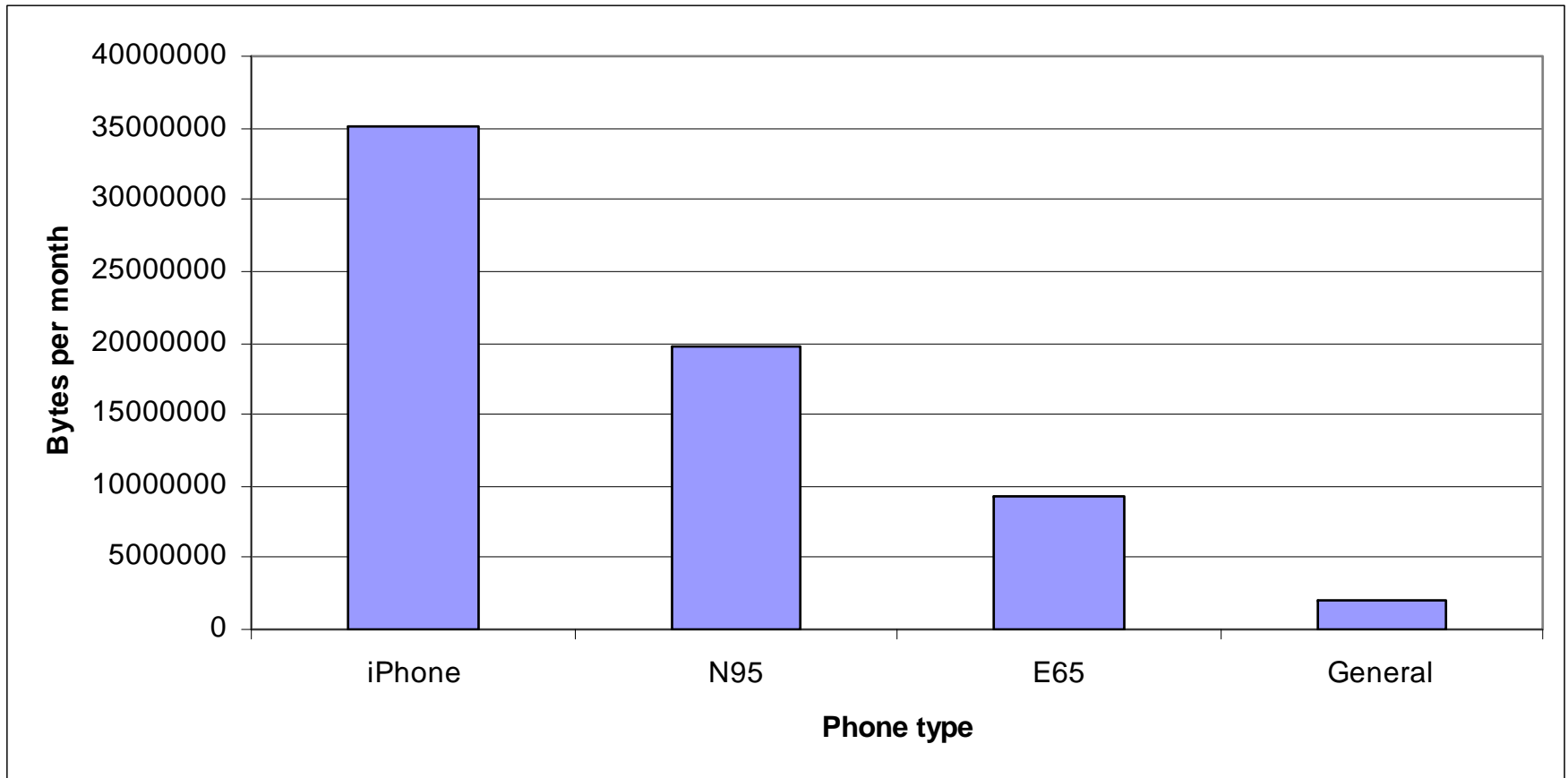


6310 (5%)

Change in events per month for different handset users, Q2 2007 - Q2 2008



Consumption of IP traffic per month by phone type (Crosssectional for time 2)



4,00 Mean increase of 157 events per month
between T1 and T2

Intercept	,000	
age: low - 35	,000	3,151
age: 36 - 44	,000	2,764
age: 45 - 54	,000	2,613
age: 55 - high	.	ref.
Business subscription (no)	,007	,697
Business subscription (yes)	.	ref.
Pre-paid subscription (no)	,000	2,843
Pre-paid subscription (yes)	.	ref.
Phone: iPhone	,000	<u>23,181</u>
Phone: Nokia N95	,000	3,462
Phone: Nokia E65	,000	3,444
Phone: General subscribers	.	ref.

Nominal regression: high IP traffic scenario



- A VERY VERY odd sample of users
 - Went to the trouble of going to the US and buying a phone, and then hacking it.
 - Younger net savvy users
 - But why the T1 – T2 change?
- Larger screen
- Different software feel
 - Dual touch
 - “flicking”
- “All you can eat” subscriptions
 - Does not follow from the business users
- More direct access to the net
- Some background and quasi-background access
 - Mail updating
 - Location services
- A self fulfilling function of having the iPhone

General summary

- There were Ca. 8000 iPhones have been on the Telenor net
- Ca. 1500 are only on the net to be cracked and then sold further
- It is mostly younger males who have used iPhones
- Many iPhone users have “business” subscriptions (others pay for purchase and use)
- Many iPhone users come from “high end” phones but surprisingly many come from basic phones
- iPhone users generate more IP traffic
 - When compared to other phones in “snapshots” of current use
 - When compared with iPhone owners previous use patterns