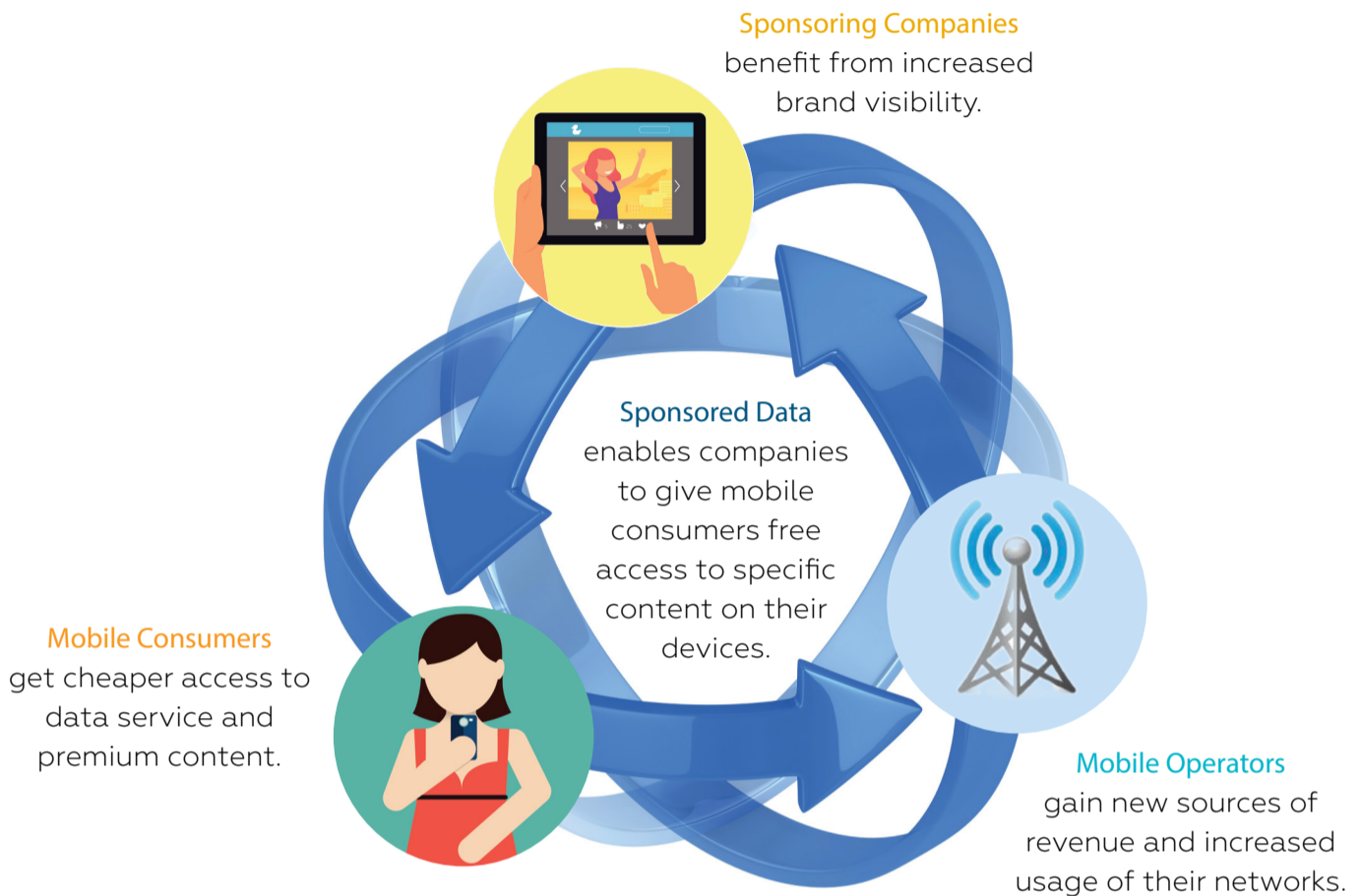


Sponsored Data Unlocks \$6 Billion Opportunity in Asia

Consumers Willing to Accept Branded Content for Free Data

As mobile users continue to increase their data usage, sponsored data is presenting a rapidly emerging opportunity for companies and mobile service providers.

To better understand this opportunity, Syniverse completed a study to find out how sponsored data services could change consumer data usage. The result: a potential **\$6 billion** opportunity identified in Asia by 2019, and as much as a **\$23 billion** opportunity worldwide.*



62% of survey respondents would accept branded content and advertising in exchange for free data



42% would accept offers from entertainment providers.



31% would accept offers from bars, restaurants and cafes.



29% would accept offers from travel companies.



43% would accept offers for free access to websites.



41% would accept offers for free access to social media sites.



38% would accept offers for free access to video services.

*Methodology

The consumer study was conducted by On Device Research in 2015 and surveyed 3,500 people in China, India, Malaysia, Singapore, South Korea and Thailand. The market valuations were calculated by Strategic Economic Engineering Corp. using the results of the consumer study along with Cisco's 2015 Visual Networking Index as a basis for global data usage.

For more information, visit www.syniverse.com.

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