



# TELENOR ASIA DIGITAL LIVES DECODED

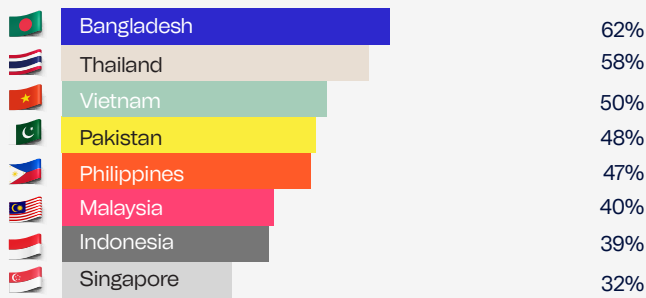
## Part Three: Play



The third instalment of Telenor Asia's **Digital Lives Decoded** study surveyed over 8,000 consumers across eight markets in South and Southeast Asia on how mobile technology is changing the way people spend their free-time.

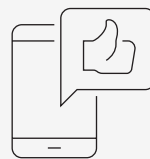
### Switching off by switching on

People are more dependent on their mobile for leisure than before



\* people who answered significantly more dependent

In the near future, people say they will spend more time on their mobile for...



Social media

**71%**



Alternative investments

**43%**

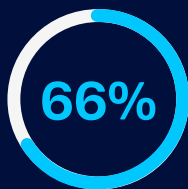


Online social gaming

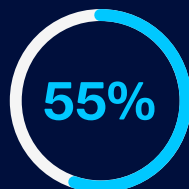
**39%**

### Socialising online has strengthened connections between people

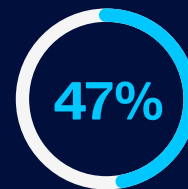
Social dynamics are changing. Today people...



Socialise more online than in real life



Feel better connected to friends and family



Regularly meet new people online



People socialise more online than in real life in...



Philippines

**77%**



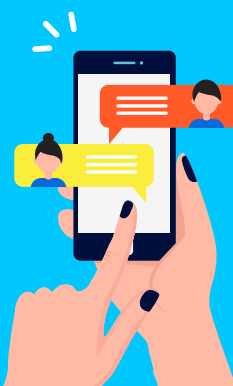
Indonesia

**75%**



Bangladesh

**74%**



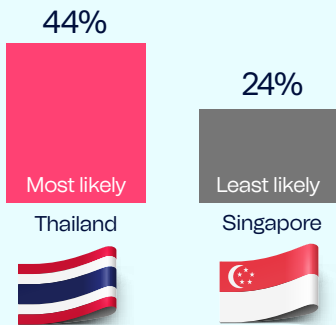
**3 in 4** people expect to increase the amount of time they spend socialising online over the next 2 years

The new face of gaming is mobile

Gaming is becoming more inclusive: **Four** in **five** people play mobile games in some way



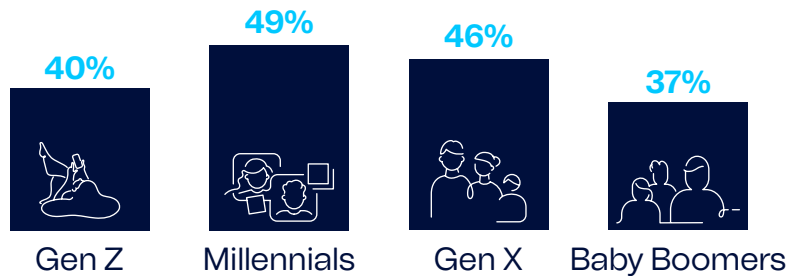
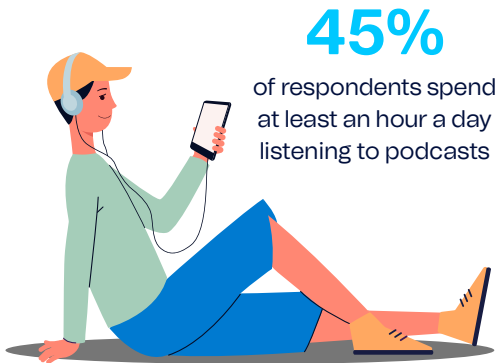
Close to one-third play mobile games every day



People expect to spend more time *social gaming* over the next 2 years in



Mobile devices are turning downtime pursuits into upside opportunities



People say using mobile to tap into learning and educational apps has significantly improved their life

