

# Is the 5G iPhone 12 the Future of Smartphones?

## AUDIO |

### Yoram Wurmser

eMarketer research analyst Hirsch Chitkara and principal analyst at Insider Intelligence Yory Wurmser discuss the new 5G iPhone 12 and whether it will be a game-changer. They then talk about living in a mobile-first world, why your next phone might come without any apps and rewarded video vs. in-app purchases.

#### Which Features Do UK/US Internet Users Consider Important When Purchasing a New Smartphone?

% of respondents, Feb 2020

|                              | UK  | US  |
|------------------------------|-----|-----|
| Battery life/faster charging | 76% | 77% |
| Storage space                | 59% | 64% |
| Screen resolution            | 51% | 53% |
| Better durability            | 37% | 49% |
| 5G                           | 27% | 45% |
| Larger screen size           | 29% | 35% |
| Gaming capability            | 14% | 24% |
| Other                        | 5%  | 9%  |
| None                         | 5%  | 4%  |

Note: UK n=1,886; US n=1,805; ages 16-64; among respondents who are aware of 5G

Source: GlobalWebIndex, "The 5G Opportunity," March 19, 2020

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