

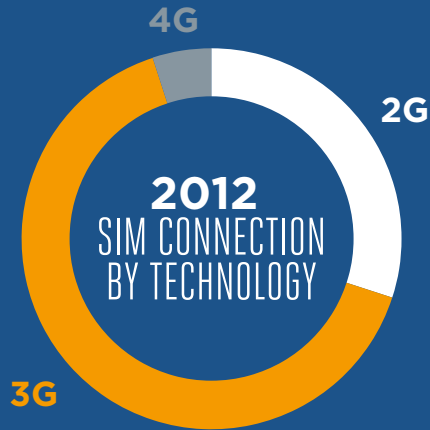
Smartphone Penetration

Smartphone penetration in Europe is already amongst the highest in the world.



49%

AVERAGE
SMARTPHONE
PENETRATION
2012



Sources: see following chapter for detailed sources