

# TELENOR ASIA DIGITAL LIVES DECODED

Five Drivers for a Better Digital Life

**Digital Lives Decoded 2023** surveyed over 8,000 mobile users across eight markets in Asia to understand how mobile use is helping people across Asia lead better digital lives

Bangladesh Indonesia Malaysia Pakistan Philippines Singapore Thailand Vietnam

## People are still switching on...

**73%**

spend at least half their day using their mobiles

More women than men spend over three-quarters of the day on their mobile

**46%** **35%**

**70%**

expect to increase time spent on mobile



### Primary drivers behind increased mobile use

Work		76%
Online services		71%
Social		63%

## ...even in difficult times

**70%**

of people are using the mobile to tackle the cost-of-living crisis



Compare prices



Find the best deal

**70%**

**65%**



Track their spending

**41%**



### Driver 1

## Building healthy social connections online

**61%**

feel that it has improved or significantly improved their relationship with family members

**72%**

report positive improvements in their relationship with friends

### Finding a balance with mobile use

Digital dependence

The Philippines **24%**

Thailand **20%**

Malaysia **19%**

never without mobile phone

**77%**

of respondents feel they have achieved a good balance with mobile use in their private life



### Driver 2

## Opening up new opportunities at work



believe mobile usage for work has improved or significantly improved productivity over the last five years



Encouraging the adoption of new technologies...

**77%** said their organisation is supportive of using generative AI for work

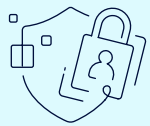
Use of generative AI for work

Significant increase

22%

Slight increase

32%



### Driver 3

## A safer online experience

**9 in 10** respondents said they were concerned about privacy and security on their mobile device



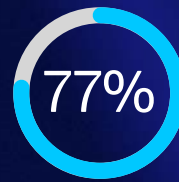
#### Top concerns about mobile use

Data theft		70%
Identity theft		64%
Fake news		57%



### Driver 4

## Learning and growing with new skills and education



(85% in 2022) worry about keeping pace with technology changes.

#### Mobile has created new income streams

Online investing	43%
Selling on online marketplaces	41%
Providing freelance services	37%



### Driver 5

## Reducing our impact on the planet

**72%** felt that their mobile device helps them live more sustainably

**80%** say they would pay more to switch to a mobile plan that produces a substantially lower carbon footprint



#### Top 3 countries



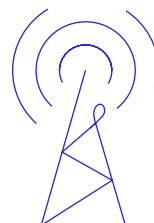
93%



78%



76%



**70%** believe sustainability practices of their telecom's provider are important in their choice of whether to use them or not