In this ever-changing technological world, people are increasingly using mobile devices to consume media. As users continue to do so, they expect the ability to check Facebook while waiting in line at the DMV, watch Netflix from their phones on the bus to work or stream their favorite TV show from their laptop in Starbucks. This is now the world we live in and it will only continue to grow.

In this regard, people have 33 apps on their phones. On average, app downloaders have 33 apps on their phones. However, apps among women, while Google+ has a larger reach among men.

According to a recent Nielsen report, 51% of U.S. smartphone users have downloaded an app in the past 30 days. This makes it the third most used type of mobile application coming after entertainment, social networking and maps/Navigation.

In comparison, only 8% of people access social media on their mobile phone. This is the 1% that uses an app to stream video online each month. Hulu users spend an average of 89 minutes and the Netflix users prefer to stream via their computers and not their phones. In comparison, only 8% of HULU users stream this way.

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