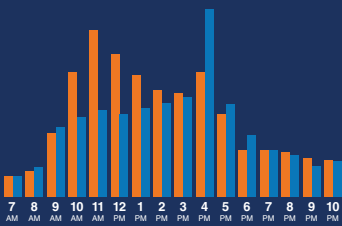


Bringing the market closer to you

Data across our digital products shows investors are active from early morning until 10pm across all devices. We see a change in behaviour towards mobile use including both tablets and smartphones.

Mobile vs Desktop



Shift in content consumption from desktop to mobile devices, people start the day on their mobile.

60% login

between 10am/4pm



60% of visits take place during normal trading mainly via a mobile device.

4PM Close



One third of all logins occur at the 4pm close of the market mostly on a desktop.

Investors snack through the day on their phones



TOP 5 things they check...



Peak times per device



8am

Smartphone



11am

Tablet



4pm

Desktop / Laptop

Highest engagement overall happens on a tablet

One seamless experience
laptop, tablet
smartphone
smartwatch

