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Brief Overview of Mobile Internet Users to enhance the deliverable schemes

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Abstract
With the growing popularity of smartphones and ubiquitous wireless internet, user demand growth has increased and hence mobile traffic.Nowadays, the smart phone has helped to reach the internet to everyone's hand. It is essential to know the data traffic created by user to user in different regions all over the area. This paper describe user behaviour and area wise contribution to the data traffic using collected data of India and surveys on the mobile internet users. The detailed analysis is provided for the consumption of data depending upon the user and region. Users are categorized according to their region like; Metropolitan cities and rural areas to help the service provider and management customize their applications and maintain the resource provision accordingly.
Key Terms: Mobile internet, region, user behaviour, data traffic.

I. Introduction

Mobile is vastly proliferated device and billions of people using it. At first, the commercial access of internet on mobile was held in Finland in 1996 via Sonera and Radiolinja networks. From then, there is rapid growth in users till now.

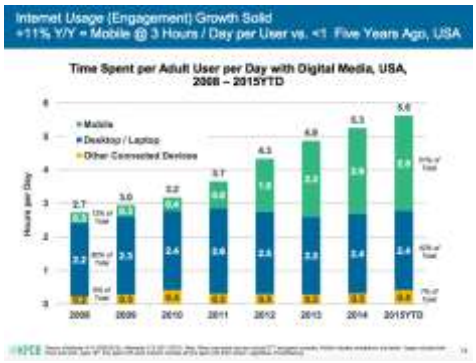
In this paper, understand the area wise data traffic and the user behaviour pattern to help online business marketing running efficiently. Advertisers are increasingly using the mobile Web as a platform to reach consumers. The total value of advertising on mobile was 2.2 billion dollars in 2007. A recent study by the Online Publishers Association reported that about one-in-ten mobile Web users said they have made a purchase based on a mobile Web ad, while 23% said they have visited a Web site, 13% said they have requested more information about a product or service and 11% said they have gone to a store to check out a product [1].According to 'mobile internet in India 2013' report, by June 2014, 185 million users access internet from mobile. In October 2013, India had 110 million mobile internet users, with just 25 million in rural India. The actual percent of data costs in mobile bills has gone up slightly from 43% to 45% over the past year [2].Over 50% of the Active Internet users are accessing internet on their mobile, apart from other sources. This is a clear indication that there has been a huge uptake in consumption of this Mobile Internet medium.According to the report of The Internet and Mobile Association of India [IAMAI], 35% of the Mobile Internet users are spending between Rs. 100 and Rs. 500 monthly on their phone expenses. 9% are spending over Rs. 500 and just 6% of the users are spending less than Rs 100 every month [3].Data traffic can be differing from area to area and how the advertisement via mobile internet is beneficial for any business set up.

II. Related Research

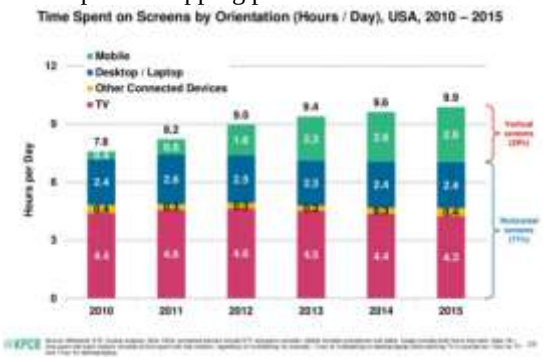
In this section, the previously done research is shown relevant to the change in behaviour of users and mobility pattern, characteristics of patterns which will help to analyse the data traffic.In [4], author discussed about theTCP packet transfer, performance and interaction with radio power of the smartphone traffic which is beneficial for the internet service provider. To identify the user behaviour in their daily lives [5][6][7] shown the mobile accessibility and traffic data usage pattern. [8] Analysethe mobile internet users on basis of heavy users and normal users. [9] Physical location is identified by the mobile app also the device is been identified it'stime and usage. [10] Showed how the app user behaviour changes across world differs country to country.[11] Provided the understanding of mobile internet user behaviour.

III. Advertisement via mobile

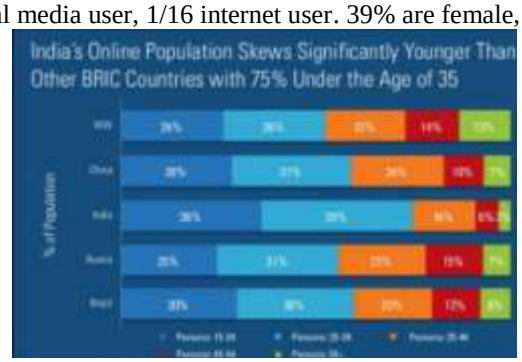
Mobile Media Time Is Now Greater Than Desktop and Other Media:The latest data shows that we are now well past the tipping point mentioned at the top of this post. Mobile digital media time in the US is now significantly higher at 51% compared to desktop (42%).



Mobile vs desktop device usage: The trend in mobile device usage ('vertical screens') compared to all screen use again shows that we're well past the tipping point.



According to IAB (Interactive Advertising Bureau) and Mobile Market Association, there are some guidelines for publishing ads on mobile. Successful measurements of ads are calculated via click through links i.e. the number of time advertisement views and cost per click. Mobile advertisement can be done by many ways i.e. via SMS, MMS, while mobile web page loading up, within games, on the top (banner) or bottom (banner) of the page. This differs from area to area where the mobile is located as well as the handset. In rural areas, the number of mobile internet user has been increased tremendously, due to availability of smartphones in low cost, according to IAMAI. 75%of rural users use internet for entertainment like games, music, photos and video downloads, while 56% use it for communication.[13]. Among 1,283,810,000 population, 1/120 are tablet user, 1/10 mobile internet user, 1/13 social media user, 1/16 internet user. 39% are female, 61% are male.



IV. Regional internet provider

Internet access is available from a wide range of companies, including telephone and cable companies, online services, large national ISPs, and small independent ISPs. There are no reliable data on the number of ISPs in the market. An article in the *Philadelphia Business Journal* estimated that there were more than 7,000 firms providing Internet access in the United States by the middle of 2000. Other industry observers and participants dispute this figure suggesting that the number of ISPs is much lower. Whatever the actual number of ISPs may be, what is certainly clear is that those interested in setting up an Internet access account have many choices available. A **regional Internet registry** (**RIR**) is an organization that manages the allocation and registration of Internet number resources within a particular region of the world. Internet number resources include IP addresses and autonomous system (AS) numbers. Standard 802.22 is (Wireless Regional Area Network) for providing the 100km of area covering with wireless internet connection either rural or urban.

V. Conclusion

Thus the telecom operating services can run according to the survey and use needs smoothly. The upcoming schemes and planning can be done with the help of regional connectivity status and analysis of the user behaviour.

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