**Mobile Usage, Advertising Surge Amid Pandemic**

App Annie reports that individuals increased daily mobile device usage by 20% during the first half of the year, compared with 2019, for a total 1.6 trillion hours, while brands followed suit by increasing mobile ads by 70%. App Annie's Lexi Sydow said the pandemic spurred mobile usage by two to three years and predicts "businesses who prioritize mobile will outpace competitors, as mobile represents a significant driver of revenue growth for businesses."

***VentureBeat 8.17.20***

[***https://venturebeat.com/2020/08/17/app-annie-why-mobile-advertising-is-a-must-during-the-pandemic/***](https://venturebeat.com/2020/08/17/app-annie-why-mobile-advertising-is-a-must-during-the-pandemic/)

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