



FEAR OF MISSING OUT?

WHAT HAPPENS IN ONE HOUR WHEN YOU'RE NOT CONNECTED



2.4 billion people own a personal smartphone¹ and you're probably one of them. Chances are you rely on that device to keep your professional and personal activities in balance. Not having your phone at hand can feel extremely disruptive.

If you fly unconnected, your mobile device may not be out of reach but it's certainly out of service. And, when you're offline it can seem like an eternity.

Business and life on the ground don't stop when you fly. Here's what happens online in just 60 minutes in the air without a connection.

11.2

BILLION EMAILS SENT



11.2 billion emails are sent every hour² by **3.7 billion email users**. The average office worker receives **121 emails in a day**.³

But, emails aren't the only work messages piling up: Slack users are active on the collaboration platform for **32 minutes of every hour** in a workday,⁴ and Skype users make **125 million minutes of calls** every hour around the world.⁵

49.6

NEWS STORIES & VIDEOS

And that's just from 4 prominent news publishers alone.⁶ Overall, more than **1 million hours of news** are consumed every hour in the U.S.⁷

What's more, **41.7 million hours of video** are watched on YouTube per hour⁸ and the average mobile viewing session is **more than 60 minutes**.⁹

7,200

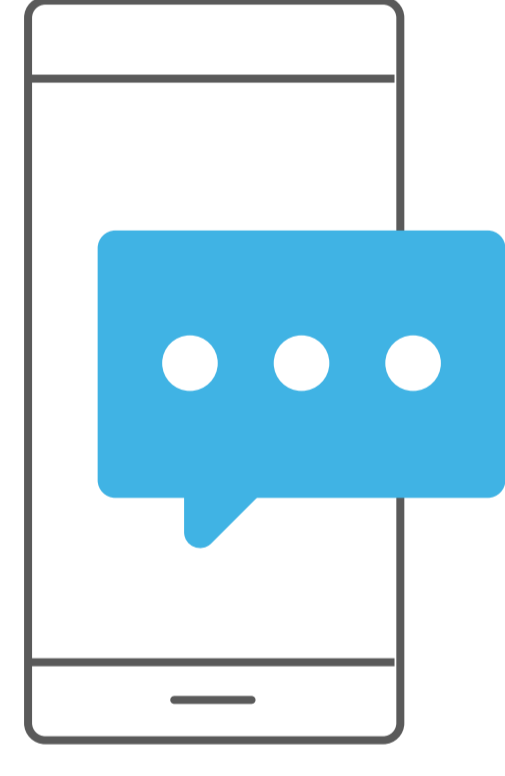
NETWORKING CONNECTIONS

7,200 new members are added to LinkedIn every hour.¹⁰ And, with **80% of business leads** coming from LinkedIn,¹¹ connecting quickly with one of these new members just might pay off big: **50% of all LinkedIn users (233.5 million) are likely to buy** from a company they engage with on the platform.¹²



913.2

MILLION TEXTS SENT¹³



Texting is a key means of staying in touch with family and friends. An hour disconnected means you're unavailable, potentially at a moment when someone might need you most. But, whether you text or not, you could be missed in other ways.

+ **1,100 voice calls** connected every second on platforms like WhatsApp¹⁴

+ **9.3 million Skype calls**¹⁵ and over **800,000 Facetime calls**¹⁶ made every hour

2,500,000

EMOJIS SENT

Over **60 million emojis** are sent every day on Facebook¹⁷ equating to **2.5 million every hour**. That translates into a lot of missed feel-good moments in 60 minutes of flying time. Here's what else is shared on social media platforms every hour:

+ **2.5 billion Facebook and WhatsApp messages**¹⁷

+ **20.8 million Tweets**¹⁸

+ **3.9 million Instagram photos** earning **175 million likes** per day¹⁹



With so much happening all day, every day it's important to maintain access to the tools that power your life – both on the ground and in the air.

Gogo's inflight internet and entertainment solutions help you stay informed, keep in touch, and simply be connected with the people and things that matter most. No matter where, or what, you fly.

Want to find out more? Connect with a **Gogo connectivity consultant** today.



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2. <http://www.radicati.com/wp-content/uploads/2017/01/Email-Statistics-Report-2017-2021-Executive-Summary.pdf>
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