Mobile Accessibility: By the Numbers

#IBMMobile

About 15% of the world’s population lives with some form of disability.

There are 6.7 billion mobile subscriptions worldwide.

App usage worldwide increased by 76% in 2014.

Captioning helps engagement: mobile video viewership is up 532% since 2012.

It costs up to $150,000 to make an app, so it pays to make it accessible from the start.

Mobile accessibility for all.
To learn more, visit: ibm.com/able