



Maximize Your Opportunities on the Mobile Web

Keep track of the "on-the-go" internet user with Nielsen Mobile NetView and Nielsen TotalWeb

To make the right decisions in the online space, you need comprehensive measurement and analysis of a constantly evolving internet audience. Whether seeking new insights into internet user behavior or optimizing your mobile advertising strategy, Nielsen Mobile NetView with integrated reporting of Nielsen TotalWeb gives you the clarity you need to succeed across the mobile web space.

Nielsen Mobile NetView brings you audience measurement data for over 350 websites accessed via mobile devices every month, with actionable data and analysis across websites, brands and categories. Whether you are a content publisher or advertiser, device manufacturer or carrier, Nielsen Mobile NetView delivers the information you need to understand and meet the needs of your mobile internet audience. Get the insights that will empower you to drive user adoption, increase ad relevance, develop targeted online content and more.

With online access and pre-formatted summary reports in an easy-to-use tool, you can immediately start digging into the insights with Nielsen Mobile NetView.

For additional information contact your Nielsen representative at 1-800-988-4226

Please visit www.nielsen.com

Examine data from a high level with Nielsen's simple trend overview, or delve more deeply into the demographic makeup of individual sites, brands and categories.

Nielsen TotalWeb is the first cross-platform internet audience measurement service to report the unduplicated audience for major brands across PC and mobile internet spaces. Delivering information on the unduplicated audience and mobile lift for more than 200 leading websites, Nielsen TotalWeb gives you the tools to optimize your ad spending, build cross-platform products, drive engagement across mediums and more.

Get the insights you need to maximize your internet initiatives with Nielsen Mobile NetView and Nielsen TotalWeb.



BENEFITS:

- Rank and trend the leading websites accessed via mobile devices and understand their demographic nuances
- Track emerging mobile internet trends (e.g. Social Networking, Mobile Banking)
- Identify top sites across user-defined targets across demographics, carrier or device attributes
- Assess how consumers are using the mobile internet and which new mobile capabilities are gaining the most traction
- Decide what genres of websites are most appealing for your mobile campaign
- See the lift that the mobile web provides for leading internet sites