



Know Your Audience and Understand Your Mobile Media Opportunities

Evaluate the dynamic mobile landscape with **Nielsen Mobile Media Marketplace**

In a rapidly evolving mobile market, gaining clarity on how consumers are utilizing different media options is essential to remaining competitive and cutting-edge in your campaigns. Nielsen Mobile Media Marketplace gives you deep insights into key mobile media trends and demographics so you can gauge your market possibilities in the rapidly growing mobile channel.

What is the reach of various mobile media? What is the profile of users and which devices are driving use? Nielsen Mobile Media Marketplace gives you the answers and uncovers the mobile media consumption trends that affect your business. Whether you are an agency, publisher, content provider, device manufacturer, or carrier, Nielsen Mobile Media Marketplace empowers you to:

- quantify your mobile media opportunities,
- profile your target audiences more accurately, and
- leverage mobile media in your marketing mix.

Nielsen Mobile Media Marketplace provides you with a detailed global snapshot of mobile media consumption (US, Western Europe, Asia Pacific and the BRIC countries*) across demographic segments and mobile media categories. These top-level global and local insights enable you to:

- follow trends across mobile media usage (SMS, mobile internet, mobile video, game downloads and more),
- track adoption across gender and age, race and ethnicity, carrier, device brand and model, household income and DMA**, and
- target your audience across more than 200 device features (smartphone/feature phone segmentation, touchscreen, mobile browser support, QWERTY keyboard)**

Get fresh insights each quarter through this critical foundation product. Comprehensive data tables and clear analyst insights will provide you with the right tools to engage and win with mobile media.

* UK, France, Germany, Italy, Spain and 9 Asia Pacific countries to be available by end of 2009.

** DMA® data only available in the US; Device features available in US and EU.



BENEFITS:

- Track user adoption rates
- Analyze usage to support business decisions, strategy and ad sales
- Create new mobile promotions and identify synergistic partnerships
- Target high value consumer segments and assess content preferences

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

Please visit www.nielsen.com