



# Mobile Media Solutions

Innovative products delivering clarity on the mobile consumer

Whether you're planning your market strategy, putting together a product development plan or buying or selling ads, by measuring the total mobile experience, Nielsen ensures you'll have the insights to achieve your goals.

Nielsen, the leader in media research, is the only company to bring you measurement and insights across three screens—television, PC and mobile—delivering clarity on the media consumer.

## A global perspective

Nielsen delivers mobile media products in the following regions and countries:

### Americas

- Brazil
- Canada
- USA

### Europe

- France
- Germany
- Italy
- Russia
- Spain
- UK

### Asia-Pacific

- Australia
- China
- Hong Kong
- India
- Indonesia
- Japan
- Malaysia
- New Zealand
- Philippines
- Singapore
- Thailand

### CONTACT US:

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## Nielsen Mobile Media Measurement Solutions

### Mobile Media Overview

- **Mobile Media Marketplace:** Quarterly global snapshots of mobile media consumption including analyst observations and reach and penetration data by mobile media type and devices

### Mobile Internet

- **Mobile NetView:** The largest sample in the industry with 100,000+ annual respondents covering unique audience, reach and demographics
- **TotalWeb:** The first cross-platform internet audience measurement service, providing a total picture of the internet
- **Mobile @Plan:** Industry-leading audience segmentation for over 200 leading mobile websites
- **Mobile SiteCensus & MarketIntelligence:** Proprietary tagging method captures census data providing third party validation of page views and unique audience data

### Mobile Games

- **Mobile Games Report:** Quarterly summary report of download activity across national carriers using actual bill data from a 50,000+ opt-in panel

### Mobile Messaging

- **Messaging Report:** Bill-based reporting on the audience and reach for shortcodes

### Mobile Advertising

- **Mobile adRelevance:** A broad view of mobile advertising including SMS and mobile video, covering breakouts of occurrences and rankings by advertiser category, publisher genre and carrier
- **Mobile-Homescan:** Mobile media consumption linked to purchase behavior
- **Mobile-PRIZM:** Robust demographic targeting and media channel planning
- **Mobile-MRI:** The industry's first holistic mobile audience targeting tool, covering behavioral, psychographic, demographic and product usage information for mobile users

### Mobile Video

- **Mobile Video Report:** Industry standard metrics, covering both programmed and user-generated mobile video content

### Topicals

Deep dive reports focused on high interest consumer segments and market opportunities:

- **Consumer Segments:** Teen, Tween, Hispanic
- **Market Opportunities:** Mobile Applications, Mobile Ringtones and Music, Mobile Search, Location-Based Services, M-Commerce and more