

# Mobile Advertising Report

## Revealing consumer attitudes on mobile advertising



Who saw your mobile ads? Did they respond? What do they think about seeing advertising on their phones? 78 million US mobile subscribers have seen mobile advertising, find out how they feel about it with the Mobile Advertising Report from Nielsen.

Optimize your mobile advertising plans with insights from the Mobile Advertising Report. You'll discover which subscriber segments recall mobile ads, what direct responses they take and the overall attitudes and expectations they have around mobile advertising, enabling you to tailor your mobile advertising campaigns accordingly.

Presenting intelligence spanning the breadth of the mobile environment, the Mobile Advertising Report gives you insight into the recall, responses and user perceptions of the mobile advertising consumer.

### Gauge the impact of your mobile advertising

The Mobile Advertising Report is based on a representative sample of more than 22,000 mobile data users, giving you a complete view of today's mobile advertising consumer. You'll receive bi-annual reports with the latest statistics and analysis, allowing you to gauge the impact of your advertising. And Nielsen delivers this information in easy-to-use PowerPoint reports including tables, charts and comprehensive analysis, ensuring you have the information you need at your fingertips.

#### Get actionable insights on:

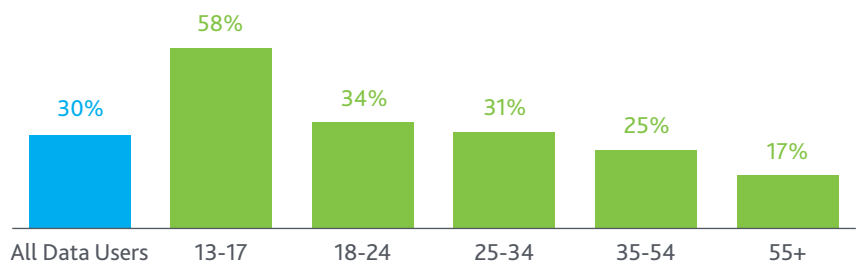
- Addressable market (size of mobile content markets)
- Advertising recall by segment
- Frequency of ad exposure
- Advertising response
- Reasons for no advertising response
- Overall subscriber attitudes toward mobile advertising

#### Examine mobile advertising behavior based on:

- Gender
- Age
- Ethnicity
- Income
- Carrier
- Content type
- Recent subscriber status

### Mobile Ad Recall by Age Segment

% of US Data Users Who Recall Seeing Ads on their Phone in the Past 30 Days—Q2 2008



Source: Nielsen Mobile's Q2 2008 Mobile Advertising Report, for illustrative purposes only

#### CONTACT US:

For more information, contact your Nielsen representative or Paul Kultgen, Client Service Director, Mobile Media, 312-286-3604 or paul.kultgen@nielsen.com