



Mobile Media Overview

Clarity on the mobile media consumer



The leader in media research is the only company to bring you measurement and integrated insights across three screens—television, PC and mobile. Offering industry-leading mobile measurement and insights, Nielsen gives you clarity on the mobile consumer, helping you to make more informed decisions about mobile media and advertising.

Using market-leading methodologies such as on-device meters, surveys and the world's largest consumer telecom bill panel, Nielsen's innovative measurement approach provides a holistic view of the mobile consumer and market. You'll gain the insight you need to make the most of your mobile initiatives, today and for the future.

Research solutions for every business need

Nielsen provides innovative products to meet your specific business needs, whether you're honing your market strategy, putting together a product development plan or buying and selling ads. By measuring the total mobile experience, Nielsen ensures you'll get the insights you need to achieve your goals.

Research and analysis solutions include:

Mobile Media Marketplace

- Domestic and international top-line reports including size and composition data for mobile content markets

Mobile Internet & TotalWeb Reports

- Site-level audience measurement including unduplicated metrics across PC and mobile

Mobile Video Report

- Channel-level audience measurement and consumer attitudes

Mobile Audio Report

- Revenue, pricing and demographic data for the mobile audio industry

Mobile Games Report

- Transactional and demographic data on dozens of mobile games

Messaging Solutions

- Transactional and demographic data on premium messaging and short code interaction

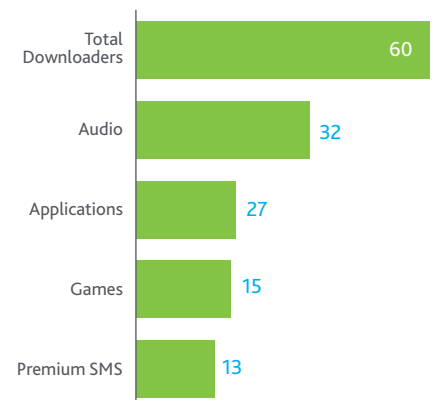
Plus additional services and insights across mobile media.

A global perspective

Nielsen delivers mobile media research on leading mobile markets including:

- Brazil
- Canada
- China
- France
- Germany
- India
- Italy
- Russia
- Spain
- United Kingdom
- United States

US Mobile Downloaders (in millions)—Q3 2008



Source: Nielsen's Mobile Media Measurement US Executive Overview Q3 2008

CONTACT US:

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