

Mobile Kids Insights

Profiling the youngest mobile audience



How well do you know the tween mobile audience? Find out with Mobile Kids Insights, the only service to provide bi-annual analysis of kids' mobile behavior.

Tweens ages 8 to 12 represent the newest mobile market and have the potential for lifelong brand loyalty. Mobile Kids Insights combines direct tween survey data from BASES e-Panel with actual bill data from Nielsen's Bill Panel, the largest opt-in direct measurement panel for mobile. You'll get detailed data on the attitudes and needs of both parents and kids along with preferences, trends and mobile usage information, all in a targeted solution report to meet your unique marketing needs.

Media Content Providers

- Gain attitudinal and behavioral insights into this hard to reach age group
- Understand how kids engage with mobile versus non-mobile media
- Use trended data points to build an effective third screen marketing strategy—*coming soon!*

Device Manufacturers

- Design and sell to these first-time users and build loyalty
- Identify the best operator and retail channels to reach the market
- Gain access to early adopters to understand how older age groups will eventually use and value specific features

Operators/Carriers

- Identify the critical age of adoption
- Understand the service plan selection process and identify the strongest retail channels to reach and sell to the mobile kid buyer
- Measure the demand for parental controls and develop services to sell to parents, as well as kids

Report features include:

- Mobile kid segment size and penetration
- Segment revenues/ARPU
- Mobile adoption by age
- Device model owned
- Household demographics
- Media consumption—TV, Internet, Games, Music
- Parental controls

Parent Reason for Cell Phone Adoption



Source: Mobile Kids Insights Q2 2008

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