



SiteCensus Mobile

Accurate, In-Depth Measurement of Mobile Content Delivery

SiteCensus Mobile is a browser-based audience measurement tool focused on content served via mobile devices. In-depth usage and audience measurement of mobile content allows publishers to get the most from investments in this evolving medium.

Complete End-to-End View

SiteCensus Mobile extends SiteCensus, Nielsen's census-based Web site measurement product, to measure content delivery via mobile devices. Easily access Web, streaming and mobile content metrics via an integrated interface. Seamless access to your site measurement data gives you a complete picture of your content performance.

Accurate Microbrowser-Based Measurement

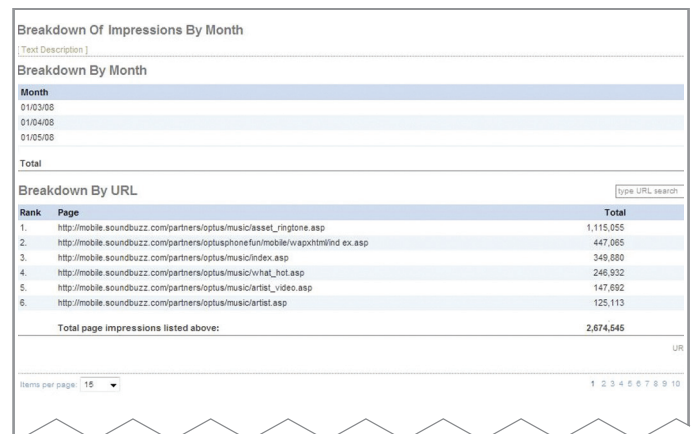
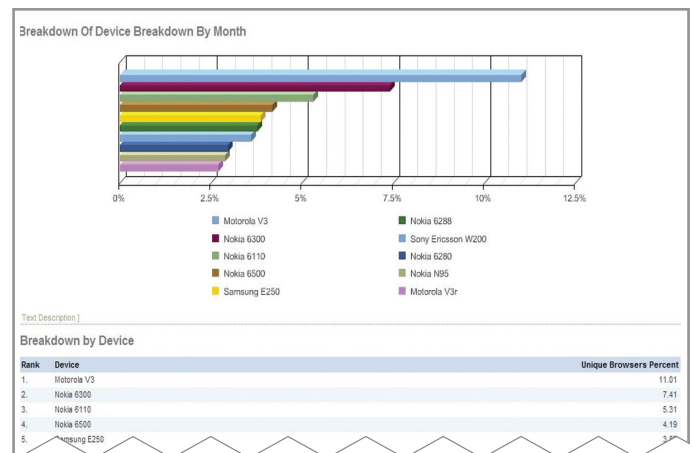
SiteCensus Mobile measures user behavior of mobile content at the user's microbrowser. This browser-based approach avoids server-based measurement challenges and provides accurate, reliable data.

Independent Third-Party Measurement

SiteCensus Mobile delivers accurate, third-party independent measurement intelligence that will serve as the building blocks for both your online and mobile business strategies, while providing the key performance indicators that support wider business needs.

SiteCensus Mobile features include:

- **Executive Summary:** Shows top-line metrics for mobile reporting channels
- **Core Analysis:** Provides detailed impression, unique browser and session reporting, as well as trends over time, allowing you to understand both session and page duration
- **Path Analysis:** Reports on top paths, entry and exit paths, with detailed drop-off analysis in each step
- **Technical Analysis:** Reports on microbrowser and device usage breakdowns



- **Trending:** Trend by mobile reporting channel, or trend multiple metrics over one mobile reporting channel
- **Export:** Receive favorite reports via e-mail on a daily, weekly, or monthly basis

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