



Accurate Audience Profiling to Optimize Mobile Internet Media Planning

Nielsen Mobile @Plan

Mobile @Plan delivers powerful mobile audience data encompassing demographics and in-depth lifestyle information, allowing buyers and sellers alike to optimize mobile Internet advertising and audience targeting. You will gain insights into the lifestyles, brand preferences and purchasing behaviors of your audience, enabling you to optimize your mobile Internet advertising plans.

Consistent Metrics for Cross-Platform Analysis

Mobile @Plan uses the same taxonomy as Nielsen's @Plan service, enabling you to quickly and easily analyze audiences across both PC and mobile Internet users.

Understand specific Web site audiences by:

- Demographics
- Lifestyle (leisure, life events, electronics ownership)
- Traditional media behavior (TV, radio, print)
- Online media behavior (email newsletters, online subscriptions)
- Shopping and purchase behavior (online and offline)

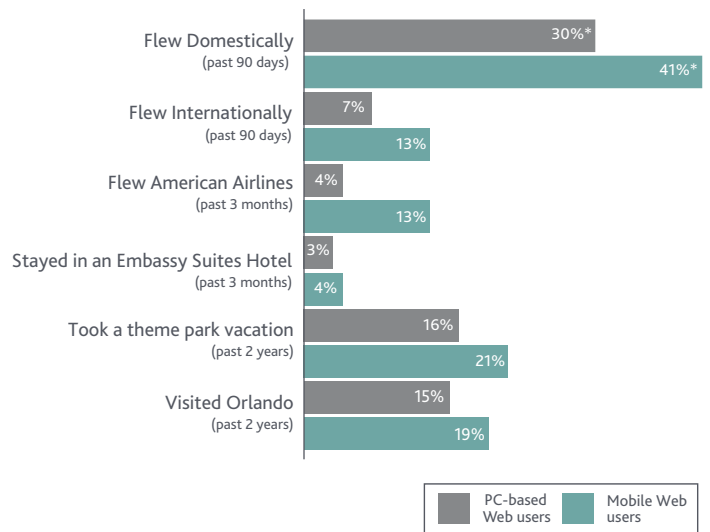
Examine purchase behavior across diverse categories:

- Travel
- Auto
- Finance
- Food and beverage
- Real estate
- Tobacco
- Internet and computer
- Pets
- Music, movies and games

Innovative and Relevant Insights

Because the mobile landscape is dynamic, Nielsen profiles data on leading mobile Web site audiences twice each year. The insights we gather are delivered in an easy-to-use scorecard, meaning you always have recent and relevant data at your disposal.

Sample Profile Points from @Plan and Mobile @Plan



Source : @Plan (summer 2008 release) and Mobile @Plan (Q1 2008)

@ Plan: U.S. Active Internet population Age 18+ Mobile @Plan: U.S. Active Mobile Internet population Age 13+

*To be read: 30% of the PC-based Web users and 41% of users have flown domestically in the past 90 days. @Plan and Mobile @Plan data reported at both the universe and individual Web site level.