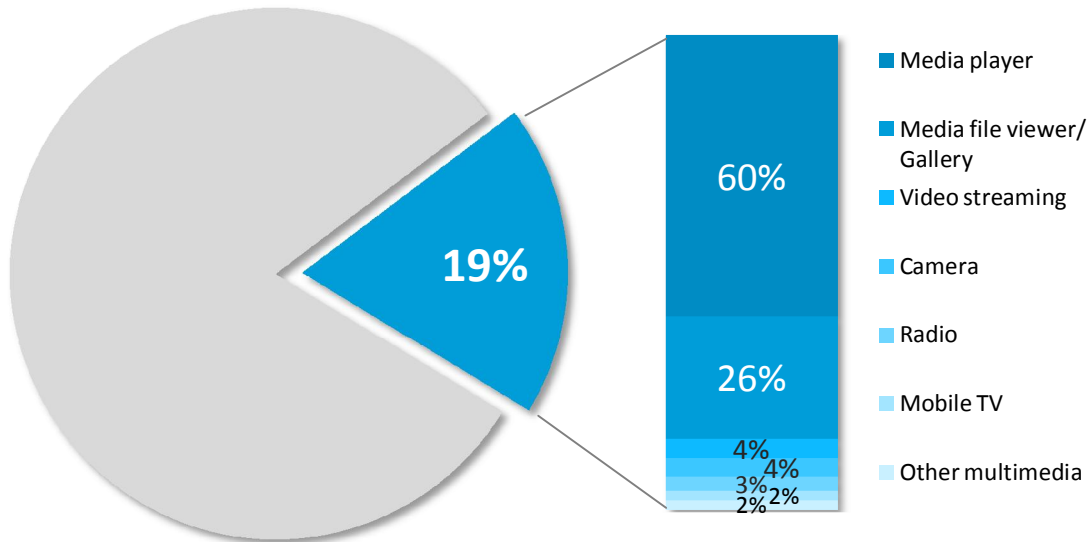


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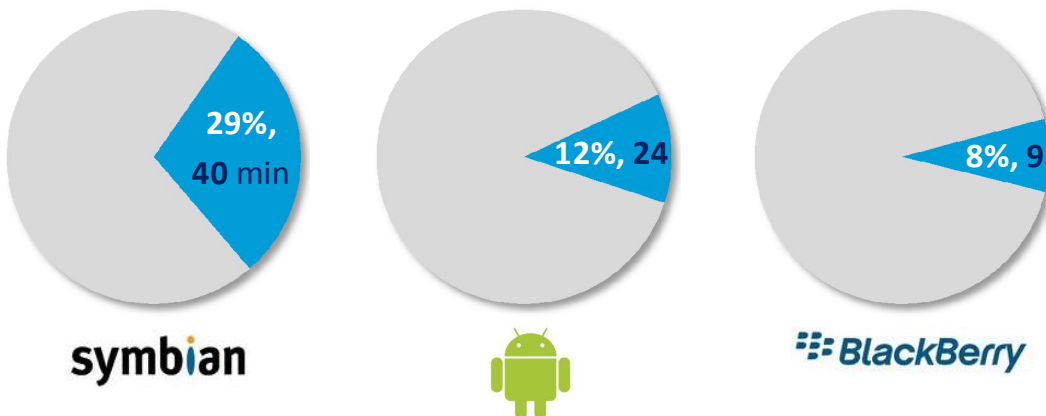
Smartphone – A Multimedia Center

We now know that the smartphone is increasingly being used for browsing and apps. Another key purpose that a smartphone serves is that of a multimedia device - users spend more than 30 minutes a day on multimedia activities. Majority of this time is spent listening to music & watching video stored offline, taking & viewing pictures and accessing files stored on the device.

Multimedia Usage
Share of time spent (%); June 2012



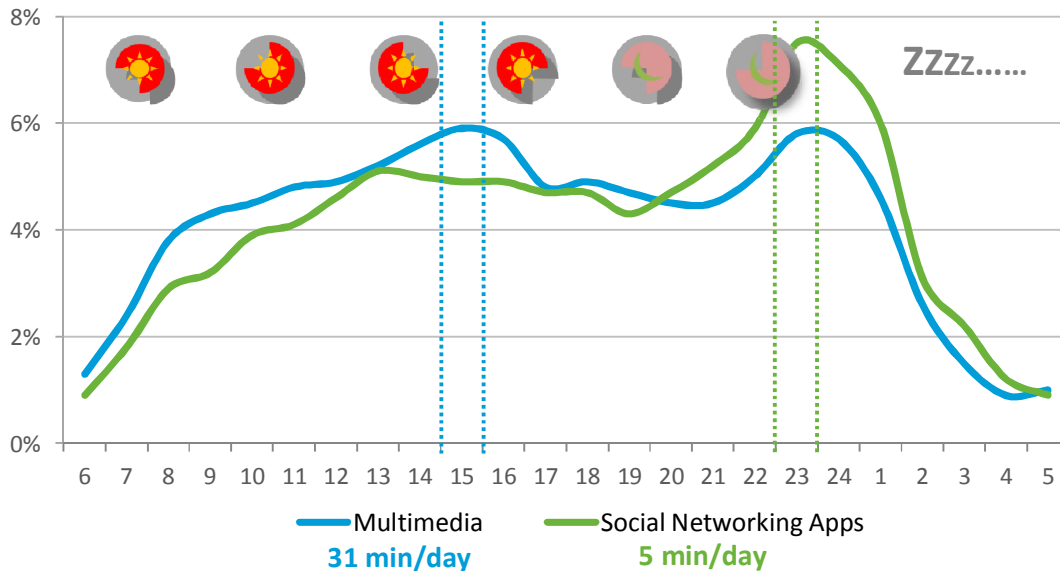
Noticeable differences seen in the share of time spent on multimedia activities across operating systems. Android users spent 11% of total multimedia time on video streaming and mobile TV apps compared to 3% amongst Symbian and 4% for BlackBerry users.



Smartphone users consume multimedia content throughout the day. However, the engagement levels on multimedia activities peak mid-day (2 PM - 3 PM) whilst it is highest for social networking at night (10 PM - 11 PM).

Multimedia & Social Networking Apps Usage: Around the clock

Share of time spent (%) by hour of the day; June 2012



Smartphone users from Chhattisgarh have the highest penetration of Video streaming apps and users from Uttarakhand spend the most amount of time on it compared to other states across India.

Video Streaming App Usage: Across States of India

Size of the font: Time spent per day by users of video streaming apps; June 2012



Some factoids**30**Average number of
pictures clicked per month**8**Average number of
videos shot per month***Tumhi ho bandhu*****(Cocktail)**

Most played song in June 2012

Endpoint

The smartphone is the ultimate converged device – integrating a music player, digital camera, radio, gaming, navigation and now even the television at the same time. In fact, handset manufacturers already sell more cameras and than camera manufacturers today.

Given the higher engagement levels, content creators have an opportunity to create new content or to customize existing content that gets consumed on the go. Advertisers can partner with these content creators to reach out to their target audiences.

About Nielsen Informatemobile Insights

Nielsen Informatemobile Insights leverages innovative smartphone metering technology to provide insights into evolving consumption patterns of mobile device users. Based on accurate, real-time usage data, we help clients understand consumer behavior and develop product and marketing strategies. Nielsen Informatemobile Insights maintains opt-in smartphone panels to generate syndicated reports, in addition to building custom panels and conducting custom surveys for clients. Our insights aid decision makers across various segments like operators, OEMs, publishers, advertisers, content creators and aggregators and application developers.

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