

Mobile Internet Consumption trends and measurement possibilities

LAURIS LIETAVIETIS





**research
opportunities**



**market
characteristics**



**Experience in
other markets**



**main
conclusions**



**research
opportunities**



**market
characteristics**



**Experience in
other markets**

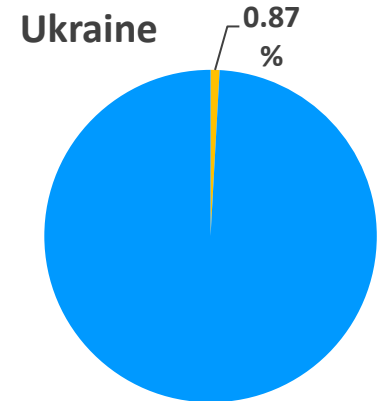
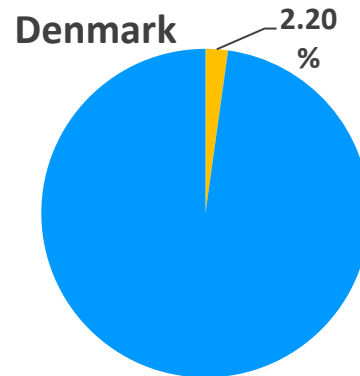
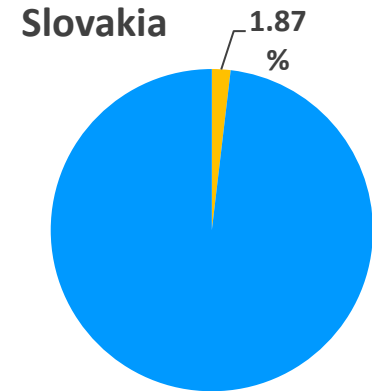
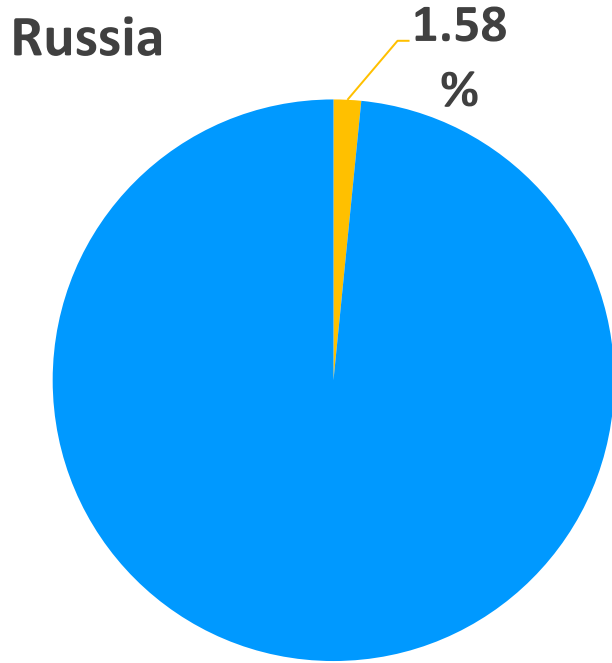


**main
conclusions**

Mobile internet: how big was it a year ago?



CEE – share of page views generated by visitors using mobile devices and PC computers in 2010



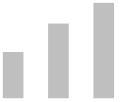
■ Page views - mobile devices

■ Page views - PC computers and other

Nokia = 53,34% **Apple = 15,03%**

website-averaged percentage share of page views generated by Nokia and Apple products

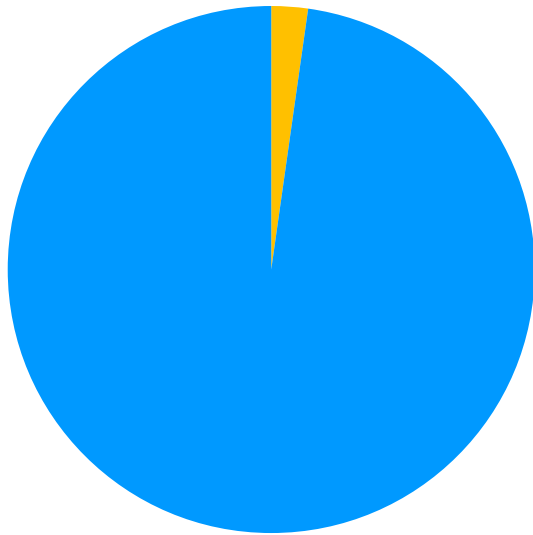
Mobile internet: how big is it now?



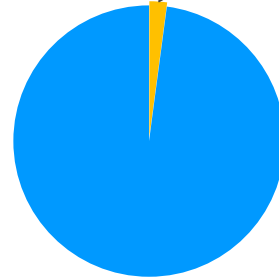
CEE – share of page views generated by visitors using mobile devices and PC computers in 2011

Russia

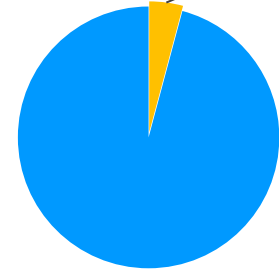
2.24
%



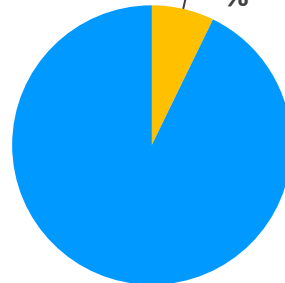
Czech Republic 2.10
%



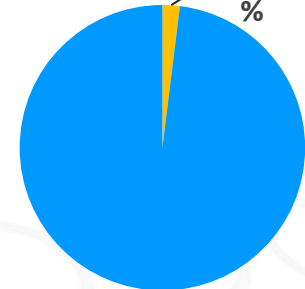
Slovakia 4.16
%



Denmark 7.21
%



Ukraine 1.96
%



■ Page views - mobile devices

■ Page views - PC computers and other

Nokia = 32%

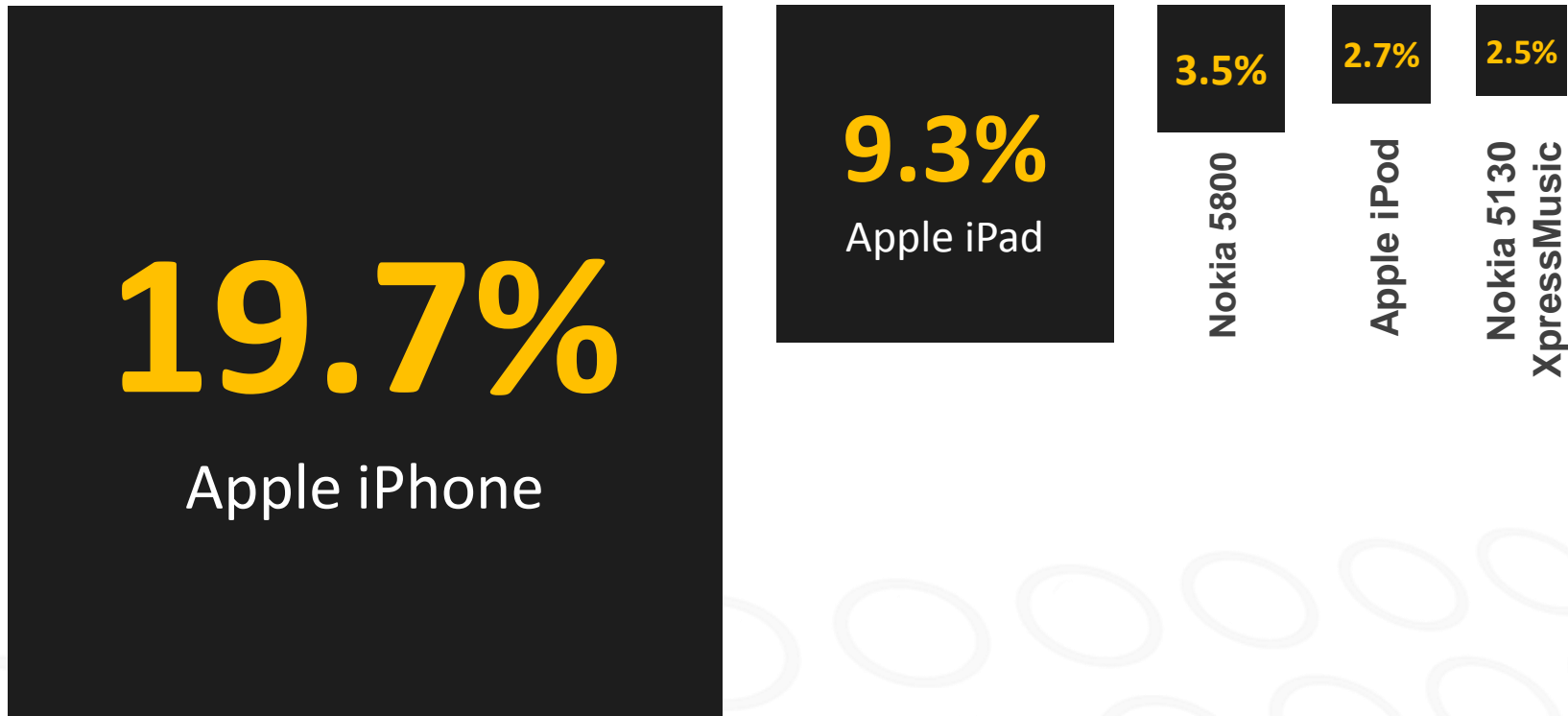
Apple = 38.4%

website-averaged percentage share of page views generated by Samsung and Apple products in Russia
Source of data: Gemius, gemiusTraffic, 03.10.2011 – 09.10.2011

Preferences of mobile internet users: devices – what they were?



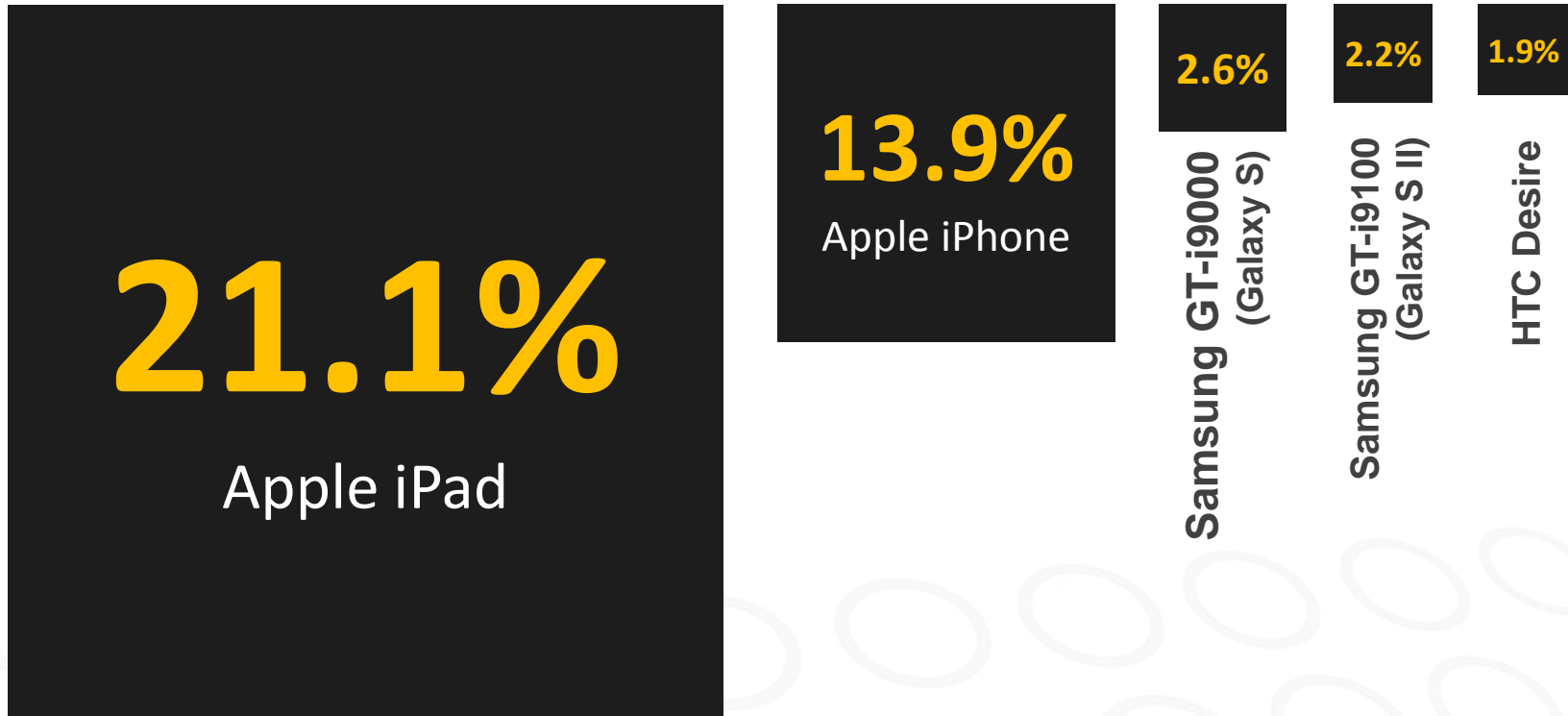
CEE – top 5 mobile devices (models) by website-averaged percentage share of page views generated on websites monitored by Gemius in 2010



Preferences of mobile internet users: devices – what they are?



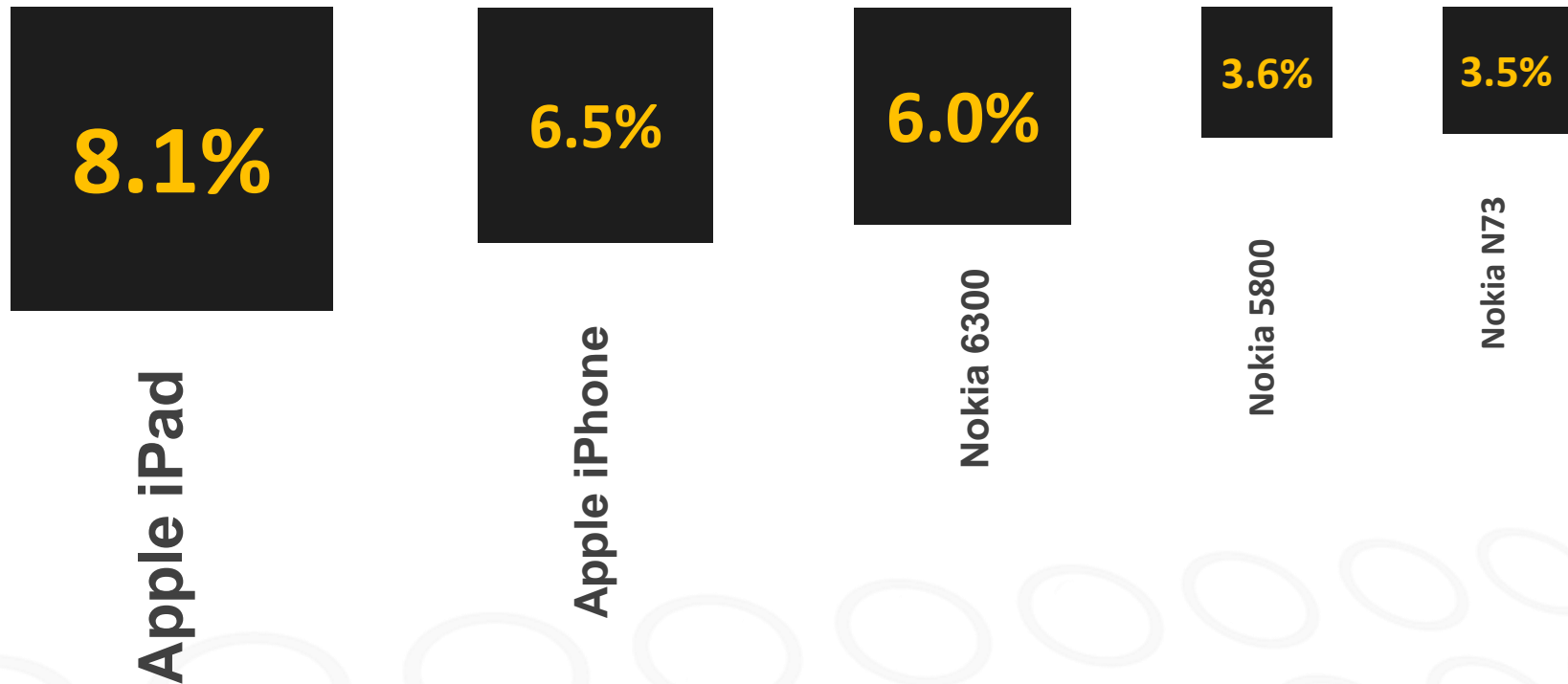
CEE – top 5 mobile devices (models) by website-averaged percentage share of page views generated on websites monitored by Gemius in 2011





Preferences of mobile internet users: devices – what they were?

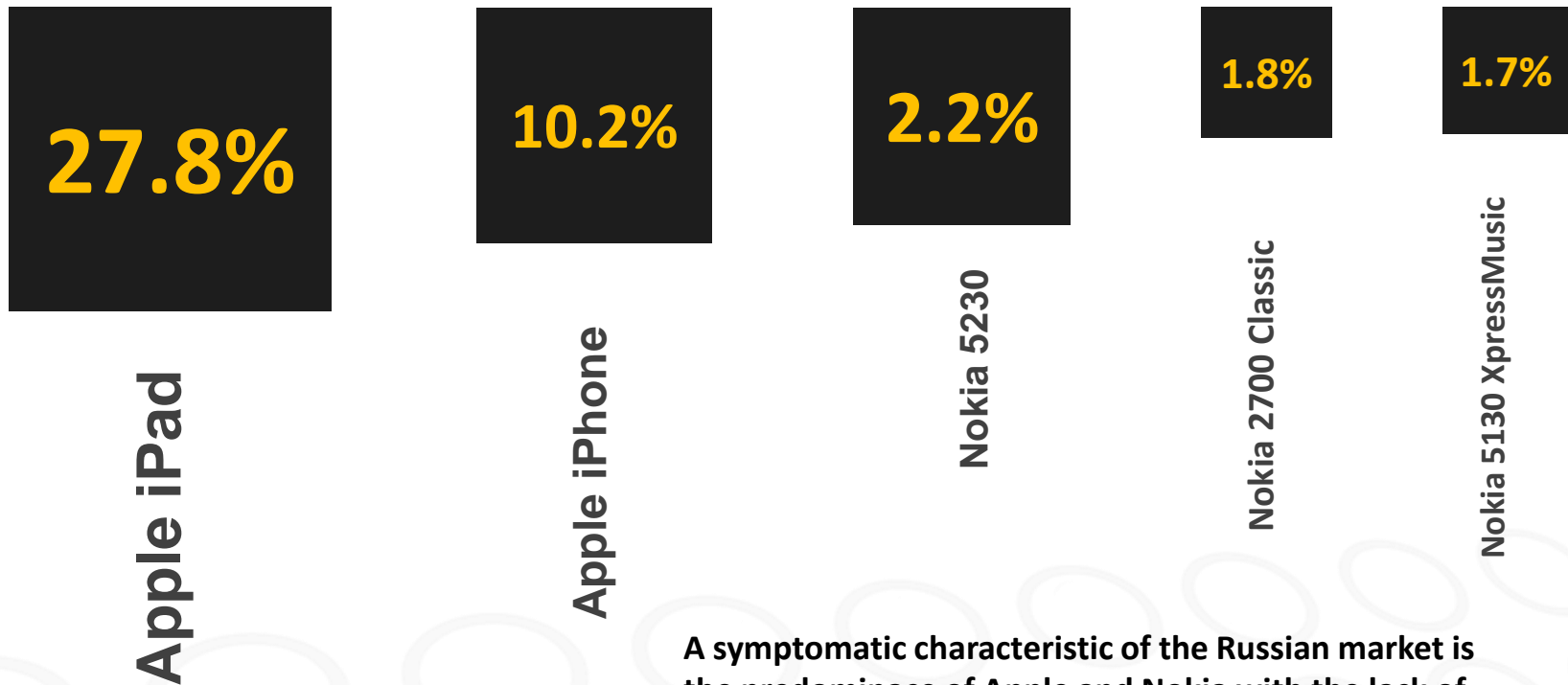
Russia – top 5 mobile devices (models) by website-averaged percentage share of page views generated on websites monitored by Gemius in 2010





Preferences of mobile internet users: devices – what they are?

Russia – top 5 mobile devices (models) by website-averaged percentage share of page views generated on websites monitored by Gemius in 2011

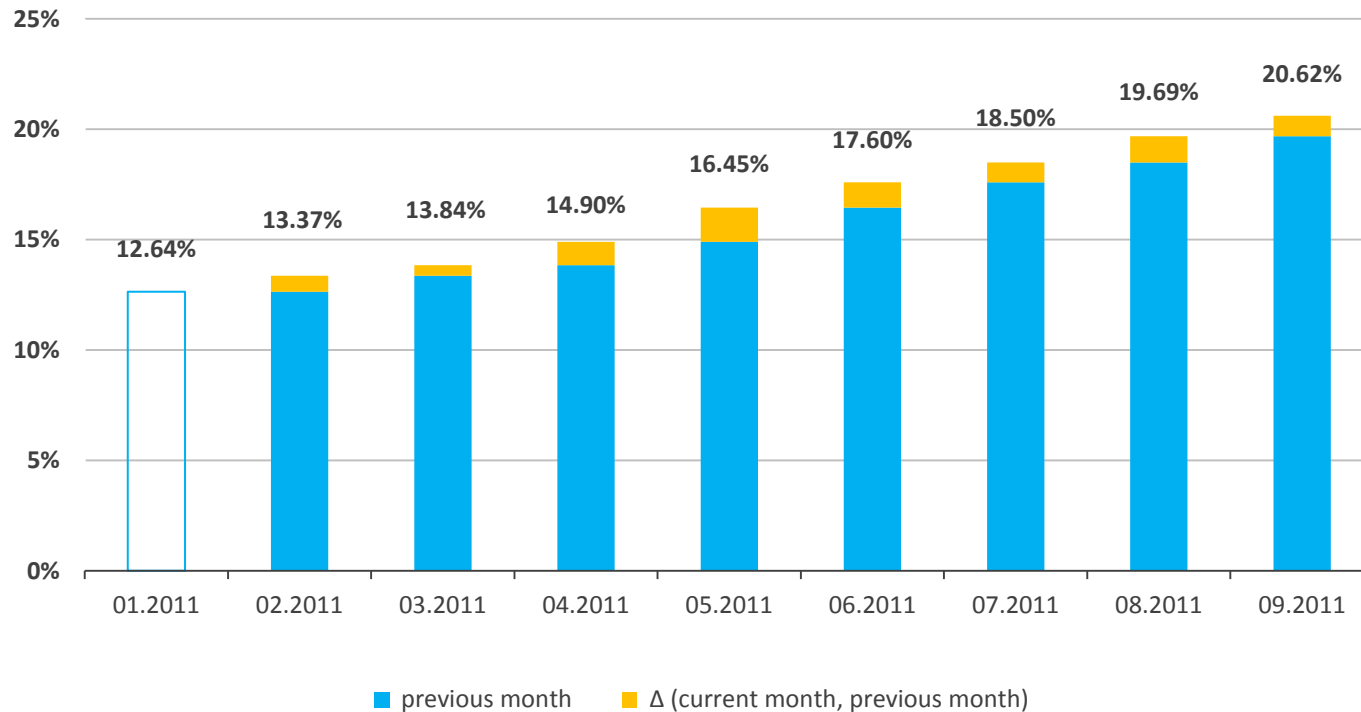


A symptomatic characteristic of the Russian market is the predominance of Apple and Nokia with the lack of Samsung, one of the most popular mobile producers in the CEE, among the leaders

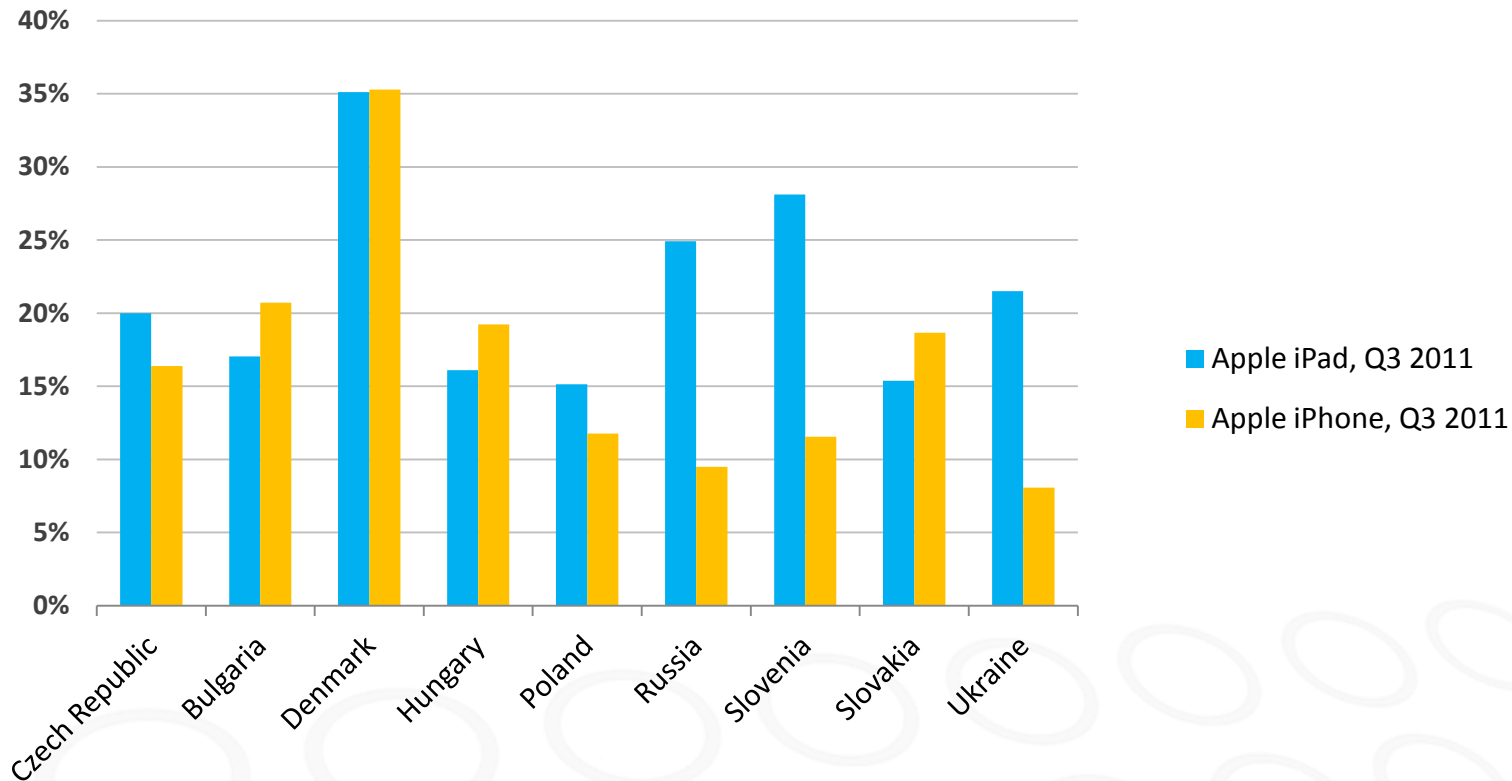
iPad – the big boost...



CEE – growth of average share of page views generated by iPad among all mobile page views



The website-averaged percentage share of page views generated from iPad and iPhone on the selected markets



Signs of change: browsers – how was it?



Russia – top 7 web browsers by share of page views generated on websites monitored by Gemius

dedicated browsers

for mobile devices are becoming **more visible** on CEE markets



MSIE

34.0%



Opera

27.8%



Firefox

27.3%



Chrome

6.8%



OperaMini

1.5%



SafariMobile

0.2%



Safari









1.1%

Signs of change: browsers – how is it?



Russia – top 8 web browsers by share of page views generated on websites monitored by Gemius

**dedicated
browsers**
for mobile devices
are becoming
more visible
on CEE markets

	MSIE	27.3%
	Firefox	26.3%
	Opera	23.4%
	Chrome	18.3%
	OperaMini	1.7%
	SafariMobile	1.5%
	Safari	1.2%
	Maxthon	0.2%

Signs of change: systems – how was it?



Russia – top 9 operating systems by share of page views generated on websites monitored by Gemius

the most popular operating systems – the **emergence** of mobile products

	Windows XP	66.7%
	Windows 7	19.6%
	Windows Vista	10.0%
	Mac OS X	1.1%
	Linux	0.7%
	Windows 2003	0.7%
	Windows 2000	0.6%
	Symbian	0.4%
	iOS	0.1%

Signs of change: systems – how is it?



Russia – top 9 operating systems by share of page views generated on websites monitored by Gemius

the most popular operating systems – the **emergence** of mobile products

	Windows XP	52.1%
	Windows 7	36%
	Windows Vista	6.4%
	Mac OS X	2.2%
	Linux	0.8%
	Android	0.6%
	Symbian	0.6%
	Windows 2003	0.5%
	iOS	0.4%

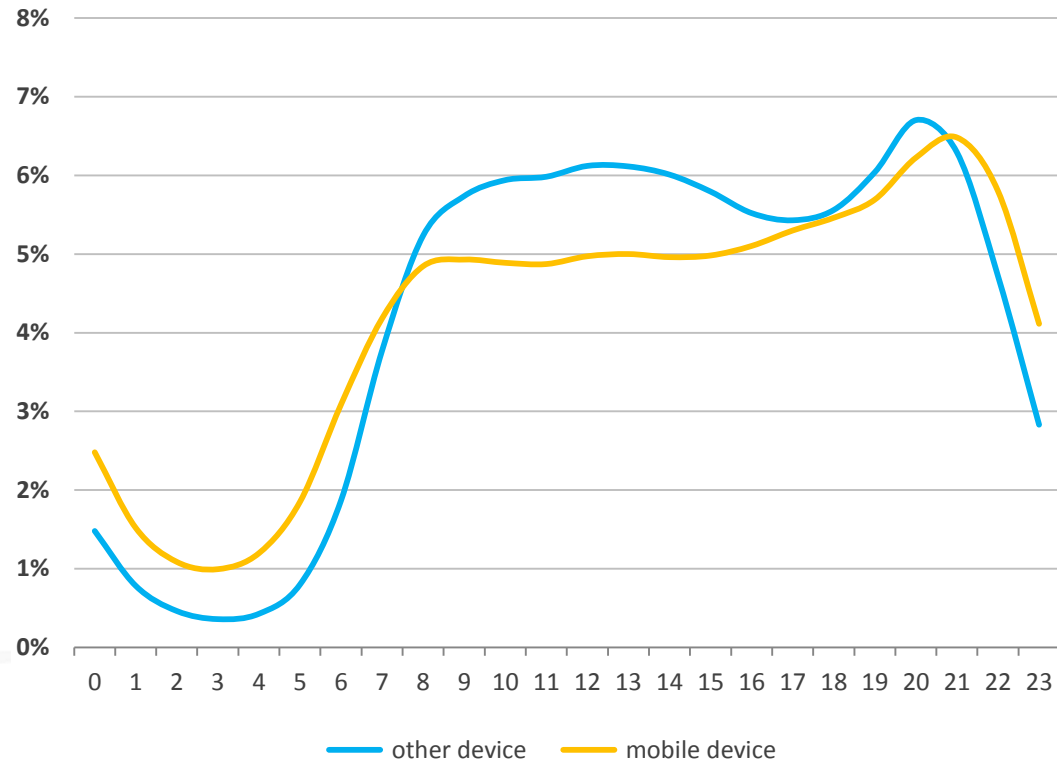
Daily activity of mobile internet users



8 selected CEE markets – average daily distribution of mobile and non-mobile page views

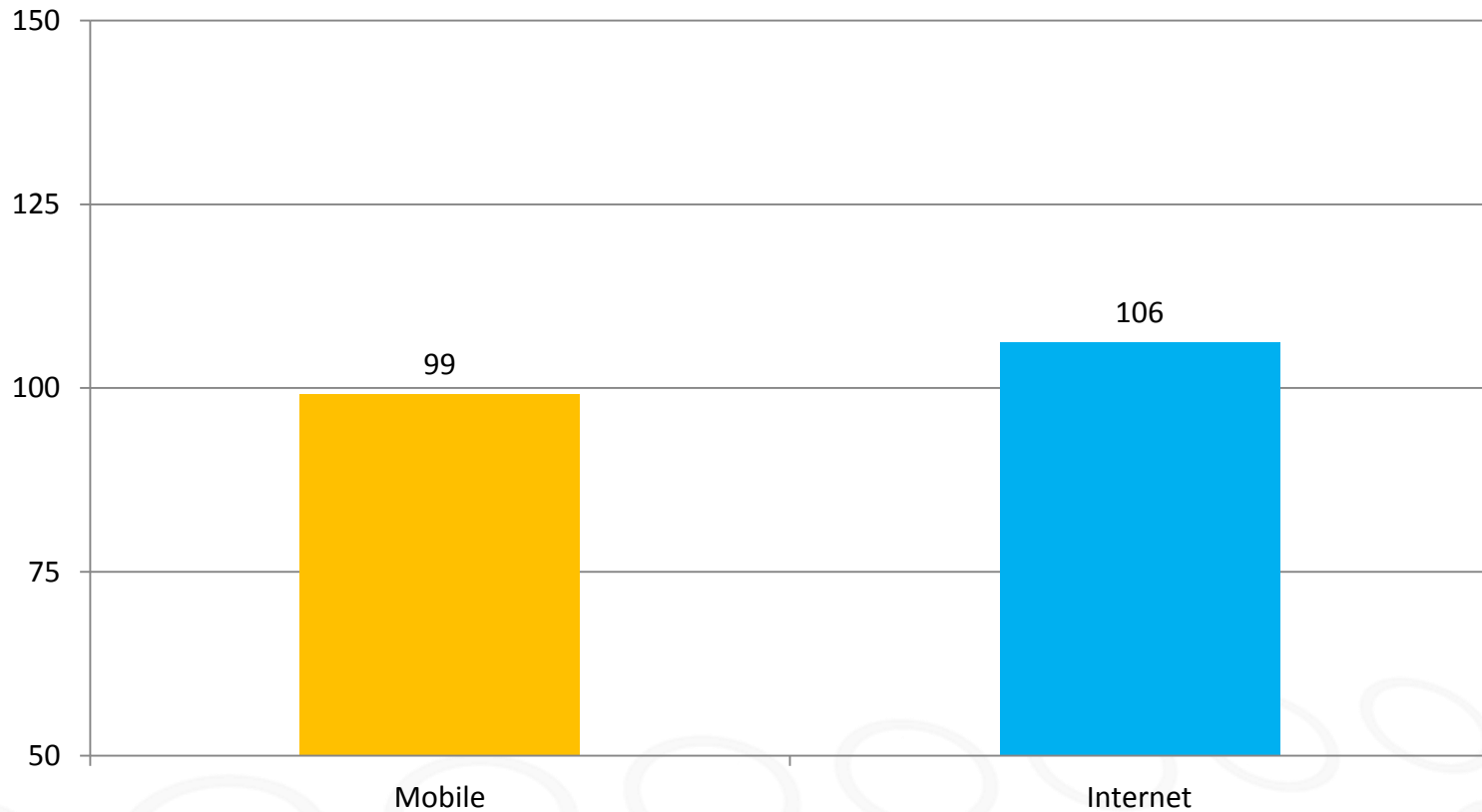
we **observe**
mobile users **very**
closely

they **get up**
earlier and
go to bed later
than traditional
internet users



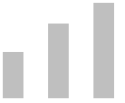
Mobile users – usage intensity

Ekstrabladet.dk – pageviews per visitor

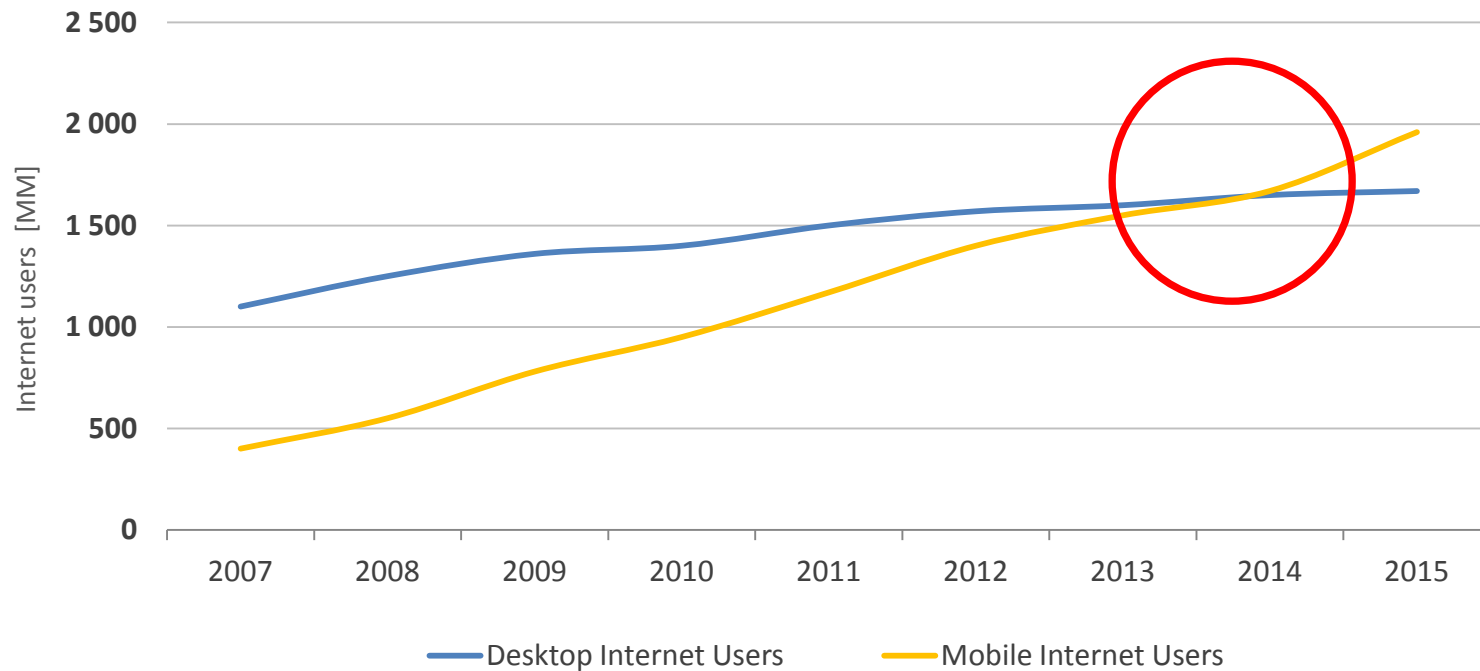


17

Mobile users > desktop users within a few years



Global mobile vs. desktop internet user projection





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**market
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**Experiance in
other markets**



**main
conclusions**

Mobile measurements – possible data sources



gate-way data
from
operators



mobile socio-
-demographic
panel



site-centric measurement

20

Mobile measurements – possible data sources



Site centric research



key indicators:

- page impressions
- visits
- time spent
- users
- technical information
 - device type
 - device producer
 - browser
 - operating system

measurement based on **tags** implemented on the **mobile websites** participating in the project

Mobile measurements – possible data sources



Log files from mobile operators

Anonymised and **aggregated** data provided by **operators** and processed by **Gemius**



logs from servers:

- time
- URL address
- user ID
(eg. hashed MSISDN)
- technical data
(eg. mobile device, browser)

Mobile measurements – possible data sources



Mobile panel



operator

link to the **recruitment survey** (matched with ID number of the user)



user

- survey
- **consent** to deliver internet activity logs to Gemius



Gemius

data saved in Gemius **central database**

Mobile measurements – possible data sources



Mobile software panel



people

With installed tracking software on their smartphones

Possible combinations and outcomes



SITE CENTRIC

```
<!-- (C)2000-2010 Gemius SA - gemiusAudience
<script type="text/javascript">
  ////&gt;!--
  var pp_gemius_identifier = new String('ident
  //--&gt;&lt;![!]]&gt;
&lt;/script&gt;
&lt;script type="text/javascript"
src="http://main_script.js"&gt;&lt;/script&gt;</pre></div><div data-bbox="100 380 369 443" data-label="Text"><p>Websites and applications are scripted with javascript tags</p></div><div data-bbox="214 477 248 531" data-label="Image"><img alt="Blue downward arrow"/></div><div data-bbox="107 564 354 601" data-label="Section-Header"><h2>COOKIE TOPLISTS</h2></div><div data-bbox="67 611 394 890" data-label="Table"><img alt="Screenshot of FDIM Mobilisten website showing a table of mobile numbers and their associated data."/><table border="1"><thead><tr><th>Rang</th><th>Mobilnummer</th><th>Mobilnummer</th><th>Ring</th><th>Abbruchzeitpunkt</th></tr></thead><tbody><tr><td>1</td><td>0180 123456</td><td>123456</td><td>3456789</td><td>2010-01-01</td></tr><tr><td>2</td><td>0180 123456</td><td>123456</td><td>3456789</td><td>2010-01-01</td></tr><tr><td>3</td><td>0180 123456</td><td>123456</td><td>3456789</td><td>2010-01-01</td></tr><tr><td>4</td><td>0180 123456</td><td>123456</td><td>3456789</td><td>2010-01-01</td></tr><tr><td>5</td><td>0180 123456</td><td>123456</td><td>3456789</td><td>2010-01-01</td></tr><tr><td>6</td><td>0180 123456</td><td>123456</td><td>3456789</td><td>2010-01-01</td></tr><tr><td>7</td><td>0180 123456</td><td>123456</td><td>3456789</td><td>2010-01-01</td></tr><tr><td>8</td><td>0180 123456</td><td>123456</td><td>3456789</td><td>2010-01-01</td></tr><tr><td>9</td><td>0180 123456</td><td>123456</td><td>3456789</td><td>2010-01-01</td></tr></tbody></table></div><div data-bbox="630 184 890 212" data-label="Text"><p>Currently solution in Denmark</p></div><div data-bbox="703 257 889 285" data-label="Text"><p>Most simple solution</p></div><div data-bbox="635 340 889 368" data-label="Text"><p>Data about scripted sites only</p></div><div data-bbox="770 424 889 450" data-label="Text"><p>Cookies data</p></div><div data-bbox="879 835 921 870" data-label="Page-Footer"><p>25</p></div><div data-bbox="25 908 190 959" data-label="Page-Footer"><img alt="Gemius logo"/></div><div data-bbox="721 915 925 961" data-label="Page-Footer"><p>Smart, Intelligent and Mobile<br/>THE TIME IS NOW</p></div>
```



Possible combinations and outcomes

SITE CENTRIC

```

<!-- (C)2000-2010 Gemius SA - gemiusAudience
<script type="text/javascript">
////&gt;!--
var pp_gemius_identifier = new String('ident
//--&gt;&lt;![!]&gt;
&lt;/script&gt;
&lt;script type="text/javascript"
src="http://main_script.js"&gt;&lt;/script&gt;
</pre>
</div>
<div data-bbox="100 381 368 443" data-label="Text"><p>Websites and applications are scripted with javascript tags</p></div>
<div data-bbox="423 178 541 214" data-label="Section-Header"><h2>MSISDN</h2></div>
<div data-bbox="434 238 531 361" data-label="Image"><img alt="Three mobile phones (Nokia)"/></div>
<div data-bbox="358 268 398 322" data-label="Image"><img alt="Plus sign (+)"/></div>
<div data-bbox="390 377 589 439" data-label="Text"><p>Gives data about real people behind devices</p></div>
<div data-bbox="338 477 372 530" data-label="Image"><img alt="Downward arrow"/></div>
<div data-bbox="214 564 501 601" data-label="Section-Header"><h2>REAL USER TOPLISTS</h2></div>
<div data-bbox="192 611 518 891" data-label="Table">
<img alt="Screenshot of FDIM Mobilisten web application showing a table of mobile phone numbers and their associated data."/>
<table border="1">
<thead>
<tr>
<th>Id</th>
<th>Mobilista</th>
<th>Mobilista číslo</th>
<th>Stav</th>
<th>Registrace</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>mobilista</td>
<td>785111</td>
<td>3087185</td>
<td>2028203</td>
</tr>
<tr>
<td>2</td>
<td>mobilista</td>
<td>204024</td>
<td>1405117</td>
<td>2088071</td>
</tr>
<tr>
<td>3</td>
<td>mobilista</td>
<td>204071</td>
<td>180011</td>
<td>2102013</td>
</tr>
<tr>
<td>4</td>
<td>mobilista</td>
<td>101107</td>
<td>102029</td>
<td>4700204</td>
</tr>
<tr>
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<td>301121</td>
<td>180281</td>
<td>2082386</td>
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<td>6</td>
<td>mobilista</td>
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<td>202482</td>
<td>2082024</td>
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<td>7</td>
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<td>120101</td>
<td>108002</td>
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</tr>
<tr>
<td>9</td>
<td>mobilista</td>
<td>21008</td>
<td>285102</td>
<td>2082742</td>
</tr>
</tbody>
</table>
</div>
<div data-bbox="673 495 907 553" data-label="Text"><p>Currently solution in Czech Republic</p></div>
<div data-bbox="704 610 907 639" data-label="Text"><p>Data about real people</p></div>
<div data-bbox="606 694 907 751" data-label="Text"><p>Cooperation with mobile operators needed</p></div>
<div data-bbox="650 799 907 827" data-label="Text"><p>Data about scripted sites only</p></div>
<div data-bbox="880 837 920 870" data-label="Text"><p>26</p></div>
<div data-bbox="25 908 190 959" data-label="Page-Footer">
<img alt="Gemius logo"/>
<p>Gemius<br/>THINKING BEYOND BORDERS</p>
</div>
<div data-bbox="721 916 925 961" data-label="Page-Footer">
<p>Smart, Intelligent and Mobile<br/>THE TIME IS NOW</p>
</div>
```

Possible combinations and outcomes



SITE CENTRIC

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<!-- (C)2000-2010 Gemius SA - gemiusAudience
<script type="text/javascript">
////&gt;&lt;!--
var pp_gemius_identifier = new String('ident
//--&gt;&lt;![!]&gt;
&lt;/script&gt;
&lt;script type="text/javascript"
src="http://main_script.js"&gt;&lt;/script&gt;</pre>
</div>
<div data-bbox="100 380 369 443" data-label="Text">
<p>Websites and applications are scripted with javascript tags</p>
</div>
<div data-bbox="424 177 541 214" data-label="Section-Header">
<h2>MSISDN</h2>
</div>
<div data-bbox="435 238 531 361" data-label="Image">
<img alt="Three mobile phones: a black flip phone, a red Nokia slider, and a blue slider phone."/>
</div>
<div data-bbox="391 377 589 439" data-label="Text">
<p>Gives data about real people behind devices</p>
</div>
<div data-bbox="668 177 767 214" data-label="Section-Header">
<h2>PANEL</h2>
</div>
<div data-bbox="633 230 820 375" data-label="Image">
<img alt="A grid of 30 human silhouettes representing a demographic panel."/>
</div>
<div data-bbox="631 393 816 420" data-label="Text">
<p>Gives socdemo data</p>
</div>
<div data-bbox="255 532 484 622" data-label="Section-Header">
<h2>COMPLETE AUDIENCE DATA</h2>
</div>
<div data-bbox="235 628 503 813" data-label="Table">
<img alt="Screenshot of a data analysis software interface showing a table of audience data."/>
<table border="1">
<thead>
<tr>
<th>Country</th>
<th>Age</th>
<th>Gender</th>
<th>Income</th>
<th>Education</th>
<th>Marital Status</th>
<th>Occupation</th>
<th>Religion</th>
<th>Language</th>
<th>Region</th>
<th>City</th>
<th>Postal Code</th>
<th>Phone</th>
<th>Mobile</th>
<th>Internet</th>
<th>TV</th>
<th>Radio</th>
<th>Print</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>18-24</td>
<td>Male</td>
<td>$10,000-$14,999</td>
<td>High School</td>
<td>Married</td>
<td>Professional</td>
<td>Christian</td>
<td>English</td>
<td>North</td>
<td>New York</td>
<td>10001</td>
<td>212-555-1234</td>
<td>917-555-5678</td>
<td>98%</td>
<td>95%</td>
<td>90%</td>
<td>85%</td>
<td>80%</td>
</tr>
<tr>
<td>USA</td>
<td>25-34</td>
<td>Female</td>
<td>$15,000-$19,999</td>
<td>College</td>
<td>Single</td>
<td>Service</td>
<td>Christian</td>
<td>English</td>
<td>South</td>
<td>Florida</td>
<td>33101</td>
<td>305-555-9012</td>
<td>407-555-3456</td>
<td>95%</td>
<td>90%</td>
<td>85%</td>
<td>80%</td>
<td>75%</td>
</tr>
<tr>
<td>USA</td>
<td>35-44</td>
<td>Male</td>
<td>$20,000-$24,999</td>
<td>College</td>
<td>Married</td>
<td>Professional</td>
<td>Christian</td>
<td>English</td>
<td>West</td>
<td>California</td>
<td>90001</td>
<td>415-555-7890</td>
<td>619-555-2345</td>
<td>92%</td>
<td>88%</td>
<td>83%</td>
<td>78%</td>
<td>73%</td>
</tr>
</tbody>
</table>
</div>
<div data-bbox="704 539 907 568" data-label="Text">
<p>Data about real people</p>
</div>
<div data-bbox="685 620 907 648" data-label="Text">
<p>Sociodemographical data</p>
</div>
<div data-bbox="605 693 907 750" data-label="Text">
<p>Cooperation with mobile operators needed</p>
</div>
<div data-bbox="650 787 907 815" data-label="Text">
<p>Data about scripted sites only</p>
</div>
<div data-bbox="879 835 920 870" data-label="Page-Footer">
<p>27</p>
</div>
<div data-bbox="25 908 190 959" data-label="Page-Footer">
<img alt="Gemius logo"/>
</div>
<div data-bbox="720 915 927 961" data-label="Page-Footer">
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</div>
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&lt;/script&gt;
&lt;script type="text/javascript"
src="http://main.script.js"&gt;&lt;/script&gt;</pre></div><div data-bbox="358 268 400 322" data-label="Image"><img alt="Plus sign icon"/></div><div data-bbox="409 177 586 214" data-label="Section-Header"><h2>ALGORITHM</h2></div><div data-bbox="409 215 590 378" data-label="Image"><img alt="Handwritten mathematical formulas on a piece of paper"/></div><div data-bbox="100 380 368 443" data-label="Text"><p>Websites and applications are scripted with javascript tags</p></div><div data-bbox="405 377 604 439" data-label="Text"><p>Gives data about real people behind devices</p></div><div data-bbox="668 215 906 242" data-label="Text"><p>Currently tested in Slovakia</p></div><div data-bbox="704 299 906 326" data-label="Text"><p>Data about real people</p></div><div data-bbox="605 393 906 448" data-label="Text"><p>Cooperation with mobile operators NOT needed</p></div><div data-bbox="370 488 404 542" data-label="Image"><img alt="Downward arrow icon"/></div><div data-bbox="650 509 906 536" data-label="Text"><p>Data about scripted sites only</p></div><div data-bbox="214 564 502 601" data-label="Section-Header"><h2>REAL USER TOPLISTS</h2></div><div data-bbox="192 611 517 891" data-label="Table"><img alt="Screenshot of the FDIM Mobilisten website showing a table of mobile operators and their statistics."/><table border="1"><thead><tr><th>№</th><th>Majiteľ</th><th>Mobilisti</th><th>Strana</th><th>Prírodný počet</th></tr></thead><tbody><tr><td>1</td><td>mobli slovak</td><td>126,111</td><td>3,027,783</td><td>2,524,263</td></tr><tr><td>2</td><td>mobli slovak</td><td>204,074</td><td>1,625,157</td><td>2,464,071</td></tr><tr><td>3</td><td>mobli slovak</td><td>204,477</td><td>1,625,157</td><td>2,464,071</td></tr><tr><td>4</td><td>mobli slovak</td><td>151,127</td><td>1,028,029</td><td>4,733,024</td></tr><tr><td>5</td><td>mobli slovak</td><td>33,121</td><td>1,932,881</td><td>2,482,396</td></tr><tr><td>6</td><td>mobli slovak</td><td>148,079</td><td>2,224,882</td><td>2,482,396</td></tr><tr><td>7</td><td>mobli slovak</td><td>125,701</td><td>1,924,882</td><td>2,482,396</td></tr><tr><td>8</td><td>mobli slovak</td><td>78,092</td><td>2,824,728</td><td>2,184,479</td></tr><tr><td>9</td><td>mobli slovak</td><td>21,088</td><td>2,824,728</td><td>2,082,742</td></tr></tbody></table></div><div data-bbox="880 835 920 870" data-label="Page-Footer"><p>28</p></div><div data-bbox="25 908 190 959" data-label="Page-Footer"><img alt="Gemius logo"/></div><div data-bbox="720 915 925 960" data-label="Page-Footer"><p>Smart, Intelligent and Mobile<br/>THE TIME IS NOW</p></div>
```

Possible combinations and outcomes



LOG FILES



Given from operators to research company



REAL USER TOPLISTS

#	MyNumber	Mobile number	Rating	Abonnement
1	0601 2000	125411	3401045	21262263
2	0601 2000	204074	1405153	21463071
3	0601 2000	204072	184011	21262103
4	0601 2000	121117	104029	4123324
5	0601 2000	20112	184281	2482386
6	0601 2000	144019	202482	2482424
7	0601 2000	125401	184822	2094028
8	0601 2000	18402	284128	2184479
9	0601 2000	21008	282125	2082742

Data about ALL websites and applications

Data about real people

Does not include WIFI traffic



Possible combinations and outcomes

LOG FILES



Given from operators to research company

SITE CENTRIC

```

<!-- (C)2000-2010 Gemius SA - gemiusAudience
<script type="text/javascript">
////&gt;!--
var pp_gemius_identifier = new String('ident
//--&gt;&lt;![!]&gt;
&lt;/script&gt;
&lt;script type="text/javascript"
src="http://main_script.js"&gt;&lt;/script&gt;
</pre>
</div>
<div data-bbox="283 268 324 322" data-label="Image"><img alt="Plus sign icon"/></div>
<div data-bbox="541 475 890 502" data-label="Text"><p>Data about ALL websites and applications</p></div>
<div data-bbox="688 548 890 575" data-label="Text"><p>Data about real people</p></div>
<div data-bbox="713 632 890 657" data-label="Text"><p>Includes WIFI traffic</p></div>
<div data-bbox="164 564 451 602" data-label="Section-Header"><h2>REAL USER TOPLISTS</h2></div>
<div data-bbox="291 500 324 554" data-label="Image"><img alt="Downward arrow icon"/></div>
<div data-bbox="146 612 471 891" data-label="Table">
<img alt="Screenshot of FDIM Mobilisten interface showing a table of mobile numbers and usage statistics."/>
<table border="1">
<thead>
<tr>
<th>Rang</th>
<th>Mobilnummer</th>
<th>Mobilisten</th>
<th>Benutz</th>
<th>Identifizierung</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0170 123456</td>
<td>100000</td>
<td>100000</td>
<td>0170123456</td>
</tr>
<tr>
<td>2</td>
<td>0170 234567</td>
<td>90000</td>
<td>90000</td>
<td>0170234567</td>
</tr>
<tr>
<td>3</td>
<td>0170 345678</td>
<td>80000</td>
<td>80000</td>
<td>0170345678</td>
</tr>
<tr>
<td>4</td>
<td>0170 456789</td>
<td>70000</td>
<td>70000</td>
<td>0170456789</td>
</tr>
<tr>
<td>5</td>
<td>0170 567890</td>
<td>60000</td>
<td>60000</td>
<td>0170567890</td>
</tr>
<tr>
<td>6</td>
<td>0170 678901</td>
<td>50000</td>
<td>50000</td>
<td>0170678901</td>
</tr>
<tr>
<td>7</td>
<td>0170 789012</td>
<td>40000</td>
<td>40000</td>
<td>0170789012</td>
</tr>
<tr>
<td>8</td>
<td>0170 890123</td>
<td>30000</td>
<td>30000</td>
<td>0170890123</td>
</tr>
<tr>
<td>9</td>
<td>0170 901234</td>
<td>20000</td>
<td>20000</td>
<td>0170901234</td>
</tr>
</tbody>
</table>
</div>
<div data-bbox="880 835 920 875" data-label="Page-Footer"><p>30</p></div>
<div data-bbox="25 910 190 965" data-label="Page-Footer">
<img alt="Gemius logo"/>
<p>Gemius<br/>THINKING BEYOND BORDERS</p>
</div>
<div data-bbox="720 915 925 965" data-label="Page-Footer">
<p>Smart, Intelligent and Mobile<br/>THE TIME IS NOW</p>
</div>
```



Possible combinations and outcomes

LOG FILES



Given from operators to research company

SITE CENTRIC

```

<!-- (C)2000-2010 Gemius SA - gemiusAudience
<script type="text/javascript">
////&gt;!--
var pp_gemius_identifier = new String('ident:
//--&lt;![!]&gt;
&lt;/script&gt;
&lt;script type="text/javascript"
src="http://main_script.js"&gt;&lt;/script&gt;
</pre>
</div>
<div data-bbox="625 177 811 214" data-label="Section-Header"><h2>USERS' DATA</h2></div>
<div data-bbox="632 230 820 375" data-label="Image"><img alt="Icon of a group of people silhouettes"/></div>
<div data-bbox="632 394 816 420" data-label="Text"><p>Gives socdemo data</p></div>
<div data-bbox="283 268 324 322" data-label="Image"><img alt="Plus sign icon"/></div>
<div data-bbox="563 268 604 322" data-label="Image"><img alt="Plus sign icon"/></div>
<div data-bbox="291 500 324 554" data-label="Image"><img alt="Downward arrow icon"/></div>
<div data-bbox="163 564 451 601" data-label="Section-Header"><h2>REAL USER TOPLISTS</h2></div>
<div data-bbox="146 612 471 891" data-label="Table">
<img alt="Screenshot of FDIM Mobilisten interface showing a table of mobile numbers and their associated data."/>
<table border="1">
<thead>
<tr>
<th>Rang</th>
<th>Mobilnummer</th>
<th>Mobilisten</th>
<th>Beleg</th>
<th>#Identifizierungen</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0170 123456</td>
<td>123456789</td>
<td>1000000</td>
<td>1000000</td>
</tr>
<tr>
<td>2</td>
<td>0170 987654</td>
<td>987654321</td>
<td>500000</td>
<td>500000</td>
</tr>
<tr>
<td>3</td>
<td>0170 543210</td>
<td>543210987</td>
<td>250000</td>
<td>250000</td>
</tr>
<tr>
<td>4</td>
<td>0170 210987</td>
<td>210987654</td>
<td>125000</td>
<td>125000</td>
</tr>
<tr>
<td>5</td>
<td>0170 876543</td>
<td>876543210</td>
<td>625000</td>
<td>625000</td>
</tr>
<tr>
<td>6</td>
<td>0170 432109</td>
<td>432109876</td>
<td>312500</td>
<td>312500</td>
</tr>
<tr>
<td>7</td>
<td>0170 109876</td>
<td>109876543</td>
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<td>156250</td>
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<tr>
<td>8</td>
<td>0170 765432</td>
<td>765432109</td>
<td>781250</td>
<td>781250</td>
</tr>
<tr>
<td>9</td>
<td>0170 321098</td>
<td>321098765</td>
<td>390625</td>
<td>390625</td>
</tr>
</tbody>
</table>
</div>
<div data-bbox="540 475 889 502" data-label="Text"><p>Data about ALL websites and applications</p></div>
<div data-bbox="687 548 889 575" data-label="Text"><p>Data about real people</p></div>
<div data-bbox="712 632 889 657" data-label="Text"><p>Includes WIFI traffic</p></div>
<div data-bbox="758 708 889 733" data-label="Text"><p>Socdemo data</p></div>
<div data-bbox="880 835 920 870" data-label="Page-Footer"><p>31</p></div>
<div data-bbox="25 909 190 960" data-label="Page-Footer">
<img alt="Gemius logo"/>
<p>Gemius<br/>THINKING BEYOND BORDERS</p>
</div>
<div data-bbox="720 916 925 961" data-label="Page-Footer">
<p>Smart, Intelligent and Mobile<br/>THE TIME IS NOW</p>
</div>
```



Possible combinations and outcomes

LOG FILES



Given from operators to research company

SITE CENTRIC

```

<!-- (C)2000-2010 Gemius SA - gemiusAudience
<script type="text/javascript">
////&gt;!--
var pp_gemius_identifier = new String('ident:
//--&gt;<![!]]&gt;
&lt;/script&gt;
&lt;script type="text/javascript"
src="http://main_script.js"&gt;&lt;/script&gt;
</pre>
</div>
<div data-bbox="283 268 324 324" data-label="Image"><img alt="Plus sign icon"/></div>
<div data-bbox="564 268 605 324" data-label="Image"><img alt="Plus sign icon"/></div>
<div data-bbox="617 178 819 214" data-label="Section-Header"><h2>USERS' PANEL</h2></div>
<div data-bbox="633 231 820 375" data-label="Image"><img alt="Icon of a group of diverse people"/></div>
<div data-bbox="633 394 816 420" data-label="Text"><p>Gives socdemo data</p></div>
<div data-bbox="233 555 424 645" data-label="Section-Header"><h2>COMPLETE AUDIENCE DATA</h2></div>
<div data-bbox="175 661 442 846" data-label="Table">
<img alt="Screenshot of a data analysis software interface showing a table of user data."/>
<table border="1">
<thead>
<tr>
<th>App</th>
<th>Age</th>
<th>Gender</th>
<th>Income</th>
<th>Education</th>
<th>Marital Status</th>
<th>Occupation</th>
<th>Religion</th>
<th>Political</th>
<th>Home</th>
<th>Vehicle</th>
<th>Travel</th>
<th>Health</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>25-34</td>
<td>Female</td>
<td>$12,000-$14,999</td>
<td>High School</td>
<td>Married</td>
<td>Retail</td>
<td>Catholic</td>
<td>Democrat</td>
<td>Suburban</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Twitter</td>
<td>18-24</td>
<td>Male</td>
<td>$15,000-$19,999</td>
<td>College</td>
<td>Single</td>
<td>Professional</td>
<td>Protestant</td>
<td>Republican</td>
<td>Urban</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>35-44</td>
<td>Male</td>
<td>$20,000-$24,999</td>
<td>College</td>
<td>Married</td>
<td>Professional</td>
<td>Catholic</td>
<td>Democrat</td>
<td>Suburban</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
</tbody>
</table>
</div>
<div data-bbox="541 475 889 502" data-label="Text"><p>Data about ALL websites and applications</p></div>
<div data-bbox="688 548 889 575" data-label="Text"><p>Data about real people</p></div>
<div data-bbox="713 632 889 657" data-label="Text"><p>Includes WIFI traffic</p></div>
<div data-bbox="758 708 889 733" data-label="Text"><p>Socdemo data</p></div>
<div data-bbox="513 778 889 837" data-label="Text"><p>Data can be obtained by Gemius, if operators provide contacts of certain people</p></div>
<div data-bbox="25 908 190 958" data-label="Page-Footer"><img alt="Gemius logo"/></div>
<div data-bbox="721 916 925 960" data-label="Page-Footer"><p>Smart, Intelligent and Mobile THE TIME IS NOW</p></div>
<div data-bbox="880 835 920 875" data-label="Page-Footer"><p>32</p></div>
```




research
opportunities



market
characteristics



main
conclusions



Experience in
other markets

Gemius mobile measurement activities



Denmark

Site centric toplists;
Cookies;
Will be switching to RU
algorithm;
Measuring mobile
since August, 2008

Czech Republic

Site centric toplists;
Real users by MSISDN
numbers;
Will be switching to RU
algorithm;
Data currently available
only to JIC

Slovakia

Site centric toplists;
Testing RU algorithm;
RU as of January, 2011

Latvia, Lithuania

Site centric toplists;
Cookies;

Mobile measurements in Industries' tenders



United Kingdom

Separate tender for mobile audience measurements;
GSMA – organization dealing with mobile;
Not part of Internet tender;
Using data from operators

Belgium

Part of Internet audience tender;
Site centric required;
Additional possibilities welcome;

Austria

Separate tender for mobile audience 3 years ago;
MMA – Mobile Marketing Association;
Cooperation with operators



**research
opportunities**



**market
characteristics**



**what
we know**



**main
conclusions**



Main conclusions

It is common that in big markets mobile research is organized and supported by other organizations than Internet committees or industries

Most common advanced solutions include cooperation with mobile operators

Simple solutions (toplists) still are present in many markets

Software solutions are most expensive; data provided not only to media/advertising market, but also to telecommunication industry

THANK YOU

Contact:

lauris.lietavietis@gemius.com

Join us @:

[Facebook.com/GemiusGroup](https://www.facebook.com/GemiusGroup)

[Twitter.com/Gemius](https://twitter.com/Gemius)

[Slideshare.net/Gemius_com](https://www.slideshare.net/Gemius_com)

[YouTube.com/WwwGemiusCom](https://www.youtube.com/WwwGemiusCom)

