

# Arbitron Mobile

## The Future of Mobile Analytics

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# Mass Media

1. *Print (1500s)*
2. *Recording (1900s)*
3. *Cinema (1910s)*
4. *Radio (1920s)*
5. *TV (1950s)*
6. *Internet (1990s)*
7. ***Mobile (2000s)***



# Mobile: Prolific and Growing

Estimated  
number of  
devices  
worldwide  
(2011)

**1.3B** PCs

**5.1B** Mobile Phones

**500M**

**Smartphones**

**150M**

**iPhones®**

**80M** Tablets

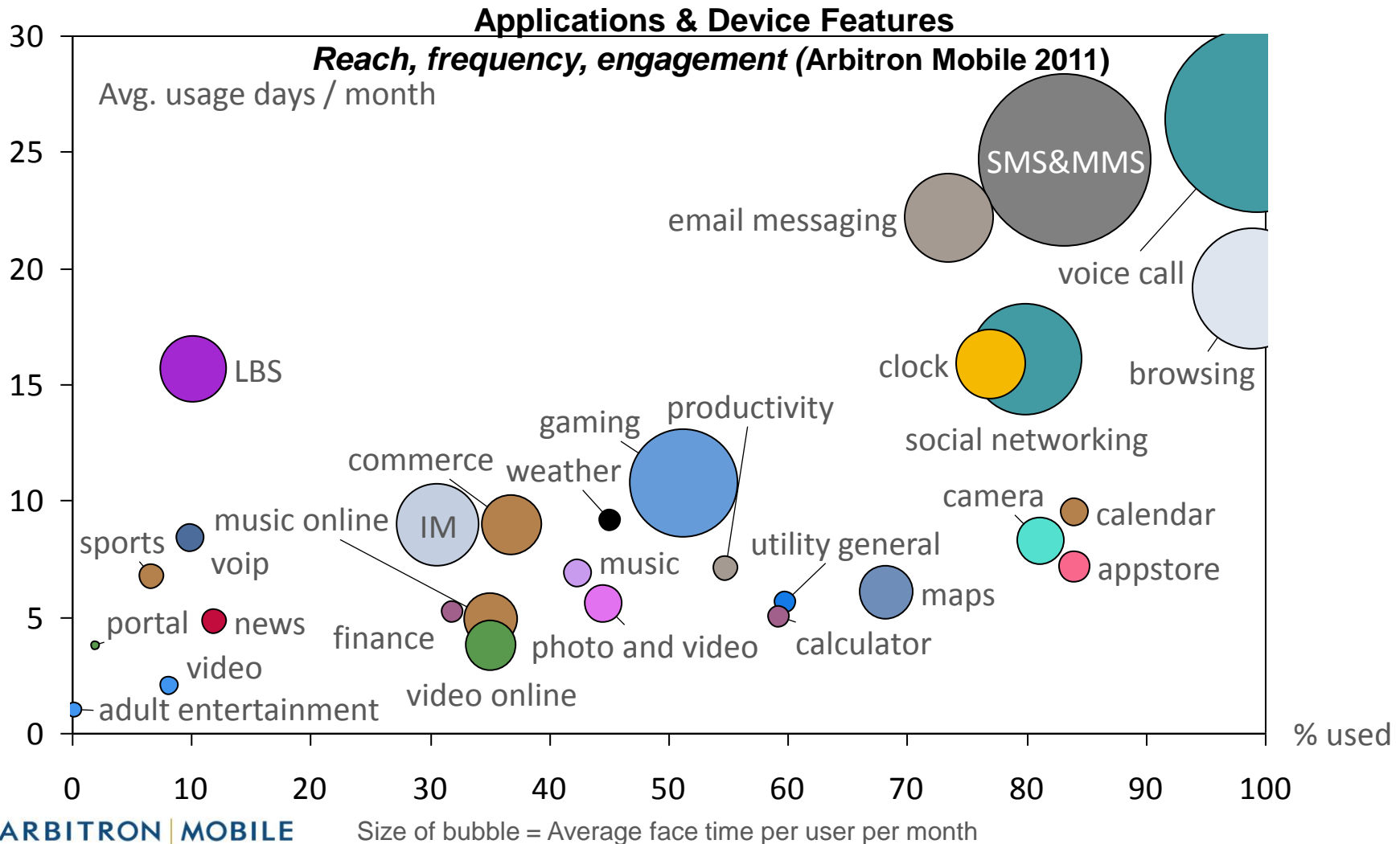
# Mobile Analytics

## » Methodologies

- Surveys
- Interviews
- Lab testing
- Census/site measurements
- Operator data
- **On-device metering**



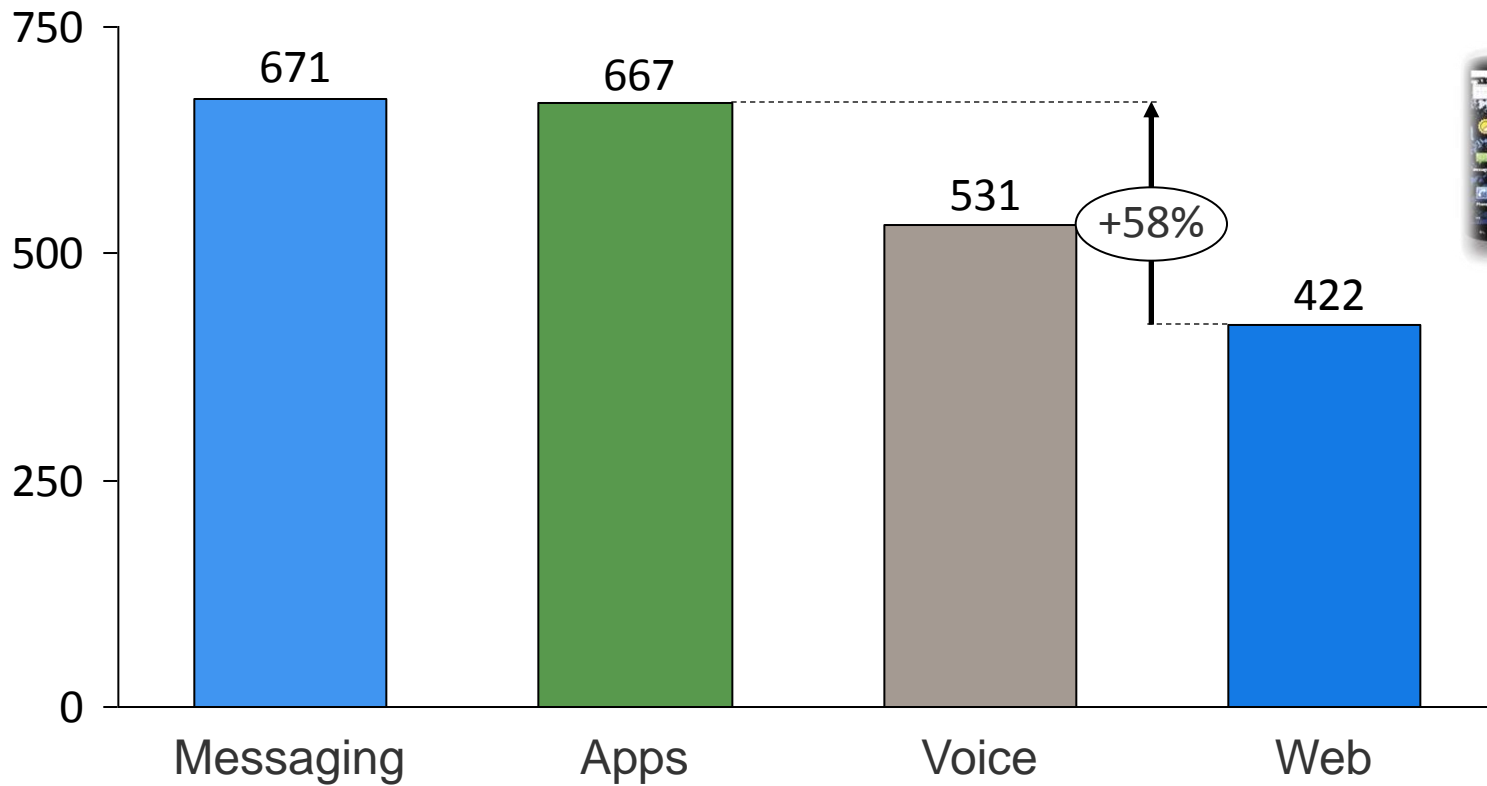
# Smartphones Boost Apps & Content Usage



# Apps combined make up 667 minutes of monthly usage, web browsing is 37% lower, on average

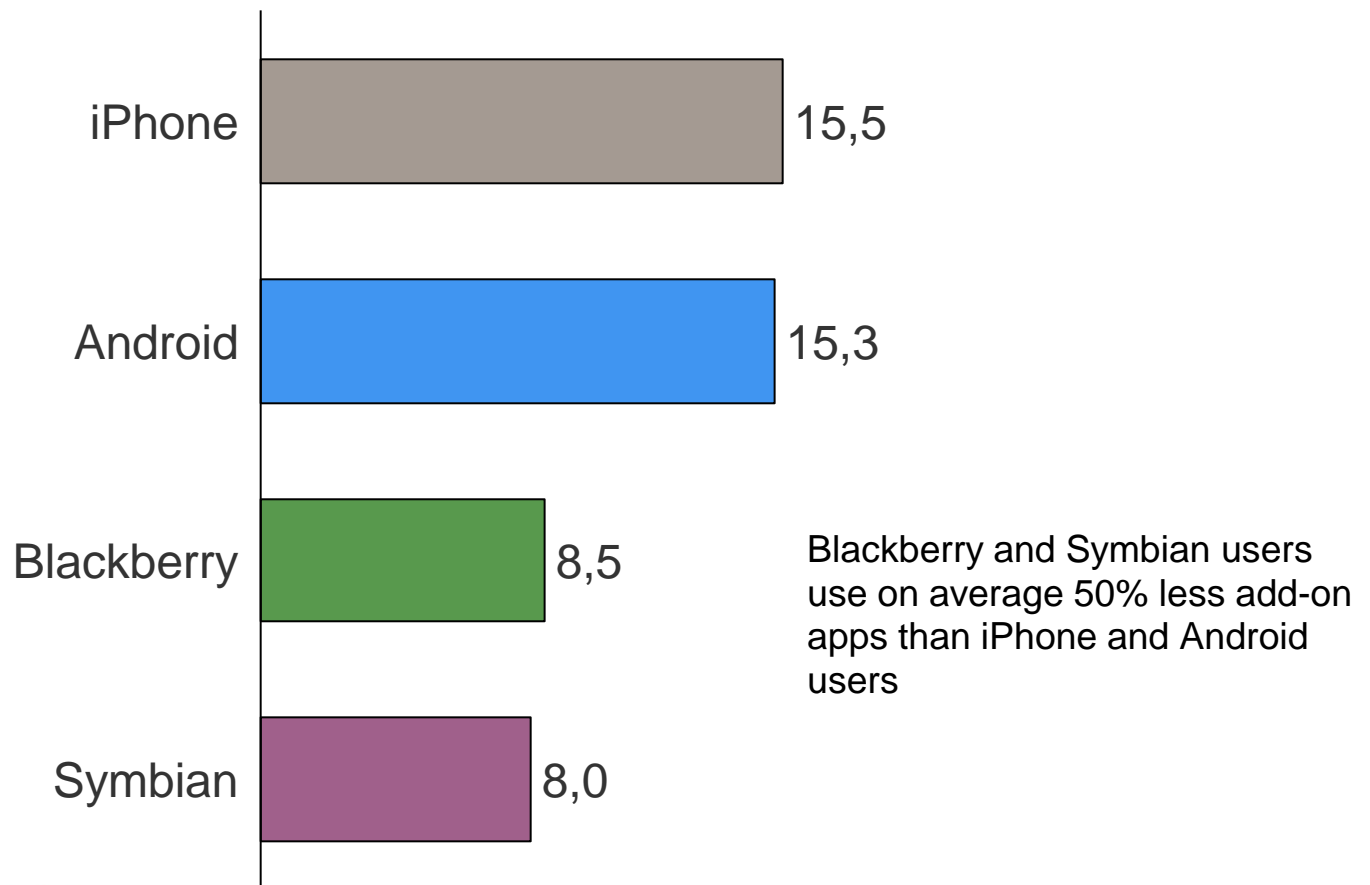
Avg. Minutes per User per Month

## Smartphone usage activity per category



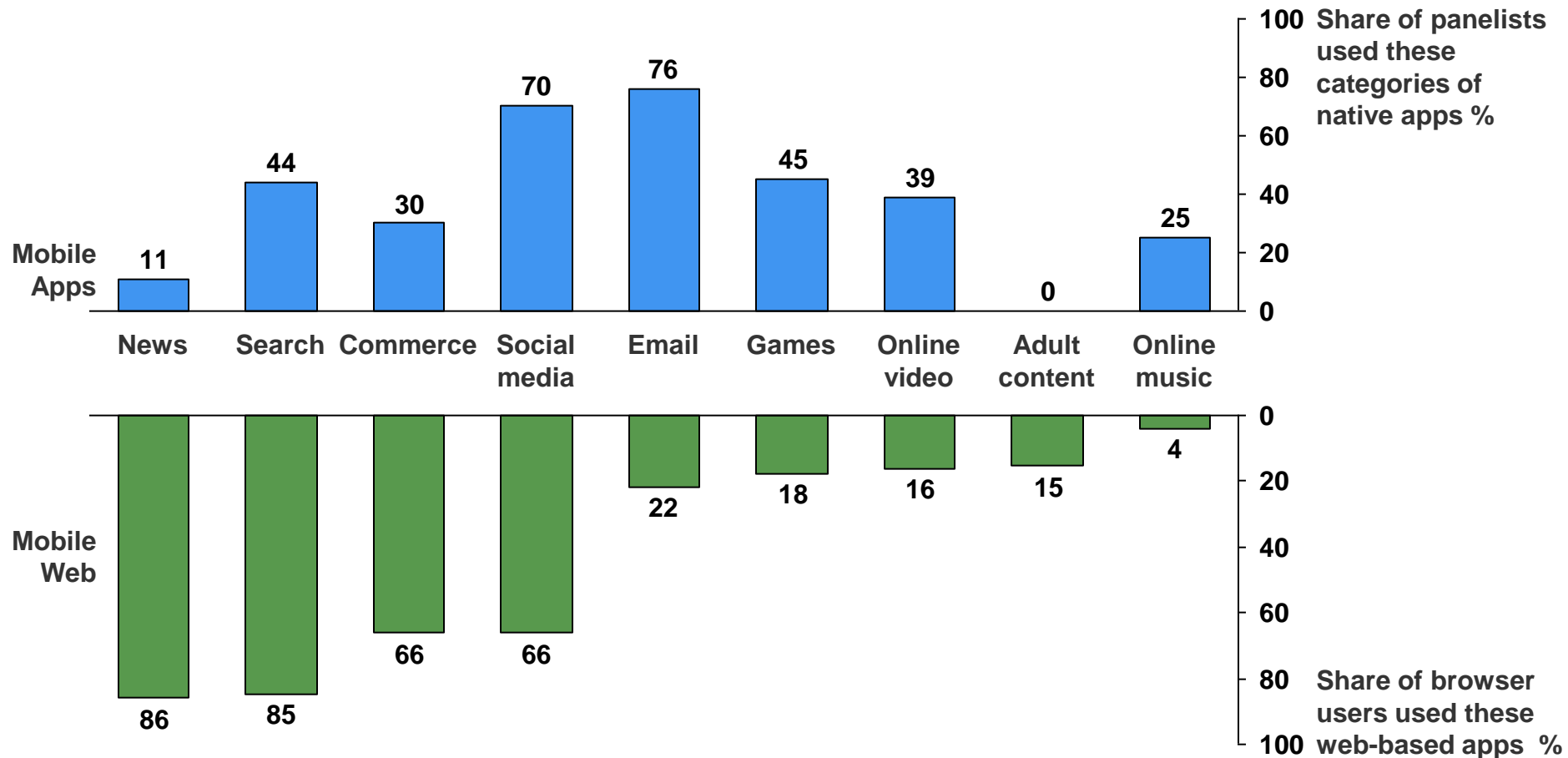
# iPhone and Android users use both on average 15 different apps per month

Add-on apps usage – average number of different add-on apps used per user per month



# Web browser dominates native apps still in commerce, search and adult entertainment – otherwise native apps have generically more users

## Smartphone usage - web-based vs. native app usage



# Unique Characteristics of Mobile

- » Always on
- » Everywhere
- » Personal
- » At the point of inspiration
- » Payment channel
- » Social



# Mobile Advertising is the next big thing

> **25B USD** by 2015

...but future of mobile analytics is also about:

- » Consumer electronics
- » Brands
- » App developers
- » Governments
- » Retailers...

# Contact

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