



The Nielsen Company  
770 Broadway New York, NY 10003  
www.nielsen.com

## News Release

Contact:  
Nic Covey  
+1 312-385-6718

### **NIELSEN LAUNCHES MOBILE @PLAN, EXTENDING ITS ONLINE AUDIENCE PROFILING SERVICE TO THE THIRD SCREEN**

#### **Service delivers audience profiles for more than 200 leading mobile websites**

New York, NY and San Francisco, CA, May 29, 2008 – The Nielsen Company today launched a new service extending Nielsen’s popular online audience profiling service, @Plan, to the mobile Web. Mobile @Plan provides marketers and publishers with lifestyle and demographic information for leading mobile websites, allowing marketers to efficiently reach their intended audience on the third screen.

The service provides marketers with a complete view of the audience for more than 200 mobile websites by profiling their users according to more than a thousand points of lifestyle information, including demographics, leisure activities, life events, electronics ownership, media use and brand-level purchase activity on travel, auto, finance, food and beverage, real estate, pets and more.

Forty-eight million U.S. mobile subscribers access the Internet over their phone each month, according to Nielsen, creating an important critical mass for marketers. Now marketers will know more about mobile Web audiences.

In the area of summer travel, for example, Nielsen’s Mobile @Plan is able to show the following:

- Forty-three percent of mobile Web users have vacationed by air in the past 90 days
- American Airlines is the most popular with users: 13 percent of mobile Web users report flying the airline in the past 90 days
- Automotive websites reached via the mobile Web, such as Car and Driver and Edmunds, are highly concentrated with vacation travelers—audiences for these particular sites were two times more likely than the overall mobile Web audience to have traveled for vacation in the past 90 days
- Active mobile Web visitors of many entertainment sites, on the other hand, are average travelers but have their own distinct characteristics. These audiences are more than twice as likely as the overall mobile Web audience to consume energy drinks

“Every website has a unique audience profile with users of certain lifestyles and interests,” said Jesse Goranson, SVP Mobile Media for Nielsen Mobile. “Mobile @Plan identifies those differences on a site by site basis.”



Since its launch 10 years ago, marketers and online publishers have made Nielsen Online's @Plan service the standard for targeting PC Web audiences. Mobile @Plan extends this to the third screen, helping advertisers plan integrated campaigns that reach the right audience on both the PC and the mobile phone.

"Our clients want to understand mobile media in the context of other media," says Goranson. "By building off of Nielsen Online's premier online ad planning tool, @Plan, Nielsen Mobile brings context and familiarity to the mobile marketing landscape."

Used together, @Plan and Mobile @Plan allow marketers to most efficiently target and reach their desired audience on both the PC and mobile screen. For example, the following table compares the PC and mobile Web audiences for several travel-related profile points. At the individual site level, the ability to use @Plan and Mobile @Plan together will allow marketers to leverage the nuances where the PC and mobile Web audiences vary.

Sample Profile points from Nielsen's @Plan and Mobile @Plan						
	Flown Domestically (past 90 days)	Flown Internationally (past 90 days)	Flew American Airlines (past 3 months)	Stayed in an Embassy Suites (past 3 months)	Taken a theme park vacation (past 2 years)	Visited Orlando (past 2 years)
PC-based Web Users	30%*	7%	4%	3%	16%	15%
Mobile Web Users	41%*	13%	13%	4%	21%	19%
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 mobile Web users have flown domestically in the past 90 days. @Plan and Mobile @Plan data reported at both the universe and individual website level. Copyright © 2008 The Nielsen Company						

Mobile @Plan, part of Nielsen's broader portfolio of Internet and mobile measurement services, is available today.

### About Nielsen Mobile

Nielsen Mobile, a service of The Nielsen Company, is the world's largest independent provider of syndicated consumer research to the telecom and mobile media markets. Nielsen Mobile focuses exclusively on tracking the behavior, attitudes and experiences of mobile consumers; their reports also provide up to seven years of data on Internet, video, gaming, audio and advertising trends for mobile phone users. Nielsen's technology-driven research provides unique and holistic insight into how mobile customers use their devices and what they think about brands, devices and services. For more information, please visit [www.nielsenmobile.com](http://www.nielsenmobile.com).

### About Nielsen Online

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior and includes products previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products



and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit [www.nielsen-online.com](http://www.nielsen-online.com).

**About The Nielsen Company**

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com).