

# MOBILE & THE MEDIA DAY SUMMARY

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# Objectives & Methodology

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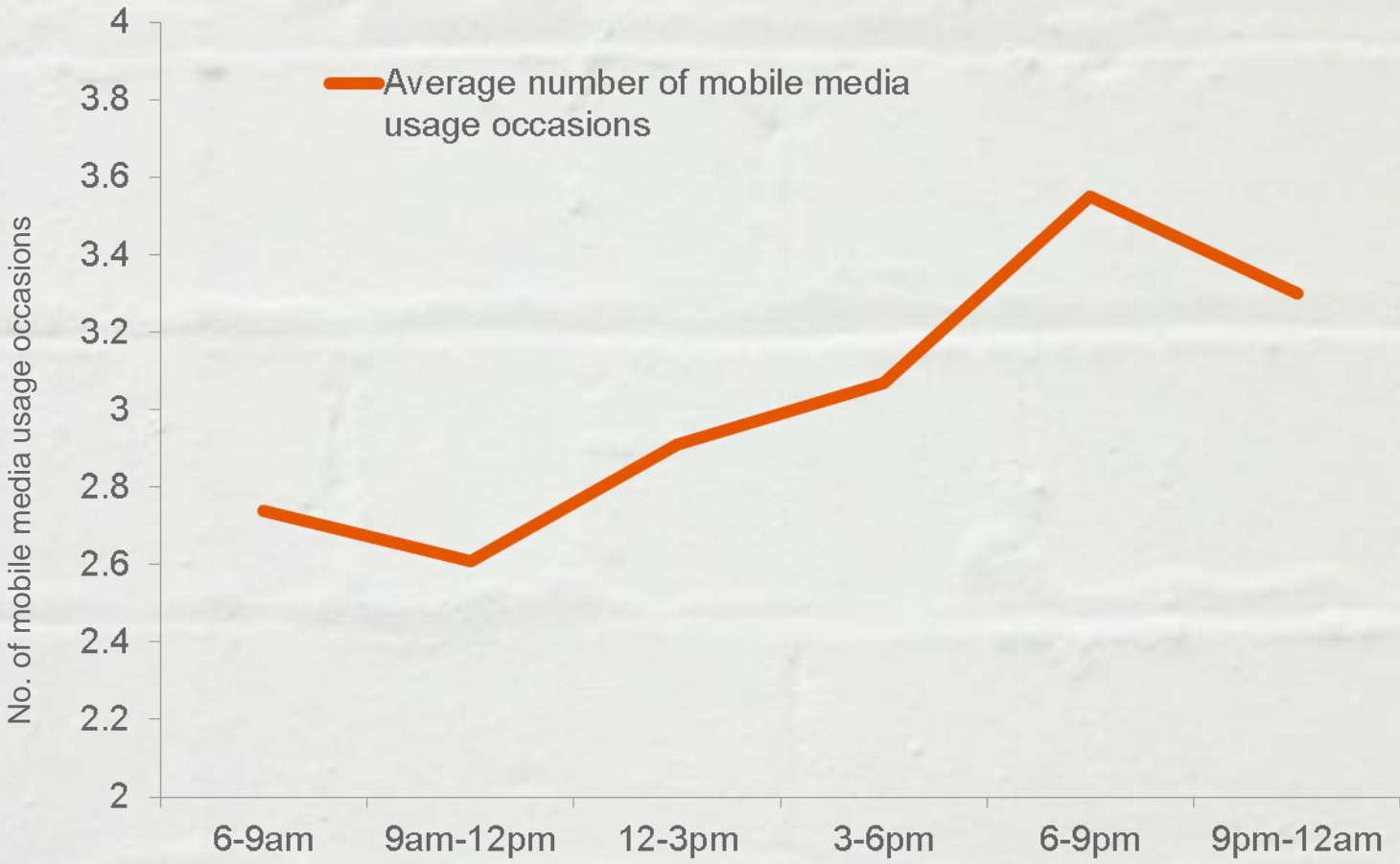
## Objectives

- Understand the level of usage of mobile media by daypart
- Measure cross media usage with mobile
- Examine why people are using mobile media

## Methodology

- Media diary, 500 respondents per day with 6 dayparts
- All users of mobile media
  - mobile users who browse the mobile internet, use applications or download content
- Sample weighted to Comscore demos
- 6 Online group discussions

# Mobile media usage peaks 6-9pm

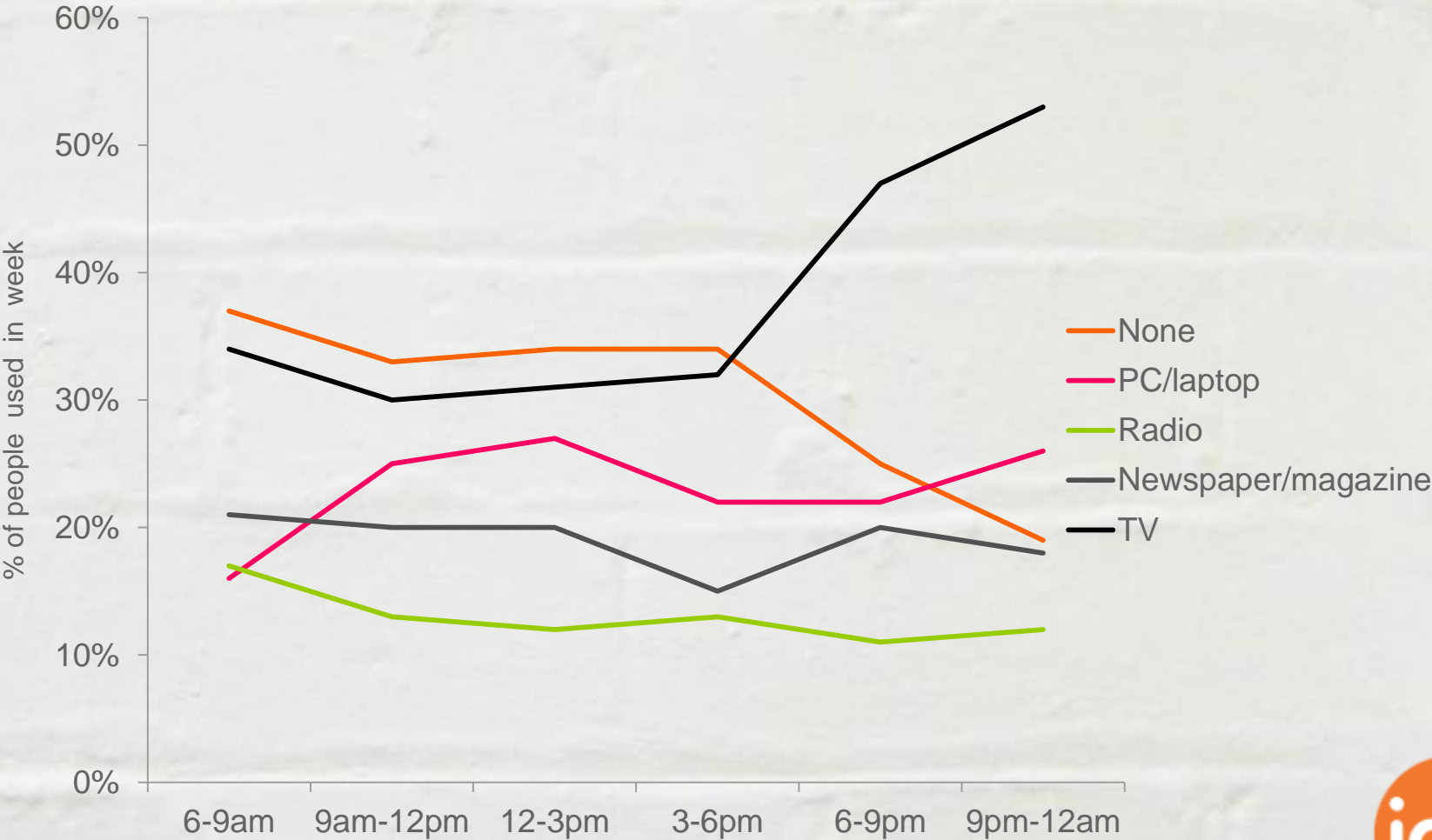


18

total mobile media usage occasions per day

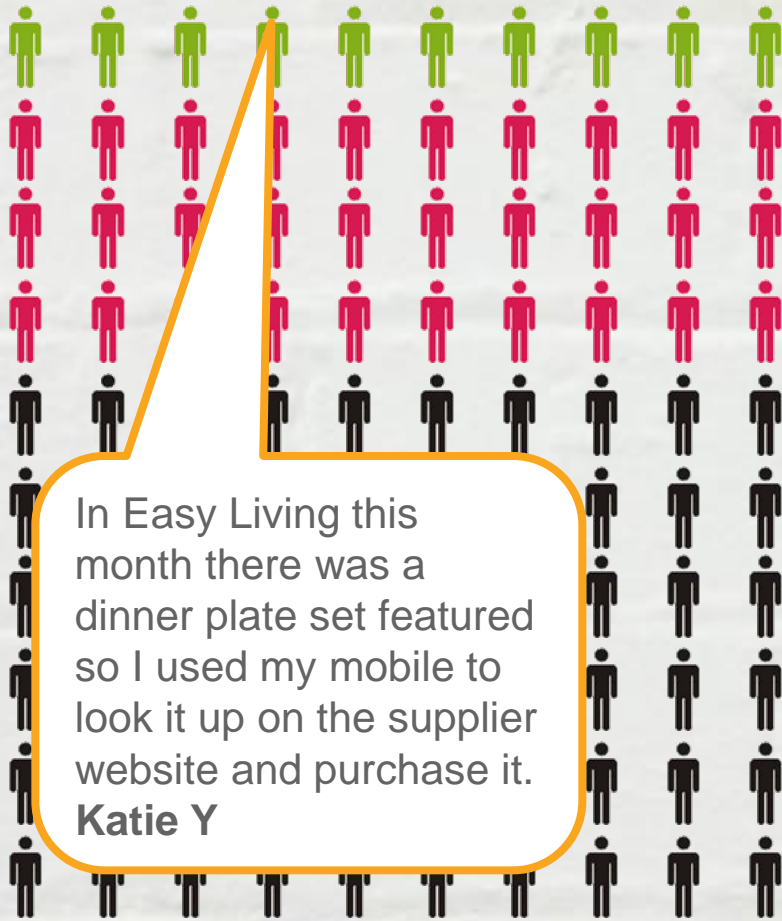
# Most multi tasking happens after 6pm

What other media, if any, did you use / view at the same time as you were using mobile media?



Source: IAB's Mobile & the Media Day Study, Jan 2011  
Base: Average of 500 respondents, over 7 days

# Mobile the response mechanism



40%

agree they often use their mobile if they see an interesting ad

10%

used their mobile in the week because they were prompted by another media

# Implications

- Consumers are using mobile media as part of their daily routine. Having a mobile presence is a *hygiene factor*.
- Brands need to ensure their *site works on mobile*, it's become part of *good customer service*
- Mobile presents brands with *different opportunities throughout the day*-make sure your *offering fits with what consumers need*.
- Mobile should be considered in all *advertising campaigns* as a potential *response mechanism*
- Brands will benefit from thinking '*mobile first*' rather than mobile last, to keep up with consumer demand.