

ASIA & THE DEVELOPING WORLD SMART ENOUGH FOR MOBILE MR



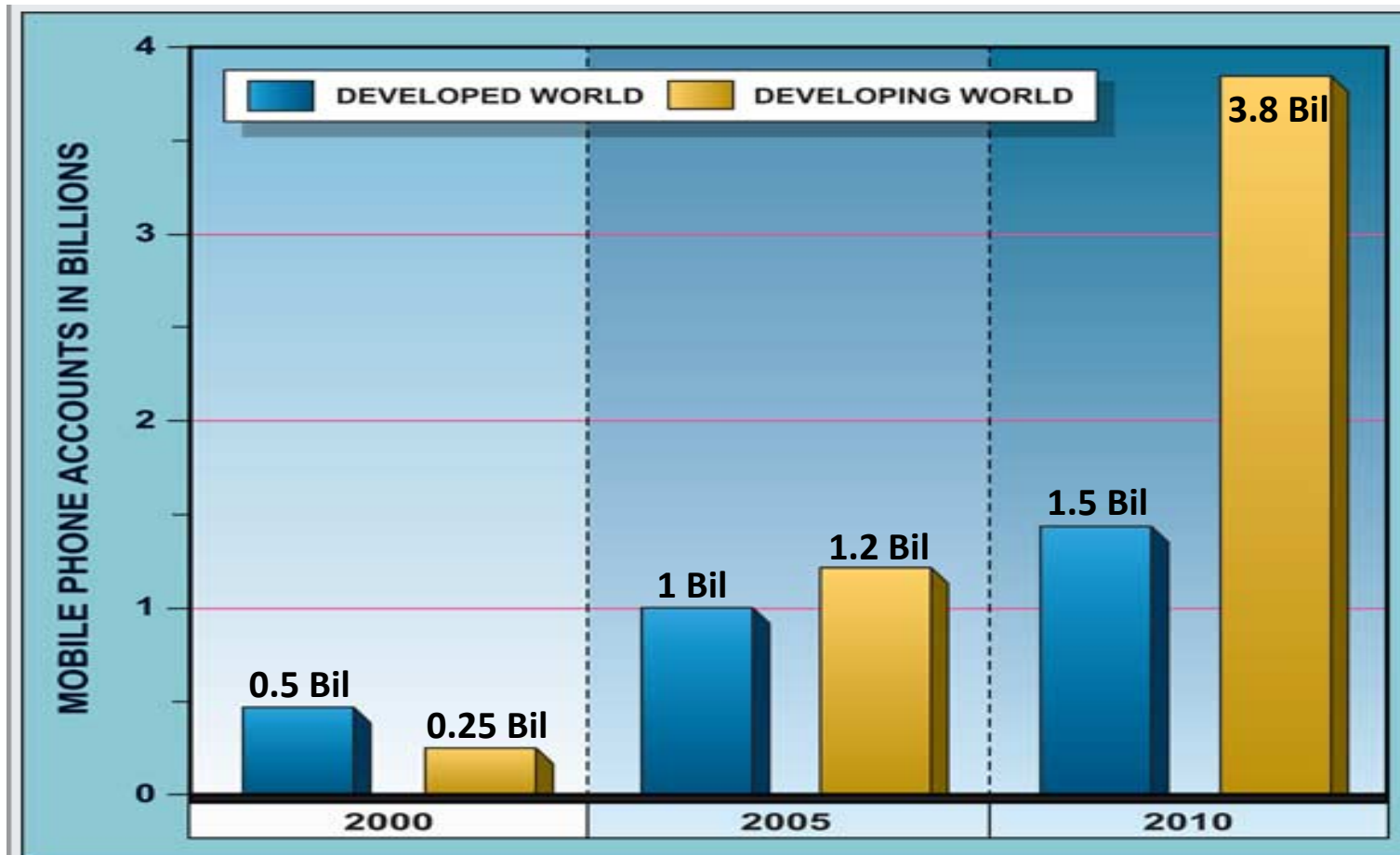
NAVIN WILLIAMS

CEO & FOUNDER, MOBILEMEASURE

Speaker Navin Williams, MOBILEMEASURE, Shanghai

Part 1: Session 2, Convenor Greg Coops, Chair Pravin Shekar, schedule = 4:26am to 4:48am (GMT/London)

MOBILE DEVELOPING WORLD – HOW BIG?



Developing world rises up: Over the past five years, the number of mobile-phone accounts in developing and poor nations has greatly surpassed the total in the developed nations.

Source: International Telecommunications Union

Speaker Navin Williams, MOBILEMEASURE, Shanghai

Part 1: Session 2, Convenor Greg Coops, Chair Pravin Shekar, schedule = 4:26am to 4:48am (GMT/London)

SMART VS DUMB

- ✓ IF MOBILE IS TO GO MAINTREAM IN MR.
- ✓ SMART ONLY IS NOT REPRESENTATIVE ENOUGH

GLOBAL SMARTPHONE PENETRATION 2010 - 2014

SMARTPHONE PENETRATION	2010	2011	2012	2013	2014
North America	33%	37%	44%	51%	54%
Western Europe	28%	32%	37%	44%	49%
APAC	9%	10%	12%	14%	16%
Central & Eastern Europe	7%	9%	11%	14%	16%
Middle East & Africa	3%	4%	5%	6%	7%
LATAM	1%	2%	2%	3%	3%
Worldwide	10%	11%	13%	15%	17%

Source : Cisco Systems, 'Cisco Visual Networking Index (VNI) Global Mobile Data Traffic Forecast Update 2009 – 2014' with Informa Telecoms & Media, In-stat and Gartner. Feb 2010

Speaker Navin Williams, MOBILEMEASURE, Shanghai

Part 1: Session 2, Convenor Greg Coops, Chair Pravin Shekar, schedule = 4:26am to 4:48am (GMT/London)

MULTI OS, HYBRID CUSTOMISED SOLUTIONS

OS END USER SALES	2009	2010	2011	2014
Symbian	47%	40%	34%	30%
Android	4%	18%	22%	30%
Research In Motion	20%	18%	15%	12%
iOS	14%	15%	17%	15%
Windows Mobile	9%	5%	5%	4%
Other Operating Systems	6%	5%	6%	10%

Source : Gartner (August 2010)

✓ SHIFTING SANDS NEED NIMBLE EVOLVING SOLNS

MULTIPLE COMPONENTS FOR HYBRID SOLUTIONS

✓ MOBILE OS	✓ WEB/ONLINE	✓ APP	✓ WAP	✓ SMS	✓ MMS
✓ LBS (GPS vs CELL TOWER TRIANGULATION)			✓ *OTHER COMPONENTS		

* F2F, IVR, CATI, ETC

Speaker Navin Williams, MOBILEMEASURE, Shanghai

Part 1: Session 2, Convenor Greg Coops, Chair Pravin Shekar, schedule = 4:26am to 4:48am (GMT/London)

ENGAGE & REWARD

✓ PERSONAL DEVICE

- VALUE PRIVACY
- ENGAGE WITH RICH MEDIA 24/7
- REWARD APPROPRIATELY / INSTANTLY GRATIFICATION



Speaker Navin Williams, **MOBILEMEASURE**, Shanghai

Part 1: Session 2, Convenor Greg Coops, Chair Pravin Shekar, schedule = 4:26am to 4:48am (GMT/London)

GEOGRAPHICAL REACH

- ✓ BRINGS REMOTE REGIONS / COUNTRIES WITHIN CONSIDERATION
- ✓ NEXT BIG GROWTH OPPORTUNITY - RURAL MARKETS
- ✓ MOBILE SOLNS ARE HIGHLY PORTABLE
- ✓ LBS : PRECISION TAGGING vs CLAIMED



Speaker Navin Williams, **MOBILEMEASURE**, Shanghai

Part 1: Session 2, Convenor Greg Coops, Chair Pravin Shekar, schedule = 4:26am to 4:48am (GMT/London)

IN THE MOMENT MOBILE MR OPPORTUNITIES

- ✓ **TRACKING**
 - BRAND, CONSUMPTION
- ✓ **ADVERTISING TESTING**
 - CONCEPT, VIDEOS (TVCS), PRINT AD
 - PRODUCT TESTING
- ✓ **QUALI**
 - MOBILE TPV BLOGGING
 - ETHNO & TREND SPOTTING
- ✓ **LOCATION BASED**
 - SHOPPER / DISPLAY
 - CUTOMER SAT / LOYALTY
- ✓ **MOBILE METERING & MULTI-MEDIA MONITORING**
- ✓ **NEW AREAS**
 - SOCIAL GAMING
 - MOBILISED SOCIAL COMMUNITIES



Speaker Navin Williams, **MOBILEMEASURE**, Shanghai

Part 1: Session 2, Convenor Greg Coops, Chair Pravin Shekar, schedule = 4:26am to 4:48am (GMT/London)

CHANGE THE RULES

- ✓ MULTIPLE LEVELS/DEPTH OF DATA
- ✓ MOBILE TECHNO SAVVY TEAMS
- ✓ HYBRID AS A STANDARD
- ✓ INSTANT REPORTING
- ✓ FLUID SOLUTIONS EVOLVING WITH TECH
- ✓ CONSUMER COMFORT COMES FIRST



Speaker Navin Williams, **MOBILEMEASURE**, Shanghai

Part 1: Session 2, Convenor Greg Coops, Chair Pravin Shekar, schedule = 4:26am to 4:48am (GMT/London)

CASE STUDY: TNS GLOBAL, CHINA

MOBILE TPV (TEXT, PHOTO, VIDEO) PLATFORM

OBJECTIVE: CAPTURE SNACKING TRENDS

SOLUTION: TPV BLOGGER PLATFORM.

- ✓ DYNAMIC EASY TO USE USER MOBILE APP
- ✓ COVERED MOST COMMONLY USED HANDSETS
- ✓ LIVE DATA UPLOADS BY USERS
- ✓ REAL TIME INTERACTIVE CHANNEL VIA APP & SMS
- ✓ SMS USED AS COMPLIANCE DRIVER
- ✓ REMOTE MONITORING / INTERACTION
- ✓ WEB INTERFACE FOR SET-UP, MONITORING, CONTROL & OBSERVATION
- ✓ 24 / 7 LIVE FEEDS ACCESS

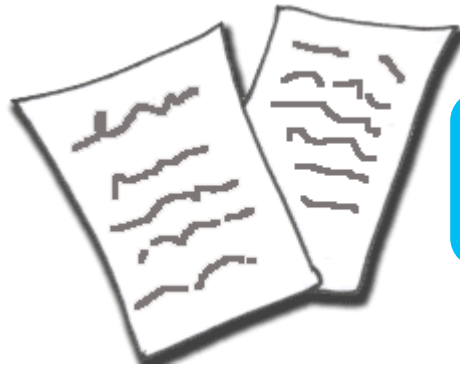
PARTNERED TNS, CHINA TO COVER BOTH URBAN (TIER – 1) & RURAL (TIER 3) CITIES.



Speaker Navin Williams, MOBILEMEASURE, Shanghai

Part 1: Session 2, Convenor Greg Coops, Chair Pravin Shekar, schedule = 4:26am to 4:48am (GMT/London)

FOR A WEEK'S EXERCISE – AVERAGE BLOGS POSTED PER USER



20 – 25
TEXT BLOGS **T**



P **18 - 22**
PHOTOS



3 - 5
VIDEO CLIPS **V**

Speaker Navin Williams, MOBILEMEASURE, Shanghai

Part 1: Session 2, Convenor Greg Coops, Chair Pravin Shekar, schedule = 4:26am to 4:48am (GMT/London)

Q & A



Navin Williams and Pravin Shekar



INSIGHT ► MOBILE ◄ MINDS



Speaker Navin Williams, MOBILEMEASURE, Shanghai

Part 1: Session 2, Convenor Greg Coops, Chair Pravin Shekar, schedule = 4:26am to 4:48am (GMT/London)



INSIGHT ► MOBILE ◀ MINDS



YOUR CONSUMERS HAVE GONE MOBILE. HAS YOUR MARKET RESEARCH?

Founded in 2009, **MOBILEMEASURE** is an innovative Mobile MR service spanning the breath of Quant & Qual methods. **MM** focuses on areas within MR where it has inherent advantages over other existing methods, especially in the area of impulse, shopper & understanding “**IN THE MOMENT**” consumption. At the centre of our solutions is always the consumer giving a glimpse at “**THE MOMENT OF TRUTH**”

WANNA CATCH UP WITH “ON THE GO” CONSUMERS REAL TIME? – GO MOBILE

Some of **MOBILEMEASURE**’s proprietary platform solutions are:

- ✓ **BVD** (Brand Visual Delight) - Ad testing
- ✓ **TPV** (Text Photo Video) – Qual
- ✓ **M3** (Mobile Munch Monitor) – Tracking
- ✓ **MVM** (Multimedia Vision Monitor) – Outdoor / Location /GPS
- ✓ **IMO** (In-home Mobile Observer) – Prod.

NAVIN WILLIAMS, FOUNDER & PRINCIPAL

Navin has extensive experience in MR, Technology, Media & Telecom sectors.

Navin has worked top global agencies across multiple disciplines of Media, Consumer (IMRB, RI & Nielsen) & Retail (Nielsen). He has held senior roles in four countries, spanning two continents. His last assignment with Nielsen was as Head of Consumer Research (FMCG) in China. In early 2000s he also worked with pioneering IP based Telecom start-up (DA-PCCW).

While in Africa, Navin initiated pioneering projects using PDAs. During his Nielsen, China stint he was part of their global multi-country mobile data acquisition pilot. His quest to drive Mobile MR adoption led him to form **MOBILEMEASURE** with Fugumobile (www.fugumobile.mobi).

A pioneer in MR digital delivery, Navin has successfully worked on SMS, WAP, Online & App-based campaigns for clients, often seamlessly integrating multiple components. Widely regarded as a thought-leader in the evolution of technology in research, he has written a number of Whitepapers and is a frequent speaker at conferences and client seminars.

CONTACT NAVIN AT +86-13918611705 OR E-MAIL navin@fugumobile.mobi

MOBILE MR BLOG

<http://www.greenbookblog.org/author/navinwilliams/>