

THE MOBILE INTERNET CONSUMER INDIA 2013

AUDIENCE INSIGHTS ON MOBILE WEB AND APP USERS

Preface

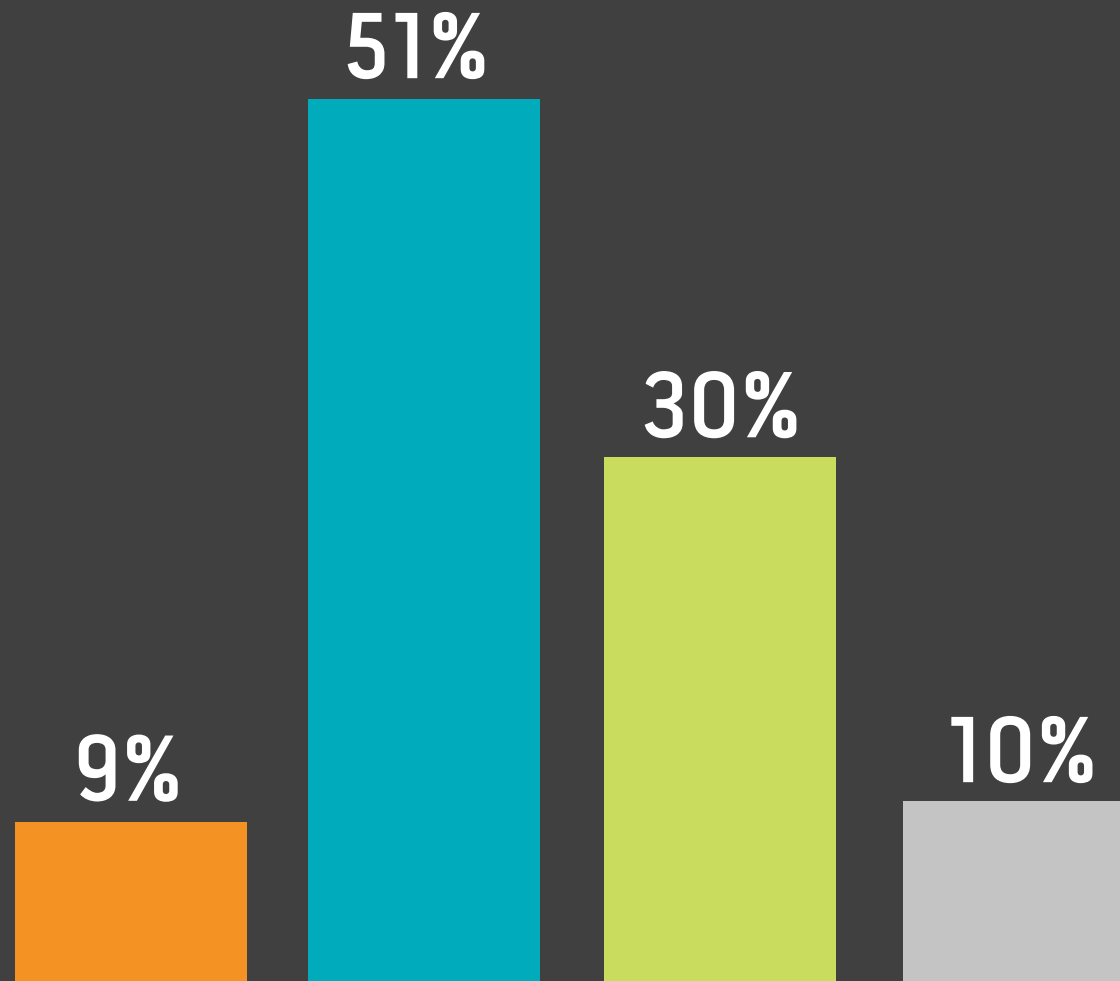
The Mobile Internet Consumer - India 2013 report produced by MMA & Vserv.mobi addresses the audience insights of the growing mobile internet user base in India. This report focuses on profiling the mobile web & app users, their purchasing power, lifestyle and consumption pattern. The findings and insights are drawn from a primary survey conducted across India.

The Mobile Internet Consumer report is designed for media planners & brand advertisers. It will also help app developers, content providers, OEMs & telecom service providers in understanding the evolving mobile consumer. It is created with the objective to help brands plan their media strategy for reaching the right target audience through Mobile Web & Apps. The Mobile Internet Consumer report is available for India, Southeast Asia, Middle East & Africa and Latin America.



DEMOGRAPHICS

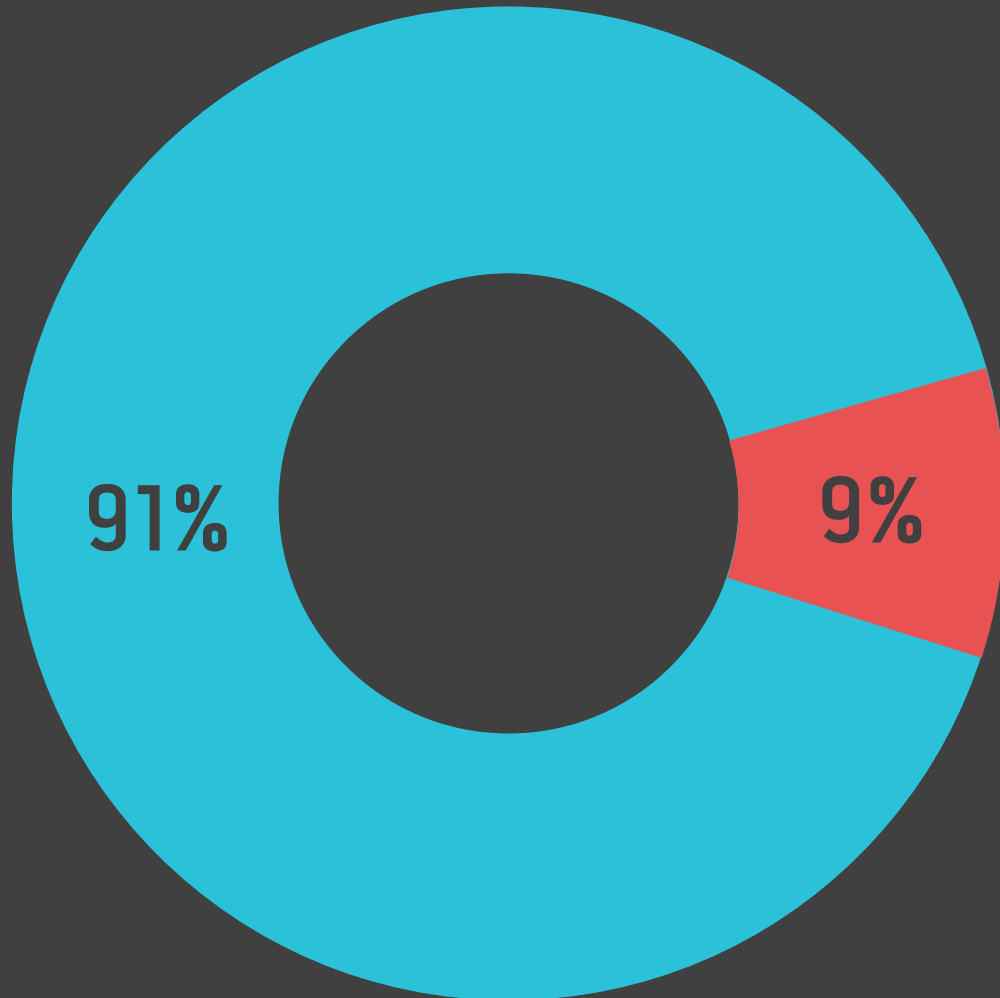
Age



More than half of all mobile internet users in India belong to the 18-24 years age group

- Less than 18 yrs
- 18-24 yrs
- 25-35 yrs
- more than 35 yrs

Gender



9 out of 10 mobile internet users in India are men



Male



Female

Education



Graduate / Post Graduate

48%



Diploma / Undergraduate

24%



Schooling upto 12 yrs

26%



Uneducated 2%

Almost half of mobile internet users
in India are highly educated

Occupation

33% Full time
job



29% Student



13% Business



2% Housewives



10% Self
Employed
Professional



3% Currently
not working /
Retired



10% Part time
job

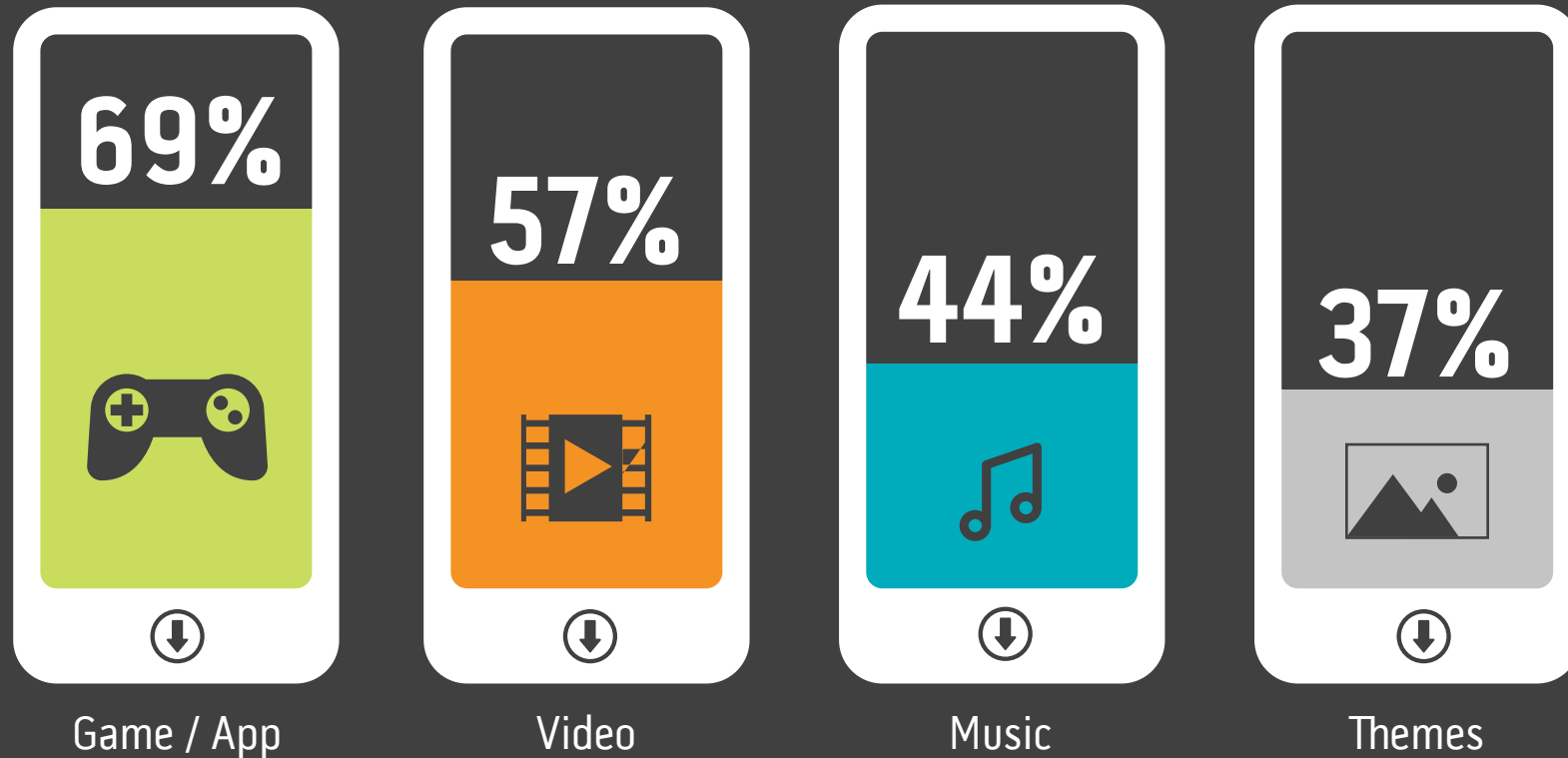


2/3rd of the mobile internet user base in India belongs to the earning class



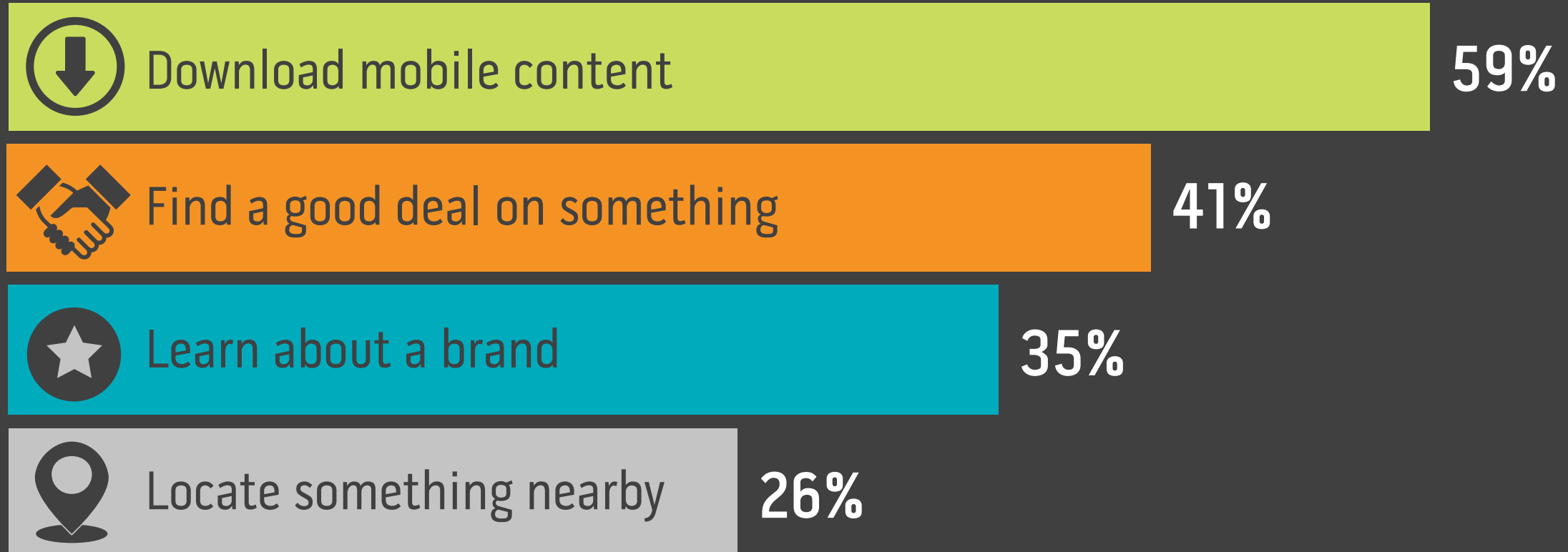
CONSUMPTION PATTERN

Mobile content downloaded in the last month



Besides browsing, email and chat, Mobile Internet users love downloading mobile content and 'Game / App' is the most downloaded type of mobile content.

Users love mobile ads that help them...



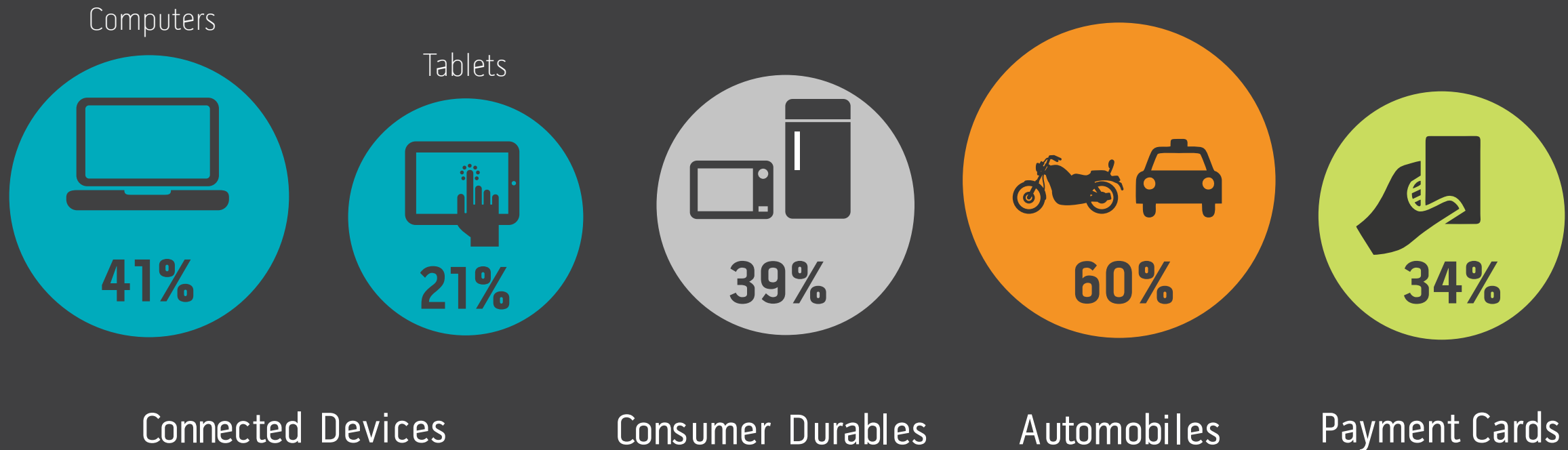
Mobile Internet users enjoy getting content and deals through mobile ads. Brands leveraging this consumption behavior drive higher engagement & recall.



PURCHASING POWER

Product Ownership

Mobile Internet users are economically stronger, with a high penetration of Automobiles, Televisions, Refrigerators & other products.



Affluent Lifestyle



Restaurant

46%



Movie Theatre

58%



Shopping Mall / Market

33%

Mobile Internet users frequently eat out, watch movies and go shopping, indicating higher disposable income & affluence.

About the study

The Mobile Internet Consumer – India 2013 report produced by MMA & Vserv.mobi is based on a primary survey of over 2000 mobile web & app users. The survey was conducted amongst both smartphone and feature phone users. Random sampling was used for natural representation of the target group in India. There was no quota set for any parameter i.e. age, gender, device type, etc.

About the Mobile Marketing Association (MMA)

The Mobile Marketing Association (MMA) is the premier global non-profit trade association established to lead the growth of mobile marketing and its associated technologies. The MMA is an action-oriented organization designed to clear obstacles to market development, establish mobile media guidelines and best practices for sustainable growth, and evangelize the use of the mobile channel. The more than 700 member companies, representing nearly fifty countries around the globe, include all members of the mobile media ecosystem. The Mobile Marketing Association's global headquarters are located in the United States and it has regional chapters including North America (NA), Europe (EUR), Latin American (LATAM) and Asia Pacific (APAC) branches.

For more information, please visit www.mmaglobal.com. For information relating to the MMA's Mobile Marketing Forum series, please visit www.mobilemarketingforum.com.

About Vserv.mobi

Vserv.mobi is a leading Global Mobile Ad Network with strong presence in emerging markets. Vserv's pioneering technology AppWrapper powers One Click App Monetization for 20,000+ Apps across platforms. AppWrapper is the World's Simplest App Monetization - it enables premium advertising & innovative pricing models on any app, without coding, in just one click. Vserv's other game changing platform, AudiencePro, combines the scale of the Vserv.mobi global Mobile Ad Network with comprehensive user data from TelCos, to revolutionize how advertisers can reach their exact target audience across all mobile platforms. Vserv is the only Ad Network with App media across Smart Phones, Tablets, and Smarter Feature Phones, thus providing advertisers unparalleled reach and engagement. Built on superior technology, the Vserv Marketplace delivers exceptional ROI to advertisers as well as enhanced earnings to developers & publishers.

Visit www.vserv.mobi for more details. Connect with Vserv.mobi on: [@vservmobi](https://twitter.com/vservmobi)