Mobile Measurement
consumer mobile big data on a global scale

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Are We Always the Same Person in Different Moments? Different Contexts?

Right Message

Right Consumer

Right Moment

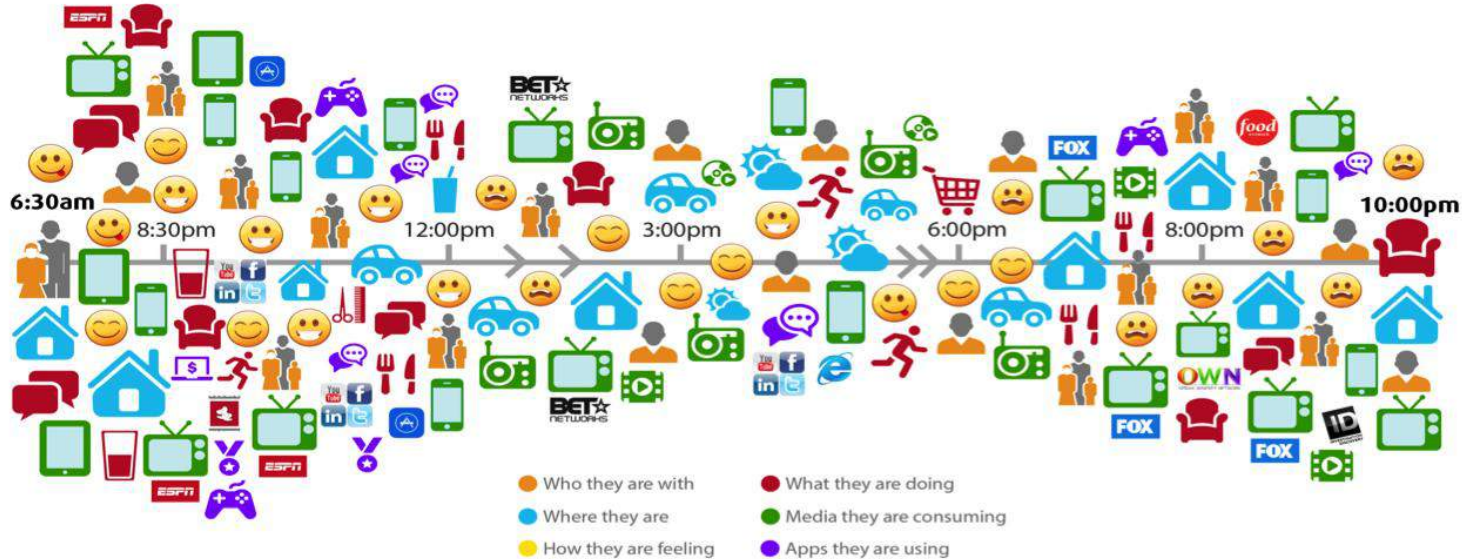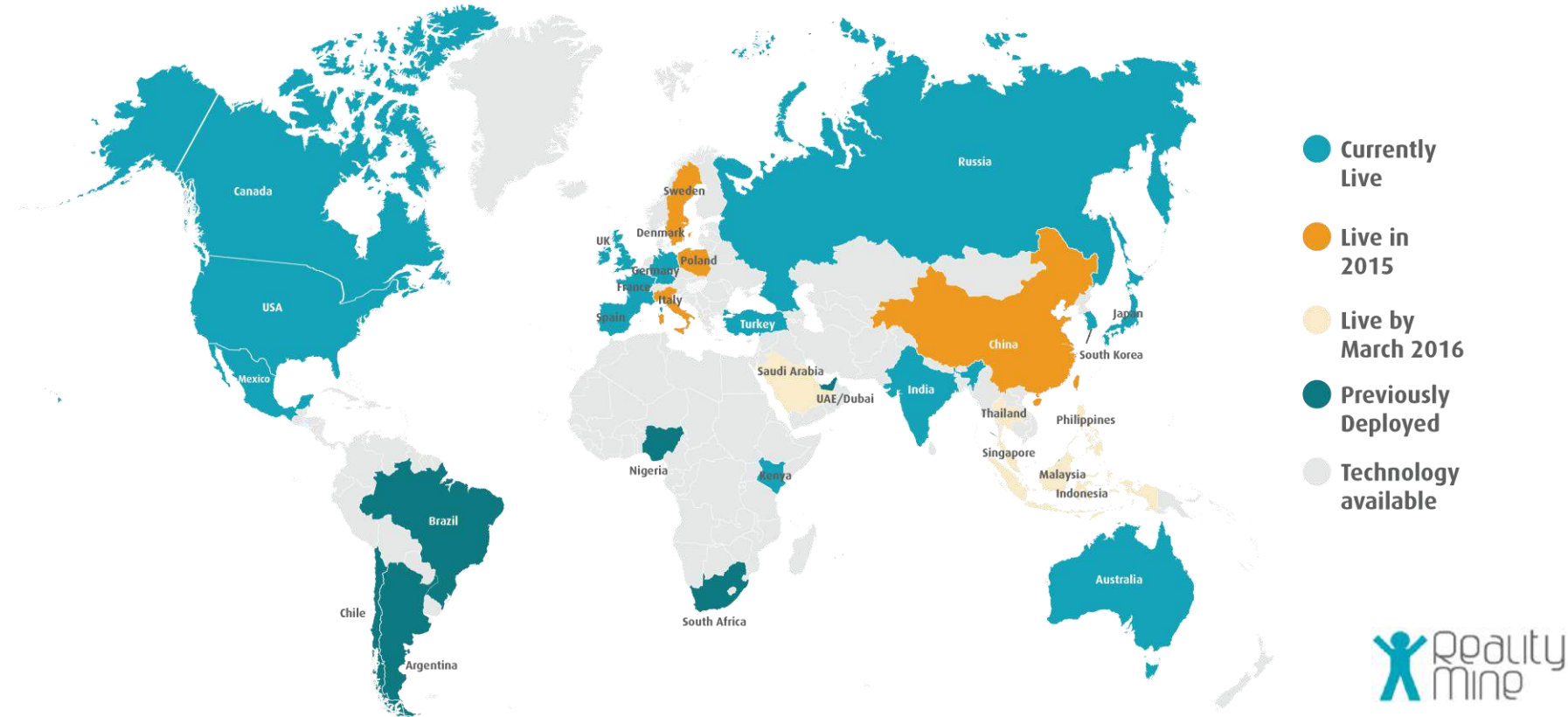# Mobile Meter Quantifies Behavior and Helps Identify Key Moments

We Capture Mobile & Digital Data Around the World

Global Capability - EG Top Mobile Apps & Sites

Turkey
Apps

Web

Australia
Apps

Web
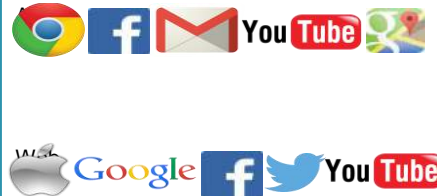
France
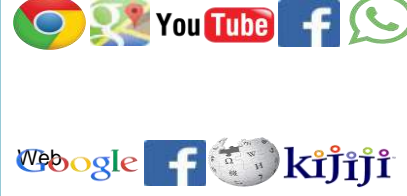Apps

Web

Russia
Apps

Web

USA
Apps

Web

Mexico
Apps

Web

Canada

Web
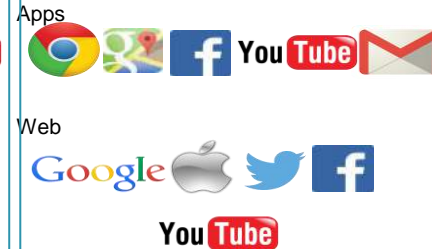
RealityMine Provides More than Mobile Tech

World Class Technology Under Constant Iteration & Improvement

Strong Push & Pull of Learning from TNS and other Clients to Drive Continual Innovation in Product and Service

Flexibility to Meet Ever Changing Client Needs

Ability to Deliver All the Above Globally, At Scale

Reality Mine

RealityMine – Technologies to Reveal Consumer's Real Lives

World's leading passive and active technology tools to gather & process the richest possible data about consumer lives

Location
20+ locations including home, work, car, store, restaurant and bar

Activities
20+ life activities including work, eating, traveling, socializing, shopping and exercising

Social Context
10 social contexts including alone, with friends, partner, co-workers, children and pets

Media Use and Exposure
8 media categories by device, including TV, print, radio, mobile & tablet

Emotion
17 emotional states with 5 point mood scale & 5 point alertness scale

Mobile Behavior
Passive collection of App use, search, location, connectivity, digital advertising, media consumption and mCommerce

Reality Mine

Integrated Data Performance – beyond Mobile Passive

Best in Class Passive Performance	One Integrated App	Contextual Tools

MediaTrak – ACR & Replacement Tech
Single View Exposure - Track Offline Exposure to TVC, Radio and more via ACR. Replace content browser Test / Control Experiment

Mobile Event Triggered
Survey based on location, Search, App Session, Web URL, string of behaviours, Phone Feature and more

Mobile Surveys / Diaries
Integrated Survey capture with flexible rules by question type, daypart or research design rules around time of entry

Passive Cross Device
Tablets, PC's, Mac's, Home Router – Gaming Console, Smart TV

Passive Mobile
Independently validated: Apple, Android, BlackBerry, Cellular, WiFi, Web URL's, App Sessions, Media, CPU, Calls, SMS, MMS, Battery & Signal Strength ..

Passive Metering – Sophisticated Technology to Reduce the Burden on Consumers to Share Data

We Have Very Deep Data on Individuals to Build Rich Behavioral Views

> 72,000 mobile panellists currently active today,

Largest and best mobile meter technology provider

that means…

- 86 billion rows of data
- 492,512 apps used
- 2,365,066,820 app sessions
- 15,711,850 web domain hits
- 21,834,814,747 web sessions

RealityMine's mobile data pipeline

- 65k DPs processed per hour
- = 100M events per day
- = 1200 events per second
- 5-10GB of DP data per day processed
- > 2 TB of data flows through our infrastructure every day
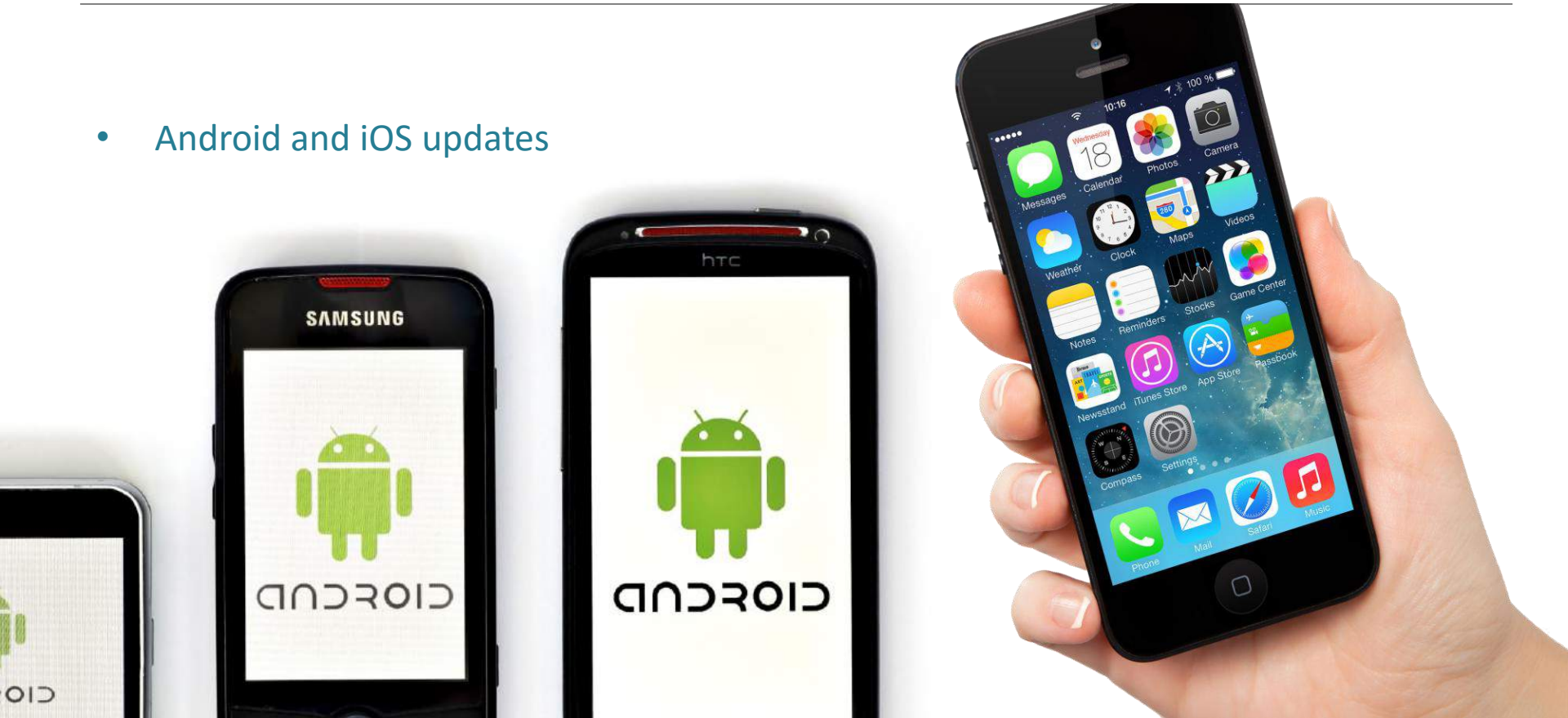
VPNs in 27 Countries (Over 250 VPN servers)

Over 10,000 Models

The ever-changing Mobile OS landscape

- Android and iOS updates

Protecting the Individual is Critical & Explicit Opt In!

**Information transfer mechanism,** for ourselves and all our suppliers

- Ensures the highest standards for dealing with personal data
- Compliant with national laws around the world inc Russia
- Secure File Transfer Protocol
- Encryption
- Firewalls
- Data Breach Procedures
- ISO 27001

We are Fortunate to Work With the World's Leading Media Players & Brands

Analytic Tool Set to Cluster Behaviours by Stages of Path to Purchase
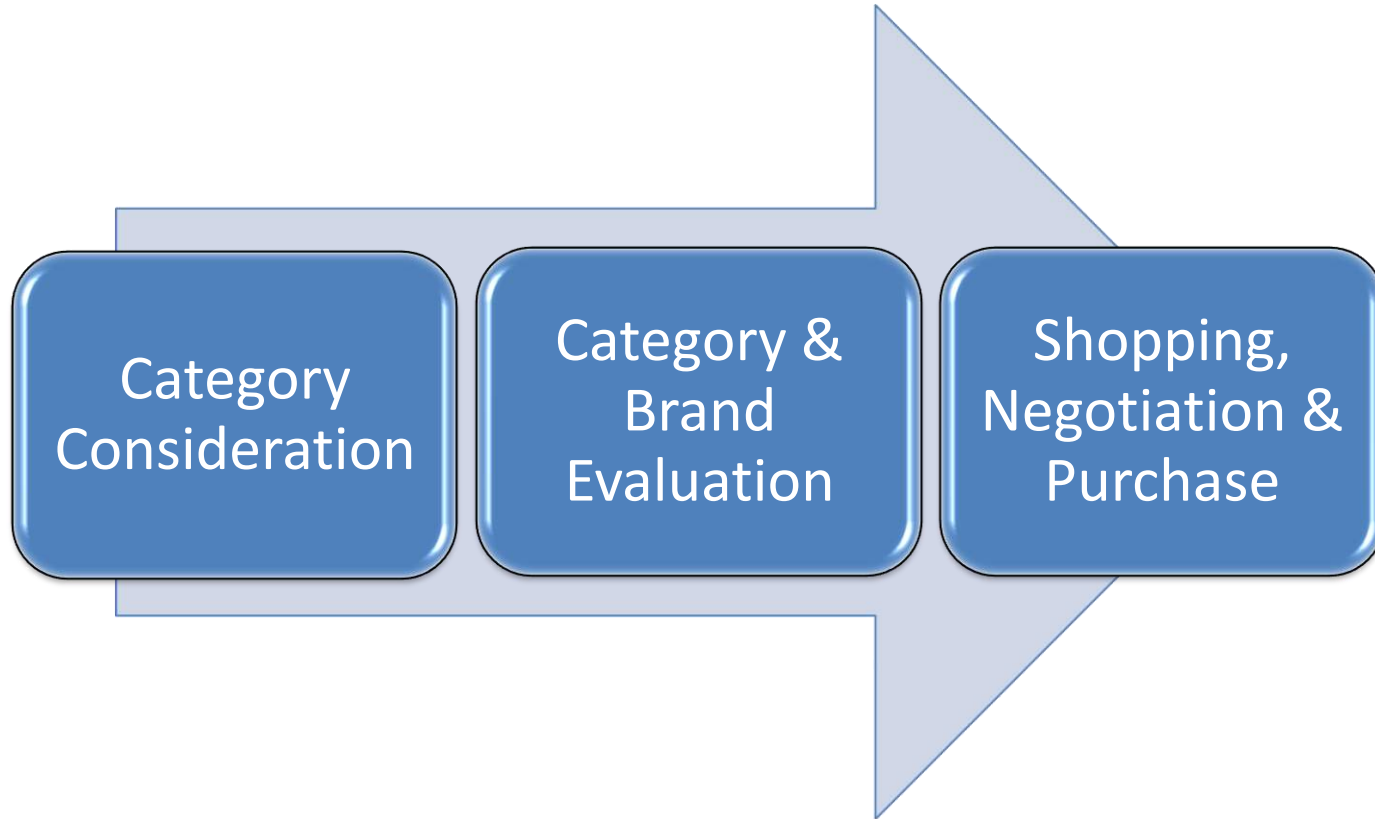
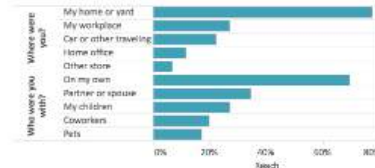# Specific Behaviours in each step on the Path – Tech purchases

Tech Devices: Path to Purchase
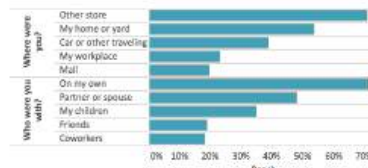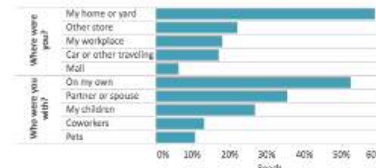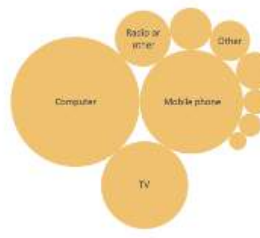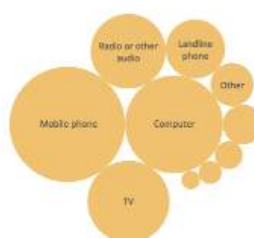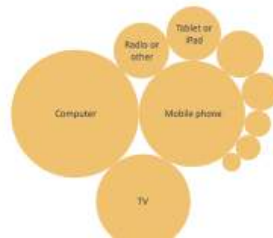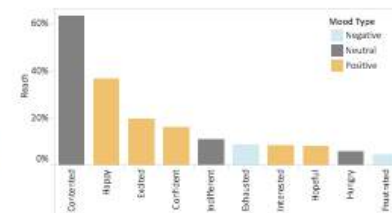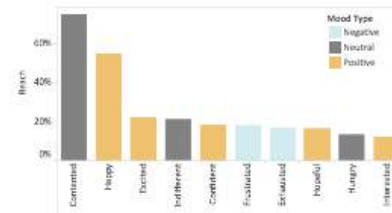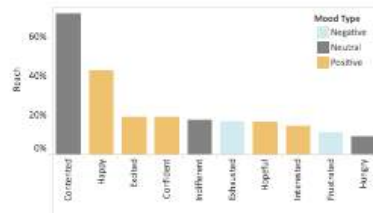
Shopper Smartphone Activity

Placement of marketing messages at the right time, in the right place
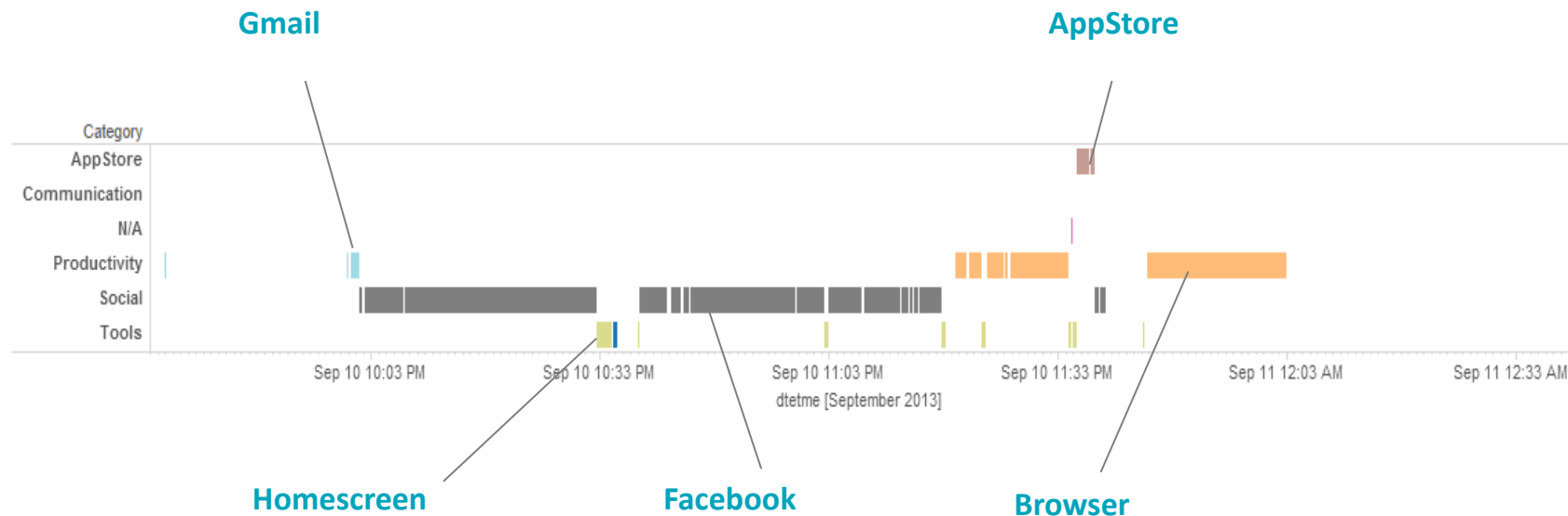
The Future of RealityMine's tools

New Devices

New Markets

Real-Time Data

Measure Total Media, Across All Platforms, Everywhere

- To build a comprehensive view of:
  - Media behaviour of consumers
  - Total cross-platform consumption – incremental, unduplicated reach

- Answering Questions:
  - What is the audience for a program across all viewing platforms?
  - What is the source of viewership?
  - What is the cross-media consumption behavior of an individual?
  - How do people consume media across devices?
  - How does that vary by content type, Age & Gender?

The Next Step – Measuring Total Media Behavior, Passively In Home, Out of Home, at Work

ACR Data from Available Devices

TiVo Data

Mobile, Tablet & PC Metering

Home Router Metering

Panelists recruited from TiVo

Home Router

Tracking of Data Being Reported from Devices

Audience Identification

Data Processing & Cleaning

Panel Management

Integrated Data Set

Data Analysis Through RealityMine Systems
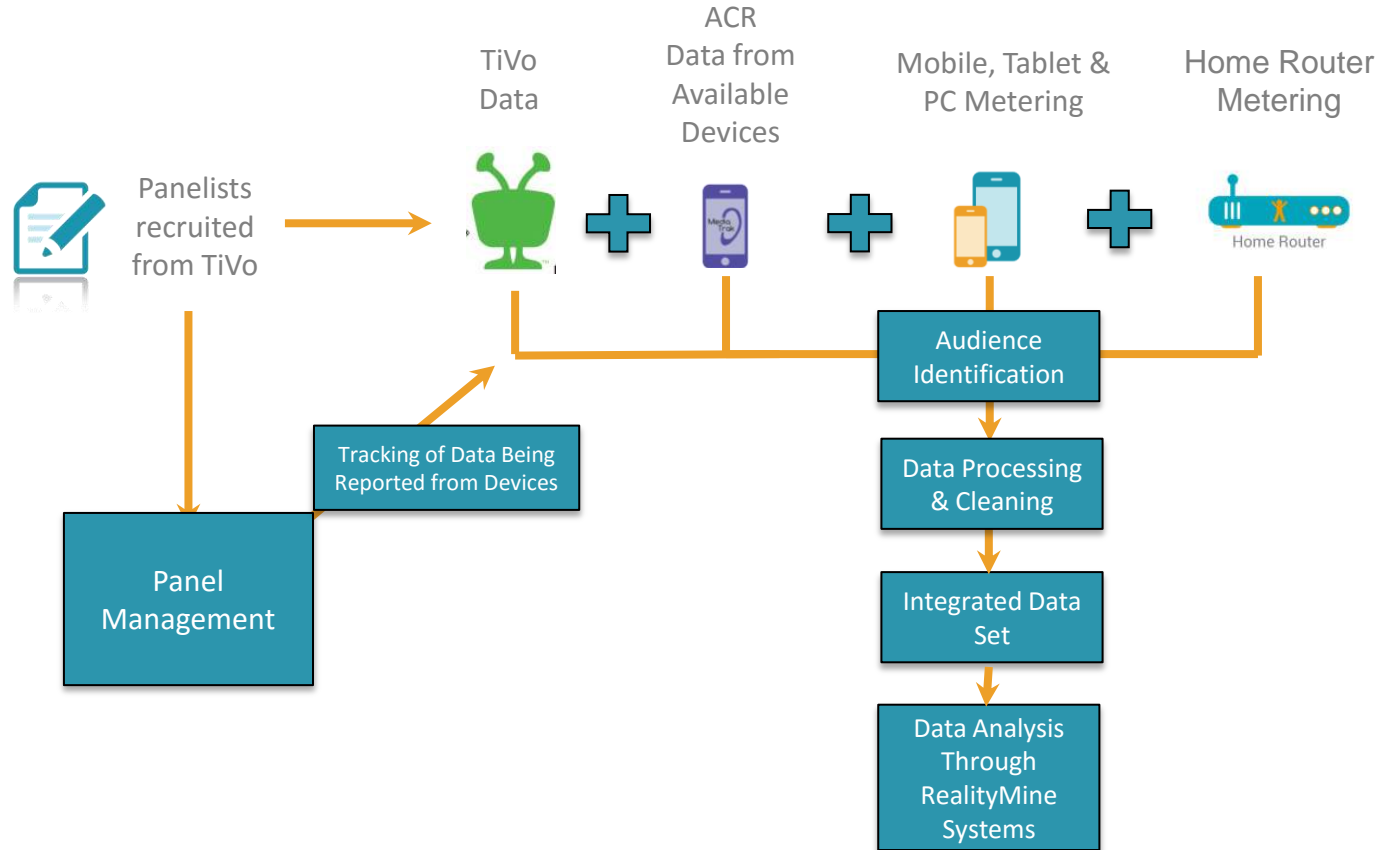
What Are We Measuring? Everything Digital!

Device Covered	How Measured	Locations
TV	TiVo, ACR, Router Meter	At home; some Out of Home
Mobile (iOS, Android)	RM Passive Meter, Router Meter	At home, Out of Home
Tablets	RM Passive Meter, Router Meter	At home, Out of Home
Game Console	Router Meter	At home
PC / Macs (Windows, Apple)	RM Passive Meter, Router Meter	At home, Out of Home

Success is Through Fast-Cycle Push / Pull Collaboration

Client-Driven Innovation

TNS Identifies Need

TNS & RealityMine Explore How to Address Need

RealityMine Develops Solution

TNS Pilots Solution

TNS Markets New Offer
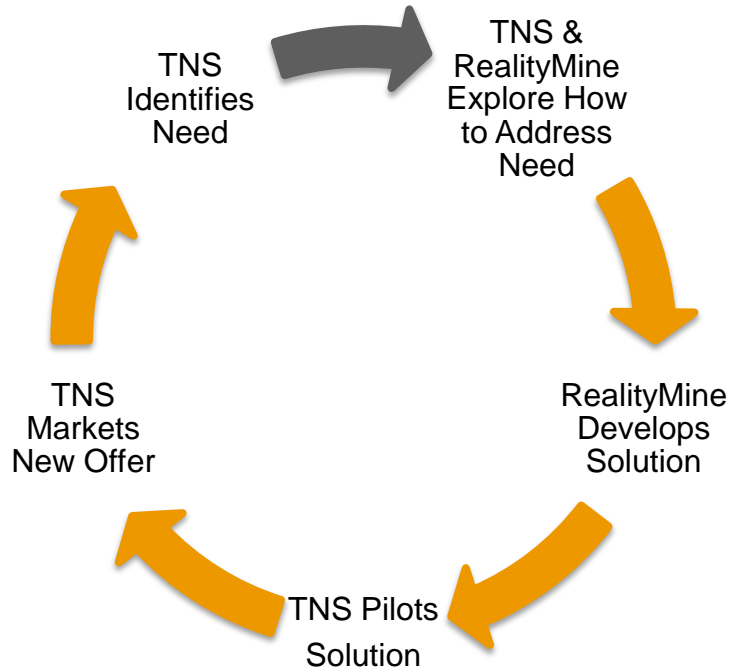
RealityMine-Driven Innovation

RealityMine Identifies Market Need / Problem

RealityMine Tests Idea With TNS / Gains Input

RealityMine Develops Solution

TNS Has Opportunity to Pilot Solutions

TNS Can Market New Service

Reality Mine

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