

Mobile Media Tracking 2009

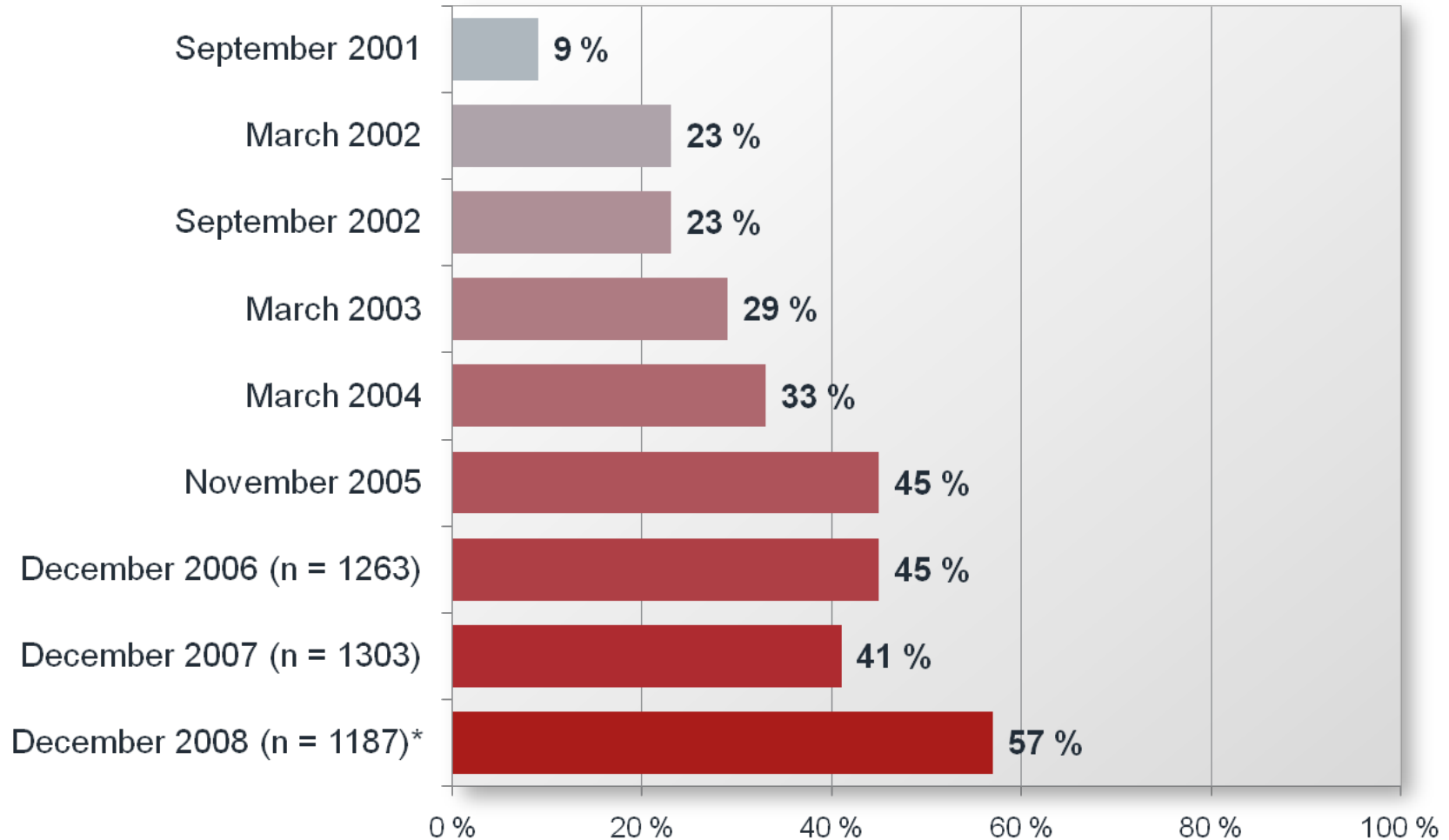
Mira Mäkiranta
December 31, 2008



Mobile push marketing

Have you received mobile push marketing during the past six months?

Target group: All mobile phone users / Has received, %

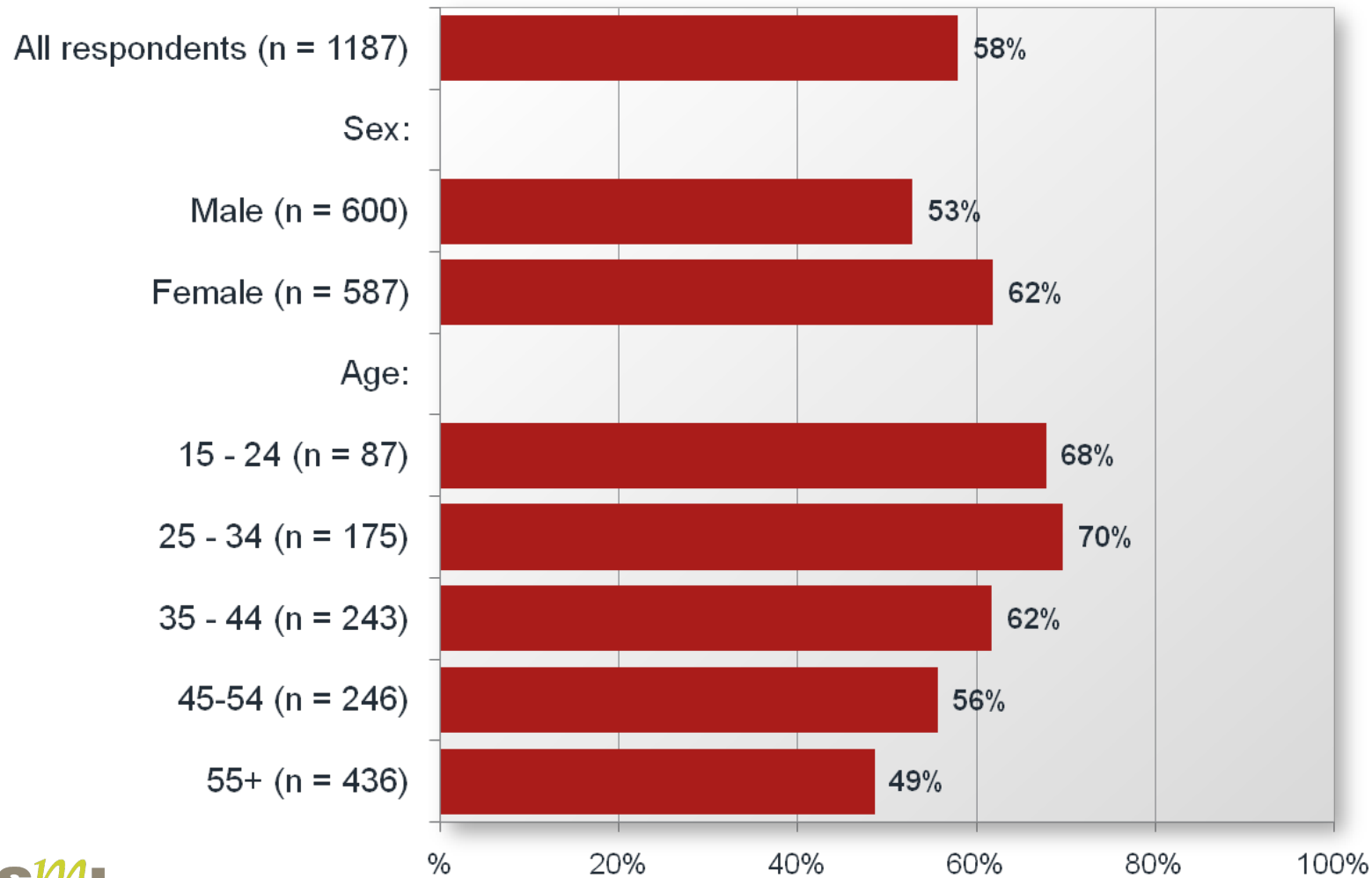


*Question wording has been changed – results are not fully comparable

Mobile push marketing

Have you received mobile push marketing during the past six months?

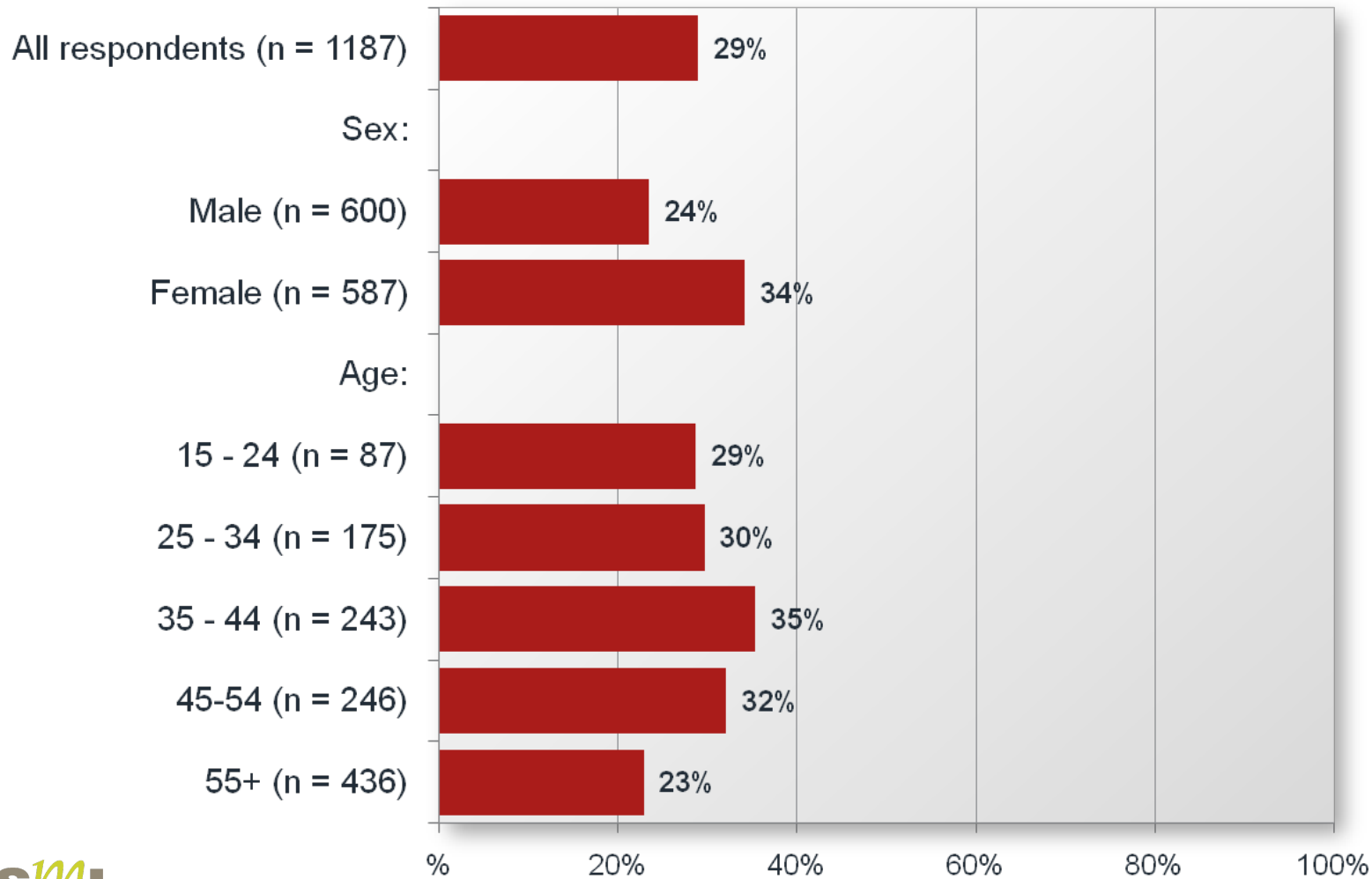
Target group: All mobile phone users / Has received, %



Cross Media Reaction - SMS

Have you sent an **SMS** to a number given in TV, radio, magazine etc. to vote, send feedback, receive more information or to participate in a competition?

Target group: All mobile phone users / Has reacted, %

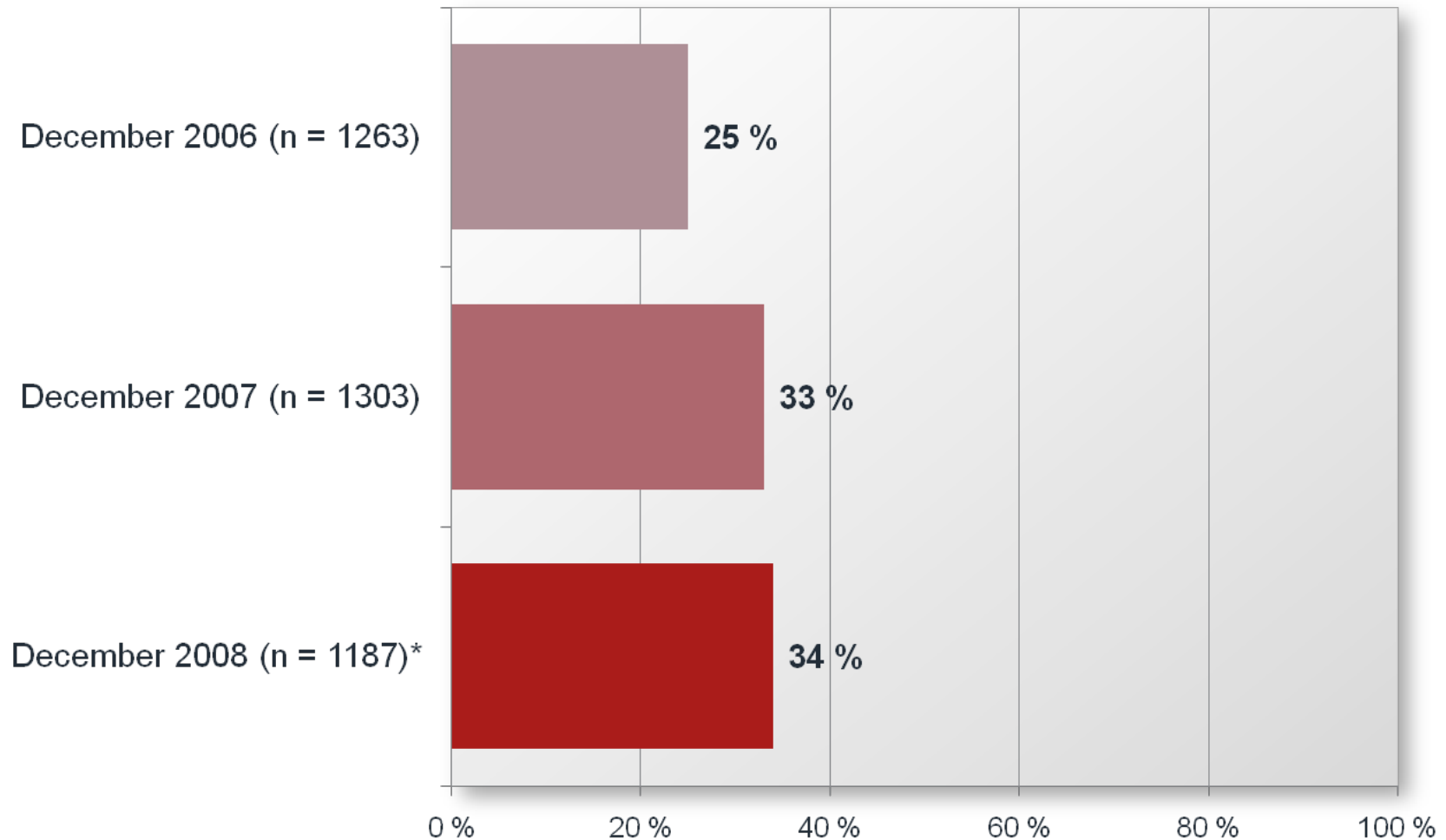


Mobile Browsing

Do you use internet (www or wap pages) with your mobile device's browser?

Target group: All mobile phone users

trainers'
HOUSE



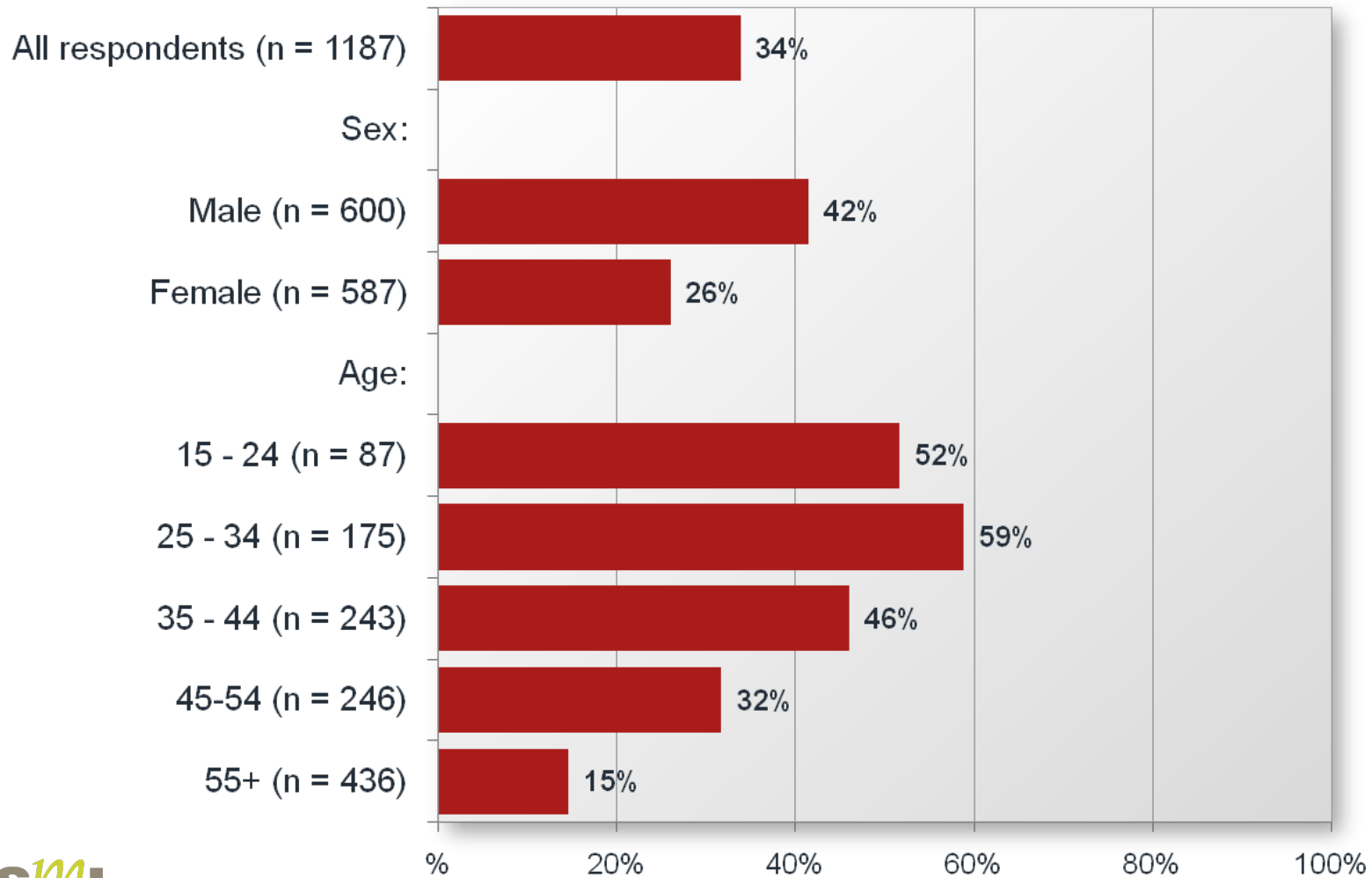
*Question wording has been changed – results are not fully comparable

ASML

Mobile Browsing

Do you use internet (www or wap pages) with your mobile device's browser?

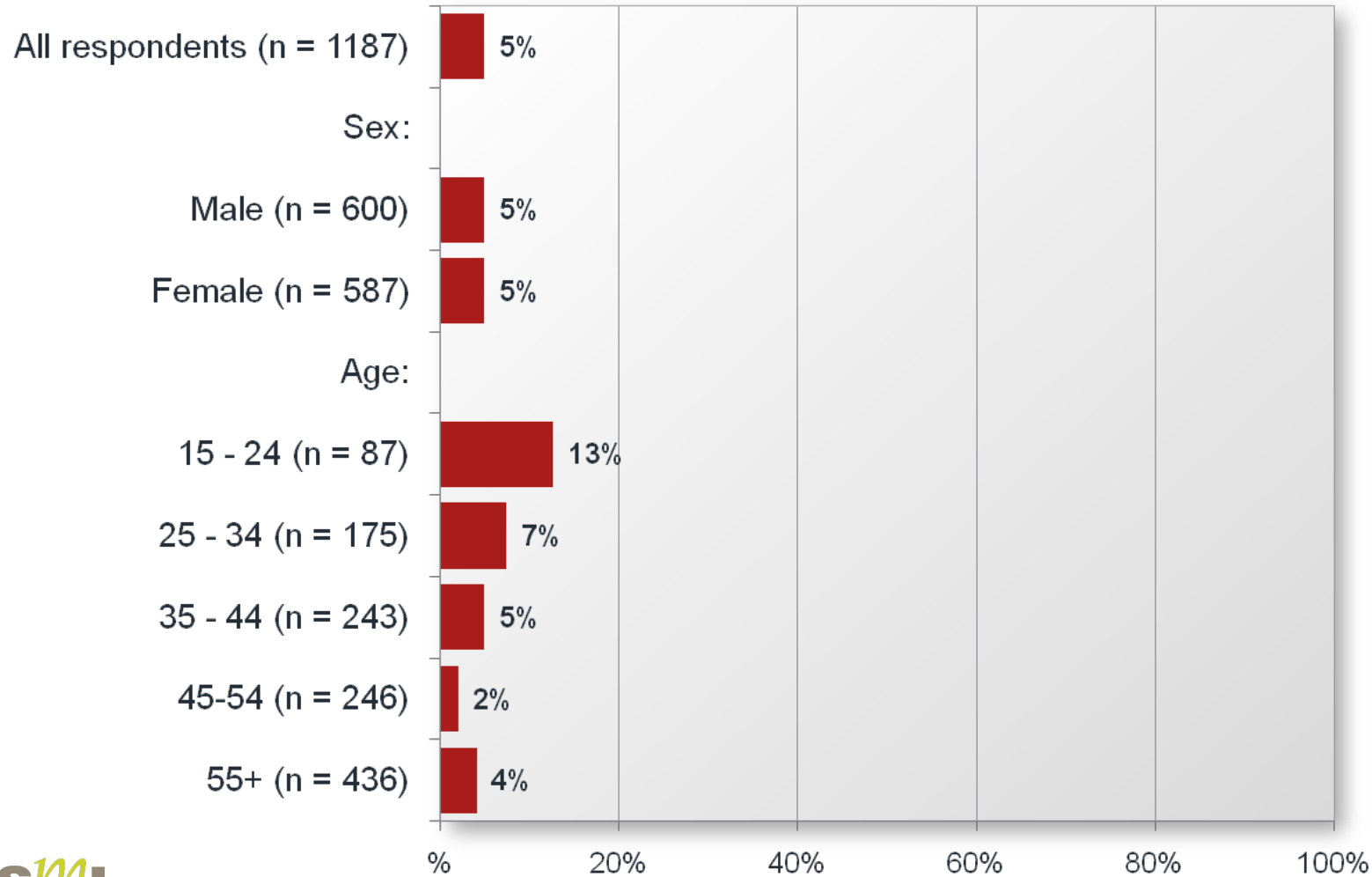
Target group: All mobile phone users, n = 1187 / Has at least tried mobile internet, %



Mobile Social Media / Messenger

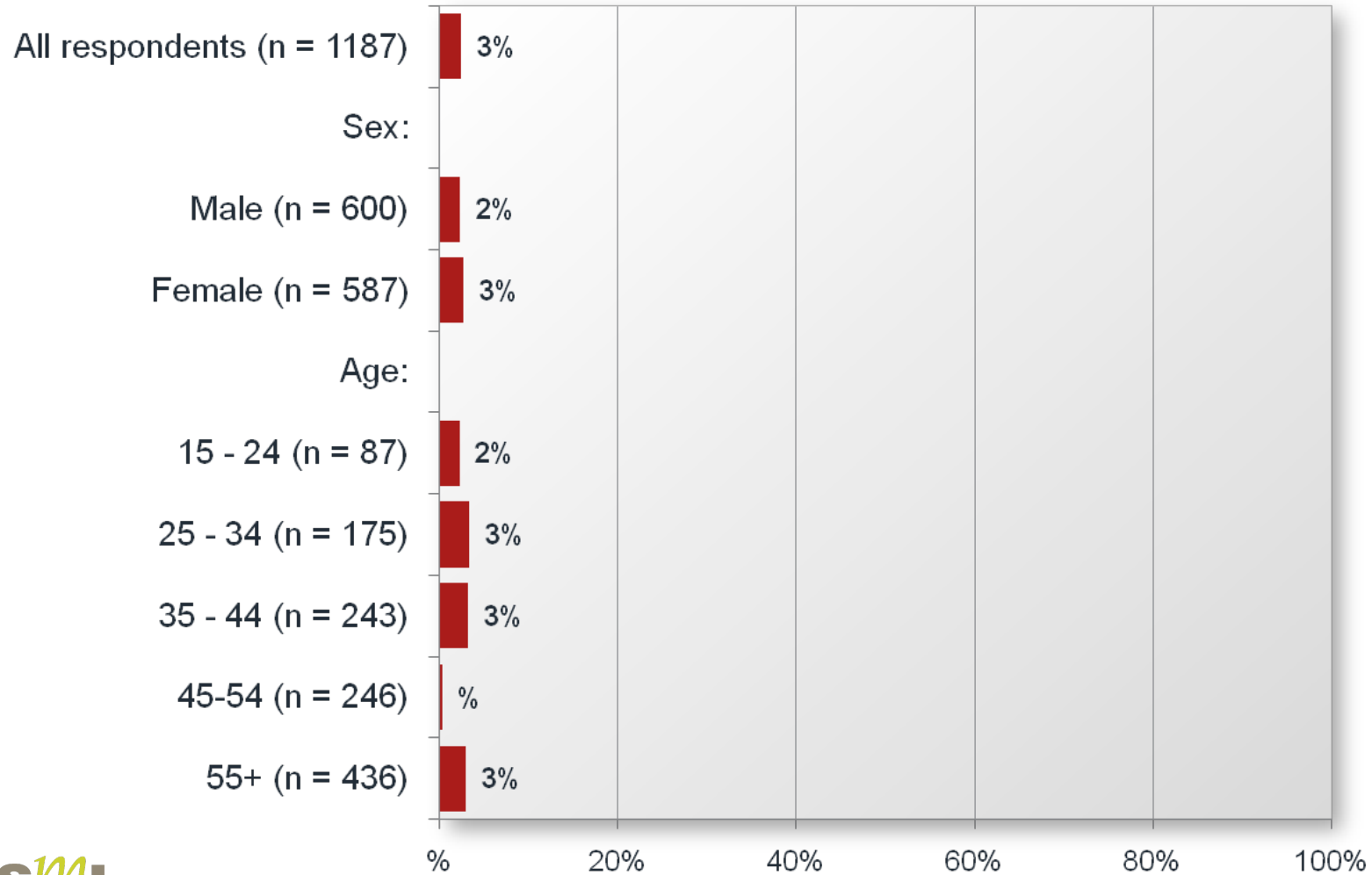


Use of different services with a mobile device during the past 6 months
Target group: All mobile phone users, n = 1187 / Has used at least once or twice, %



Mobile Social Media / VoIP

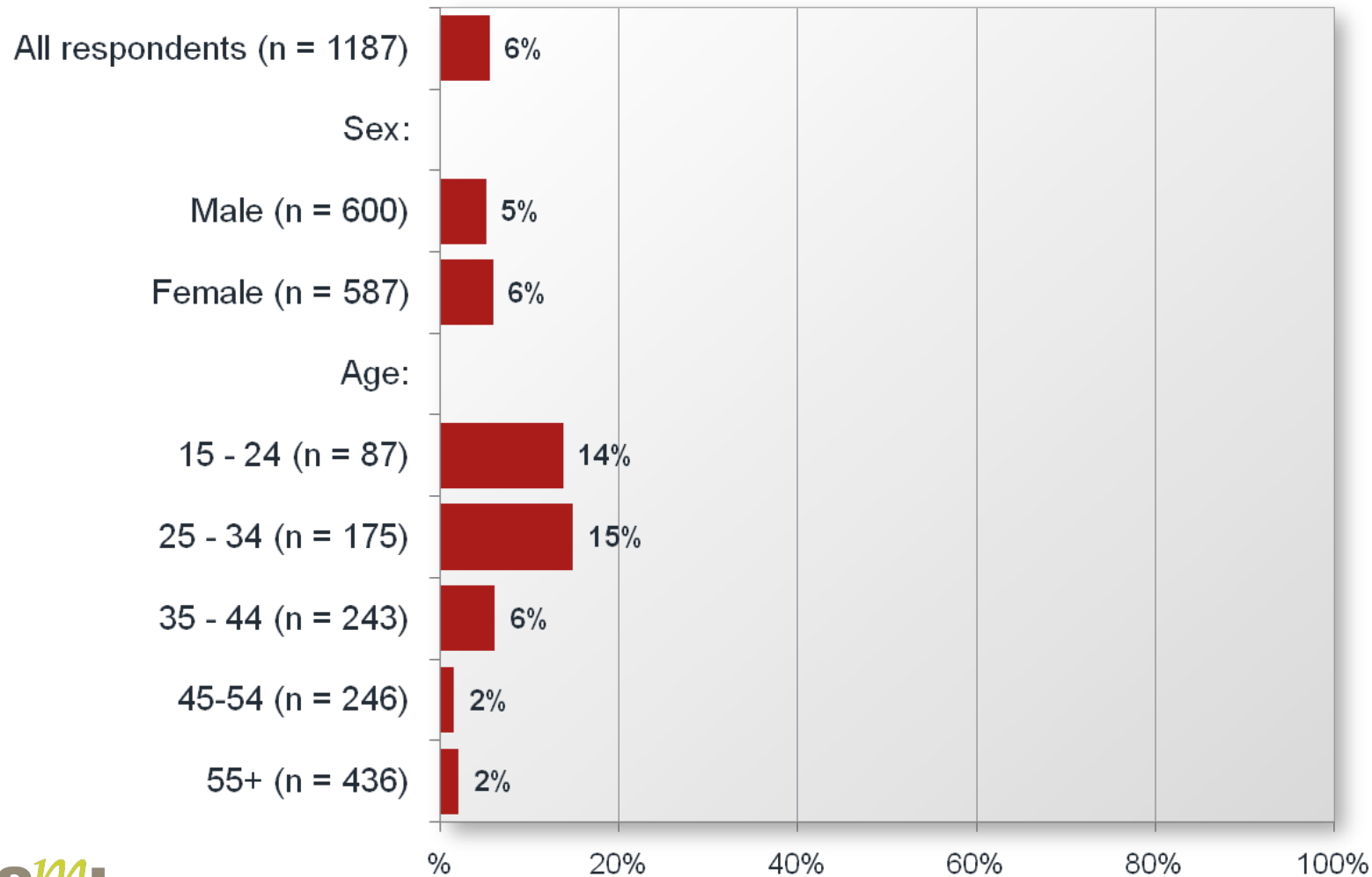
Use of different services with a mobile device during the past 6 months
Target group: All mobile phone users, n = 1187 / Has used at least once or twice, %



Mobile Social Media / Communities



Use of different services with a mobile device during the past 6 months
Target group: All mobile phone users, n = 1187 / Has used at least once or twice, %



Mobile Social Media / Microblogs



Use of different services with a mobile device during the past 6 months
Target group: All mobile phone users, n = 1187 / Has used at least once or twice, %

