

MOBILE APP REPORT

Table of Contents

- **Chapter 1: Introduction**
 - Informate Mobile Tracker- Methodology
 - Distribution of the Panel
 - Glossary of key terms
 - Executive Summary

- **Chapter 2: Overall App Usage Active Time & Reach Analysis**
 - Mobile Active Time (*Active vs. Idle Time*)
 - Split of Core Activities undertaken on Mobile (*Split of Communication, Entertainment, Browsing, Phone Management & Productivity*)

- **Chapter 3: Analysis of Top Apps**
 - Reach & Share of time spent on top 25 apps -Overall Level & By Profile**

- **Chapter 4: Analysis of Apps within Key Mobile Activities**
 - Reach & Share of time spent on Communication Apps -Overall Level & By Profile**
 - Reach & Share of time spent on Entertainment Apps -Overall Level & By Profile**
 - Reach & Share of time spent on Phone Management Apps -Overall Level & By Profile**
 - Reach & Share of time spent on Productivity Apps -Overall Level & By Profile**

**Wherever relevant, all the data can be analysed by Profile-Gender, Age, SEC, Telecircle, Metros, Usage, Operators, Connection Type, Handset Type, OS, Handset related features like Keyboard type, Touch Status, Price Range, Screen Size, Camera Resolution

- **Chapter 5: Trend Analysis**

- Key Mobile Activities Split- 6 months trend
- Top App Genres by Reach- 6 months trend
- Specific Apps by Reach-6 months trend

- **Chapter 6: Behavioral Segmentation**

- Methodology & Segments
- Segment wise Analysis (Focussed on Browsing, Entertainment, Communication, Productivity & Chat)