

MOBILE COMMUNICATION REPORT

Table of Contents

▪ **Chapter 1: Introduction**

- Informat Mobile Tracker- Methodology
- Distribution of the Panel
- Glossary of key terms
- Executive Summary

▪ **Chapter 2: Overall Communication 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*)
- Communication Split by reach & share of time spent-Overall Level & by Profile** (*Messaging, Voice Calls, Chat, Connectivity & Other Communication by reach & share of time spent*)
- Call & Message Usage Details – Overall Level & by Profile** (*Incoming vs. Outgoing Call count, Incoming vs. Outgoing Call Duration & Messaging Count*)

▪ **Chapter 3: Analysis of Communication related Websites**

- Key Genres of Communication Websites by reach & share of page views (*Reach & share of page views for the two secondary categories of Communication websites- Web Communication & Webmail*)
- Top 10 Web Communication sites by reach & share of page views
- Top 10 Webmail sites by reach & share of page views

****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 4: Analysis of Communication based Apps**

- Key Genres of Communication Apps by reach & share of time spent (*Reach & share of time spent for the two secondary categories of Communication apps- Call Apps & Chat Apps*)
- Top 10 Call Apps by reach & share of time spent
- Top 10 Chat Apps by reach & share of time spent

▪ **Chapter 5: Trend Analysis**

- Communication Usage Split- 6 months trend
- Communication Websites by Reach- 6 months trend
- Communication Apps by Reach-6 months trend

▪ **Chapter 6: Behavioral Segmentation**

- Methodology & Segments
- Analysis of the specific segment focussed on Communication