

MOBILE NEWS REPORT

Table of Contents

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

- **Chapter 2: Overall 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 News Websites**
 - Category Share of News website genre & top News websites by reach & share of page views- Overall Level & by Profile**
 - Ranking of all News Websites by reach & share of page views

- **Chapter 4: Analysis of News Apps**
 - Category Share of News app genre & top News apps by reach & share of time spent- Overall Level & by Profile**
 - Ranking of all News apps by reach & share of time spent

**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***

- News Websites by Reach- 6 months trend
- News Apps by Reach- 6 months trend