

MOBILE SOCIAL NETWORKING REPORT

Table of Contents

▪ **Chapter 1: Introduction**

- Informate 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 Social Networking Websites**

- Category Share of Social Networking website genre & top Social Networking websites by reach & share of page views- Overall Level & by Profile**
- Ranking of all Social Networking Websites by reach & share of page views

▪ **Chapter 4: Analysis of Social Networking Apps**

- Category Share of Social Networking app genre & top Social Networking apps by reach & share of time spent- Overall Level & by Profile**
- Ranking of all Social Networking 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***

- Social Networking Websites by Reach- 6 months trend
- Social Networking Apps by Reach- 6 months trend