



GfK Retail and Technology



# GfK Network Intelligence Solution

Monetising the Mobile Internet

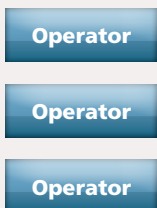
# GfK Network Intelligence Solution (GfK NIS)

## GfK Network Intelligence Solution Monetising the Mobile Internet

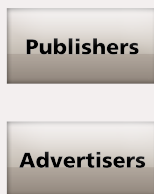


- Tracking of mobile Internet usage and user behaviour
- A mobile network-centric approach for census data collection
- Comprehensive coverage of Internet activities and metrics
- Real-time reporting possibility
- Irreversible real-time anonymisation to guarantee privacy
- Fully automated end-to-end data production process
- Enrichment of data through socio-demographics, website and apps categorisation, and mobile handset features
- Powerful reporting with GfK StarTrack
- Future-proof with mobile network evolution

### Business Intelligence for mobile operators



### Market Intelligence for media industry



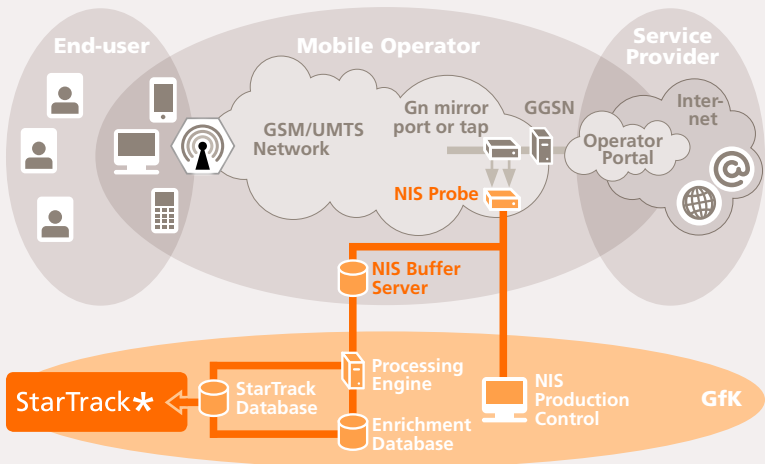
# GfK NIS – The Method

## GfK Network Intelligence Solution

### A Fully Automated End-to-End Data Production Process



- Data collection from mobile core network
- Passive data extraction with no disturbance to live network
- Network Intelligence using Deep-Packet Inspection technology
- Real-time anonymisation with industry standard algorithm
- Plug-and-Play installation with only two operator interfaces
- Local data filtering and reduction at Operator
- Centralised processing, enrichment and reporting at GfK



# GfK NIS – The Results

## GfK Network Intelligence Solution

### Powerful Reporting on Internet Activities



- Information on Internet usage and user behaviour using reporting dimensions and metrics
- High level of data granularity and accuracy
- Online reporting 24/7 with GfK StarTrack
- Offline reporting with automated export to email, online download portal in PowerPoint, Excel or flat file formats
- Link behavioural results with other data sources such as socio-demographics
- Standardised reports across all activities and dimensions
- Customised reports with unlimited cross-tabulation of any activity or dimension



Coverage of wide range of Internet activities, reporting dimensions, and metrics

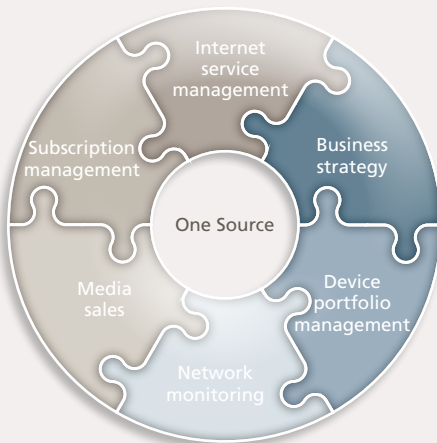
# GfK NIS for Mobile Operators

GfK Network Intelligence Solution

## Business Intelligence for Mobile Operators



- Benchmark performance against the market
- Link behavioural data with operator CRM
- Integration with existing reporting systems through data export
- Standardised reports on key usage activities (KPIs)
- Custom-made reports for specific analyses
- All data in single source for full visibility on subscriber behaviour



# GfK NIS for the Media Industry

GfK Network Intelligence Solution

## Mobile Metrics for the Media Industry



- Establish mobile Internet as trusted advertising medium
- Customised reports for advertisers and media agencies, publishers, campaign and media planners, ad networks...
- Audience measurement across websites and mobile apps
- Segmentation through socio-demographics and devices used
- Ad targeting to right channels at right time
- Brand awareness benchmarks
- Website audience and competitor site comparison
- Intelligence for monetising and developing websites



# GfK NIS for the Media Industry

