



GET TO KNOW THE CONNECTED CONSUMER & UNCOVER EMERGING TRENDS WITH **CONNECTED DEVICE INSIGHTS**

SUPERIOR INSIGHT

Connected Device Insights measures adoption, usage, and preference of tablets, internet-to-TV players, internet-connected TVs, game consoles, Blu-ray, smartphones, and other connected devices.

Beyond telling who is buying what, Connected Device Insights delivers the why and how—evaluating on-device media consumption to understand how the changing media landscape impacts traditional media, while also tracking new products and attitudes around advertising to understand why consumers choose and use each device.

SOLVING BUSINESS NEEDS

With Connected Device Insights, you can answer questions critical to your business decisions:

- What are consumers buying?
- Who is buying?
- How do they make that decision?
- How, where, and why are these devices being used?
- How are consumers interacting with ads? What makes them take action?

SOLUTION OVERVIEW

Key Metrics

- Device user profiles
- Technology adoption
- Device activities/usage
- Purchase motivations/drivers
- Perceptions and attitudes
- Media consumption across devices
- Simultaneous usage with other activities

Coverage

National, based on re-contacts of connected device owners identified through Nielsen Mobile Insights

Delivery

- Quarterly PowerPoint reports
- Underlying data available online via online interactive tool

CLIENT BENEFITS

SCALE

A large sample provides a representative view into the connected consumer—their usage, attitudes, preferences, and more

ONGOING

Continuous measurement of the fast-paced connected devices industry enables you to identify emerging trends

ACTIONABLE

Be delivering next-level insights—the why and how behind the what, our qualitative measures can make a meaningful impact in solving your key business issues

Sample

- ~8000 quarterly
- Minimum quotas by device types

WHY NIELSEN?

Nielsen's insights are unrivaled in the marketplace, providing a holistic view of the consumer across devices. Connected Devices leverages respondent data collected through Nielsen Mobile Insights, the largest wireless survey in the industry with approximately 400K respondents annually. Nielsen truly provides an uncommon sense of the connected consumer, utilizing data collected through both Mobile Insights and Connected Devices. Custom analytics can answer specific client queries and provide the insights clients need.

INSIGHTS IN ACTION

How are consumers using their devices while watching TV?

