



Nielsen invites you to

# brainybreakfast ● ●

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June 9<sup>th</sup>  
2009

## Mobile Internet

Join our **brainybreakfast** with Telecom Tuesday June 9th 2009 and learn more about **Mobile Internet**

### Mobil Internet

Awareness and familiarity. **Drivers & barriers** for use. Are handsets hindering or motivating use? Profile segmentation of mobile internet users, non-users and intenders. Current usage behaviour. Web sites visited, type of activity, download of music, etc. How are mobile internet users behaving differently versus their fixed line internet usage? Type of mobile internet connection used. **Decision making criteria** for choosing brand. Is mobile internet influencing the **choice of brand**? Are people using the same brand for mobile internet as well as their other telecom services? What are the important features and applications on **handsets** and mobile internet. What are the needs in terms of applications & features for mobile internet? Testing of mobile internet concepts (e-banking, e-health, etc.) and demand forecasting of the same (BASES)

**Mobile Internet is probably the most important driver within telecom for the years to come and Michalis Photiou, Associate Director, The Nielsen Company, is looking forward to share his experience with Mobile Internet in the Telecom sector.**



### Agenda

- 08.45 – 09.00 Check-in & Breakfast
- 09.00 – 09.45 Status quo on Mobile Internet
- 09.45 – 10.00 Break
- 10.00 – 10.45 Case Study: Deep Dive. . .

### Address

The Nielsen Company  
Strandvejen 70, 2900 Hellerup

### Parking

Free Parking behind main building

### Free Ticket

when registering before Tuesday June 2nd.  
Henceforth: DKK 450. Colleagues may participate on similar conditions. Provide name of each participant to:  
brainybreakfast@nielsen.com