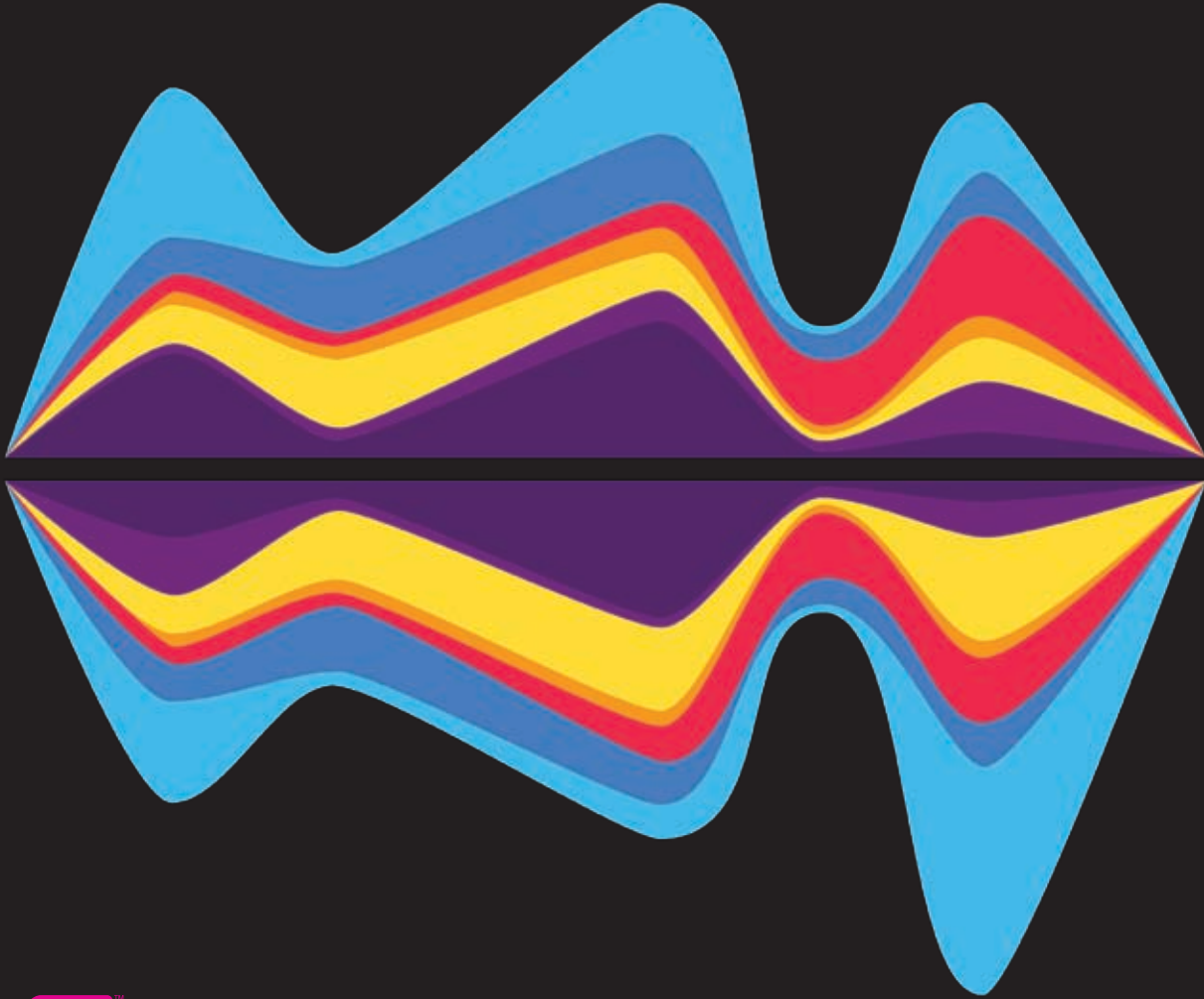


**The future is digital...**  
**the future of digital is MOBILE**



**tns** **Mobile Life**  
Global Telecoms Insights

**[discovermobilelife.com](http://discovermobilelife.com)**

# Mobile Life is an annual investigation from TNS designed to provide a deep understanding of today's global mobile device consumers and the future impact mobile will have on our digital landscape.

34,000\* interviews with mobile users across over 43 countries (including the BRIC countries, Indonesia and several key African markets) provides real insight into how consumers across the world are using and interacting with mobile technology and delivers a holistic understanding of the end-to-end consumer experience and how this will change in the future.

## Invaluable insights to support:

### Offer development

Identify current and future usage patterns for features, services and Apps

### Brand strategy

Build strategies across the mobile ecosystem, understand brand strengths, weakness and collaboration opportunities

### Activation

Track the consumer purchase process and drivers of purchase

### Cross-platform planning

Prioritise your marketing strategies across mobile, PC and tablet based on current usage patterns and future preference

\* Increased 2011 sample sizes in key markets



## Countries covered

Argentina, Australia, Benin, Brazil, Cameroon, Canada, Chile, China, France, Germany, Ghana, Guatemala & Costa Rica, Hong Kong, India, Indonesia, Italy, Japan, Kenya, Korea, Malaysia, Mexico, Morocco, Netherlands, New Zealand, Nigeria, Pakistan, Philippines, Russia, South Africa, Saudi Arabia, Senegal, Singapore, Spain, Sweden, Taiwan, Tanzania, Thailand, UAE, Uganda, UK, USA, Vietnam

## Global/Local/Tailored packages available

We offer standard global and local packages but we can also work with you to customise the package, by tailoring it to your specific needs.

## About TNS

TNS is the global leader in custom market research delivering actionable insights and research-based business advice to clients around the globe so they can make more effective business decisions. TNS offers comprehensive industry knowledge within the Consumer, Technology, Finance, Automotive and Political & Social sectors, supported by a unique product offering that stretches across the entire range of marketing and business issues, specializing in product development & innovation, brand & communication, stakeholder management, retail & shopper, and qualitative research. Delivering best-in-class service across more than 80 countries, TNS is dedicated to discovering growth opportunities for its clients in an ever-changing world. Through its pioneering and innovative culture, TNS understands the latest marketing challenges and research techniques, being the first to discover and solve new marketing issues for clients.

**DISCOVER – A changing world:  
New territories, new media, new opportunities.**

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