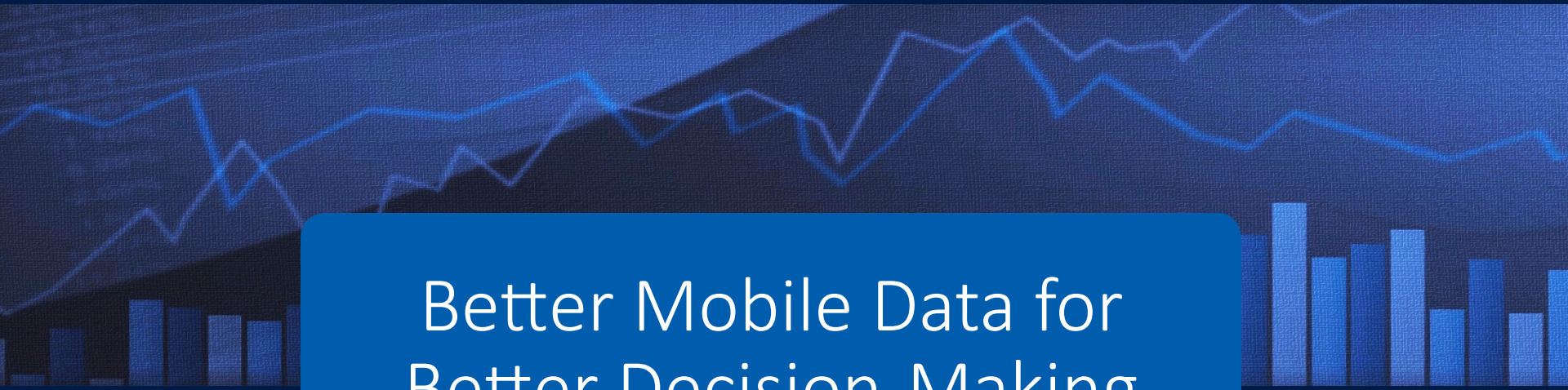

Better Mobile Data for Better Decision-Making

Mobidia Overview

February 2015

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Crowd-sourcing valuable insights
on how mobile networks & apps are
actually used

Millions of subscribers, 200+ countries

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Driving Better Strategy, Marketing, and Investment Decisions

Identify trends on LTE and Wi-Fi utilization
Understand app usage and engagement trends
Optimize data plans globally
Track performance of service offers and OTT apps
Benchmark competitors and regional leaders
Make better product decisions
Inform global marketing strategies of public and private
Target advertising

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Strong Traction with 100+ Blue Chip Customers

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Mobidia's Data is More Actionable

Real Usage From Real Users

More accurate
More informative than
Panels
Forecast
Surveys

Largest Global Sample

Millions of users
Millions of apps
200 countries
All regions

App Usage vs Downloads

Usage vs intent
Preloaded apps
OS apps & components

Complete Network Visibility

2G,3G,LTE, Wi-Fi
"On" & "Off" networks
Roaming usage
860+ cellular networks
10K's of Wi-Fi networks

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Mobidia's My Data Manager

Saves subscribers money on phone bill

Decreases operator's customer care costs

4.6 Avr. rating
(150K+ reviews)

Recommended & Promoted:

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Mobidia has the Largest Global Measurement Reach

- **127 billion** app sessions tracked
- **69 million** app hours monitored every month
- **13 million** different app versions
- **8.9 million** devices since Jan 2013
- **8000+** different device models
- **10 billion** MB/month
- **4+ billion** location pts/month

Actual data collected via Mobidia's My Data Manager iOS and Android app

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New 2014 LTE Usage Report

Millions of users

12 months of 2014 usage

15 LTE markets

3G, LTE, Wi-Fi usage

Data plan utilization

An Ovum and Mobidia Collaboration

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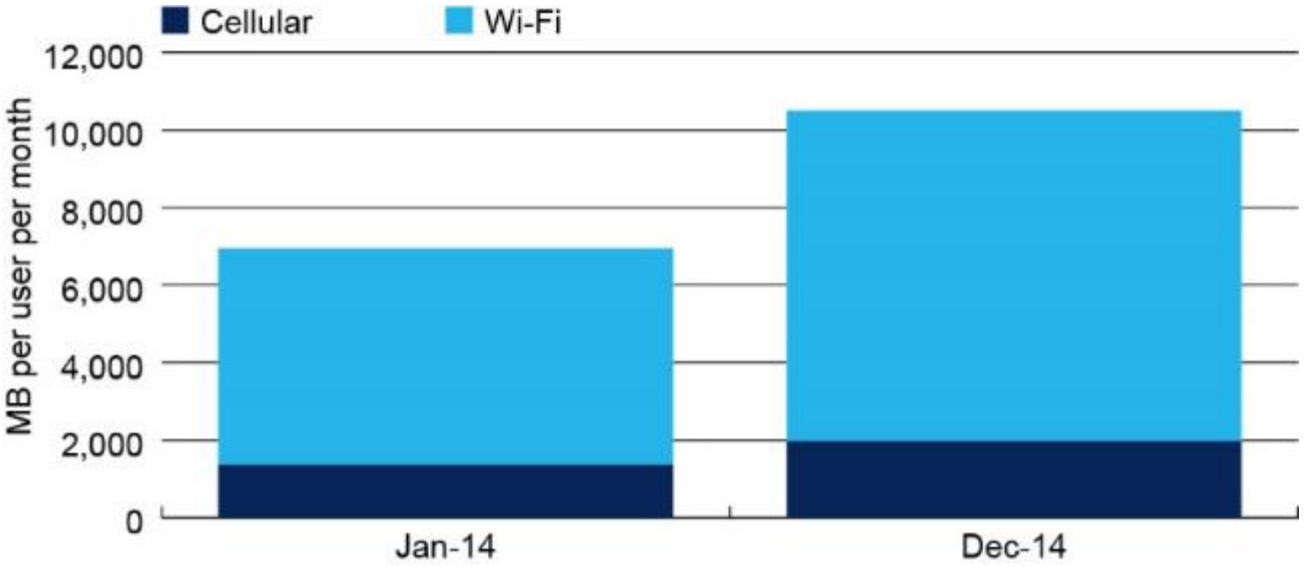
Monthly Data Use per Subscriber is Over 10MB



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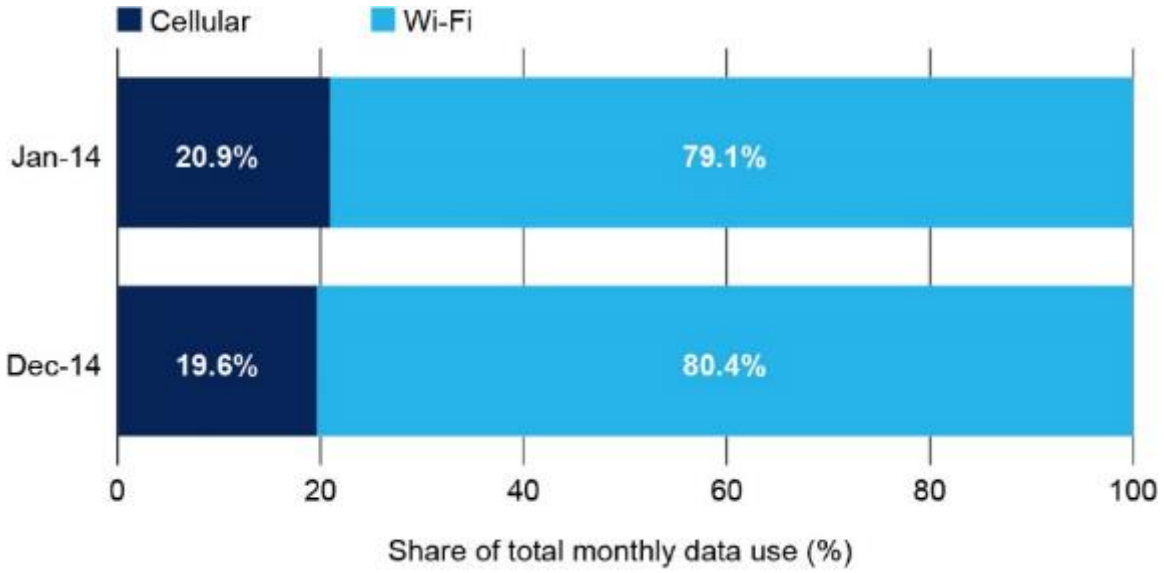
Wi-Fi Continues to Provide Primary Access



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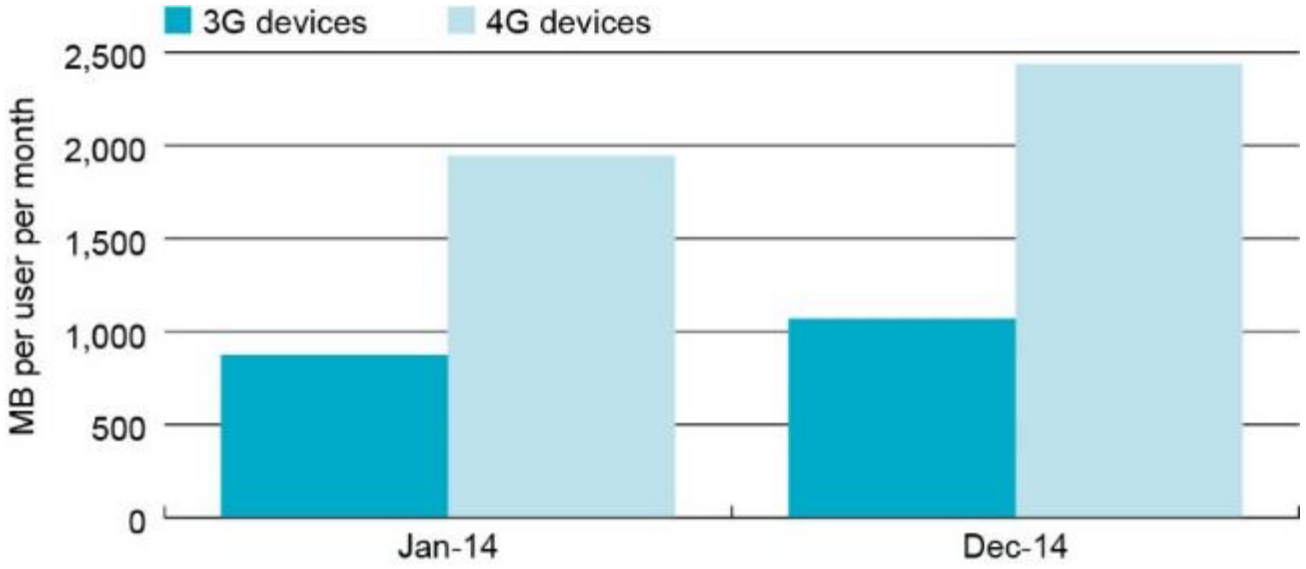
LTE Smartphone Usage Doubles that of 3G Usage



Global Android Users

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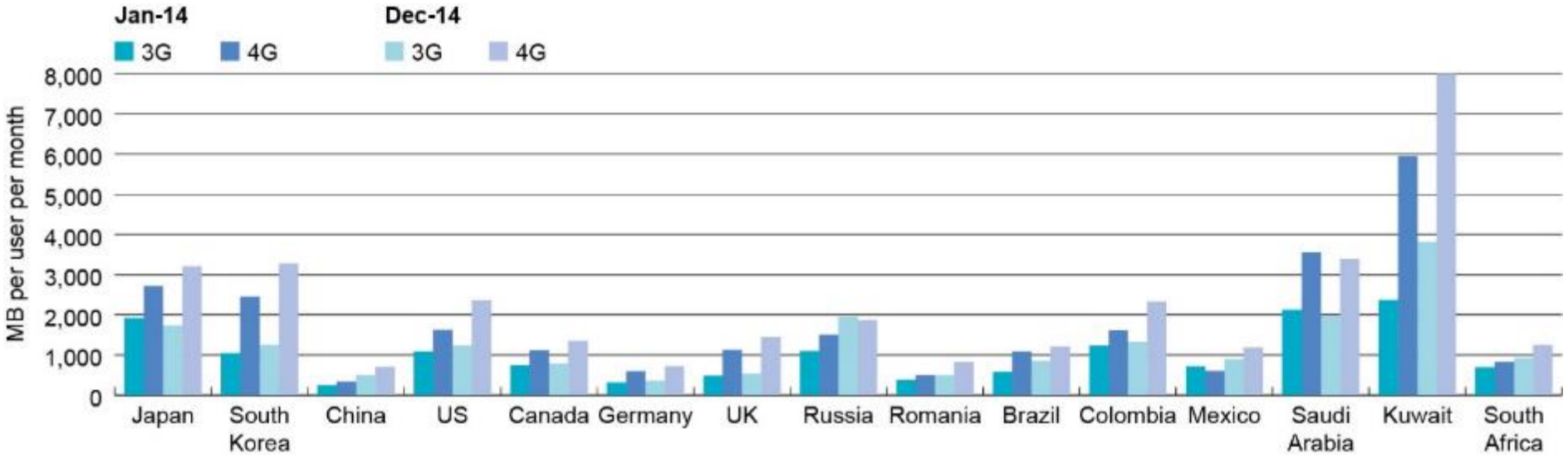
LTE 63% Higher than 3G in Jan, 77% Higher in Dec



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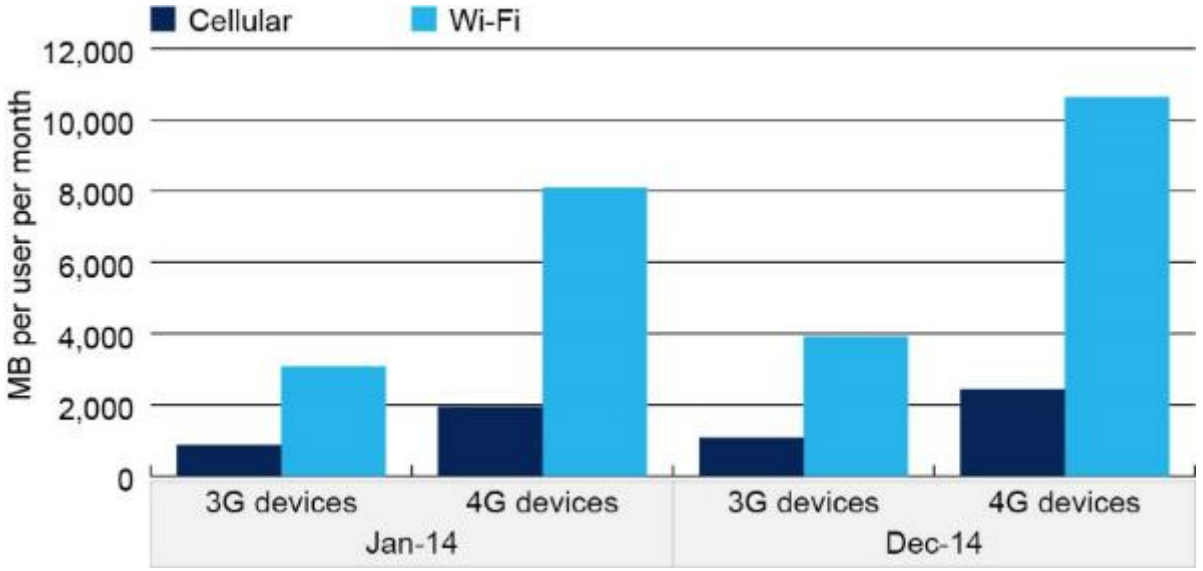
LTE Doesn’t Appear to Be Decreasing Wi-Fi Demand



Global Android Users

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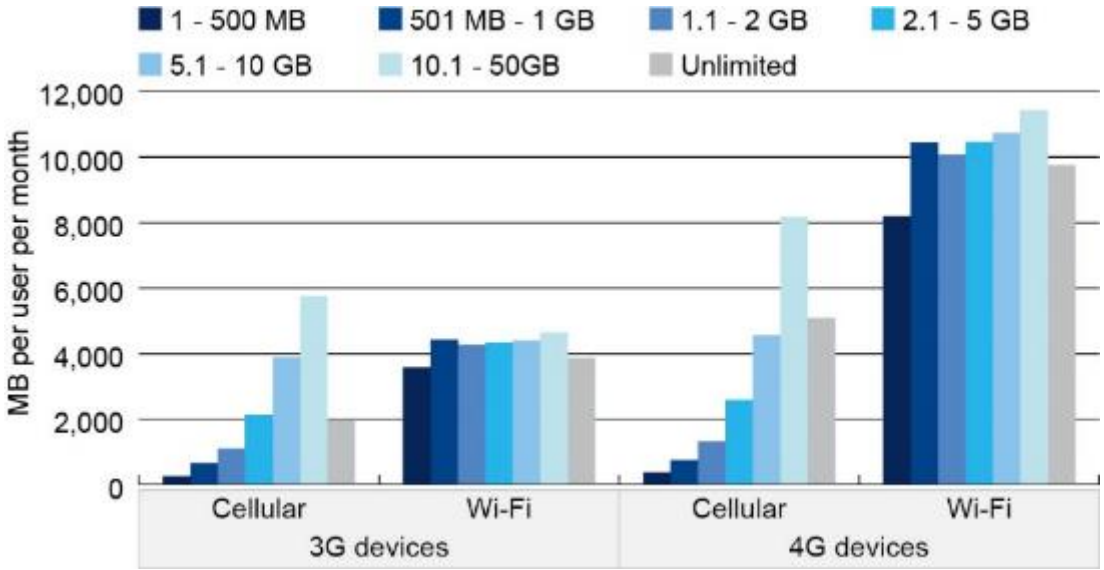
Does Wi-Fi have a Natural Limit?



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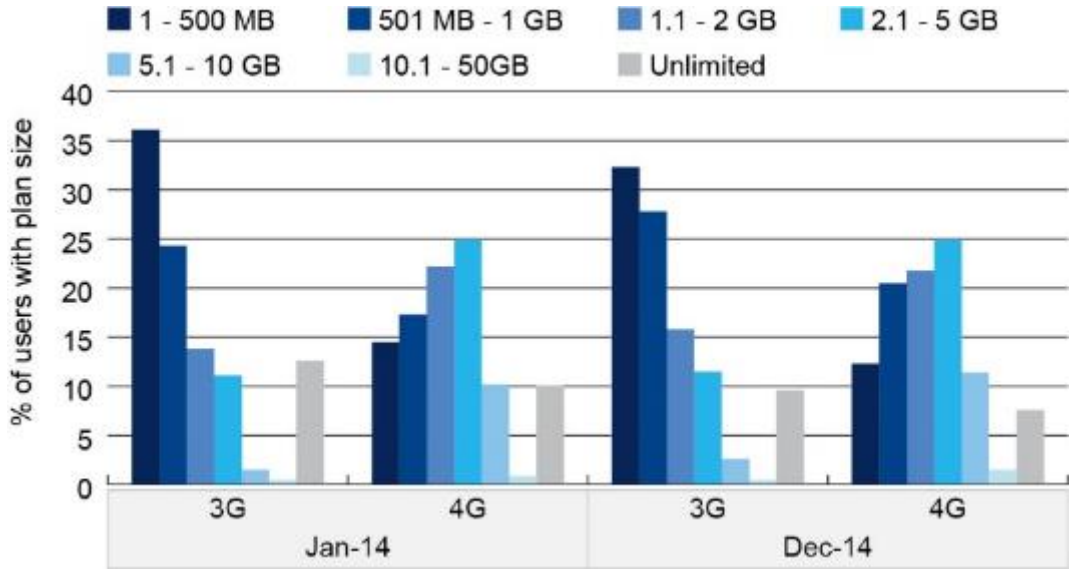
LTE Subscribers have Larger Plans



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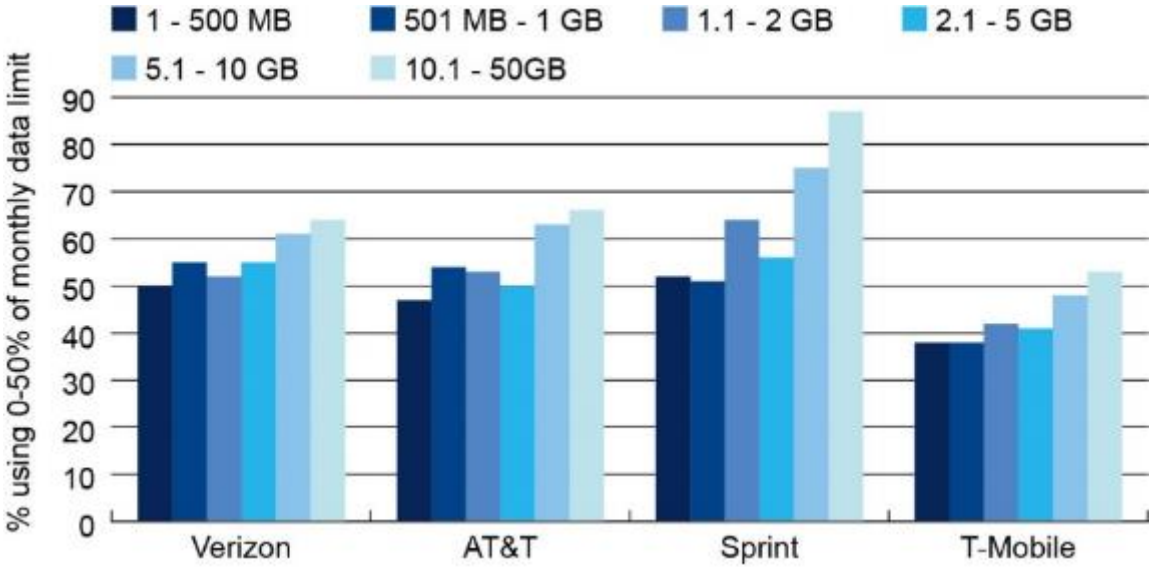
But Many US Subscribers use Less than 50% of Plans



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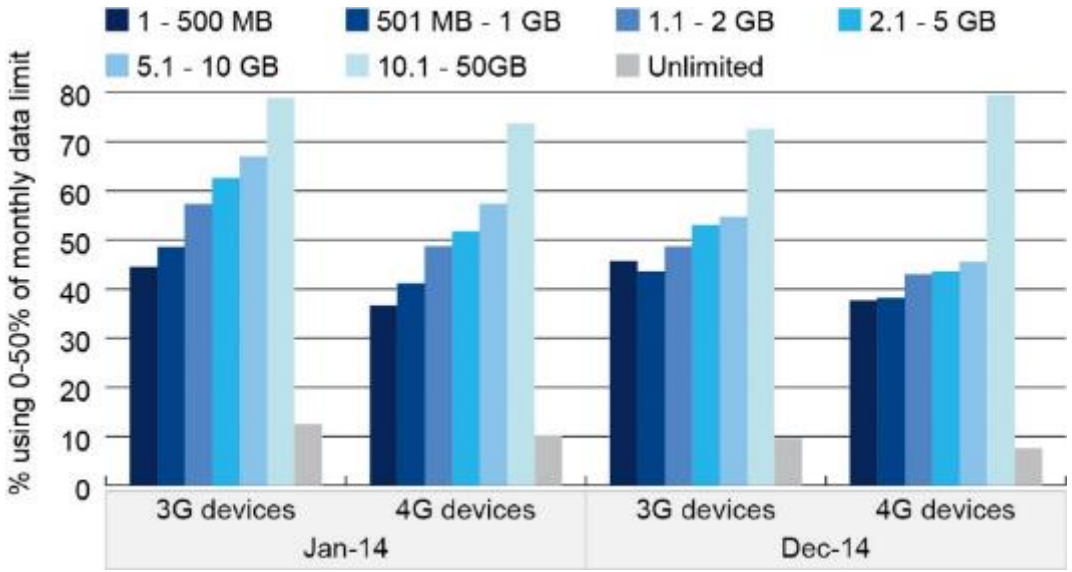
53% of 3G and 48% of 4G Subs use Less than 50% of Plan



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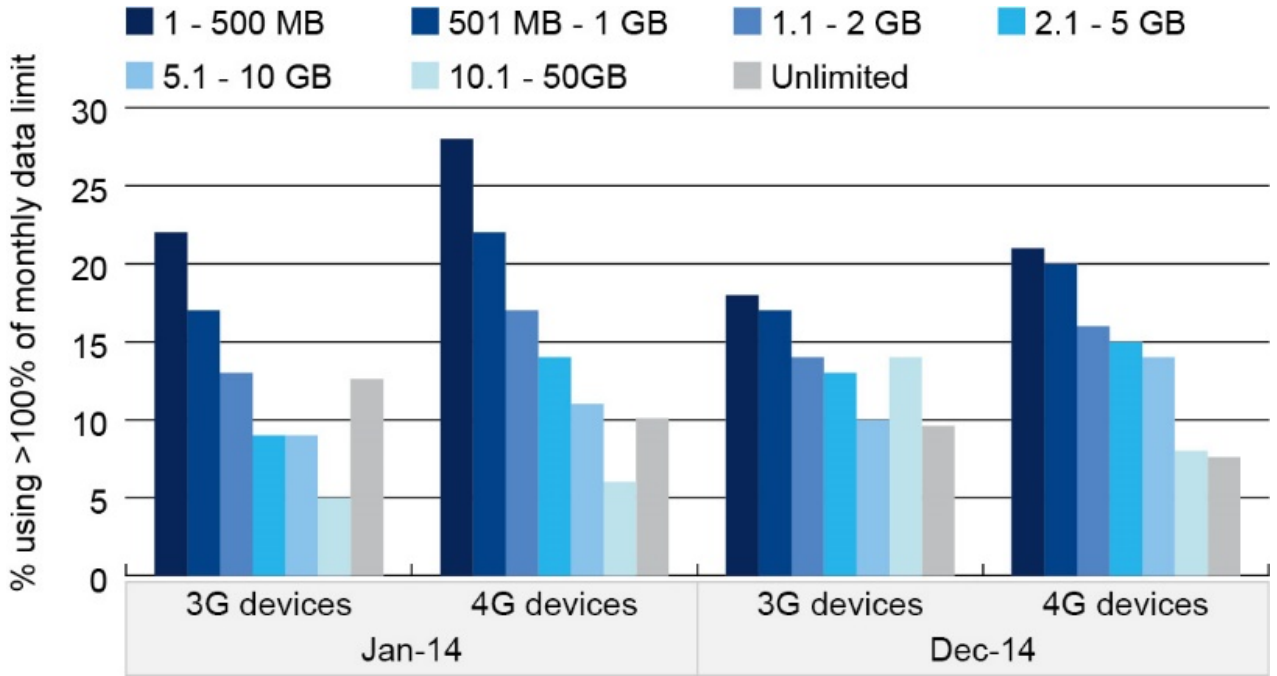
Larger Plans Driving Down Overage?



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Dashboard Access to Real Users, Real Usage, Globally

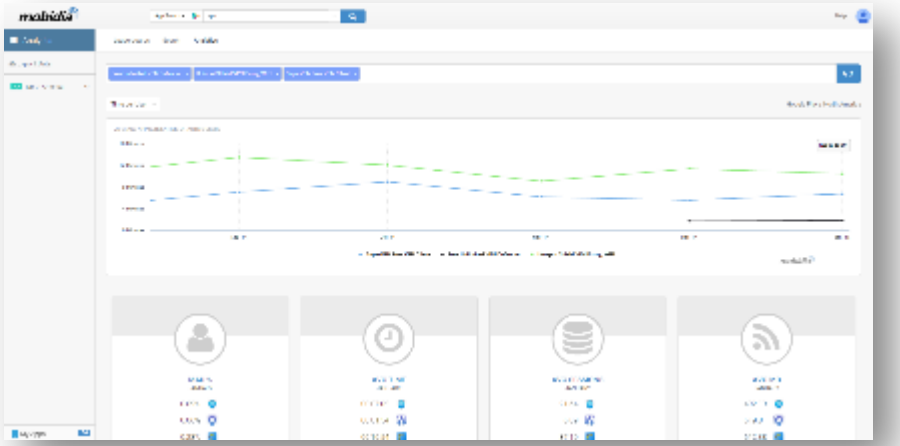
Millions of iOS and Android apps

App store categories

Country and regional pivots

Leaderboards based on active users

Penetration, engagement, usage, and retention



Demo Time

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Mobidia Leads the Next Generation of App Economy and Network Measurement and Targeting

Largest Panel	Informed by millions of devices Real data from real users in 200+ countries
Real Usage Data	Actionable app and network usage metrics from real users Not just downloads or estimates
Measures ALL Apps	Measures all app usage on a device, not select, instrumented ones Includes pre-installs, OS apps & components
Proven Value	Dozens of blue chip customers Trusted by app developers, marketers, carriers and investors

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Appendix

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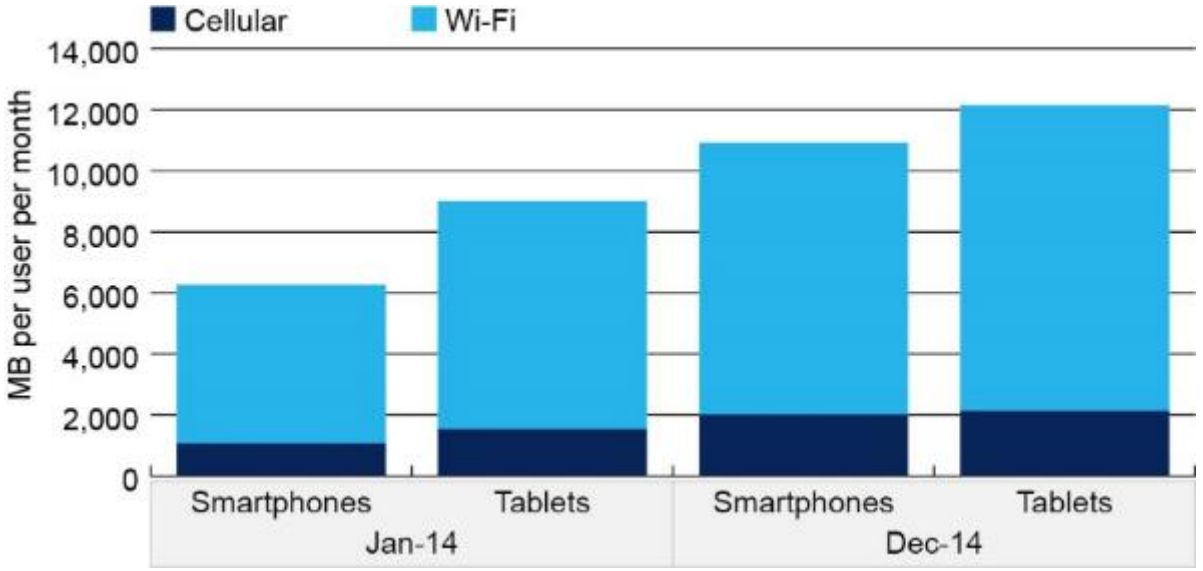
iOS Data Usage Growth



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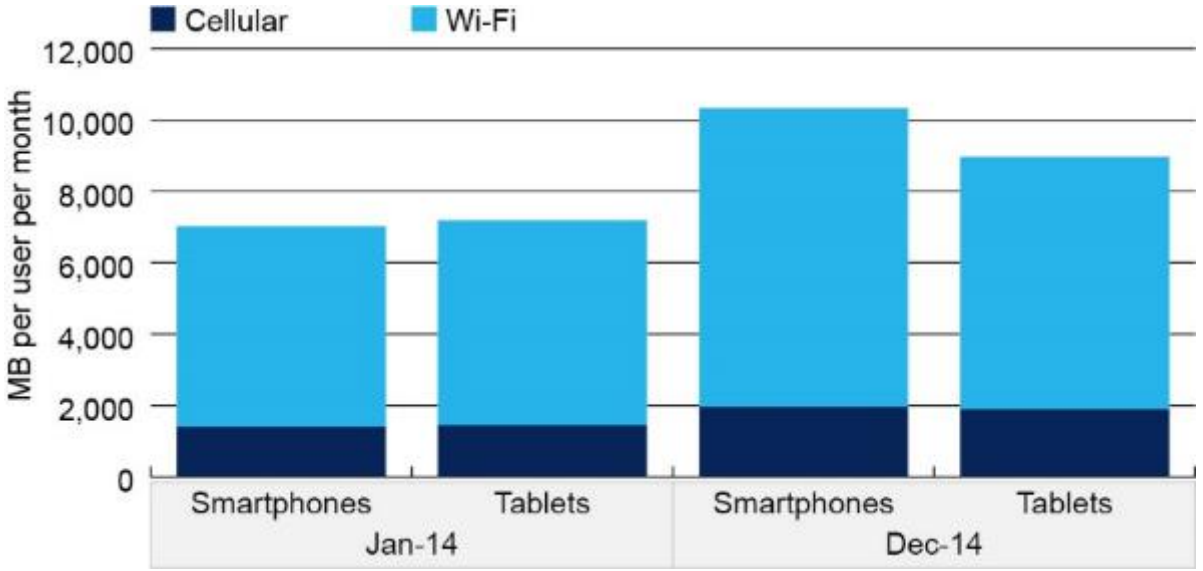
Android 2014 Usage Growth



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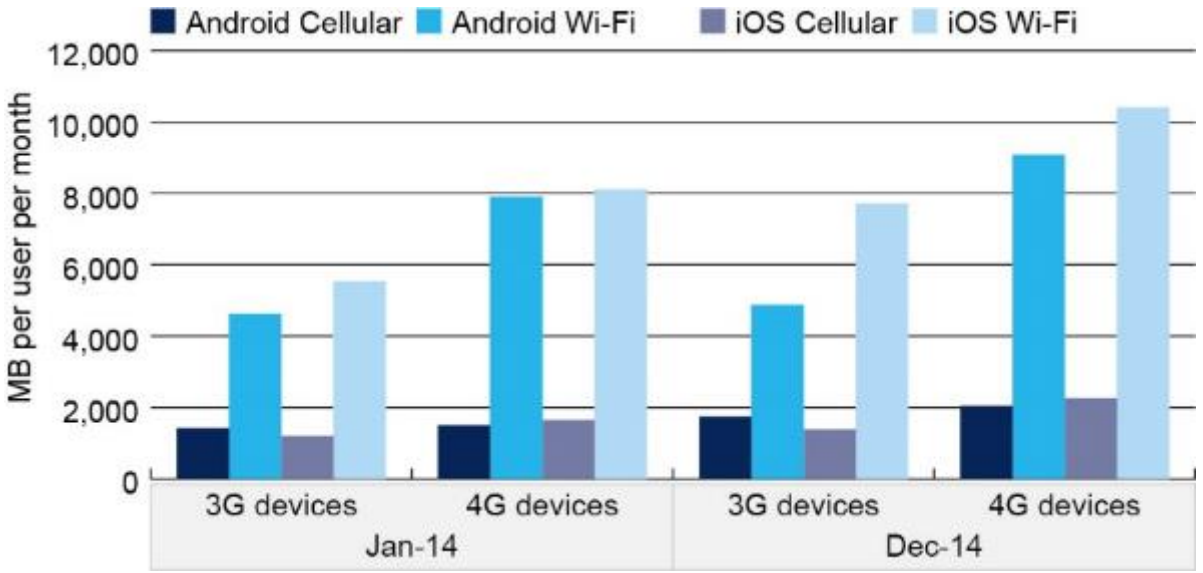
4G Tablet Users Using More Data As Well



Global iOS and Android Tablets Users

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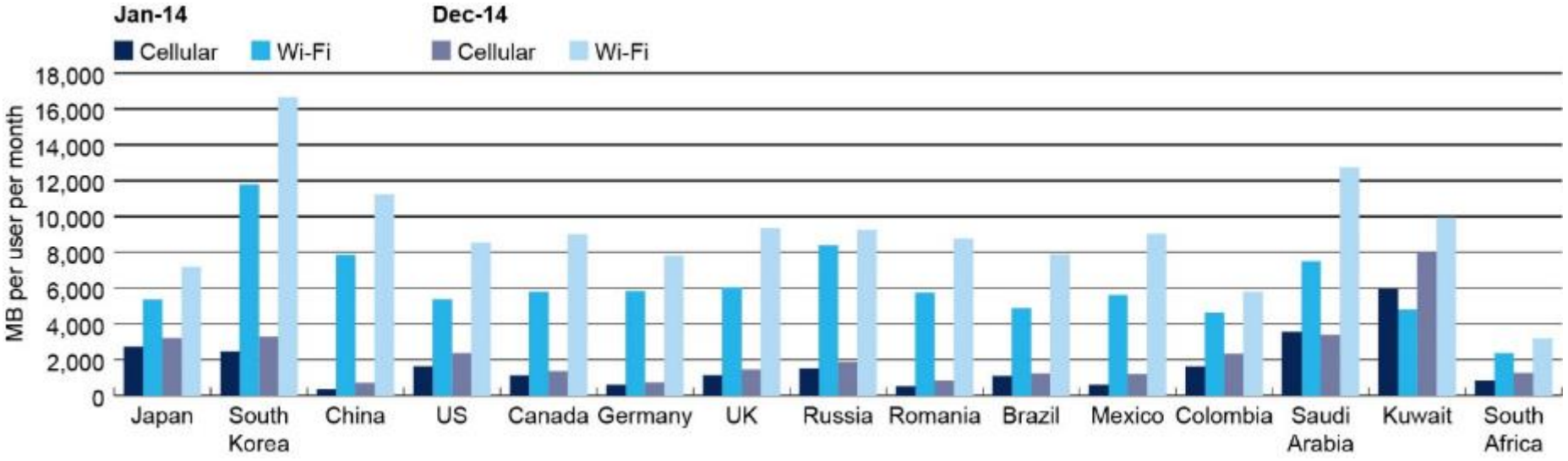
Global Trends Consistent; Korea and Kuwait Differ



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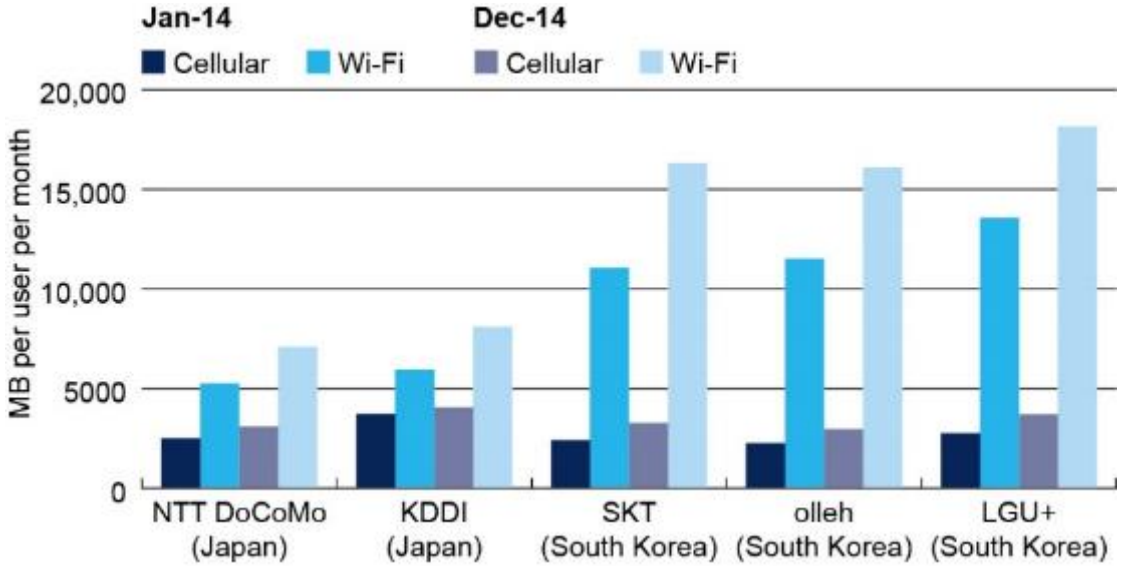
Japanese Rely on Cellular More than Most



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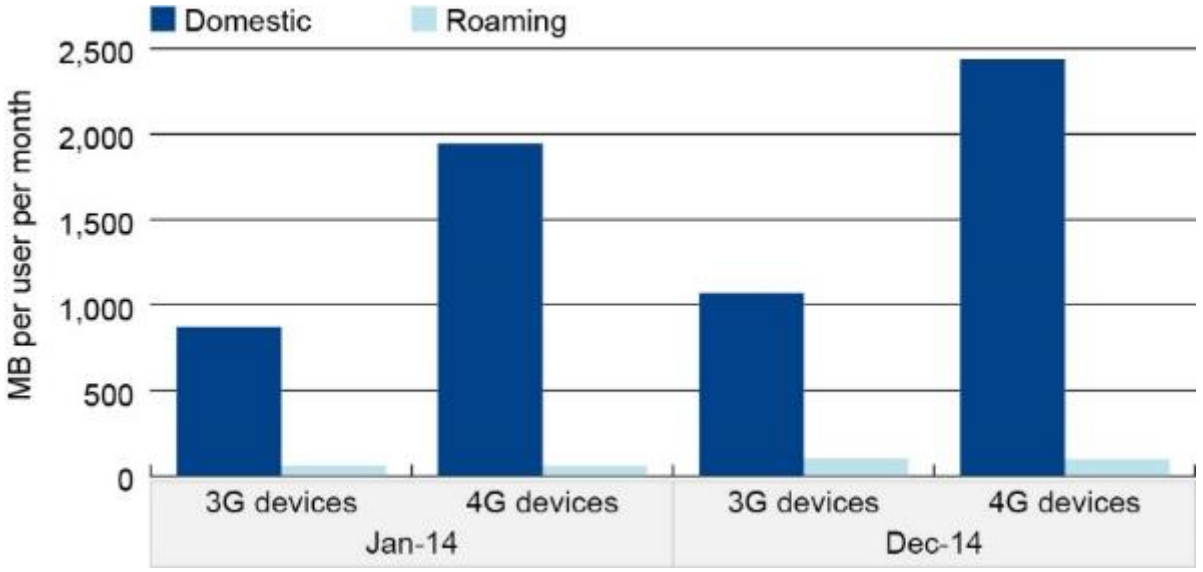
Roaming Usage Growing but Relatively Tiny



Global iOS and Android Tablets Users

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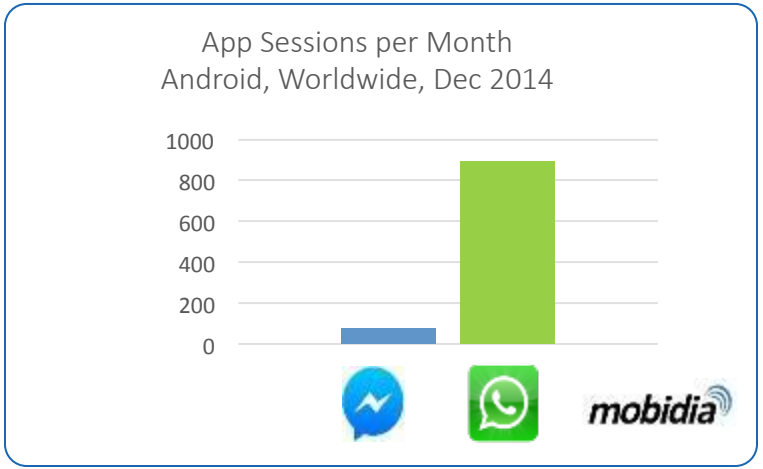
Downloads can be Misleading – It's Engagement that Matters

App Annie Downloads vs Mobidia's Usage Data



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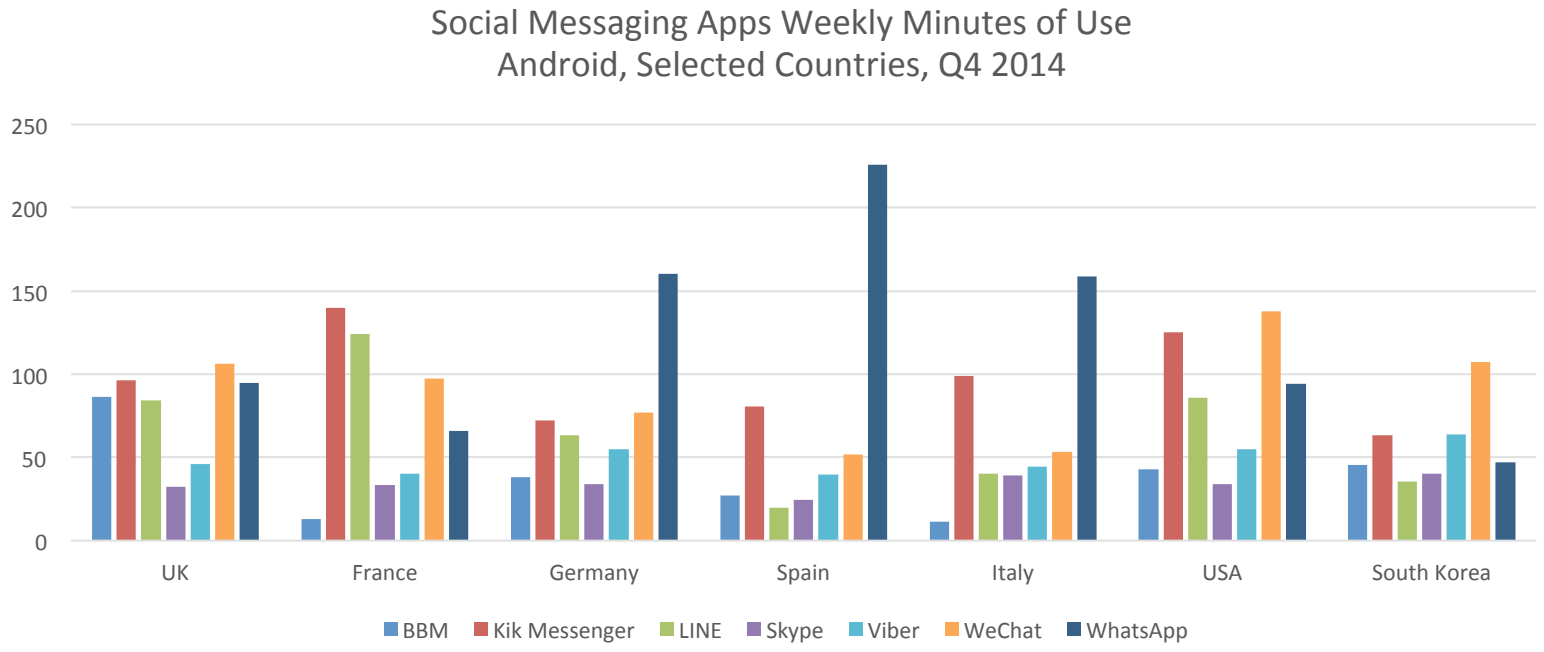
Mobidia's App Data More Actionable than Downloads



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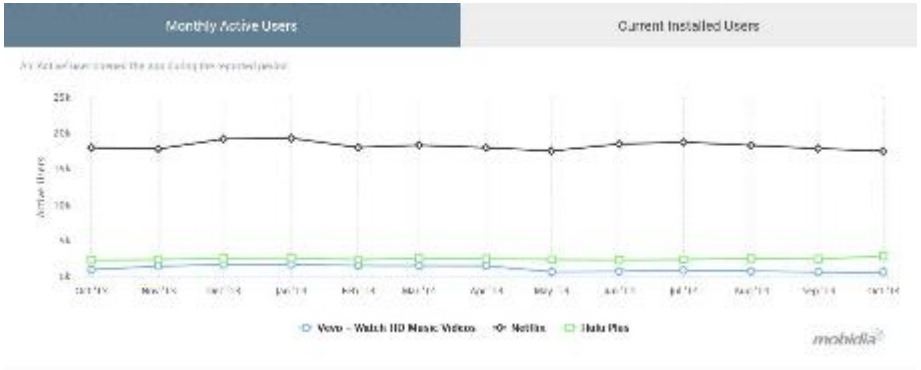
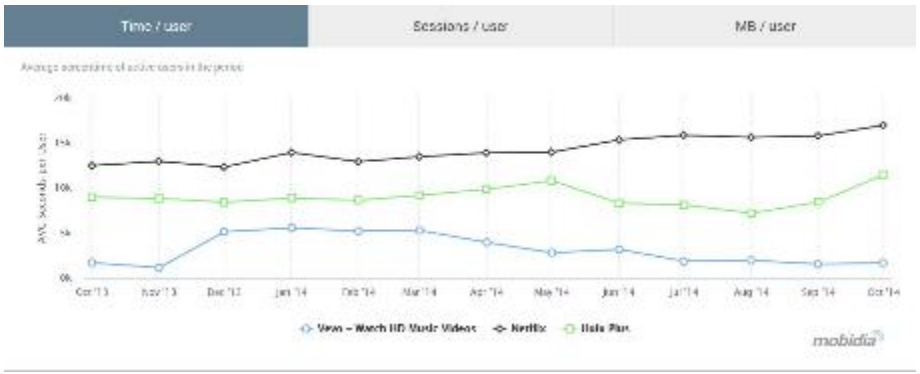
Mobidia's App Data More Actionable than Downloads

Active Users



Average Minutes



USA NETFLIX hulu vevo

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