



Mobile Advertising and Usage Analysis

Polling Data from Advertisers

January 12, 2009

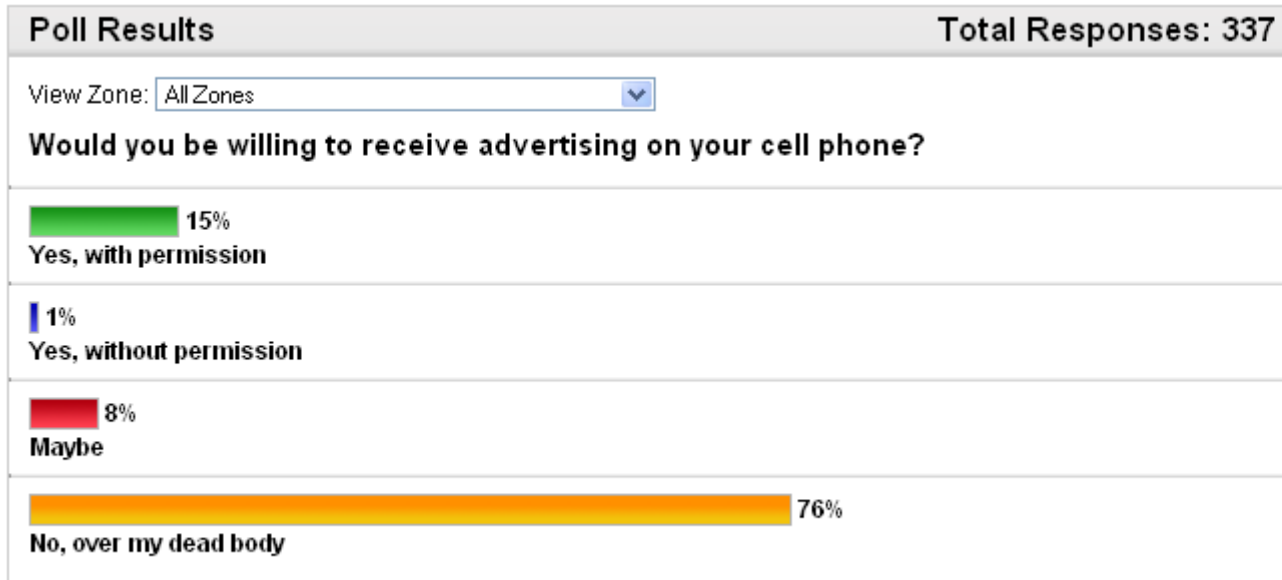


Introduction

The following slides represent results from a series of Vizu online polls completed in conjunction with *Ad Week* of several weeks at the end of 2008. This data provides the basis for Greg Stuart's column on mobile advertising and usage patterns among advertisers themselves.



Receptivity to Ads on Mobile



Poll Details

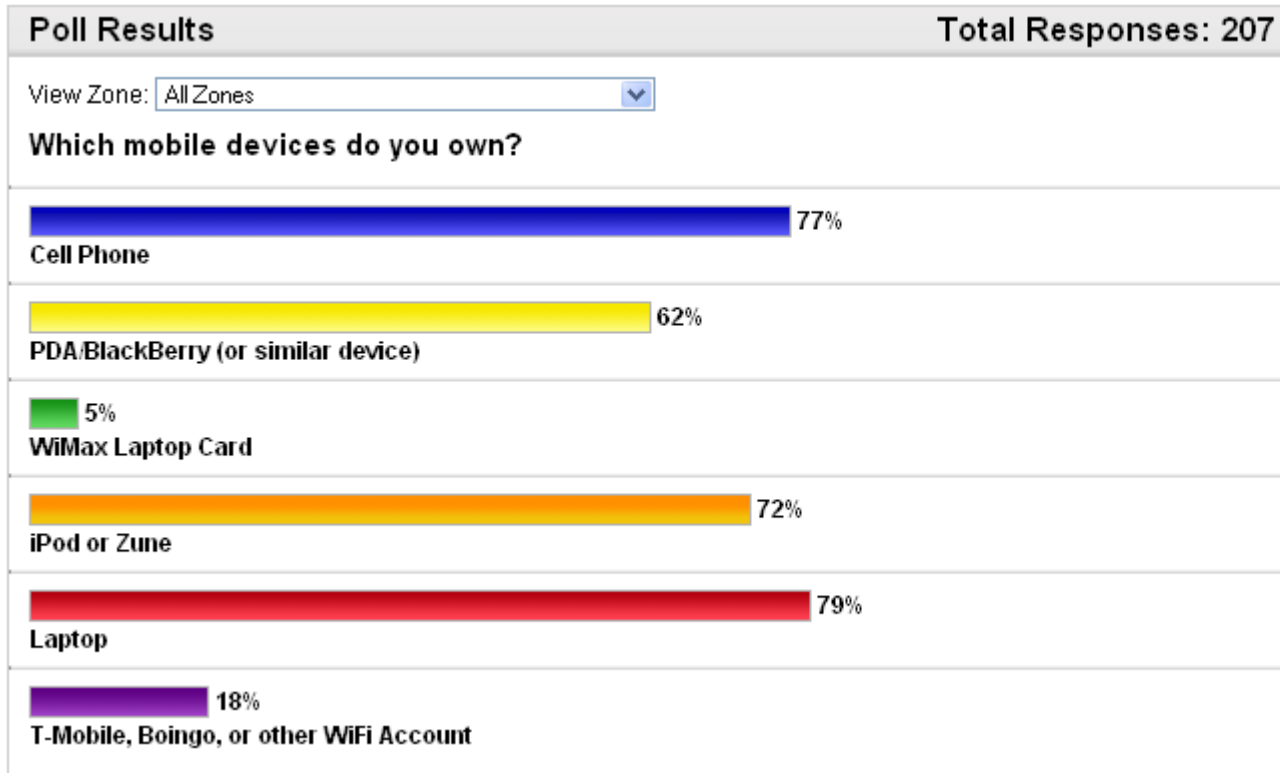
337 Total Votes	97,737 Total Poll Views
11/12/2008 Creation Date	Idle Current Status

Run Summary

Zone Name	Views	Votes
adweek1	97737	337
Total:	97,737	337



Advertisers: Mobile Device of Choice



Poll Details

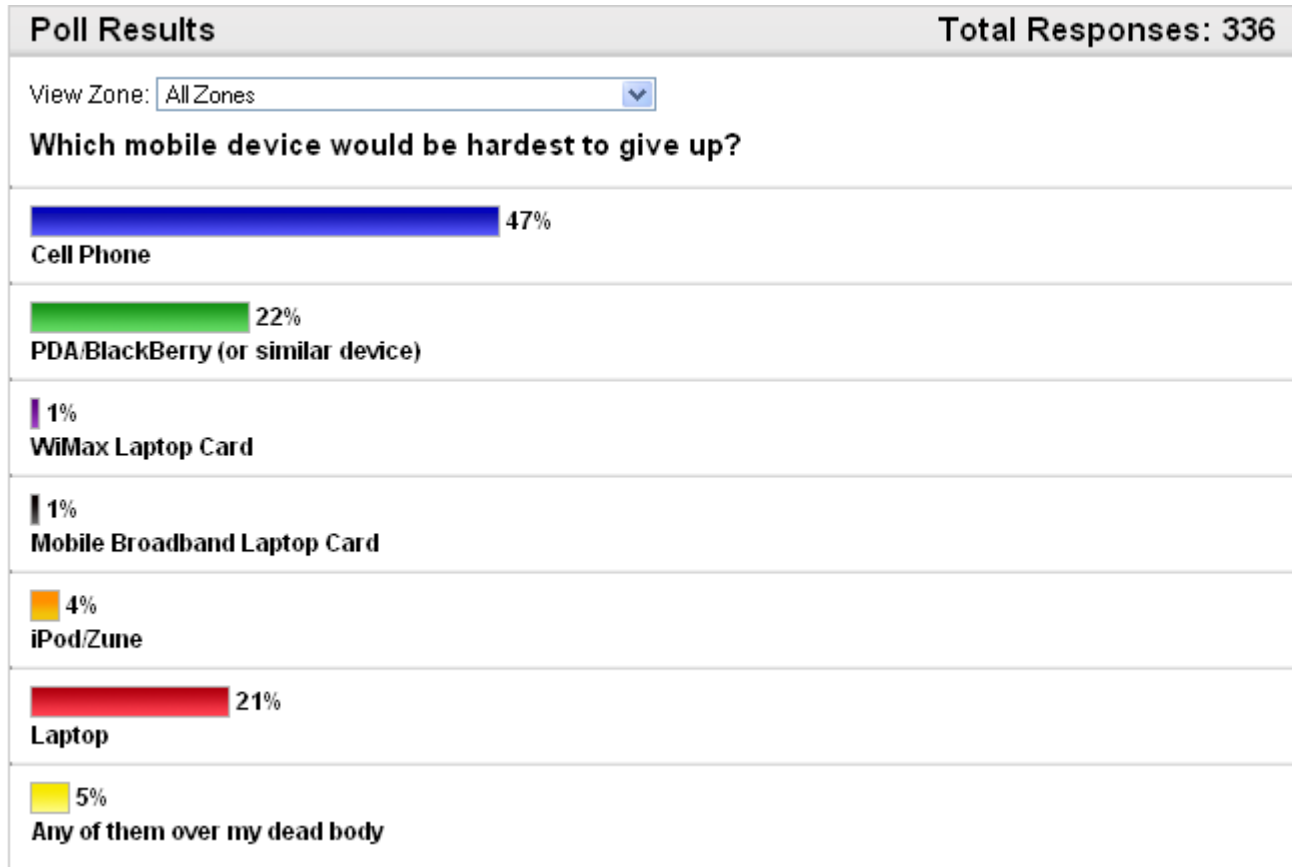
207 Total Votes	109,189 Total Poll Views
12/30/2008 Creation Date	Idle Current Status

Run Summary

Zone Name	Views	Votes
adweek1	109189	207
Total:	109,189	207



Advertisers: Hardest Device to Give Up



Poll Details

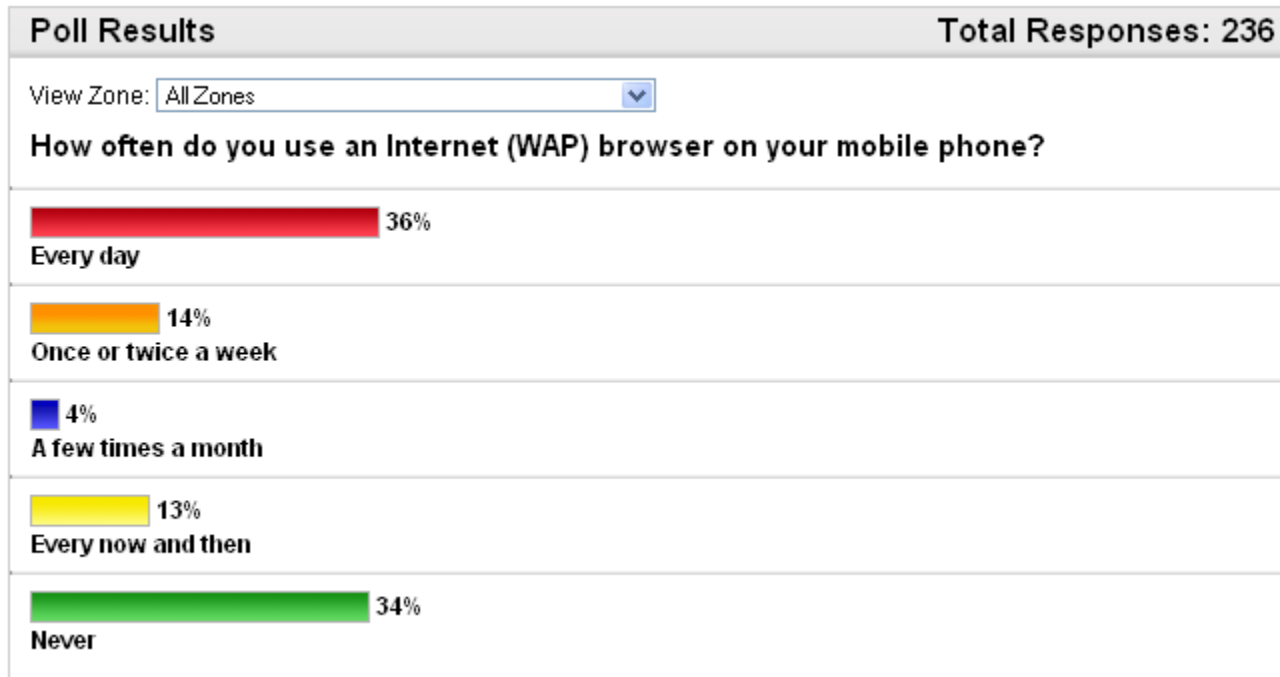
336 Total Votes	98,377 Total Poll Views
11/12/2008 Creation Date	Idle Current Status

Run Summary

Zone Name	Views	Votes
adweek1	98377	336
Total:	98,377	336



Frequency of Mobile Internet Use

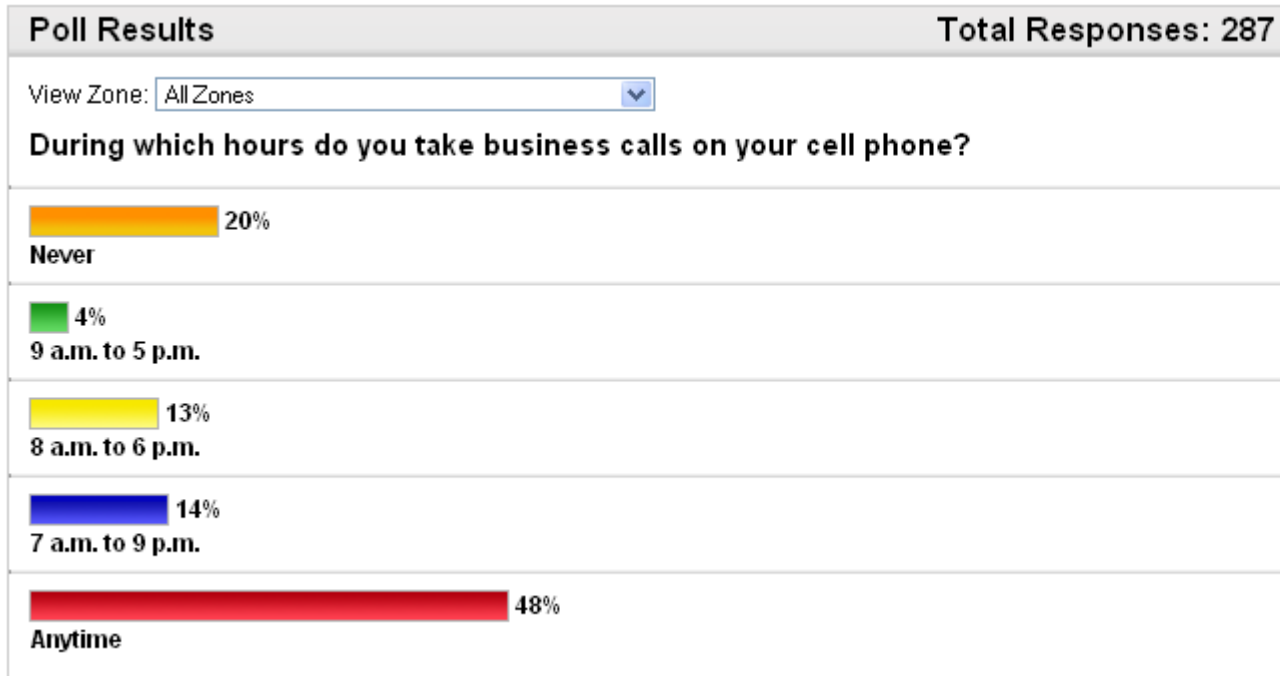


Poll Details	
236 Total Votes	98,189 Total Poll Views
11/12/2008 Creation Date	Idle Current Status

Run Summary		
Zone Name	Views	Votes
adweek1	98189	236
Total:	98,189	236



Business Calls on Your Cell Phone

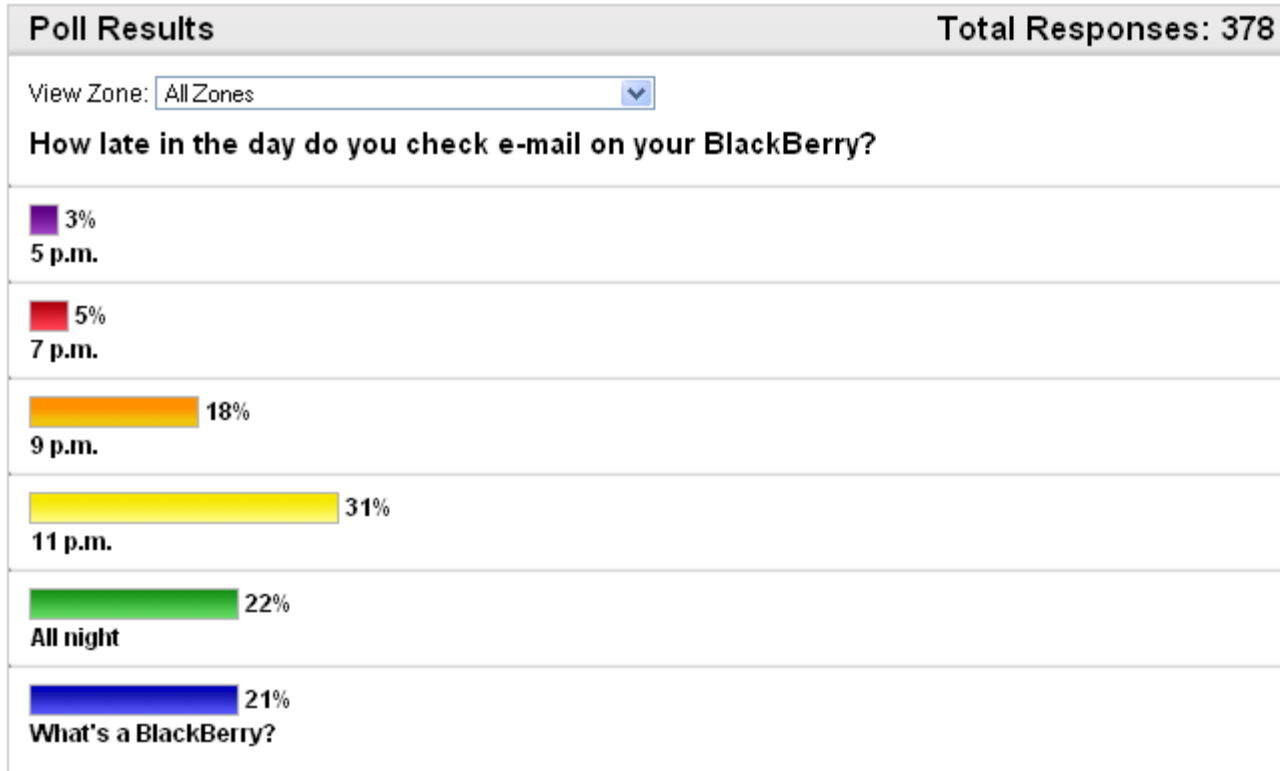


Poll Details	
287 Total Votes	97,434 Total Poll Views
11/12/2008 Creation Date	Idle Current Status

Run Summary		
Zone Name	Views	Votes
adweek1	97434	287
Total:	97,434	287



BlackBerry Use During the Day



Poll Details

378 Total Votes	98,368 Total Poll Views
11/12/2008 Creation Date	Idle Current Status

Run Summary

Zone Name	Views	Votes
adweek1	98368	378
Total:	98,368	378



Frequency of Text Messaging



Poll Details

289 Total Votes	98,131 Total Poll Views
11/12/2008 Creation Date	Idle Current Status

Run Summary

Zone Name	Views	Votes
adweek1	98131	289
Total:	98,131	289