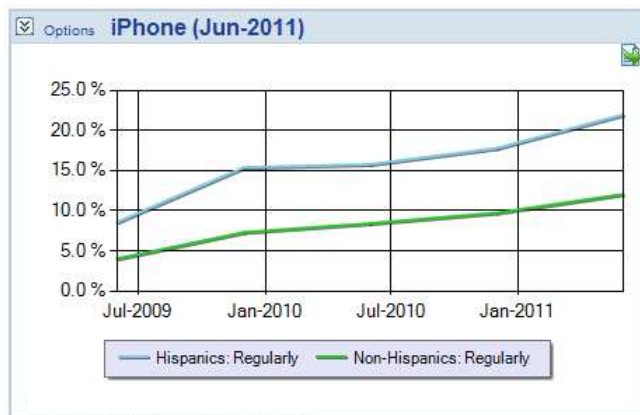


Prosper Mobile InsightCenter™ is an advanced web-based platform for the visualization and delivery of key insights on how consumers are using new media in a digital age. From trendable syndicated studies and surveys conducted on mobile devices including smartphones and tablets, this InsightCenter illustrates how hundreds of thousands of respondents are engaging with digital media. By pulling multiple aspects of digital media (including ownership, activities, usage, service, influence and more) into one easy-to-use, decision-ready format, users at any level within your organization can gain the knowledge needed to tap into the emerging mobile ad market.



Go To [www.ProsperMobileInsights.com](http://www.ProsperMobileInsights.com) to register for the Prosper Mobile InsightCenter™



#### Insights Available:

- Wireless Service Data including average monthly bill, current service, and customer migration
- Ownership and frequency of use of mobile devices including smartphones, tablets, and e-readers
- Purchase intentions for cell phones and other mobile devices
- Mobile device influence on purchases in a variety of categories
- Mobile app usage
- Role of mobile devices in online research and comparison shopping
- Smartphone usage during the holidays and back-to-school
- Data from Prosper Mobile surveys collected on smartphones and tablets

#### Features of the InsightCenter™:

- Data is automatically updated when new insights are available from each study
- Charts are customizable by chart type, number of months (trend charts), segments (up to 3), and answers
- 20 demographic and 14 digital profile segments (such as iPad Owners and Blackberry Owners) available
- Data is trendable as far back as 84 months
- Charts are ready to put into presentations as images
- Data is exportable to .csv files
- Your login is unique to you; when you log out and log back in, your charts will be as you left them

Hide iPhone (Jun-2011)

Chart Type: Trend Months: 84

Segment 1: Wireless Laptop Owners

Segment 2: 25-34

Segment 3: Moms

Check answers below to include in chart:

Regularly

Occasionally

Never

Update Chart

#### Data Sources:

- BIGinsight™ Monthly Consumer Survey—Monitors 8,000+ consumers each month providing unique insights & identifying opportunities in a fragmented & transitory marketplace
- Media Behaviors & Influence™ Study—Consumer-centric survey of 20,000+ monitoring how they use media & how they are influence by it
- Prosper Mobile Insights™ surveys conducted via smartphones and tablets

