



FEATURED INSIGHTS

DELIVERING CONSUMER CLARITY

DIALLING IN TO THE TELECOM SUPER CONSUMER

- **THE AVERAGE INDIAN SPENDS AROUND TWO HOURS AND 45 MINUTES PER DAY ON THEIR SMARTPHONE.**
- **33 PERCENT OF INDIAN SMARTPHONE USERS WHO ACCESS INTERNET ON THEIR PHONES ARE ‘SUPER CONSUMERS’ GIVEN THEIR HIGH ENGAGEMENT LEVELS.**
- **SMARTPHONE IS SEEN NOT JUST AS A TOOL FOR SOCIAL MEDIA, BUT ALSO A KEY ENABLER FOR INFORMATION, ENTERTAINMENT AND PAYMENTS ON THE GO.**

India is an exciting destination for all retailers, but telecom service providers in particular have a more prominent twinkle in their eye as they view mobile sales figures. Narrowing price differences and a wider array of features have ensured that one in three phones shipped this year will be a smartphone. What’s more, market watchers believe these volumes will only grow, making India the market with the highest smartphone growth rate, surpassing even China.

Today, Indians increasingly want more from their phones than just the ability to make and receive calls. 3G and a host of mobile applications are helping the relationship between the Indian consumer and his smartphone blossom. The average Indian spends around two hours and 45 minutes per day on his or her smartphone. This is one of the highest usage statistics globally. Users in the U.S., for instance, spend only two hours and 27 minutes on their phones in comparison.

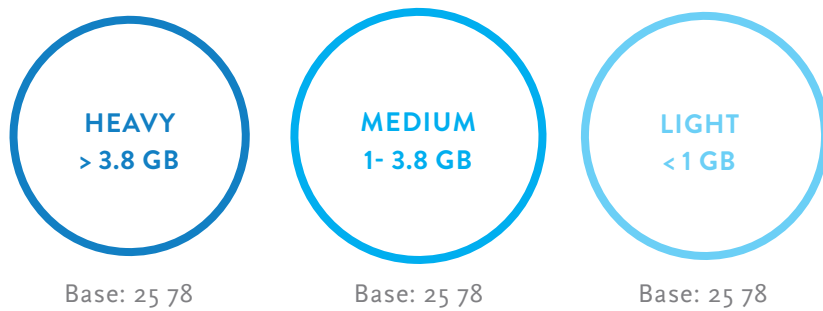
THE TELECOM SUPER CONSUMER

While these numbers are impressive, a more interesting phenomenon has been the increase in a certain type of consumer. Heavy users of the Internet are also substantially more involved with their phones than regular consumers. Although 33 percent of smartphone users heavily use internet on their phones, these “Super Consumers” can be very influential in trendsetting and influencing behaviours. They are also a huge area of opportunity for marketers of mobile applications, online products and digital services.

SO WHO IS THIS SUPER CONSUMER?

Based on data usage habits, we segmented smartphone users into three groups – heavy, medium and light. While the top 33% and the bottom 33% constitute heavy and light users respectively, the remaining have been considered medium users.

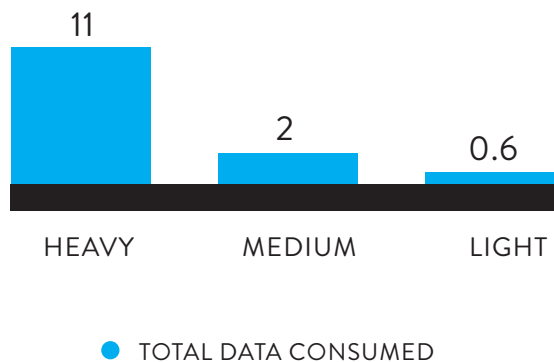
The telecom super consumer typically is a tech-savvy, urban smartphone user and they utilize three times more data than regular consumers.



“THIRTY-THREE PERCENT OF ALL SMARTPHONE USERS WHO USE INTERNET ON THEIR PHONES ARE CONSIDERED SUPER CONSUMERS ON ACCOUNT OF THEIR HEAVY INTERNET USAGE, AS WELL AS THEIR ENGAGEMENT WITH THE DEVICE AND THE SERVICES OFFERED.”

AVERAGE MONTHLY MOBILE DATA CONSUMPTION

MOBILE DATA CONSUMED (GB/MONTH); MAR '15

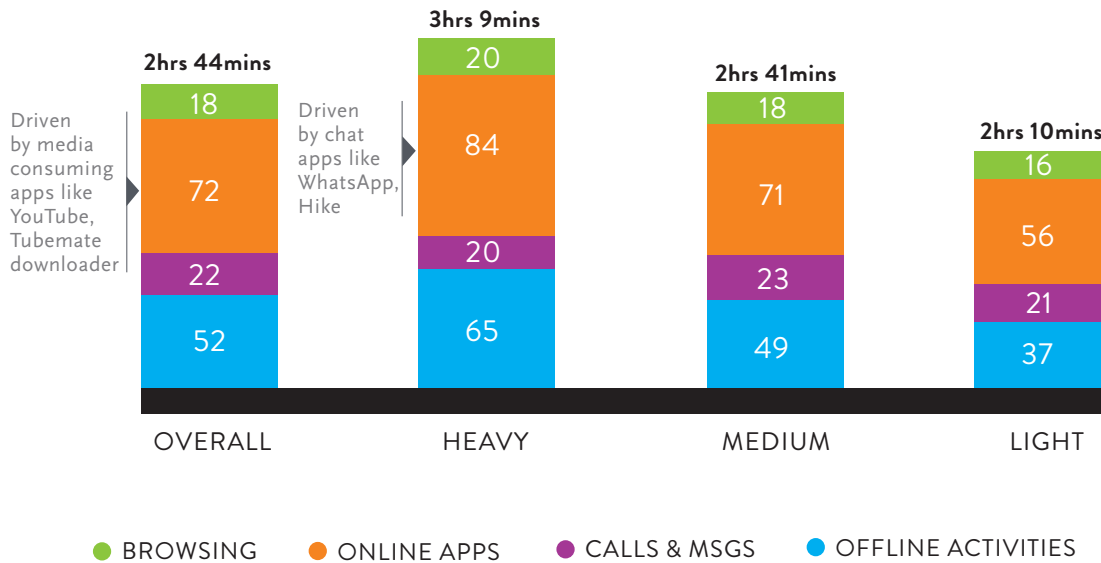


Source: Nielsen Informato Mobile Insights

They are more engaged on their devices, both online as well as offline. In fact, they spend 33 percent more time on their phones compared to regular consumers.

ONLINE Vs. OFFLINE SMARTPHONE USAGE

TIME SPENT (MINS/DAY); MAR '15



Source: Nielsen Informat Mobile Insights

While Indian telecom super consumers mostly use Wi-Fi, usage patterns indicate high consumption for mobile Internet using cellular data also among smartphone users.

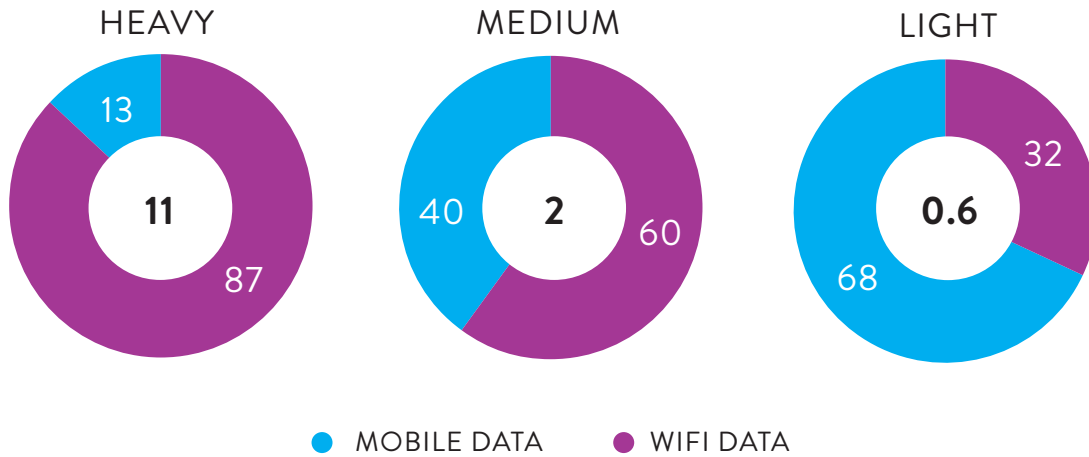
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THE TELECOM SUPER CONSUMER TYPICALLY IS A TECH-SAVVY, URBAN SMARTPHONE USER AND THEY UTILIZE THREE TIMES MORE DATA THAN REGULAR CONSUMERS.

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DATA USAGE

DATA CONSUMED (GB/MONTH); MAR '15



All figs. in %

Source: Nielsen Informaté Mobile Insights

Predictably, teenagers form a huge chunk of the super consumer strata. We found that the age group of 18 to 24 years spent approximately three hours per day on their smartphones. Also not surprising is the fact that the mobile world tends to feature more participation from men—80 percent of smartphone users are male while just 20 percent are female.

There is a distinct correlation between the type of phone used and data usage patterns. Easy navigation and advanced operating systems (OS) enable frequent application downloads and media consumption, contributing to increased data consumption. Super consumers seem to favour the Android OS while users of the Symbian OS largely fall into the light user space.

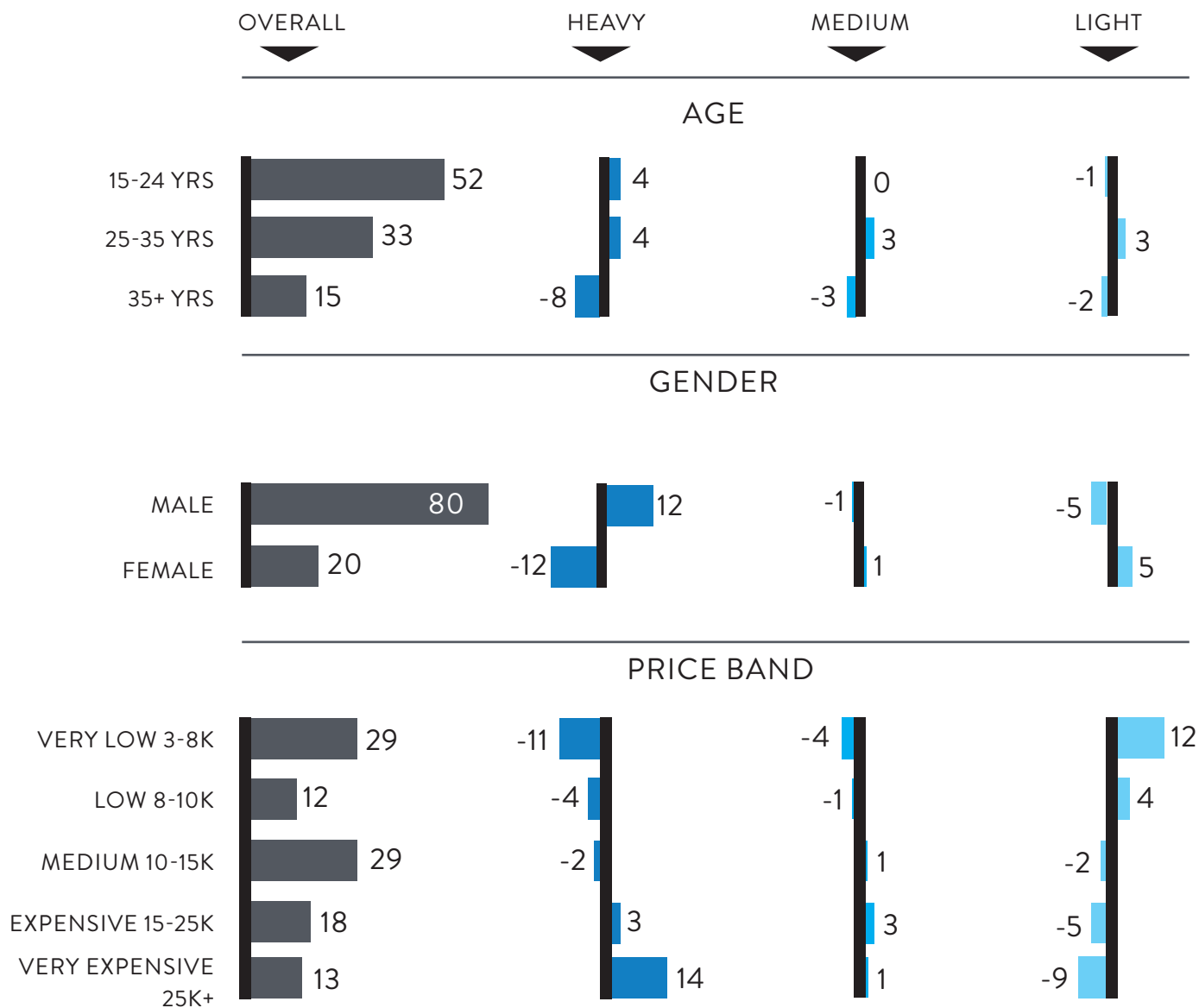
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SUPER CONSUMERS ARE THE BIGGEST USERS OF APPS, GAMES AND OTHER DIGITAL MEDIA, SPENDING 2X THE TIME GAMING & OVER HALF AN HOUR MORE ON APP STORES THAN OTHER SMARTPHONE USERS.

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USER PROFILE

ALL USERS, MAR '15



All figs. in %

Figs. on the right are indexed to the overall values.

Source: Nielsen Informato Mobile Insights

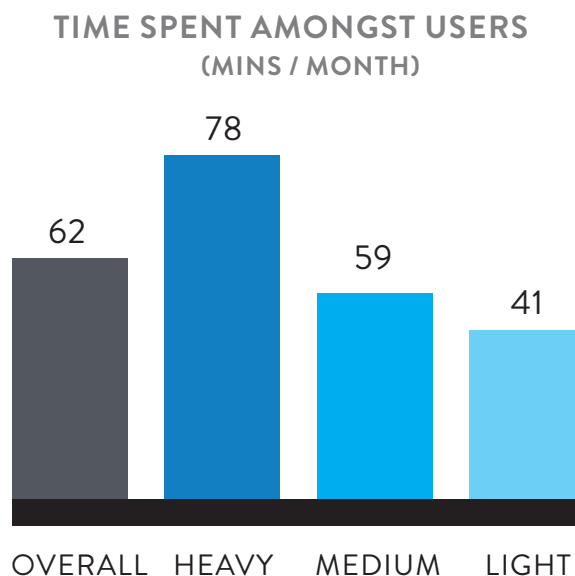
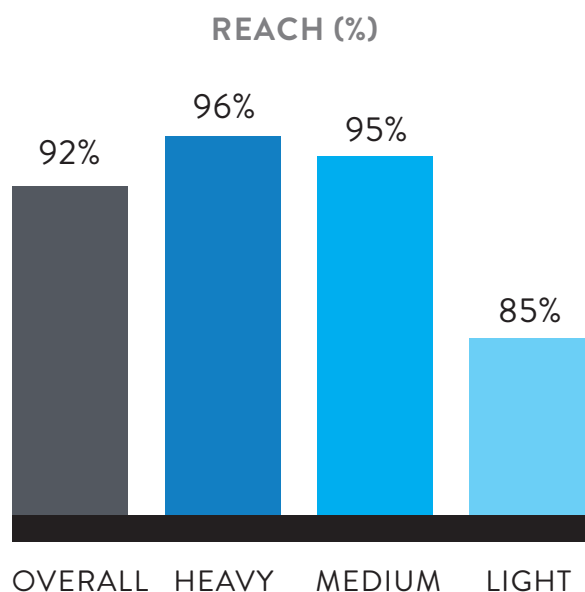
TRACKING USAGE PATTERNS

Given the inordinate amounts of time spent on their phones, it seems fairly obvious then, that super consumers are also the biggest consumers of applications, games and other digital media. In fact, they spend 50% percent more time on app stores than other smartphone users.

While data network reliability and performance are the key drivers of internet usage, ease of navigation and app usability are also important. Innovative and smart pricing strategies for apps will also help drive penetration and usage among the super consumers.

APP STORE USAGE

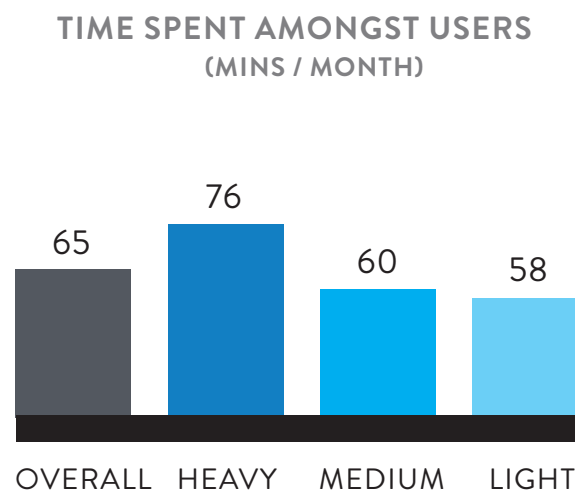
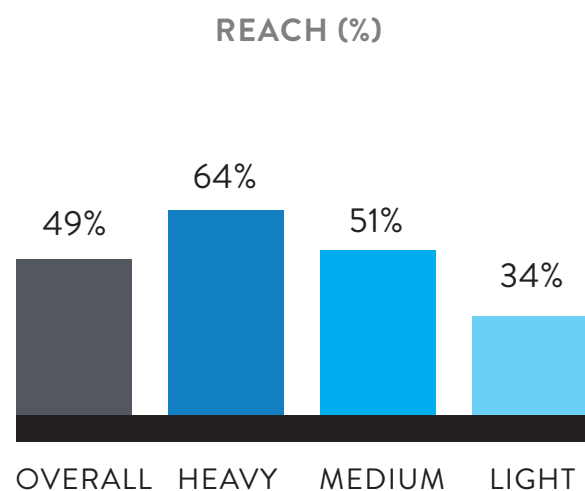
MAR '15



Source: Nielsen Informat Mobile Insights

It would be a mistake, however, to dismiss super consumers solely as social media junkies. It's not all about Facebook or Twitter. Consumers are increasingly using chat applications for business purposes, online shopping, watching videos online or even accessing digital media. Super consumers have also been pioneers in adopting the mobile payment apps, as well as other online financial payment services.

MOBILE PAYMENT APPS USAGE



Source: Nielsen Informat Mobile Insights

WHAT'S THE GOOD NEWS?

Super consumers present a big opportunity across the telecom industry, as these heavy users are also the ones ready to pay that extra buck for any useful and relevant services. Given their high engagement, they will also be willing to adopt newer services ahead of the curve. As a result, they present a very good opportunity for test marketing of newer services and applications.

However, for retailers and advertisers to cash in on this opportunity, it is highly imperative for the service providers to provide seamless data connectivity and experience. Super consumers are demanding a global experience, and poor broadband connectivity is still a huge challenge.

Nevertheless, preliminary forecasts indicate that smartphone usage in India is likely to exceed 45% by 2020. Reliable networks, as well as wider arrays of apps and digital solutions will positively affect numbers within this sector. More importantly, it will significantly change the way users interact, whether personally or professionally.

THE NIELSEN QUALITATIVE VIEW

ARE TELECOM SUPER CONSUMERS EARLY ADOPTERS?

BY: SIMERAN SETH, NIELSEN INDIA

- Digital media and smartphones are changing the way we live. No longer is the mobile meant only for calls.
- Push-email and mobile internet have enabled business transactions to become faster and easier. Speed and responsiveness are non-negotiable. "You can be late to office, but you must login to work on time."
- With increased individualization and a strong sense of identity and space, smartphones are becoming our confidantes, and users find solace in the myriad connectivity options that smartphones offer.
- The convenience of staying connected on the phone has empowered Indian consumers as they begin to shop/talk/work/relax – all through the hand phone.
- Is it then only a matter of time before the telecom super consumer forms one of the largest segments?

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ABOUT NIELSEN-INFORMATE MOBILE INSIGHTS

Nielsen Informatе Mobile Insights leverages innovative smartphone metering technology to provide insights into evolving consumption patterns of mobile device users. Based on accurate, real-time usage data, we help clients understand consumer behaviour and develop product and marketing strategies. Nielsen-Informatе Mobile Insights maintains opt-in Smartphone panels to generate syndicated reports, in addition to building custom panels and conducting custom surveys for clients. Our insights aid decision makers across various segments like operators, OEMs, publishers, advertisers, content creators and aggregators and application developers. Nielsen Informatе Mobile Insights is an alliance between Nielsen Holdings N.V. (NYSE: NLSN) and Informatе Mobile Intelligence.

ABOUT NIELSEN

Nielsen N.V. (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services across all devices where content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90 percent of the world's population.

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AN UNCOMMON SENSE OF THE CONSUMER™