



Ipsos MediaCT

The Media, Content and Technology Research Specialists



Mobile Telecoms & Technology

By early 2009 there were four billion mobile phone subscribers, 1.6 billion internet users and 100 million mobile broadband users worldwide.



Ten years previously these technologies were in the hands of small minorities.

They have changed the way we live. The earliest mobile devices were heavy, suffered from poor reception and could only make phone calls.



Today's handsets are used for taking photos, texting, listening to music, surfing the web, watching TV, searching for a nearby cinema and much more.

They also provide a new platform for using, creating and sharing content.

Consumers

Consumers, as ever, are at the heart of the mobile telecoms world. How they react to and embrace brands and products determines their success in the marketplace.

Ipsos MediaCT has gained a lot of experience helping clients to understand consumers – how they use mobile devices, applications and services and how they perceive the different brands, products and services.

Brands

Brand equity has long been a core leading indicator of success for consumer packaged goods.

In the fast-changing mobile world, it is important for companies to understand how their brands compare against competitors and which areas they need to focus on to improve their brand positioning.

Ipsos has worked with hundreds of companies in numerous product categories to assess brand equity

strength across its various dimensions.

These techniques are being applied to brands operating in the mobile business using our EquityMCT tool. This offers solid recommendations on how to increase brand strength.

We also offer various ways for companies to track brands in real time and to solicit regular feedback from users.

Products

Product innovation can be a hit and miss business. Most new products fail, so anything that minimises the cost and risks involved in bringing them to market can quickly repay its investment.

Ipsos MediaCT has developed a range of research-based solutions to support clients through the New Product Development process.

PERFORM (Product Evaluation and Research For Optimising Results in-Market) embraces several techniques that can be employed either at a single stage of the development cycle or from start to finish.

These include ideation, early concept stage testing, feature optimisation and pricing. Our approach draws on an extensive and validated database of relevant new products that have been tested in market.

As Tom Crawford, Head of Services and SW Development, Presearch & Testing at Nokia said in October 2008:

"That this has proved to be the one of the most usable and impactful studies we have ever conducted bears testament to that continued support throughout what has been an extremely challenging and intensive time. Exceptional value, expertise and client service were what was needed and this is what we received...."





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About Ipsos MediaCT

Ipsos MediaCT is the global leader in research-based solutions that connect media, content and technology.

As people view, listen to, read, search for, share and create content across a growing range of traditional media and newer digital platforms, companies need to understand consumer usage and behaviour, the value of brands across different platforms and how they can minimise risk in bringing new products and services to market.

We bring expertise in a wide range of research techniques to companies in the media, entertainment, video games, on-line services, telecoms and technology industries.

Find out more at:

www.ipsos.com/mediact



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