

Mobile Metering at Kantar

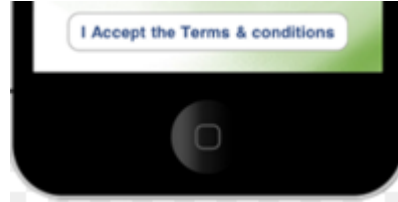
Alex Johnson

Head of Innovation | Global Operations

November 2015

KANTAR

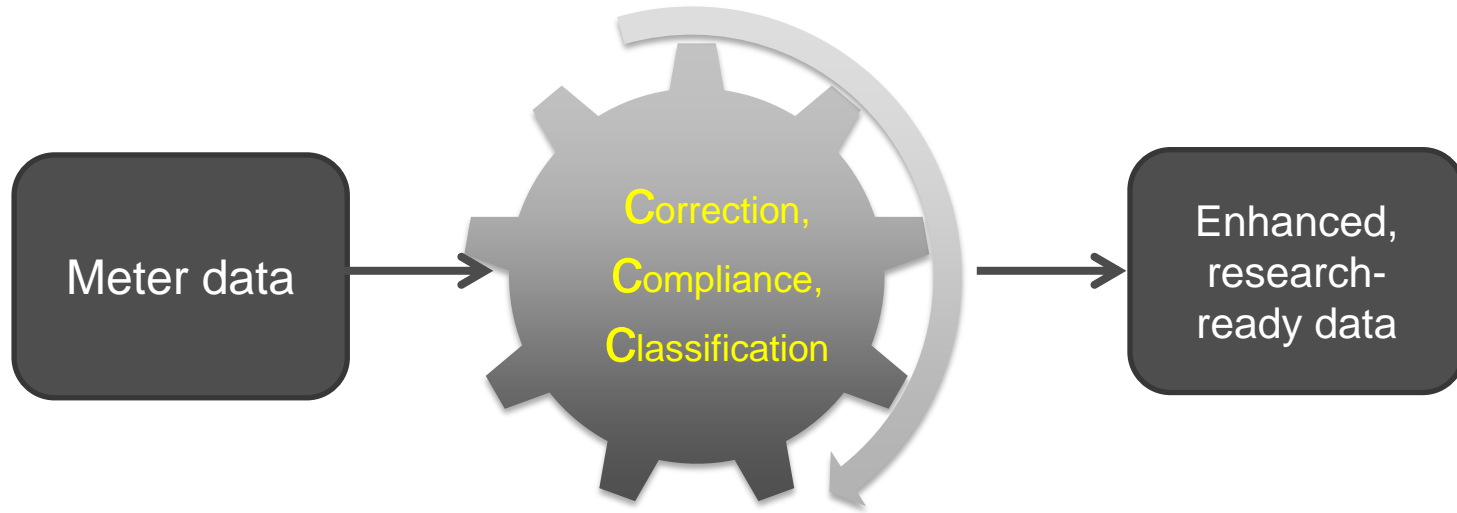
Challenges with mobile metering



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Kantar's mobile behavioural unit

Vendor management - central support, MSA, SLA



Internal support for Kantar researchers and clients

Value of mobile behavioural data



eMarketer Research Topics Products

Search

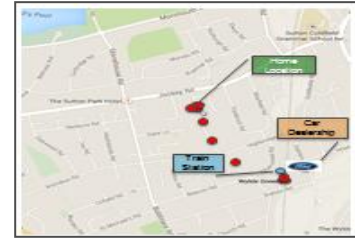
Mobile to Account for More than Half of Digital Ad Spending in 2015

Will surpass desktop for the first time this year

September 1, 2015 | [Media Buying](#)

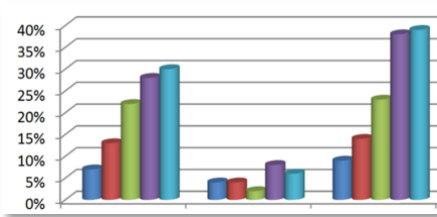
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This will be a benchmark year for ad spending in the US, as mobile surpasses desktop spending for the first time, eMarketer predicts. Mobile will account for 51.9% of total digital spending in 2015. That's a higher figure than eMarketer forecast earlier this year.

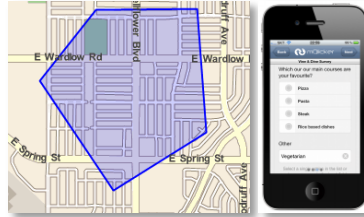


LOAD	Threads: 1226
	Processes: 231
PRESSURE	App Memory: 3.53 GB
	File Cache: 1.74 GB
	Wired Memory: 1.15 GB
	Compressed: 681.5 MB
BATTERY (Last 12 hours)	
85%	
1:06	
0:54	

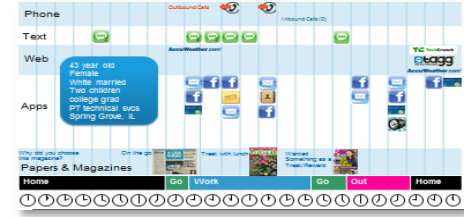
Research methodologies



Behavioural quant

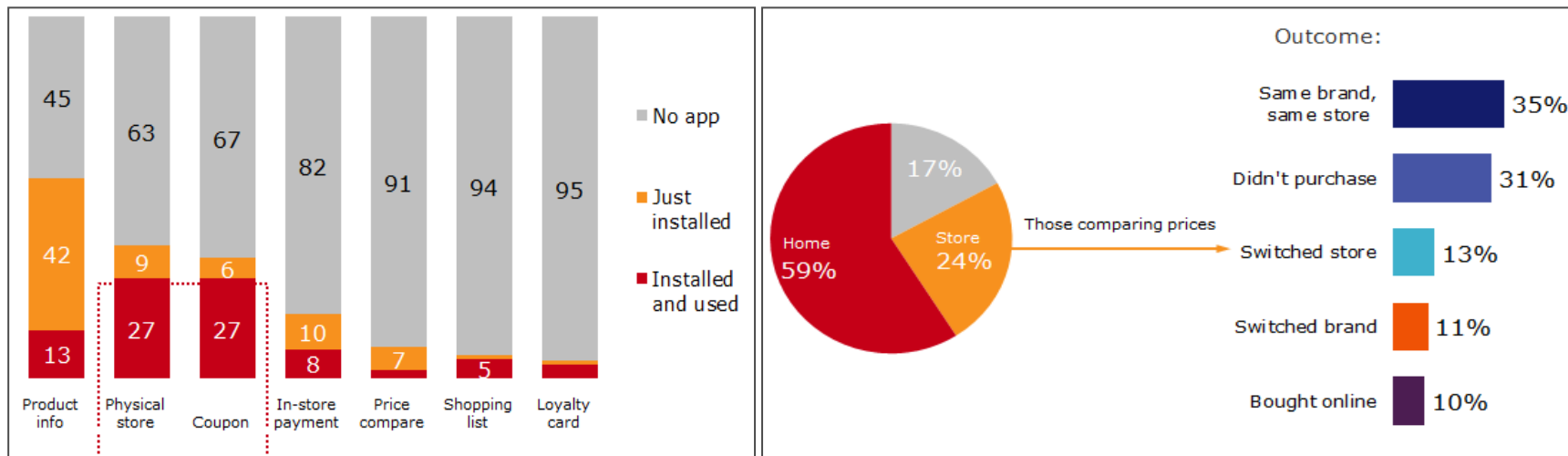


+ Survey

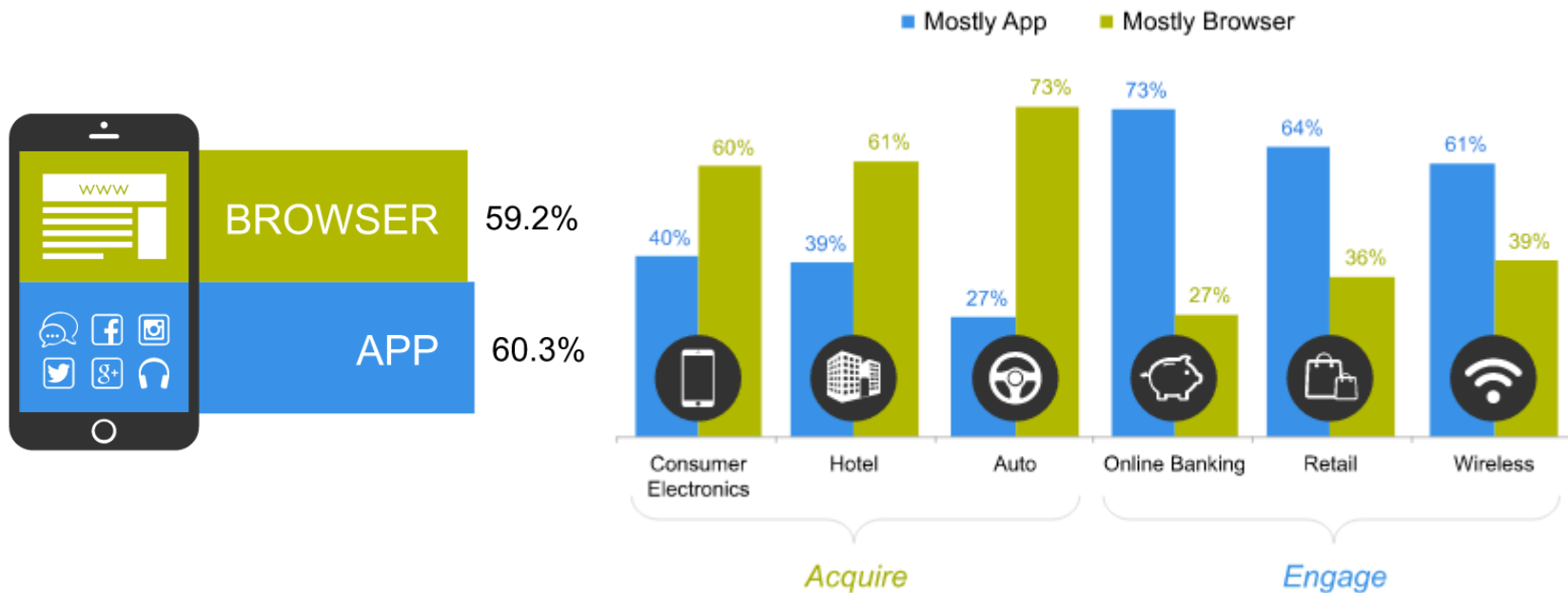


Digital ethnography

Case study 1: TNS study of shoppers



Case study 2: mobile landscape study



Global capability



The future



