

FEATURED INSIGHTS

DELIVERING CONSUMER CLARITY

WHAT WOMEN WANT (ON THEIR SMARTPHONES)

WHAT'S ON YOUR SCREEN LIKELY DEPENDS ON YOUR GENDER

While smartphones are relatively ubiquitous among both men and women in many parts of the world, far fewer women use them in India than men. In fact, only about 20% of Indian women are active on data-enabled smartphones today. Real-time smartphone usage data from Nielsen Informat Mobile Insights suggests that women who are using smartphones, though quite tech savvy and almost as engaged as men, just do different things on their devices.



MALE USERS ARE MORE ENGAGED ON THEIR SMARTPHONES

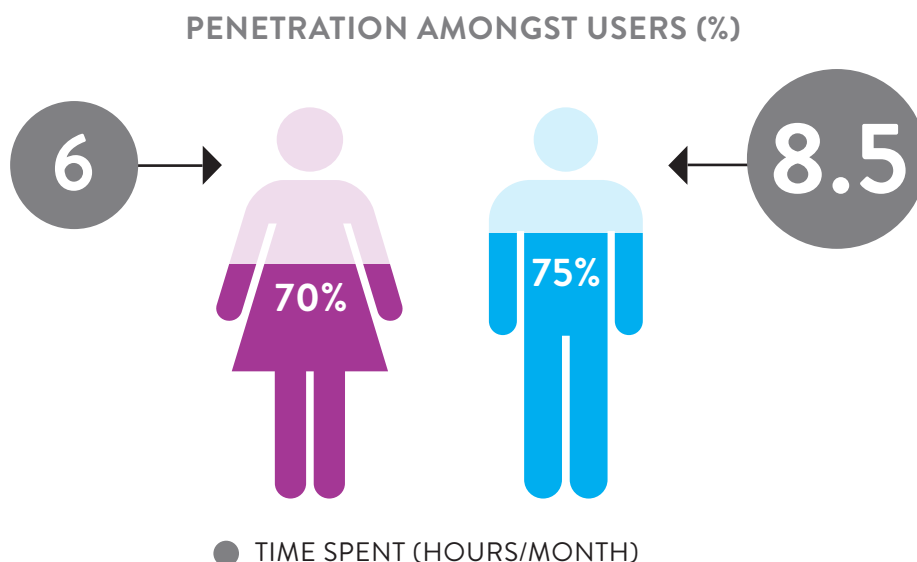
Numbers indicate number of minutes spent on smartphones
Source: Nielsen Informat Mobile Insights, Dec '14

According to recent Nielsen Informat data, men spend an average of 13 more minutes on their smartphones each day than women. When we look at what activities men and women are most interested in on the smartphones, there are notable differences. Men are more engaged with gaming, shopping, web browsing, reading news, and tending to their banking and financial service needs. Comparatively, women are more engaged with chatting, social networking and streaming audio and video.

GAMING

Women in India spend an average of six hours each month playing games on their smartphone, notably less than the 8.5 hours men spend. The most popular game on smartphones, however, **Candy Crush Saga**, is more popular (35% penetration) among women, and they spend nearly 1.3x more time on it than men (26% penetration). But it's not the only hit with women. Games like **Subway Surfers**, **Temple Run 2** and the recently launched **Candy Crush Soda Saga** are also more popular among women, while gambling and action games like **Teen Patti Indian Poker**, **Indian Rummy** and **Clash of Clans** are more popular among men.

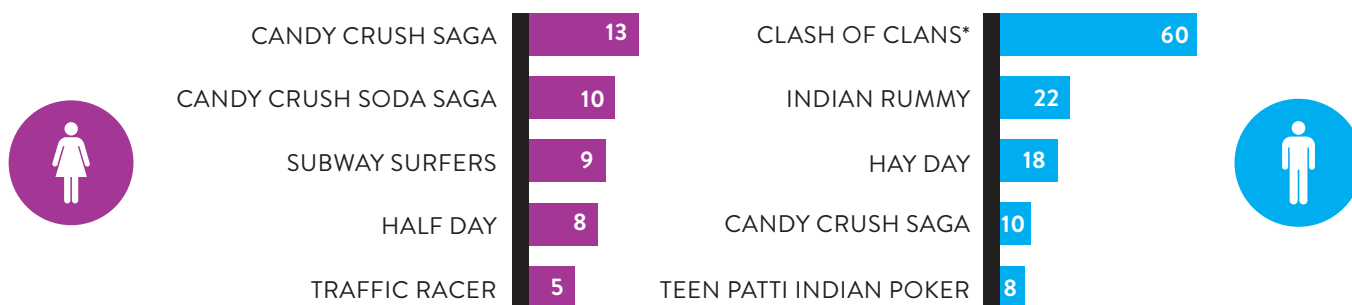
MEN PLAY MORE GAMES ON THEIR SMARTPHONES THAN WOMEN



Source: Nielsen Informat Mobile Insights

TOP GAMING APPS

BY TIME SPENT (MINS/DAY)



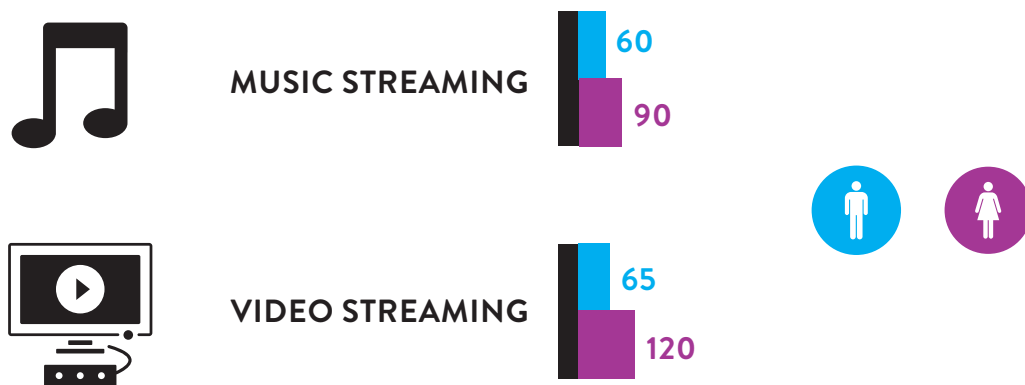
*Low Penetration among users

Source: Nielsen Informat Mobile Insights

MUSIC AND VIDEO

Women in India consume more media (music and videos) than men on their smartphones. In fact, they spend 40% more time on music streaming apps and 50% more time on video streaming apps than their male counterparts. When it comes to streaming video, **YouTube** is the most popular video-streaming app among both men and women.

TIME SPENT ON APPS (MINS/MONTH)



Source: Nielsen Informatе Mobile Insights, Dec '14

SHOPPING

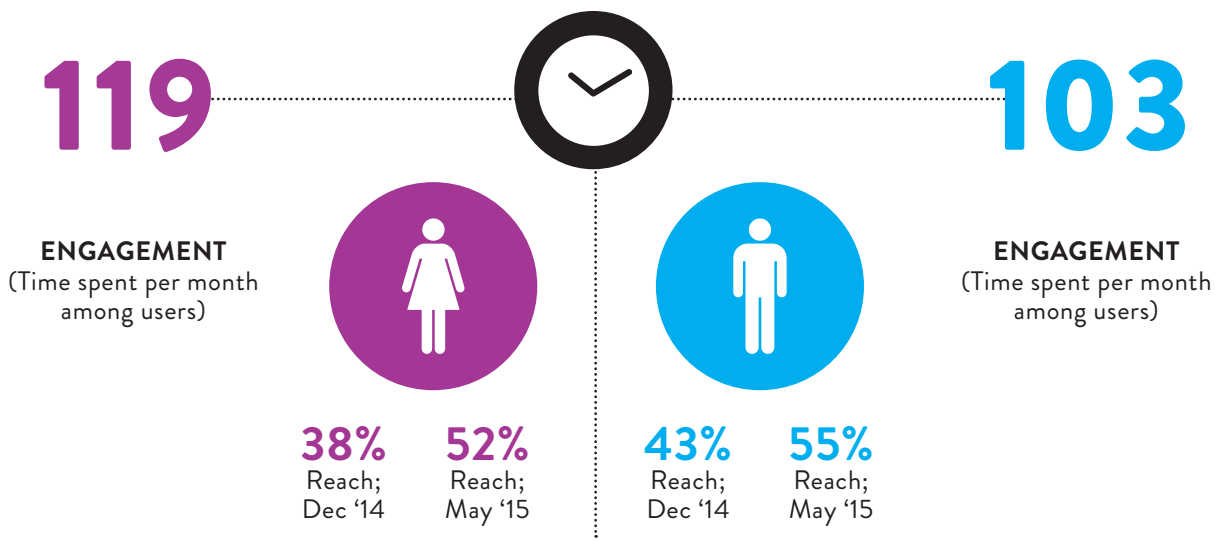
An interesting trend seen since 2014 was the popularity of shopping apps among men in India – 43% compared to 38% among women. While this trend continues, the gap is definitely closing with the numbers currently at 55% for men and 52% for women.

The popularity of shopping apps among men can be attributed to two key factors: the male appetite for technology and the fact that men are often the ones who pay for the purchased items. Electronic items make up the majority of products people view and buy online, and men drive purchases in this segment. It's also possible that even when women make a purchase decision, they ask men to compare costs or complete the transaction.

However, when it comes to engagement, women actually spend more time on shopping apps (119 mins/month) compared to men (103 mins/month). In developed countries like the U.K., U.S. and Korea, women spend twice as much time shopping on smartphones than men.

The e-commerce space is witnessing another big shift; major players are focusing on their apps instead of websites. By offering greater discounts to customers who purchase through apps, engagement levels on smartphones are spiking.

PENETRATION OF SHOPPING APPS (%)

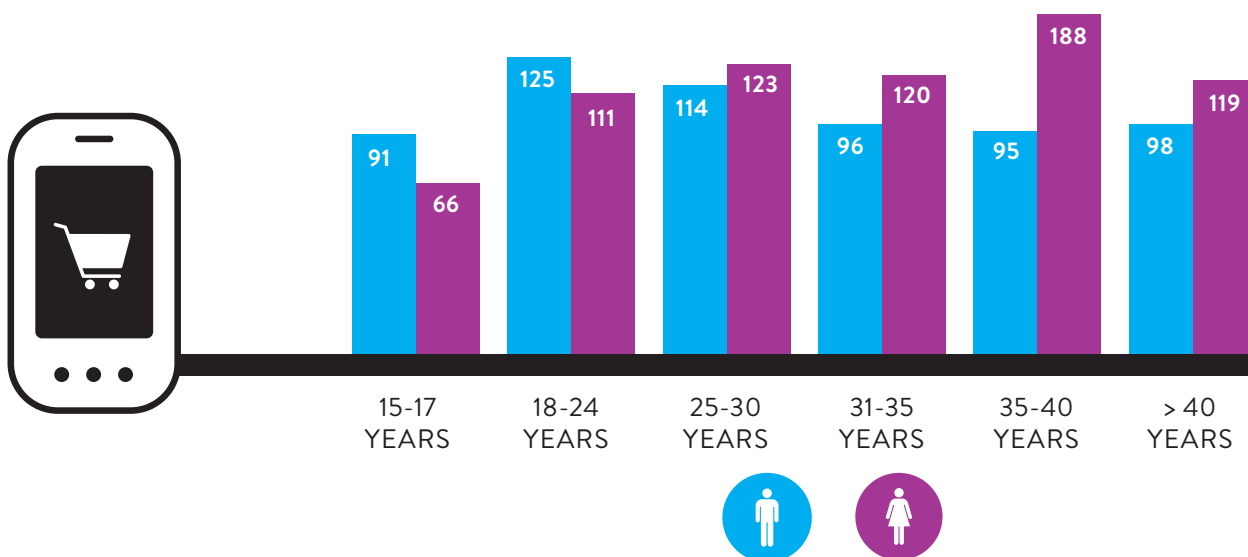


SIMILAR ENGAGEMENT ON SHOPPING APPS BY BOTH MEN & WOMEN

Source: Nielsen Informato Mobile Insights, May '15

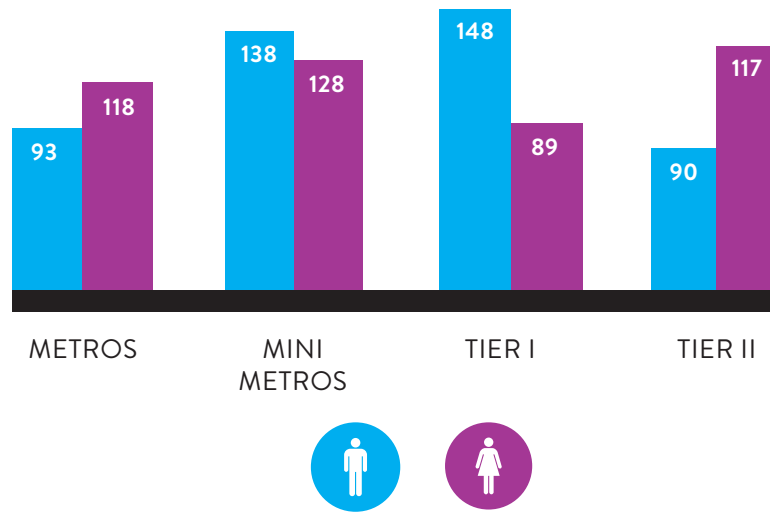
While women spend more time on shopping apps than men, the trend differs when we look at usage by age. In fact, men below 24 years are more engaged with shopping apps than women. Similarly, men in mini metros and tier 1 cities spend significantly more time on shopping apps than women.

ENGAGEMENT OF SHOPPING APPS BY GENDER ACROSS AGE



Figures in mins/month
Source: Nielsen Informato Mobile Insights, May '15

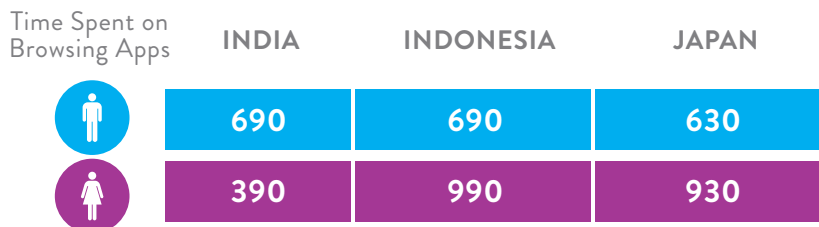
ENGAGEMENT OF SHOPPING ACROSS TOWN CLASS



Figures in mins/month
Source: Nielsen Informat Mobile Insights, May '15

WEB BROWSING ON SMARTPHONES

Women spend 1.8X less time than men browsing the Internet on smartphones in India; however, women in countries like Indonesia and Japan spend 1.5x more time than men on browsing. **Opera Mini**, followed by **UC Browser** and **UC Browser Mini** are the most popular and engaging browsers among men.



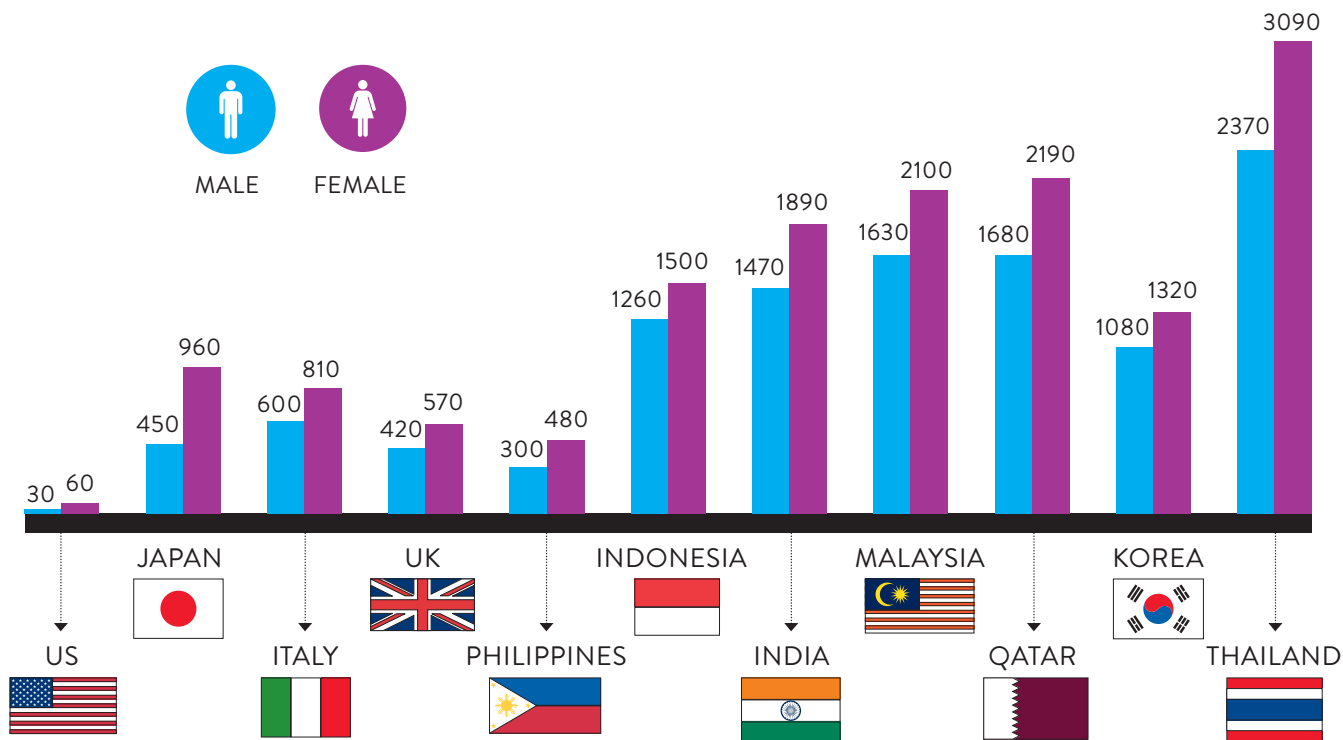
Figures in mins/month
Source: Nielsen Informat Mobile Insights

CHATTING AND SOCIAL NETWORKING

Women in countries like India, Malaysia, Thailand and Qatar are 30% more engaged on chat apps than men, while engagement among women in Japan is twice than men. Women in India spend nearly 1.3x times more time chatting than men every month, primarily on **WhatsApp Messenger**.

Similar trends are seen on social networking platforms the world over. Driven primarily by **Facebook App**, this category sees higher engagement. It's even as high as 1.5x, among women in countries like Thailand, Korea, Qatar, Malaysia, Philippines, U.K., Japan and Italy. In India, women are as engaged as men on social networking apps, spending 240 minutes per month on them.

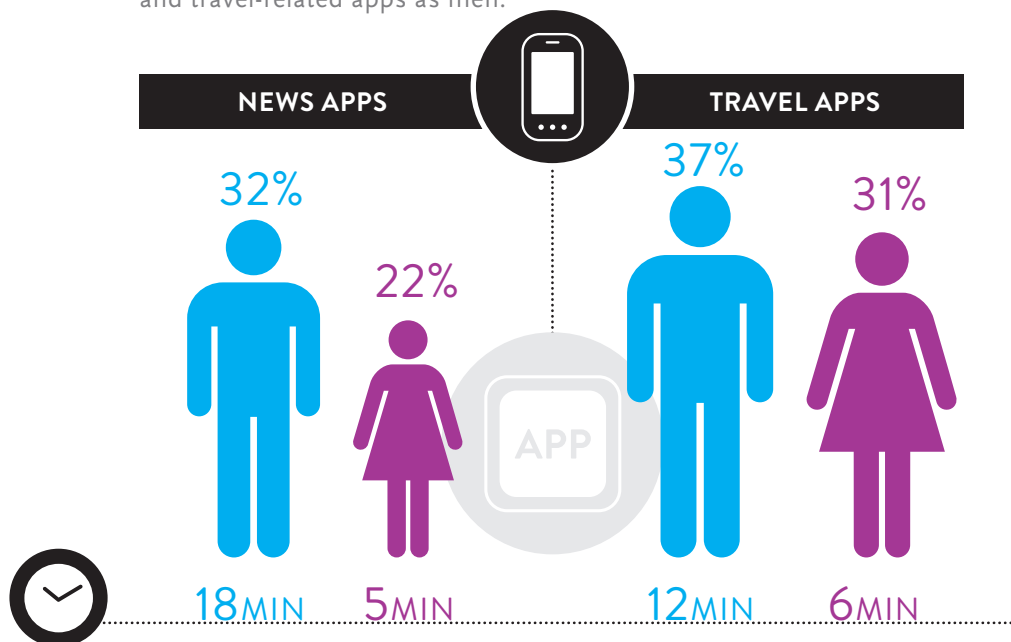
TIME SPENT ON CHAT APPS



Figures in mins/month
Source: Nielsen Informat Mobile Insights, Dec '14

NEWS AND TRAVEL

News apps generally have lower engagement vis-à-vis their penetration. Nielsen Informat data show that men use more news apps than women (3x more engaged than women). Similarly, travel apps also experience low engagement levels, except during peak season or flash sales. Here too, women tend to spend only half as much time on travel and travel-related apps as men.



Penetration: Reach (%), Engagement: Time Spent (mins/month), Dec 2014
Source: Nielsen Informat Mobile Insights

ABOUT THE AUTHORS



DOLLY JHA
EXECUTIVE DIRECTOR
NIELSEN INDIA



PRITHVI RAJ
SENIOR MANAGER
NIELSEN INDIA

Surbhi Bhardwaj from Nielsen Informat Mobile Insights team contributed to this issue of Featured Insights

ABOUT NIELSEN INFORMATE MOBILE INSIGHTS

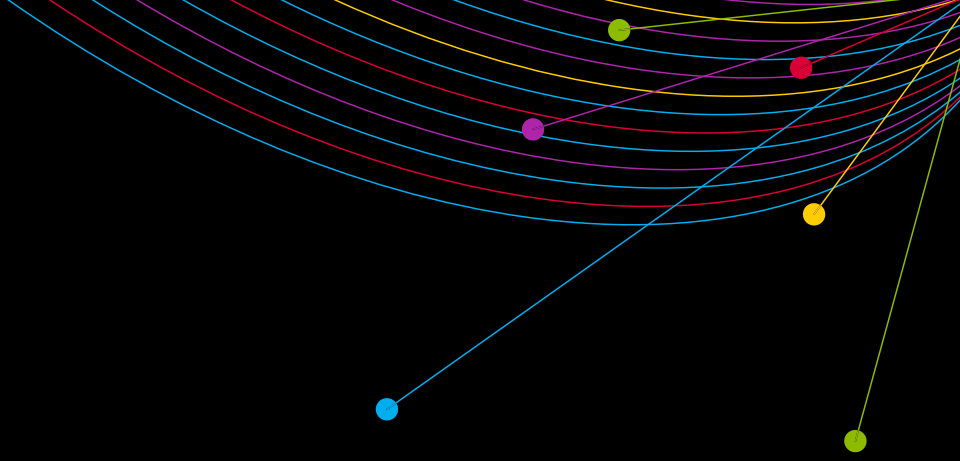
Nielsen Informat Mobile Insights leverages innovative smartphone metering technology to provide insights into evolving consumption patterns of mobile device users. Based on accurate, real-time usage data, we help clients understand consumer behaviour and develop product and marketing strategies. Nielsen-Informat 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 Informat Mobile Insights is an alliance between Nielsen Holdings N.V. (NYSE: NLSN) and Informat Mobile Intelligence.

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