



Opera Audience Network

The Opera Audience Network is an easy-to-use business-intelligence tool that provides fine-grain intelligence and aggregated market analytics about mobile consumer trends and behavior.

The value

The Opera Audience Network provides analytics and intelligence for mobile operators, OEMs, advertisers and publishers that enable significant insight into mobile-web traffic and behavior. The data can be used in real time to target consumers based on numerous factors, such as geography, device, content category, mobile operator or time of day or week. The depth, breadth (trend data collection across more than 100 million mobile users) and timeliness of this data gives stakeholders the unprecedented ability to address individual market segments and use the strengths of the Opera Open Mobile Ad Exchange to its fullest extent.

Use the audience: Maximizing relevance, reach and results

With its reach across a global base of partners and users who collectively generate more than 20 billion mobile-ad requests and more than 60 billion mobile-Internet page views per month, Opera Software has a unique ability to empower anyone interested in the mobile market, especially those who seek to understand the mobile audience to better monetize mobile properties. Customers gain insights into consumer behavior including day part, week part, geography, device, content category and mobile operator.

With timely measurement of mobile-Internet traffic and real-time (aggregated and categorized) data intelligence for accurate targeting, the Opera Audience Network delivers right-place, right-time and right-recipient content-delivery.

Single intelligence source for the mobile audience

Multiple data sources have been integrated for reporting & real-time targeting and analytics:



Data extraction and cleansing

Receives data from collection sources, extracts and cleans it for analysis



Policy management

Applies privacy and business rules



Data enhancement, categorization and storage

Enhances information using audience activity, site categorization and profiling



Targeting & reporting systems integration

Formats data and delivers to appropriate systems for use

Learn more at www.opera.com/advertising/

Benefits

Access market intelligence

Our intelligence is created from a broad range of data collection from over 60 billion mobile webpage views per month.

Clear insights

We employ a scalable and modular measurement and targeting system configurable to visualize and address an individual market segment.

We provide key insight into content, trends and preferences.

Data driven

Three-step process:

- **Data collection** is managed across multiple sources.
- **Learning & measurement** creates site and user analytics and segment profiles.
- **Output visualization** involves a robust web interface for immediate insights and data download for integration with existing reporting tools and real-time targeting.

Trusted results

Detailed site analytics and audience reporting for advertising planning provide a clear picture.

Results are presented with multi-dimensional cross-site audience segmentation.

Protect consumer privacy; data is provided in aggregated form to protect user privacy.

Reliable business intelligence

Publishers: Increase the value of your inventory

Gain trusted 3rd-party verification of site use and traffic patterns.

Advertisers: Find your audience

Find the publishers with the most relevant audience for your campaigns.

Mobile operators: Market and subscriber insight

Gain better understanding of your subscribers and their habits and behavior.

Specific to Opera Mini

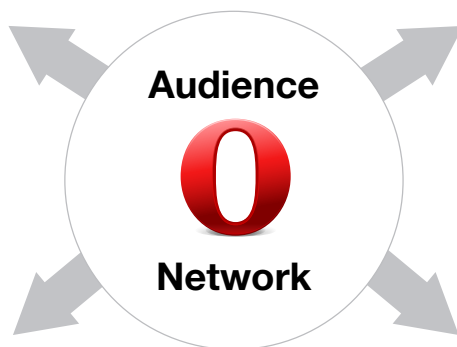
Gain insights from one of the world's largest mobile audiences.

Increase the value of your audience

- Monetize on and off deck.
- Understand traffic patterns.

Gain a better understanding of your subscribers

- Receive accurate information to understand market segments.
- Identify types of devices.
- Aggregate usage patterns.



Increase relevance

- Visualize audience behavior.

Improve service delivery

- Understand where your subscribers go.
- Gain a site audience profile & targeting information.

Value across the mobile ad ecosystem

Opera Mobile advertising solutions for operators, carriers, advertisers and publishers