



Nielsen and Carrier IQ Form Global Alliance to Measure Mobile Service Quality

New York and Mountain View, CA – October 19, 2011 – Nielsen, a global information and measurement company, and Carrier IQ, the standard for mobile intelligence solutions, today announced an alliance to measure the performance of mobile services, networks, and devices. Together, they will deliver critical insights into the consumer experience of mobile phone and tablet users worldwide, which adhere to Nielsen’s measurement science and privacy standards. This alliance will leverage Carrier IQ’s technology platform to gather actionable intelligence on the performance of mobile devices and networks.

Nielsen has extensive experience measuring mobile service quality from the consumer perspective in the United States and of leveraging surveys, device metering, retail measurement and opt-in consumer panels to understand mobile trends worldwide. “Nielsen’s service quality performance benchmarks are already the de-facto standard for network optimization and advertising claims in the US,” said Larry Lenhart, CEO of Carrier IQ. “They also have a comprehensive understanding of mobile consumers around the world, derived from years of studying and tracking the market. We are delighted that our technology will add value to their portfolio of mobile solutions.”

Carrier IQ’s Mobile Intelligence software is currently deployed on more than 150 million devices worldwide. It enables mobile service providers and device manufacturers to solve business and technology issues through the lifecycle and support of devices and networks by delivering mission critical intelligence on how services perform and how devices actually work in the hands of end users.

“Carrier IQ is already working with mobile operators and device manufacturers around the world to help them improve customer care, device management and network planning and operations,” said Jonathan Carson, GM of Digital at Nielsen. “After an extensive market review, Nielsen chose to work with Carrier IQ to offer a best-in-class solution to set performance benchmarks worldwide and help clients deliver a better mobile experience to their customers.”

About Carrier IQ

Carrier IQ is the leading provider of Mobile Intelligence solutions, currently deployed on over 150M devices from leading mobile device vendors worldwide. Carrier IQ delivers a unique source of knowledge, directly from the mobile device, which represents an objective, impartial view of how handsets and devices are performing

on the network, and how mobile devices are being used day-to-day. This is all done in a highly secure, private and anonymized environment. Founded in 2005 and headquartered in Mountain View, California, Carrier IQ is a privately held, venture-backed company with offices in the U.S., UK, Korea and Malaysia. For more information, please visit www.carrieriq.com.

About Nielsen Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands. For more information, visit www.nielsen.com.

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