

# ReedSmith

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December 17, 2010

Marlene H. Dortch, Secretary  
Federal Communications Commission  
Office of the Secretary  
445 12<sup>th</sup> Street, SW, Room TW-A325  
Washington, DC 20554

**FILED/ACCEPTED**

DEC 17 2010

Federal Communications Commission  
Office of the Secretary

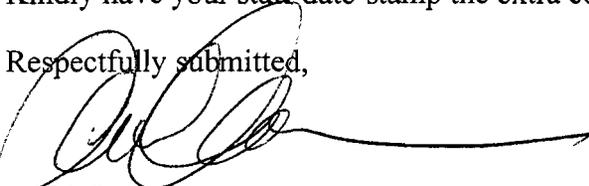
**Re: "Bill Shock" Comments**  
**CG Docket No. 10-207; CG Docket No. 09-158**

Dear Ms. Dortch:

On behalf of The Nielsen Company ("Nielsen") please find an original and four (4) copies of the above-referenced public filing.

Kindly have your staff date-stamp the extra copy of the filing and return it to the awaiting courier.

Respectfully submitted,

  
Judith L. Harris  
Amy S. Mushahwar

JLH/ASM:lsj

Enclosures

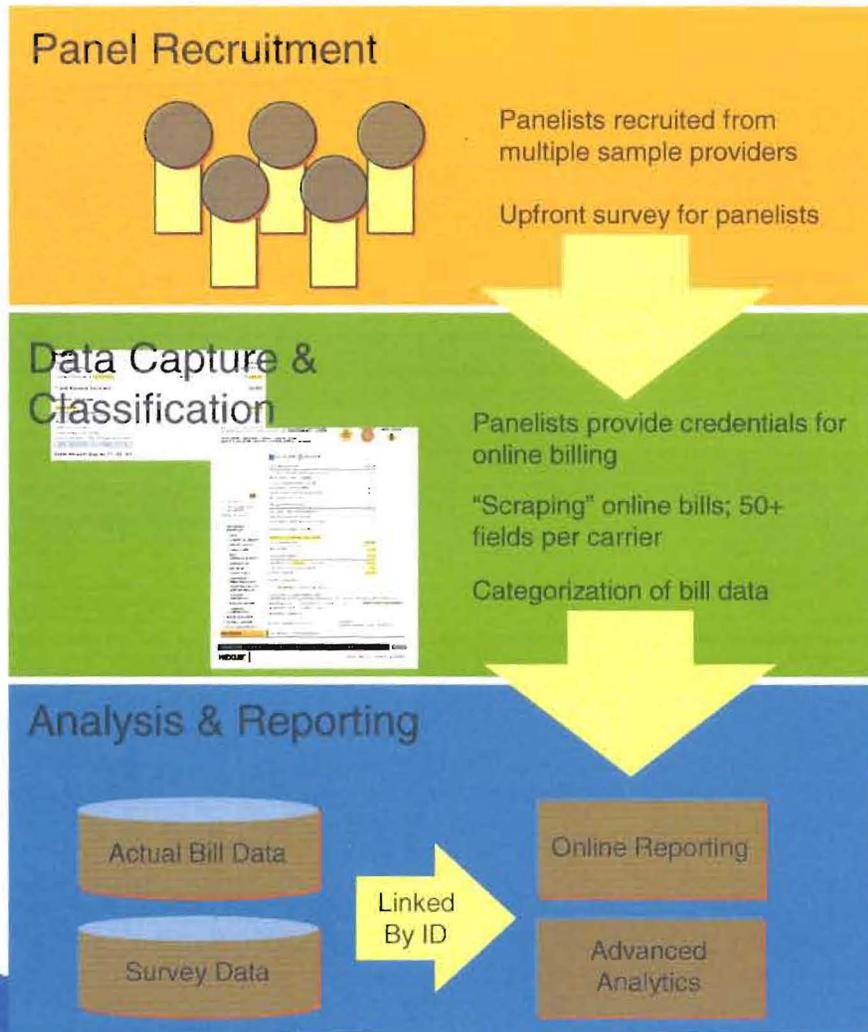
# Nielsen Customer Value Metrics: A closer look at overages

nielsen  
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# Nielsen is the world's foremost provider of data and insights into the mobile market

- Customer Value Metrics (CVM) service collects and analyzes 65,000+ wireless lines in the U.S. each month to determine what wireless customers do and pay for (not what they think they do/pay for)
- CVM measures three key factors when assessing overages:
  - How many people go into overages?
  - How often do they go into overages?
  - By how much do they go into overages?

# CVM Methodology Overview

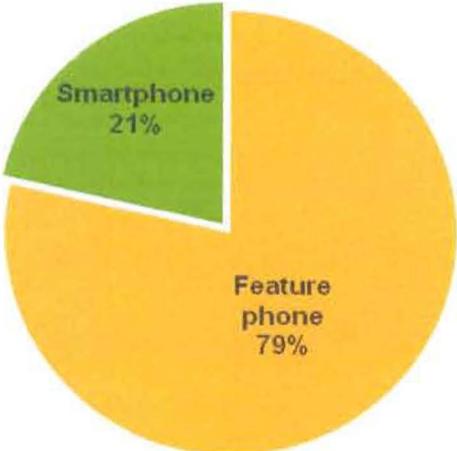


## • Approach

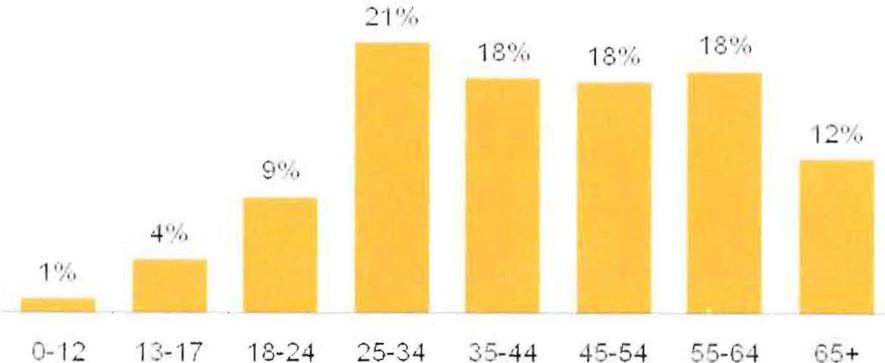
- Consumers recruited from 6 large sample providers, plus Nielsen's own panels
- 65,000+ line-level bills each month using advanced "e-bill scraping" technology
- Panelists surveyed for demographic and (supplemental) device info
- Biases mitigated by weighting sample against universe benchmarks
  - US Census Bureau demographics
  - Carrier market share
  - Penetration of Family Plans
  - Penetration of iPhones
- Consistent categorization of data reported on bills
- Billing data collected monthly and reported quarterly and monthly

# Panel Composition

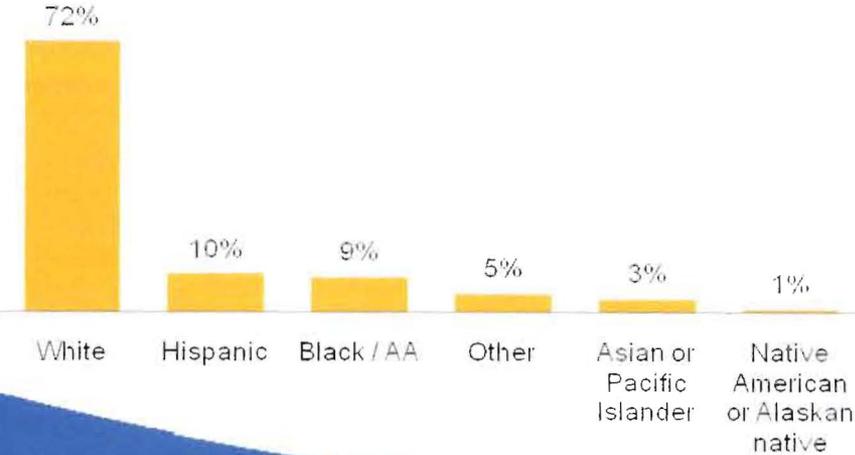
Phone Type



Age



Race / Ethnicity



Gender

