**CEM4Mobile Solutions accepted as measurement partner for Kia-index, the Swedish mobile media measurement service**

**Finnish CEM4Mobile Solutions Ltd, specialised in mobile customer experience management and interaction analysis, was selected as new mobile measurement provider for Kia-index, the mobile media measurement service provided by the Association of Swedish Advertisers.**

**Kia-index is used by the media industry to standardise mobile measurements in Sweden. In this partnership, CEM4Mobile will provide its CEM4Mobile technology as alternative for Swedish mobile service providers, while KIA-index contributes by validating visitor statistics and publishing it to Swedish audience.**

For customers, Kina-index strengthens transparent, comparative and independent monitoring of the use of their mobile services, helping them to improve services in line with users’ needs. Commonly agreed and comparable visitor statistics will support the growth of mobile websites and applications, speed up sales of mobile media and enable mobile content services to be developed quickly. Consumers will benefit as mobile services expand their features and the user experience improves.

The media measurement service available now also for Swedish customers, is based on CEM4Mobile Solutions’s technology and besides visitor statistics includes CEM4Mobile Analytics software ([www.cem4mobile.com](http://www.cem4mobile.com)).

**“CEM4Mobile is now available for Sweden as well.** CEM4Mobile is available for Swedish service providers to analyse and optimise their mobile services by collecting and analysing data on the interaction between end users and services in real time. These analyses will help service providers to understand customer behaviour and enable them to better manage factors affecting interaction and the user experience”, states Alexander Hornborg, VP Sales of CEM4Mobile Solutions Ltd.

**More information**

Kia- Index / The Association of Swedish Advertisers

*The Association of Swedish Advertisers is the sole organization that promotes and maintains the advertisers' interests on the Swedish advertising market. More than 500 corporations are members of the Association of Swedish Advertisers. Large, medium-size and small companies in practically all lines of business, government and local authorities, county councils, organizations - they are all marketers, and they all buy and use market communication. The association monitors development in all kinds of media and promotes constant improvement of measurement and survey methods as well as norms established for media surveys.*

More information about Kia-index: Tobias Eidem, Manager Kia-Index, [tobias.eidem@annons.se](mailto:tobias.eidem@annons.se)

About CEM4Mobile Solutions:

*CEM4Mobile Solutions Ltd is a Finnish world-class expert in Mobile Analytics and Customer Experience Management (CEM) for mobile content and value-added services. We provide mobile network and industry vertical independent CEM4Mobile solution and services for companies large and small, which develop, produce or distribute mobile services. CEM4Mobile offering enables companies to measure and analyze data on the interaction between end-users and mobile services, optimize their business and ensure successful customer relations.*

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Insights to Mobile Analytics and Customer Experience Management: <http://www.cem4mobile.com/blog/>