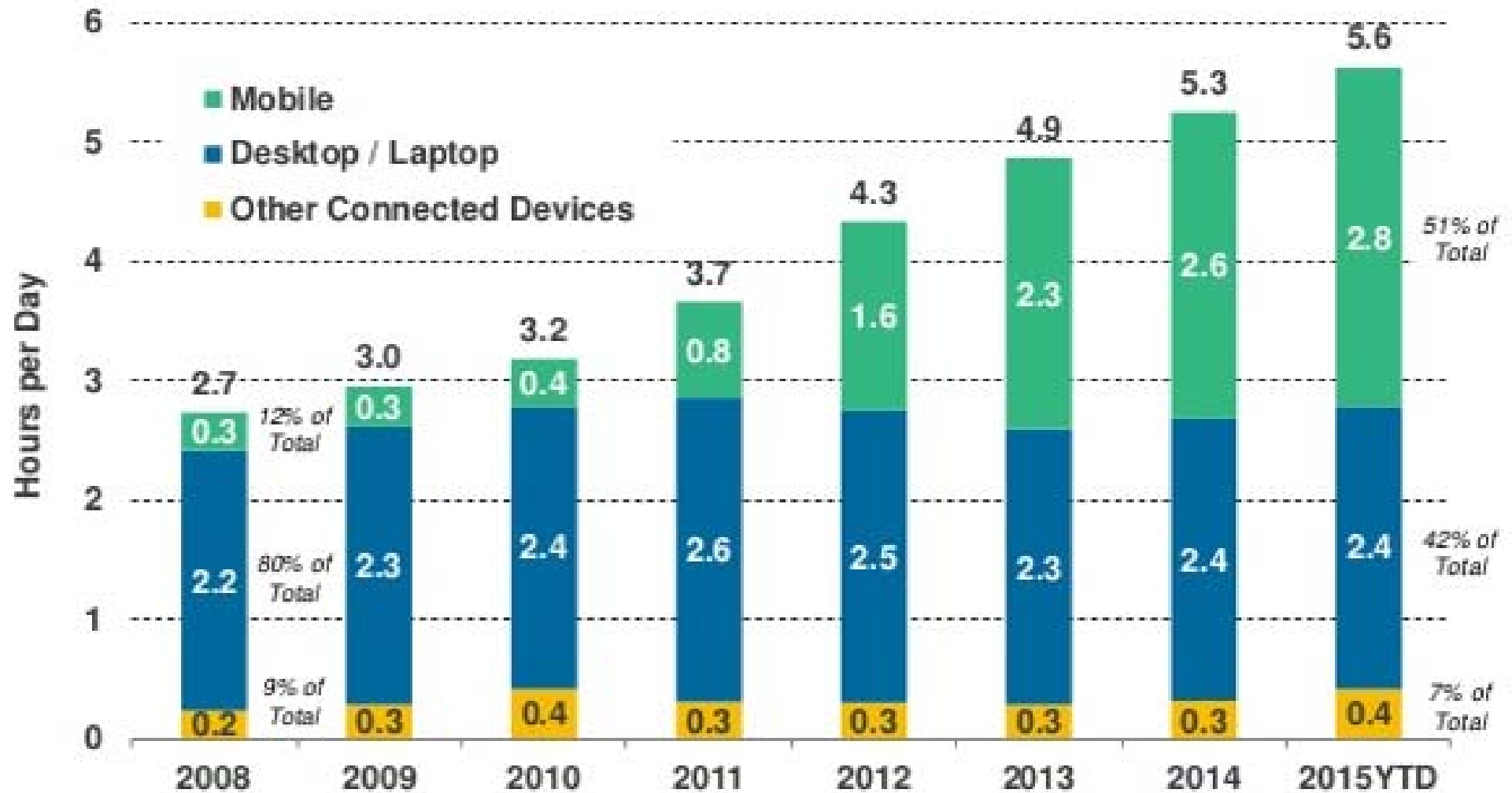


Internet Usage (Engagement) Growth Solid

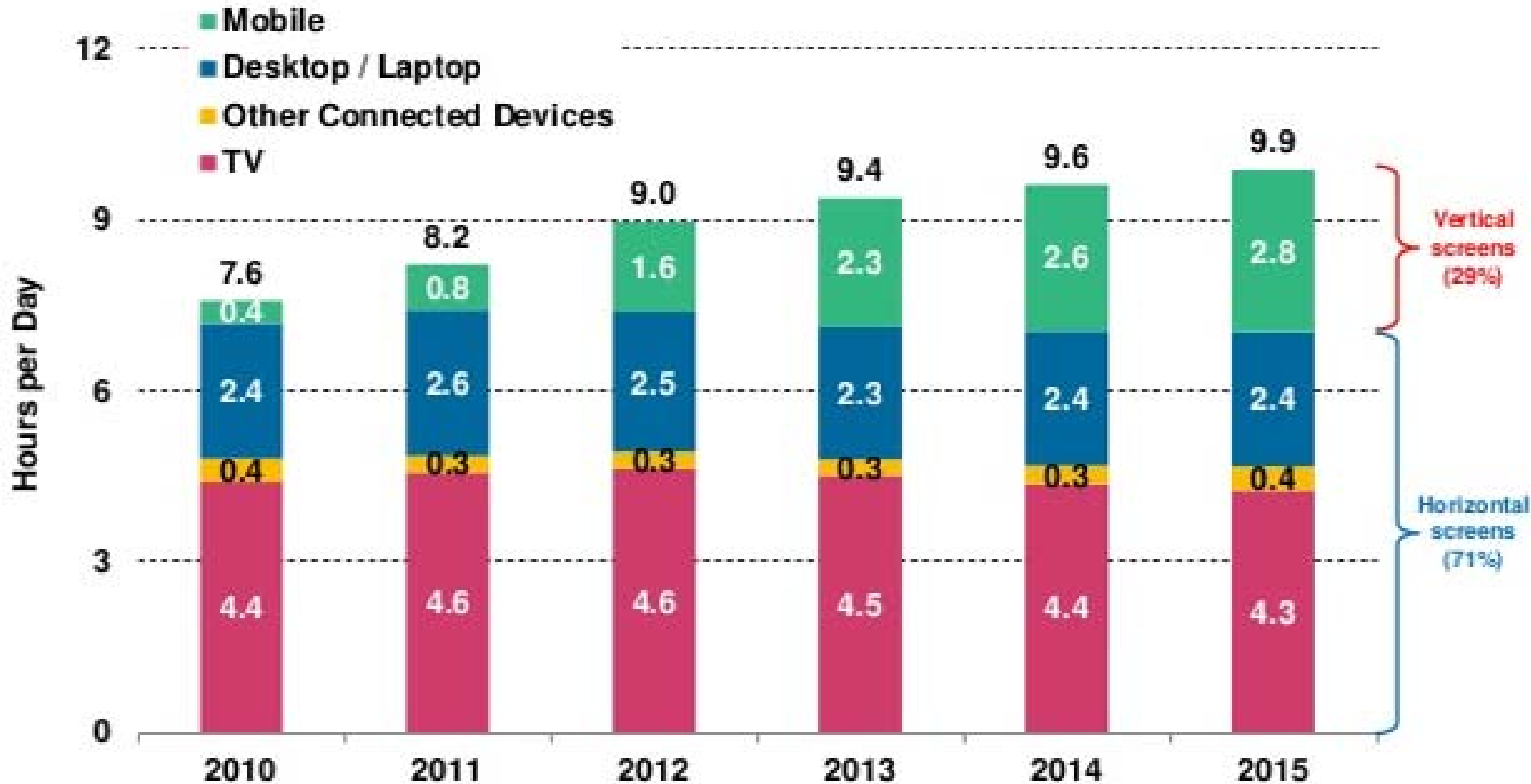
+11% Y/Y = Mobile @ 3 Hours / Day per User vs. <1 Five Years Ago, USA

Time Spent per Adult User per Day with Digital Media, USA, 2008 – 2015YTD



...Vertical Viewing =
29% of View Time (Multi-Platform) vs. 5% Five Years Ago, USA...

Time Spent on Screens by Orientation (Hours / Day), USA, 2010 – 2015



...Small Screen Vertical Viewing Became Big Deal...

Video = Then



Video = Now?

