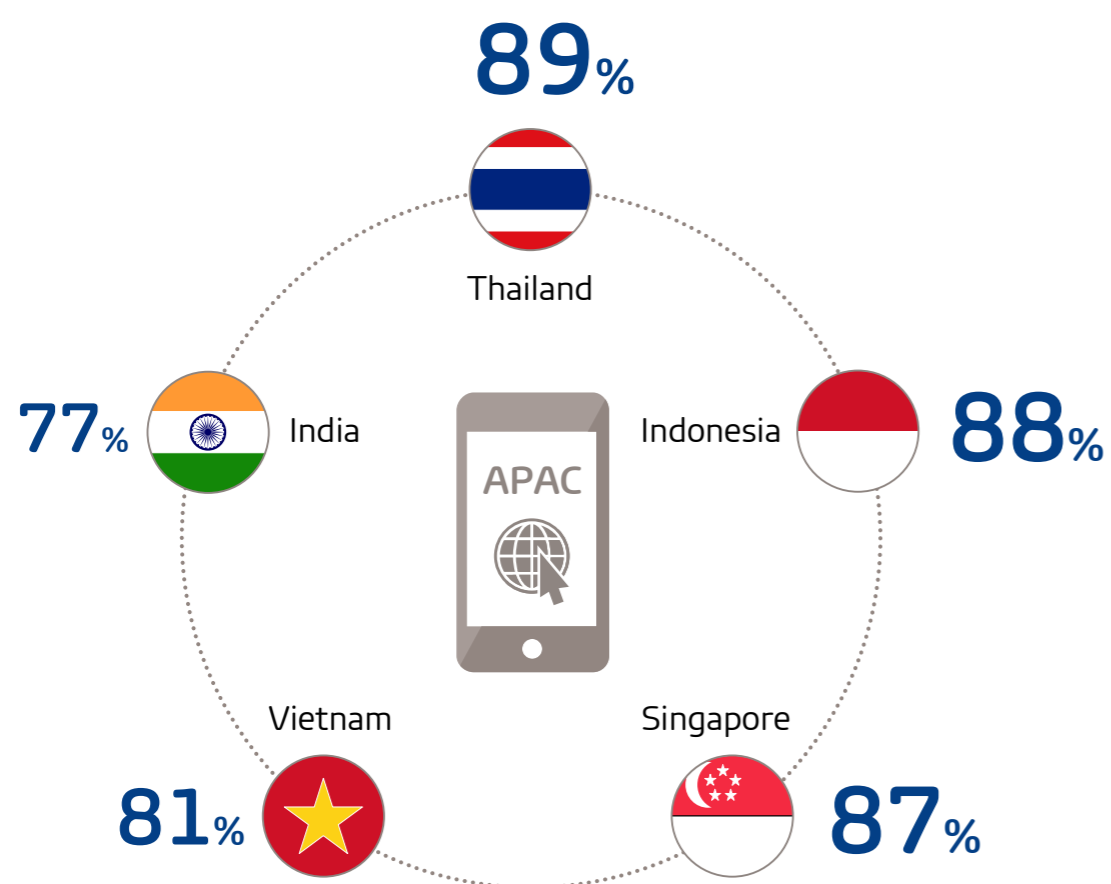


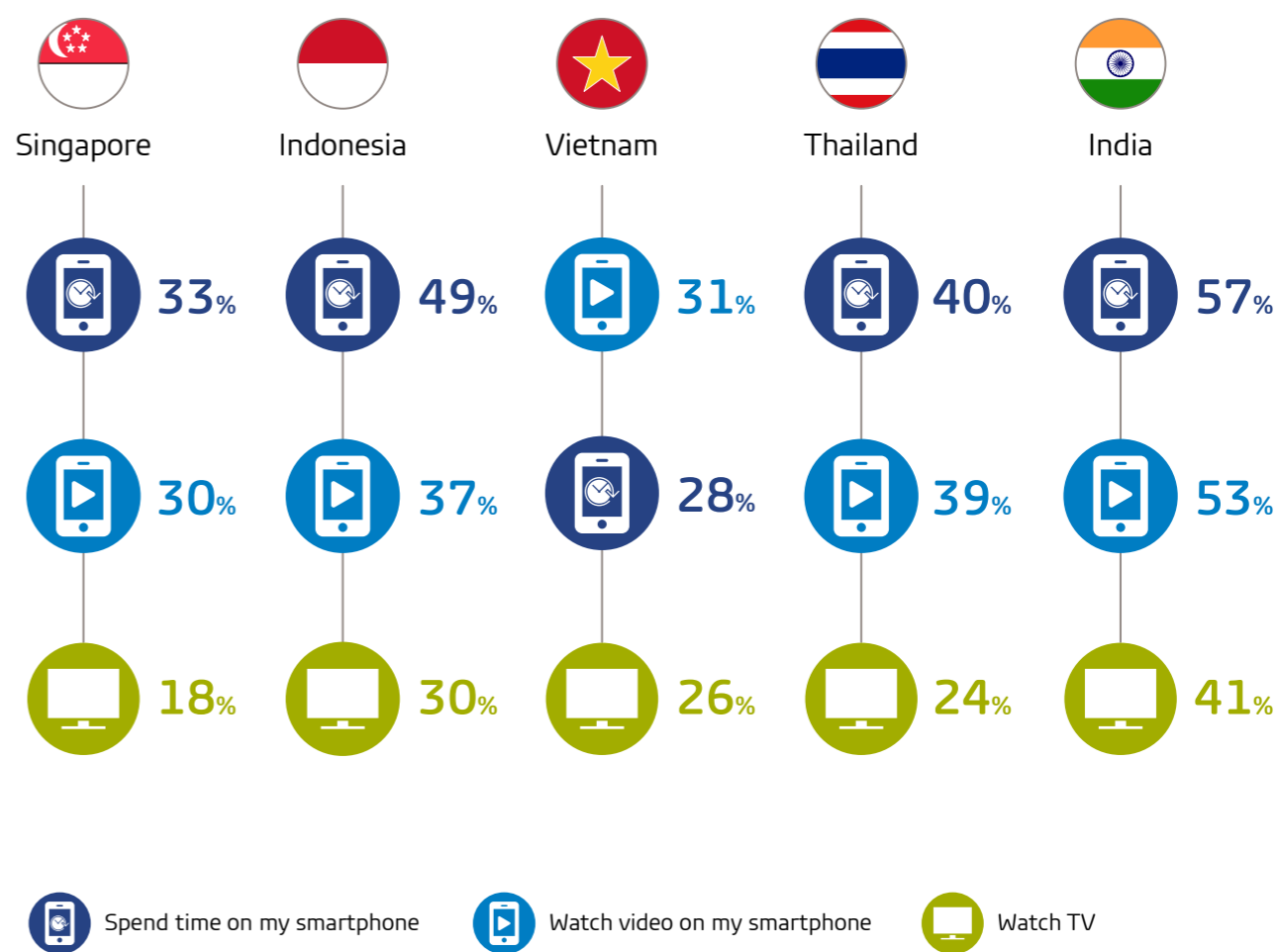
PEOPLE ARE CONNECTED THROUGHOUT THE DAY, EVERY DAY

Going online is a daily habit Daily internet usage via smartphone



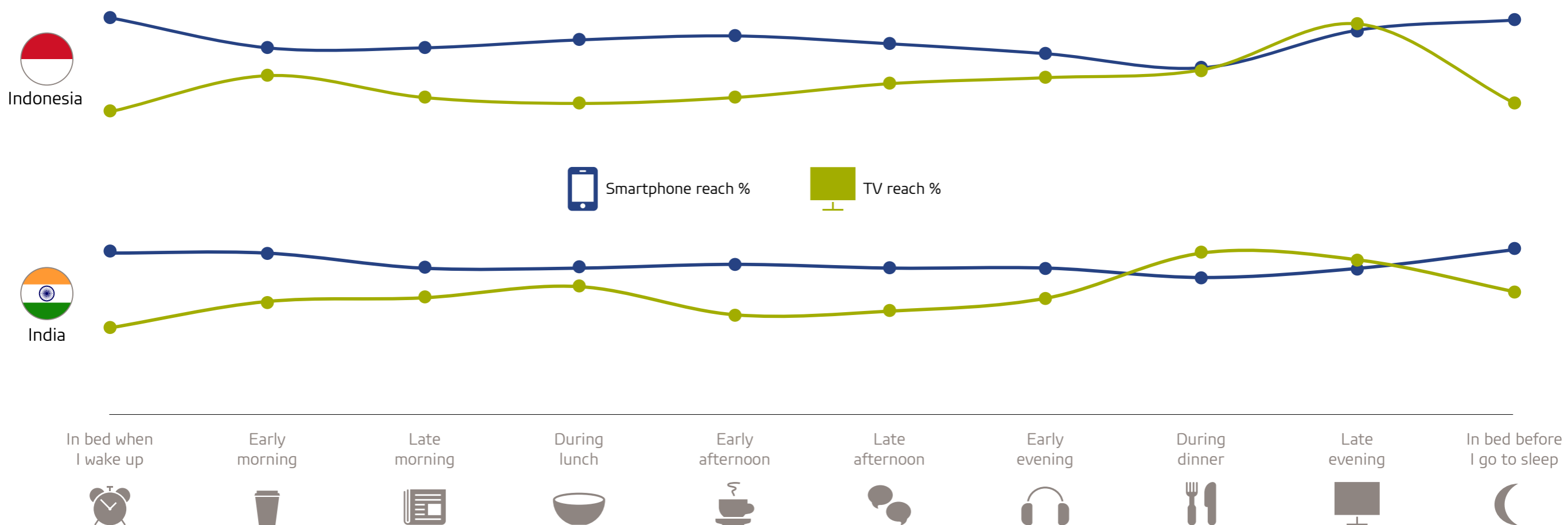
% of people using internet on a daily basis via smartphone

Online video becoming TV "on-the-go" Media engagement habits



% of people who will do more of in the next 12 months

Smartphone lets you reach your consumer at times and in ways a TV wasn't able to earlier Reach across daypart



% reach across various daypart