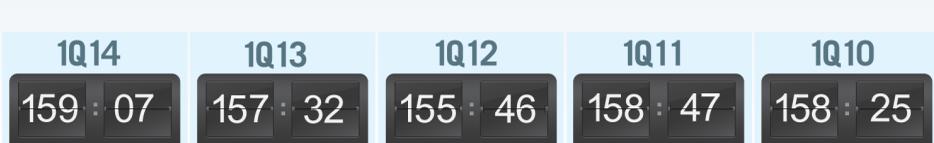


A SNAPSHOT OF MULTISCREEN INSIGHTS

Time Spent With TV Increases

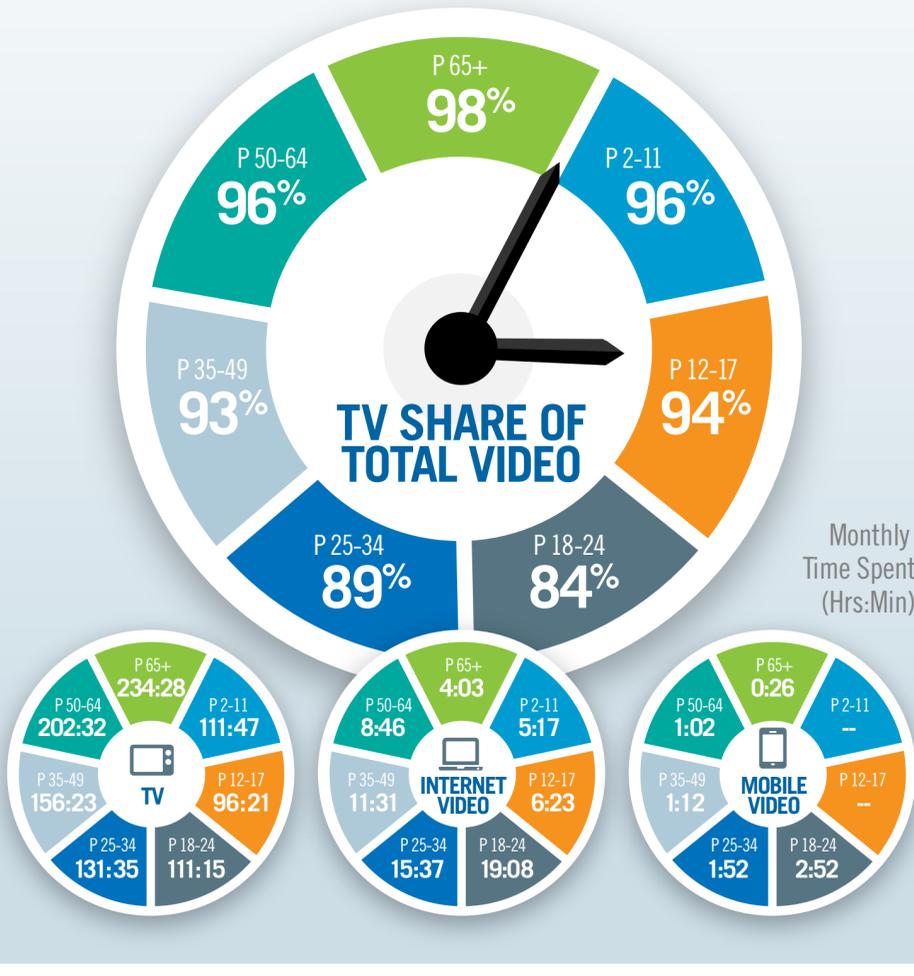


TO AN ALL TIME HIGH

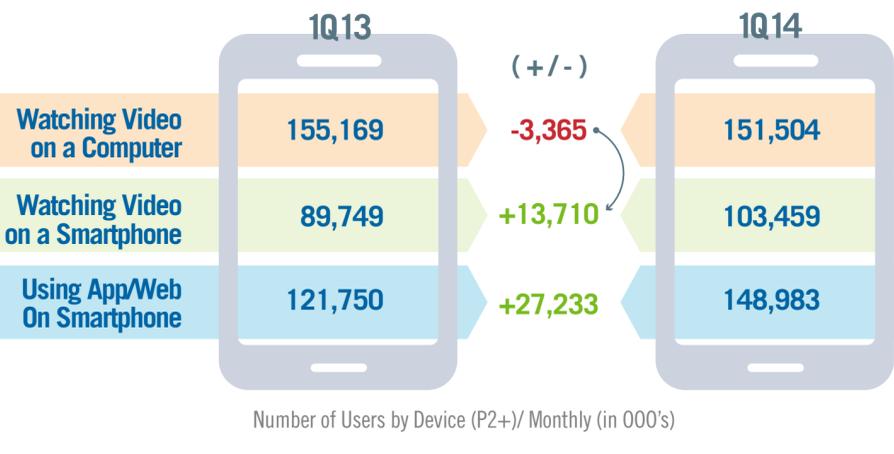


Over 2.4 million more watched TV in 1Q14 v. 1Q13

OVER 90% OF TOTAL VIDEO TIME IS SPENT WITH TV ACROSS MOST AGE GROUPS



With More Content Being Made Available & More Ease Accessing Video On Mobile Phones, Consumers Continue To Shift Their Video Viewing From **COMPUTER TO SMARTPHONE**



DESPITE SMARTPHONE VIDEO GROWTH,

TIME SPENT WITH MOBILE IS LESS THAN 3 HOURS A MONTH, EVEN AMONG THE YOUNGER CONSUMERS

	Mobile Video Share Of Total Video	Computer Video Share Of Total Video	Mobile Video	Computer Video	TV
K2-11	n/a	4.4%	n/a	5:17	111:47
T12-17	n/a	6.1%	n/a	6:23	96:21
A18-24	1.9%	14.4%	2:52	19:08	111:15
A25-34	1.0%	10.4%	1:52	15:37	131:35
A35-49	0.7%	6.7%	1:12	11:31	156:23
A50-64	0.5%	4.0%	1:02	8:46	202:32
A65+	0.1%	1.7%	0:26	4:03	234:28
P2+	0.8%	6.1%	1:37	10:49	159:07

Monthly Time Spent (Hrs:Min)

ETHNIC BREAKDOWN

MAJORITY OF TOTAL VIDEO TIME IS WITH TELEVISION

	COMPOSITE	BLACK	HISPANIC	ASIAN
Watching Traditional Television*	159:07	222:41	125:45	92:55
Share of Total Video Time	93%	93%	90%	82%
Watching Video on Computer	10:49	13:38	12:16	18:13
Watching Video on Smartphone	1:37	2:21	2:21	1:55

Monthly Time Spent (P2+) in Hours: Minutes