
IAB Trend Report

2014: The Year in Review

Digital, Video and Mobile Consumer Usage Trends

Questions?

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Summary

- **Shift to Mobile:**
 - By the end of 2013, more time was spent accessing the internet on mobile devices than on computers. 2014 continued that trend but internet use on computers also grew.
 - Mobile devices and computers have very different internet uses: Mobile is preferred for Social Networking apps, Gaming, Photos and Radio while Computers are preferred for accessing Portals, Business and Entertainment sites among others.
 - Top categories accessed by computers by number of monthly visitors are Portals, Search Engines, Entertainment, Social Media and Retail Sites.
 - Top sites accessed by computers remain similar to those of a year ago and reflect those categories.
 - Top sites have also experienced a decline in younger visitors, largely due to the shift to mobile.
 - An interesting by product of the shift to mobile is that younger demos are spending less computer time on many top sites while older demos are spending much more time online on computers.
- **The Rise of Video:**
 - Video is also heavily accessed on computers. (Streaming video metrics on connected TV devices aren't widely available yet).
 - 2013 saw an explosion of video streaming and triple digit video ad streaming growth.

Summary

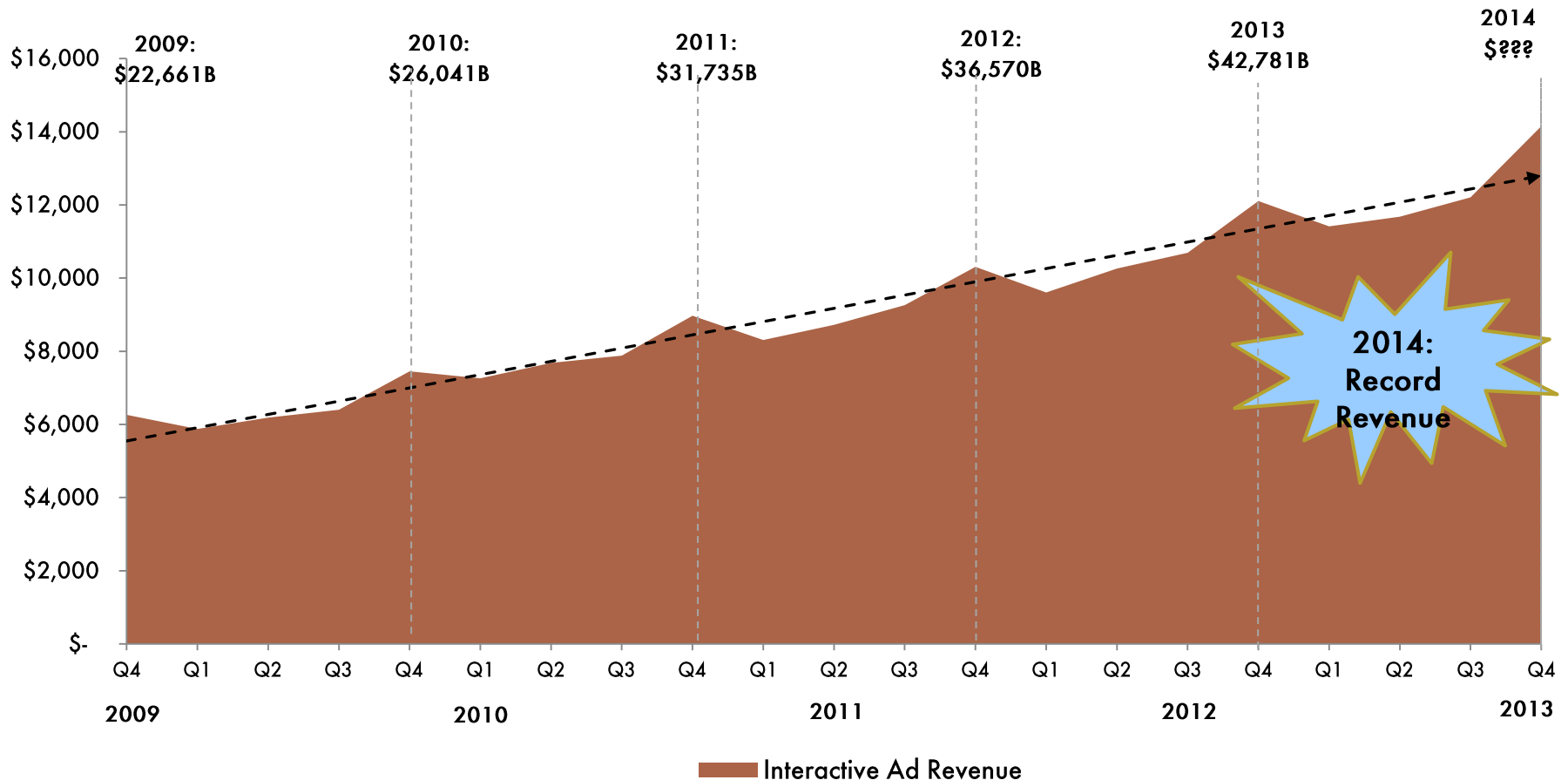
- The Rise of Video (cont'd):
 - Although the triple-digit video growth has subsided, the heightened levels of video and ad streaming reached in 2013 were maintained throughout 2014.
 - While the overwhelming majority of videos are streamed by younger demos, Adults 65 and over seem to have discovered online video in 2014. Videos streamed have doubled for this group and many top 10 sites witnessed triple digit growth in video streaming by Adults 65+.
- Social Video:
 - Facebook, in particular, saw incredible growth as a video streaming site due in large part to its policy as of Dec. 2013 to default videos to autoplay in users' Facebook stream. As a result, while the number of computer users visiting Facebook monthly have only grown by 22%, they are now streaming 5 times as many videos as they did last year and are spending 3 times as long viewing those videos.
 - Google's undisputed #1 video position is being challenged by Facebook's growth: Facebook is nearly even with Google in videos streamed.
 - Also of note, Facebook has overtaken Netflix in time spent streaming video.
- Entertainment Videos:
 - The growth of Social Media videos notwithstanding, Entertainment Videos remain by far the #1 type of video streamed.

Summary

- Entertainment Videos (cont'd):
 - Entertainment Videos grew 15% year over year and accounted for 23 billion monthly streams by year's end compared to Social Media's 16 billion monthly streams and 3 billion monthly streams or less for Portals or other video categories.
 - Original Digital Video:
 - Original Digital Video pureplay sites like Maker Studios and Fullscreen have made the Top 10 while the remaining Top 10 video sites are mixed video sites that stream at least some Original Digital Video.
 - Video search sites and sites that offer a variety of video types like Blinkx, AnyClip and Vimeo have made it into the top 10 while TV sites have moved to top 20.
 - Video Ads:
 - Despite Facebook's immense video growth, only 1% of its videos are video ads.
 - 60% of all Entertainment Videos are video ads.
 - Portals and Gaming sites also monetize the quantity of videos streamed with 66% of Portal Videos being ads and 74% of Gaming Videos comprising ads.
 - While digital video seems to have hit critical mass, it still has room to grow. Only 6% of time spent streaming videos is spent on video ads. In comparison, 24% of TV viewing time is spent watching TV commercials.
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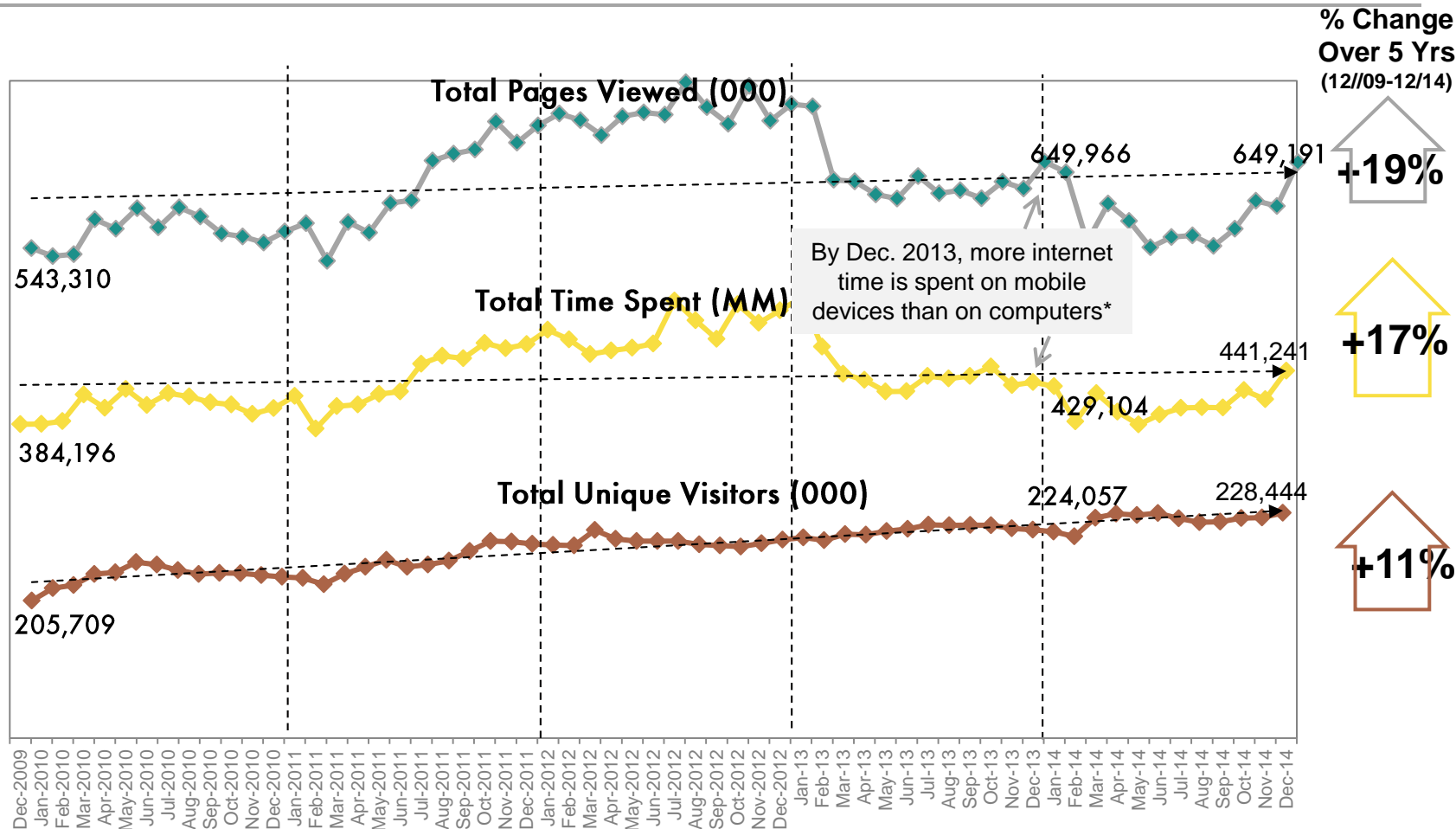
The Big Picture: Online Advertising Revenue Continues Double-Digit Growth

Quarterly Online Ad Revenue Comparisons – Q4 2009 – Q4 2014



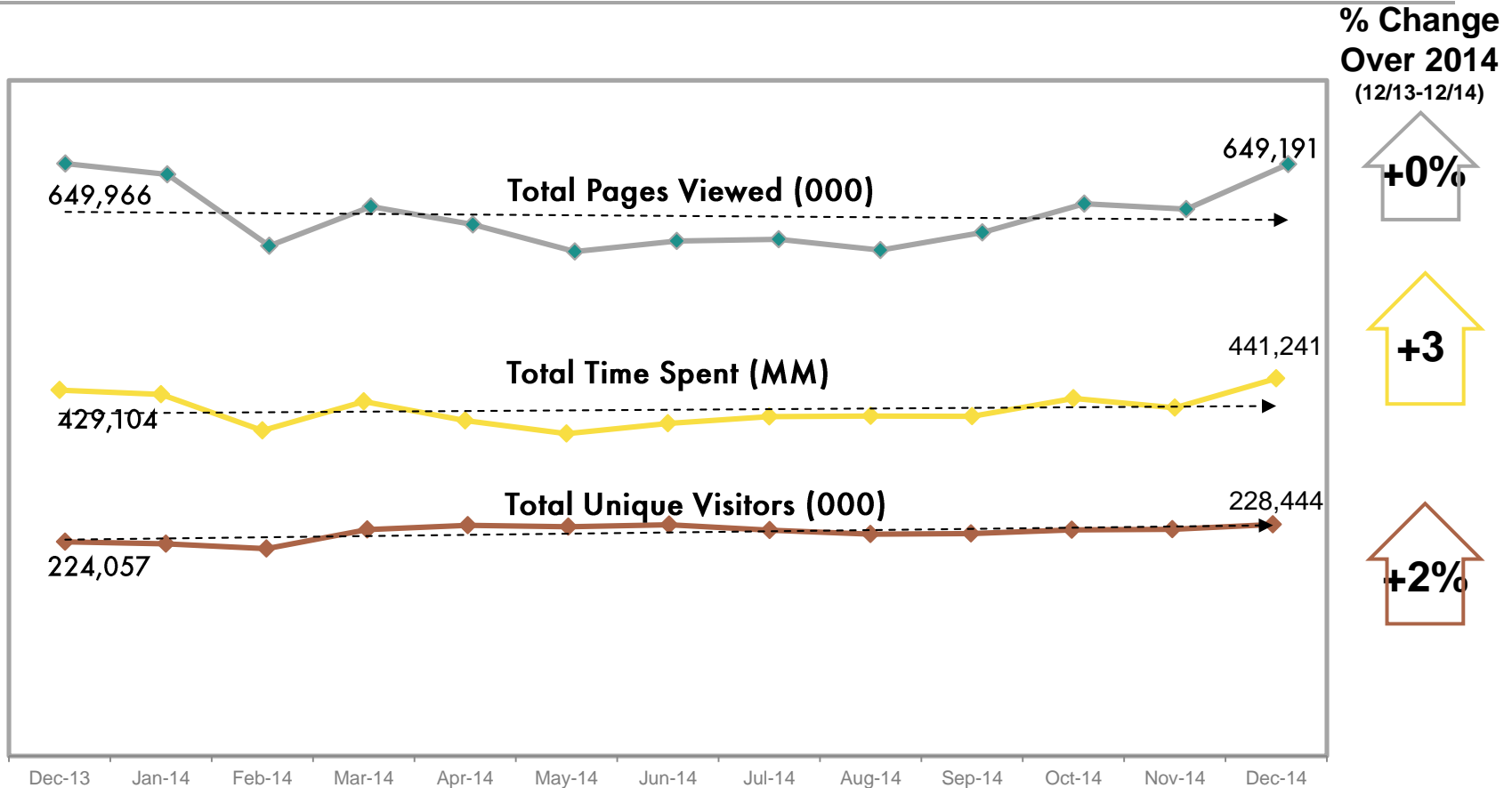
Source: IAB Internet Advertising Revenue Report, Full Year 2014, Apr. 2014.

Steady Growth in Internet Usage Over 5 Years; After Shift to Mobile in 2013, Computer Internet Use Has Stabilized



Source: IAB Trend Report 2014, ComScore MediaMetrix, Total Audience, Measurement Period: Dec. 2009- Dec. 2014. Doesn't include mobile
*ComScore MediaMetrix Multiplatform Total Desktop and Mobile A18+ US Audience (Dec. 2013).

2014 Computer Internet Usage is Steady



Source: IAB Trend Report 2014, ComScore MediaMetrix, Total Audience, Measurement Period: Dec. 2009- Dec. 2014. Doesn't include mobile
 *ComScore MediaMetrix Multiplatform Total Desktop and Mobile A18+ US Audience (Dec. 2013).

Monthly Computer Internet Use

Slight Uptick Compared to a Year Ago

- After 2013's shift to mobile, 2014 saw internet use grow across devices including computers.
- After 2013's explosive video growth, digital video and video ad growth has steadied.

Internet	Total Unique Visitors (000)	Total Minutes (MM)	Total Minutes per Unique
	228,444	441,241	1,931

% Change vs. Year Ago

Up 2%

Up 3%

Up 1%

Dec. 2014 vs. Dec. 2013

Video	Total Unique Viewers (000)	Total Minutes (MM)	Videos Streamed (000)	Video Ads Streamed (000)	Video Ad Minutes Streamed (MM)
	195,691	239,212	62,007,701	3,177,475	14,060

% Change vs. Year Ago

Up 4%

Up 9%

Up 18%

Up 6%

Up 9%

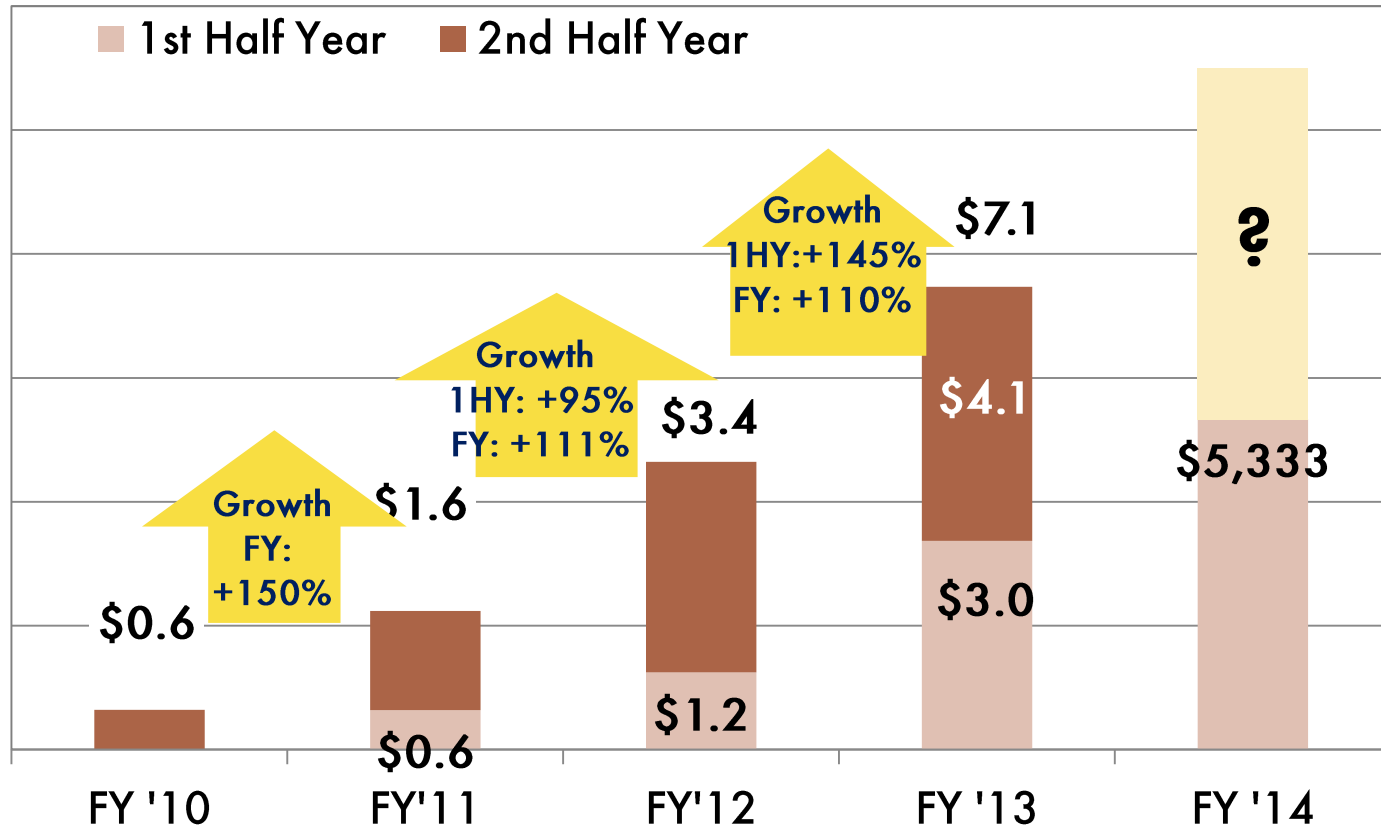
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Mobile & Mobile Ads

2014: The Year in Review

US Mobile Advertising Revenue To Date: Triple Digit Growth

*US Mobile Ad Revenue (\$ Billions)
First Half Year, Full Year and % YoY Growth*



Source: IAB Internet Advertising Revenue Reports, Full and Half Year 2010-2014

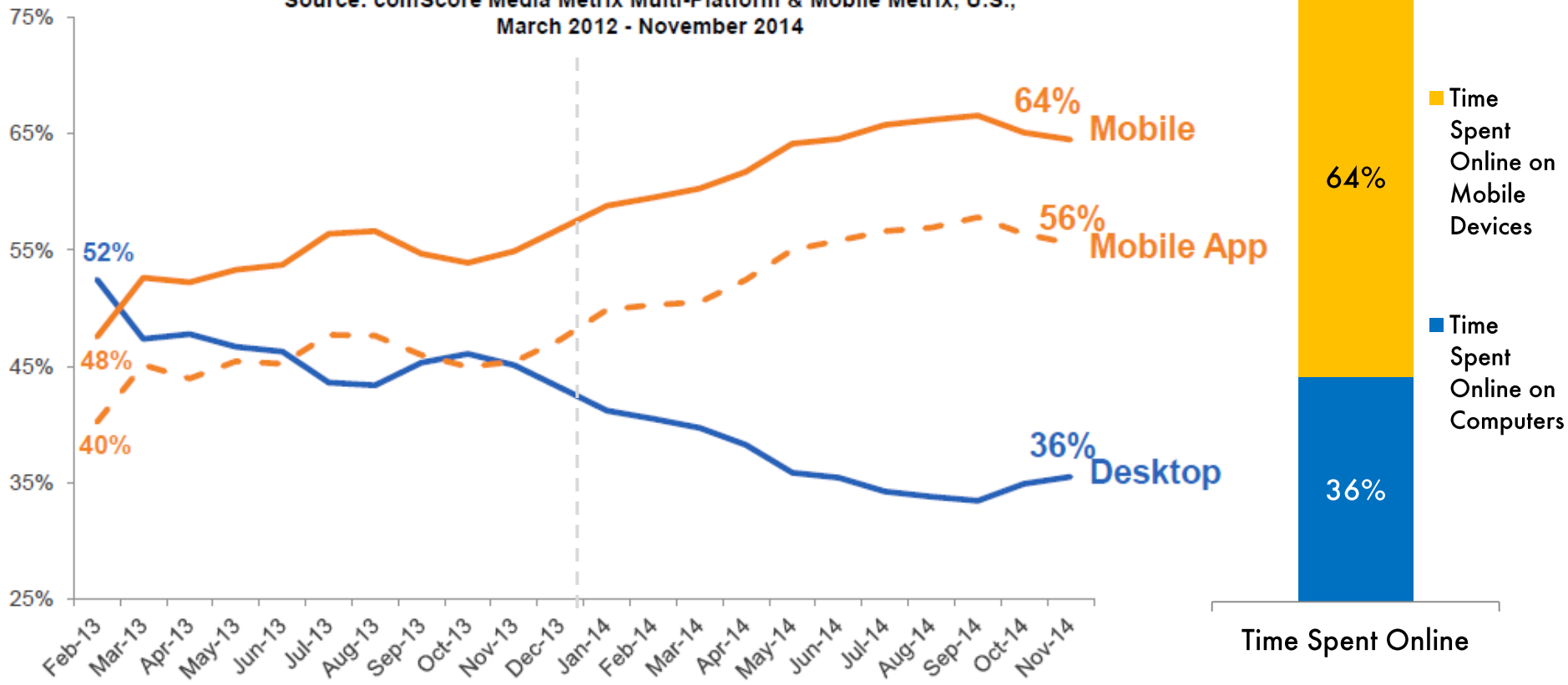
IAB Digital Usage Trend Report 2014: The Year in Review



As of 2014, More Time is Spent Online on Mobile Devices than on Computers

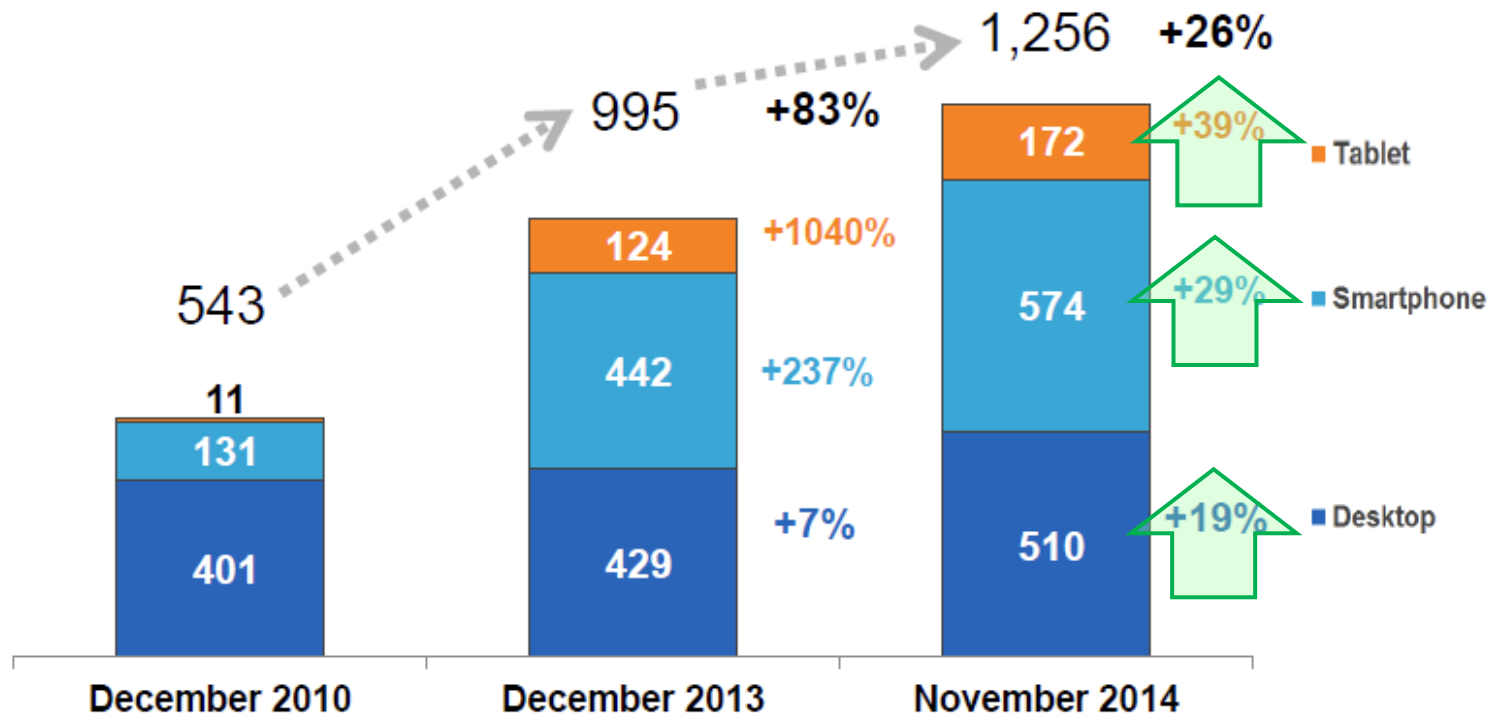
Share of U.S. Digital Media Time Spent Shifts by Platform

Source: comScore Media Metrix Multi-Platform & Mobile Metrix, U.S.,
March 2012 - November 2014



Mobile Internet Has Grown as Has Computer Internet Usage

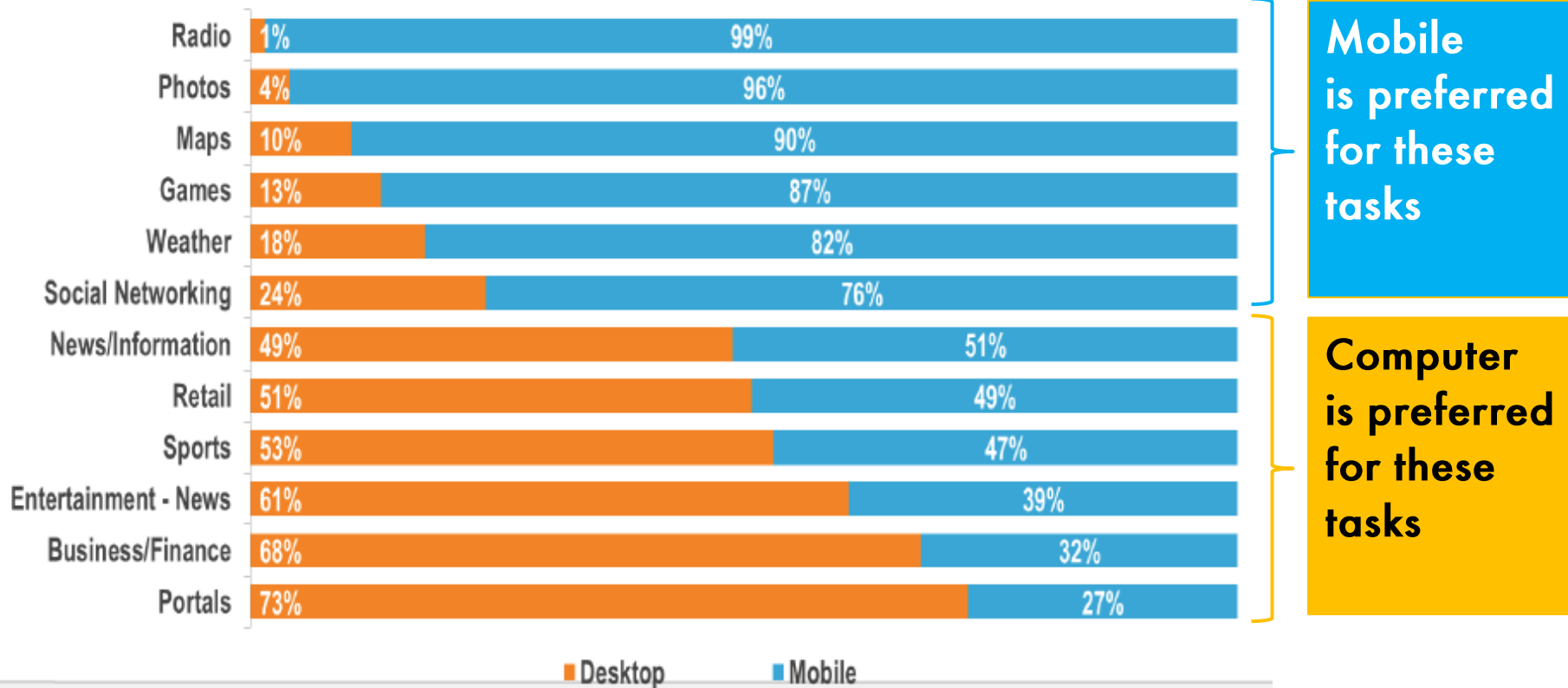
Total U.S. Internet Usage in Minutes (Billions) by Platform
Desktop, Smartphone, and Tablet



Mobile Devices and Computers Have Their Specific Online Functions

Share of Content Category Time Spent by Platform

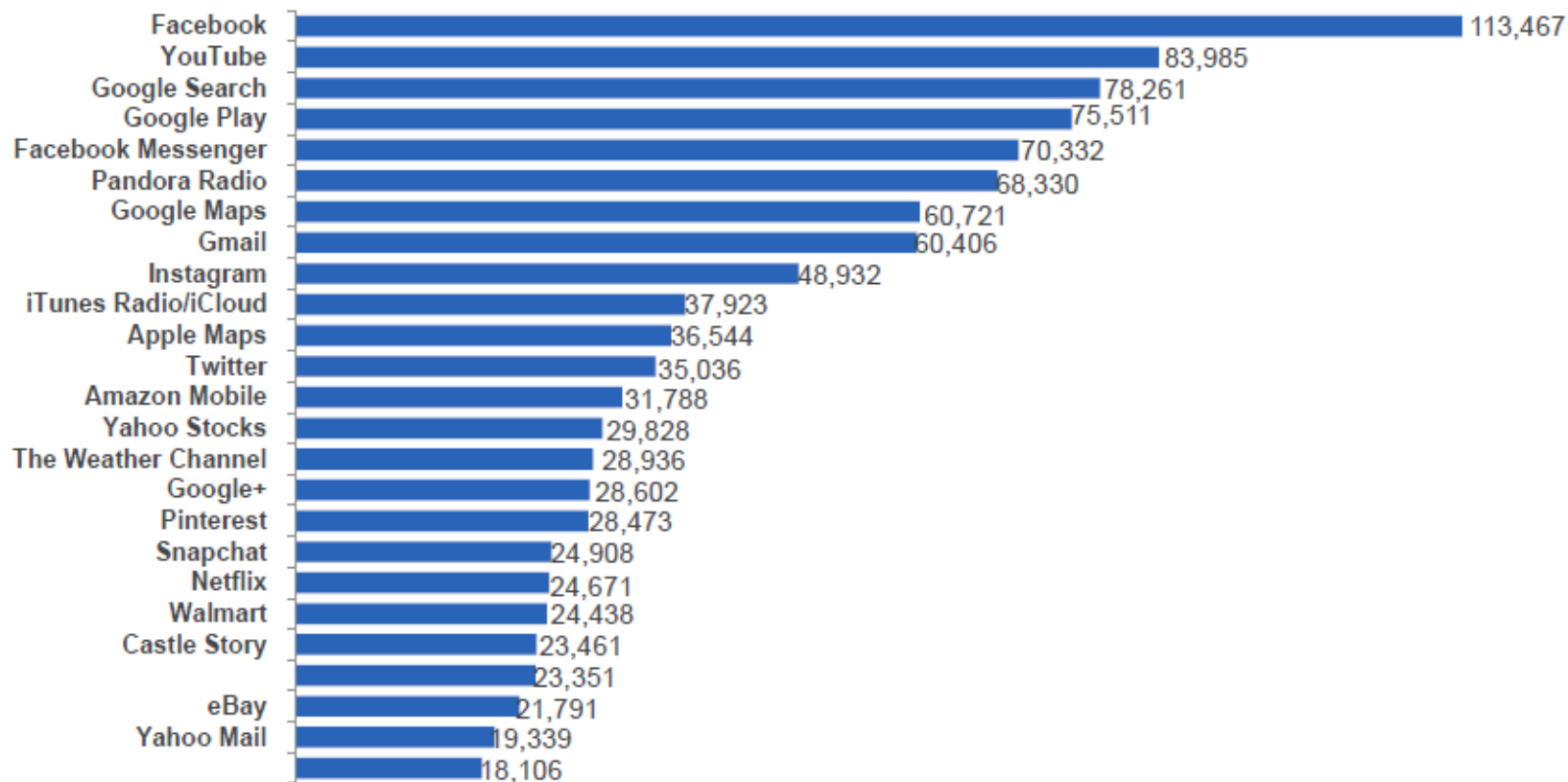
Source: comScore Media Metrix Multi-Platform, U.S., Jan 2015



Top 25 Mobile Apps

Top 25 Mobile Apps by Unique Visitors (000)

Source: comScore Mobile Metrix, U.S., Age 18+, November 2014



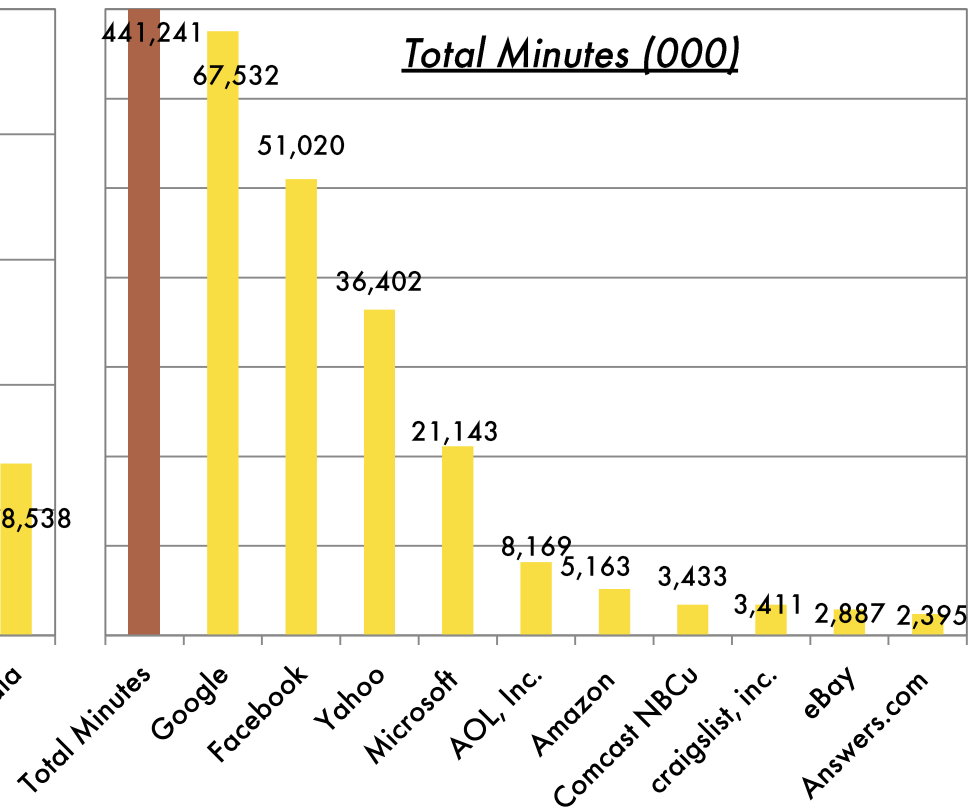
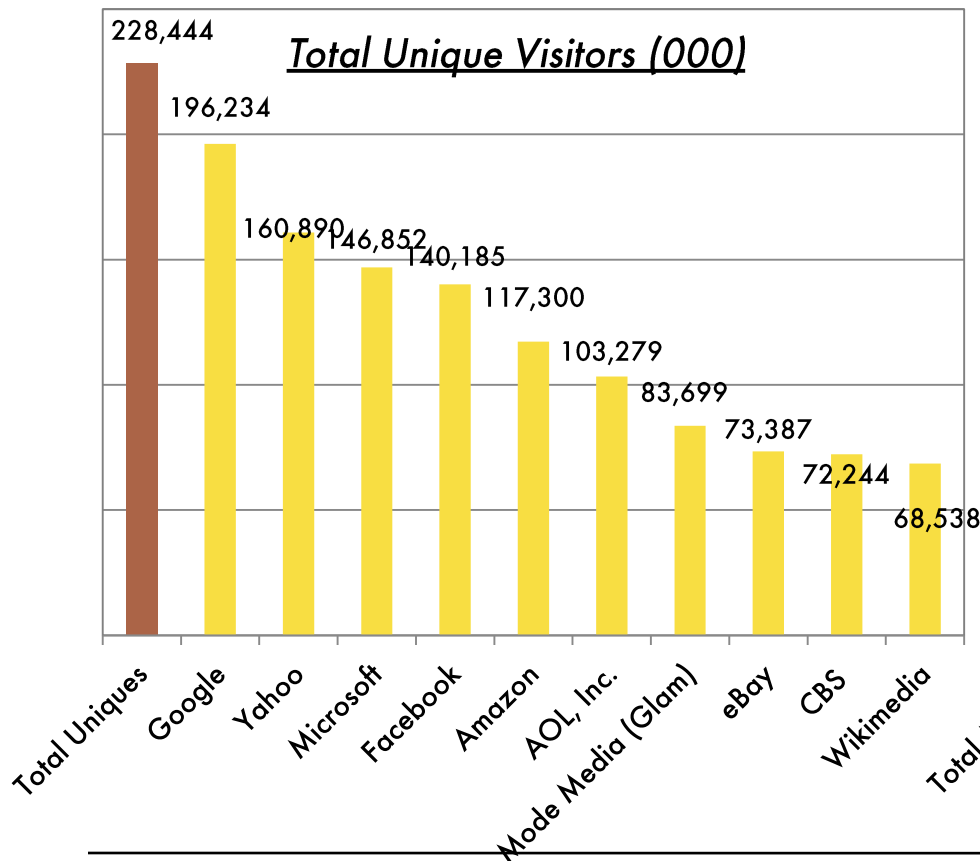
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Top Sites Visited on Computers

2014: The Year in Review

December 2014 Top 10 Properties

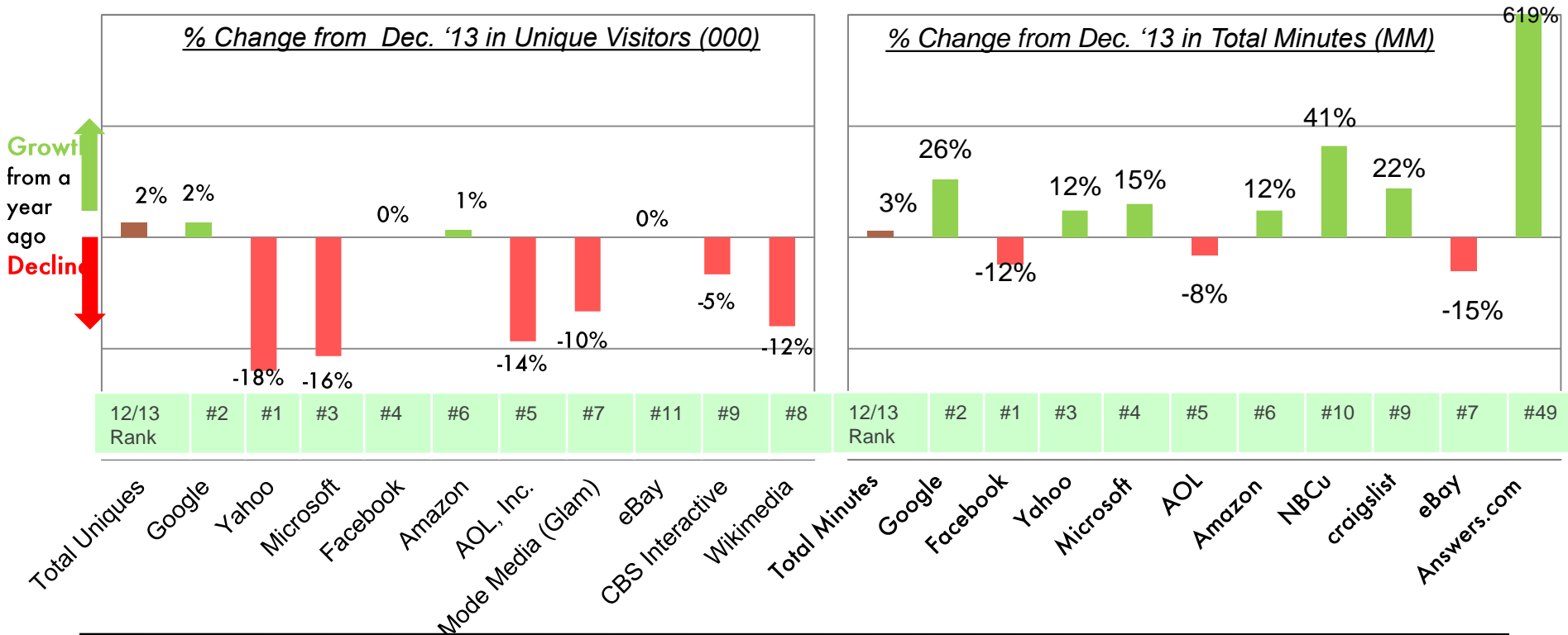
- Google ended 2014 as the #1 site in both unique visitors and total minutes, up from #2 last year when Yahoo has the most unique visitors and Facebook has the most time spent.



Source: ComScore MediaMetrix Dec. 2014, Total Internet. Doesn't include mobile

Change in Top 10 Properties from a Year Ago

- Top sites saw slight declines in users as a result of continued shift to mobile, but also saw increases in time spent by those visiting the sites on a computer.
- Yahoo and Microsoft may have dropped unique visitors compared to last Dec., but both have gained in time spent on their sites over the year.
- Answers.com growth driven by older demos spending more time on site.



Source: ComScore MediaMetrix Dec. 2014, Total Internet. Doesn't include mobile

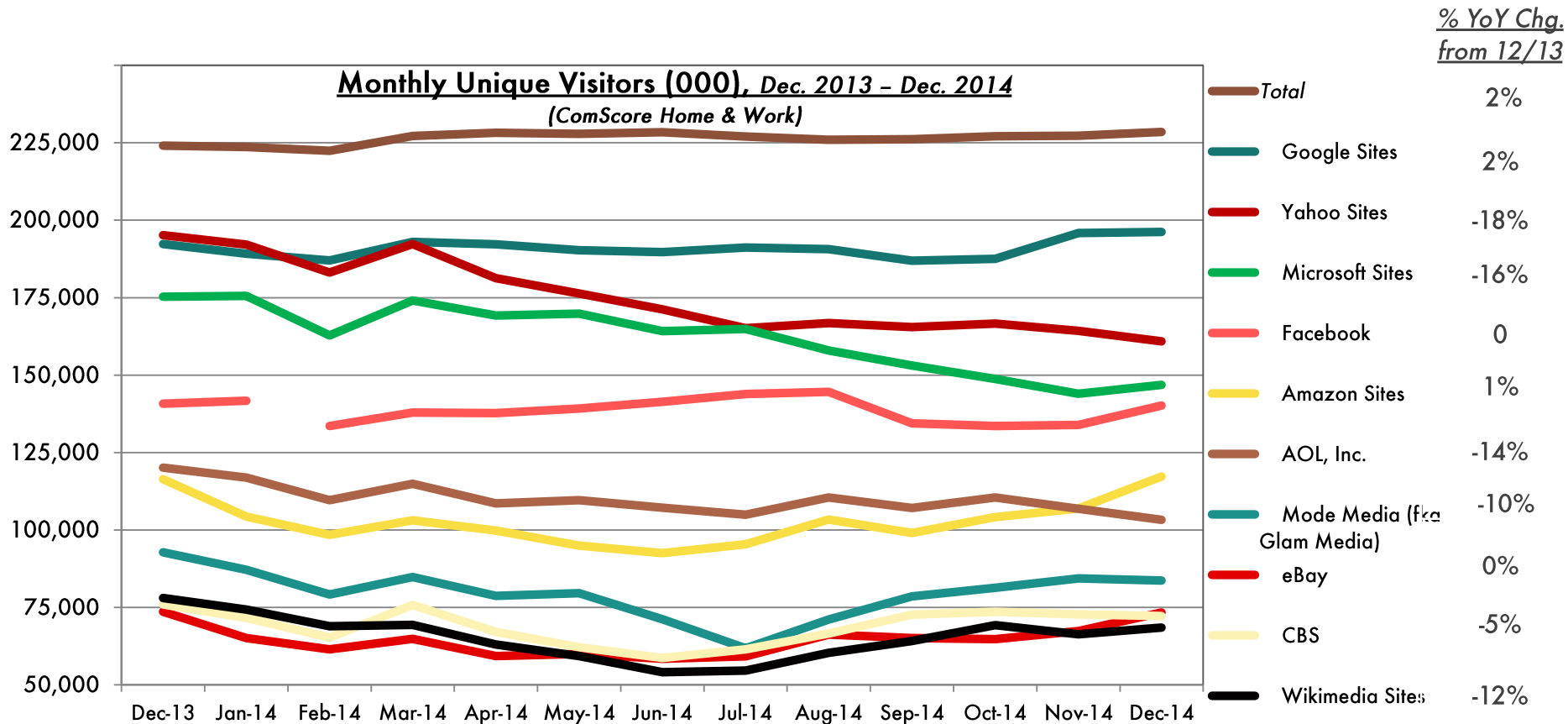
Dec. 2014 Top 50 Properties and Change from Last Year

	ComScore	Total Unique Visitors (000)	% YoY Change
	TOTAL UNIQUES	228,444	2%
11	Comcast NBCUniversal	64,186	2
12	Apple Inc.	61,021	-16
13	Turner Digital	60,173	-20
14	Wal-Mart	59,843	13
15	Gannett Sites	49,610	-12
16	About	49,184	-14
17	Ask Network	48,976	-28
18	Time Inc. Network U.S	43,628	
19	Linkedin	42,169	-8
20	craigslist, inc.	40,916	2
21	Answers.com Sites	40,037	-13
22	Adobe Sites	39,531	25
23	Hearst Corporation	39,100	2
24	Conde Nast Digital	38,981	31
25	Target Corporation	38,096	1
26	TWITTER.COM	37,602	-5
27	PINTEREST.COM	34,735	23
28	Weather Company	34,556	-45
29	Yelp	34,473	
30	ESPN	33,485	-12

	ComScore	Total Unique Visitors (000)	% YoY Change
	TOTAL UNIQUES	228,444	2%
31	SheKnows Media	33,108	69
32	Demand Media	33,005	-23
33	Meredith Digital	32,830	-7
34	WebMD Health	32,448	-2
35	Best Buy Sites	31,310	4
36	Dropbox Sites	30,788	6
37	New York Times Digital	30,722	0
38	Purch	29,608	17
39	Verizon Communications Corp	28,695	9
40	Scripps Networks Interactive	28,527	-4
41	Sears Sites	28,037	14
42	NETFLIX.COM	27,865	-11
43	IDG Network	27,227	11
44	Fox News Digital Network	26,896	-6
45	Viacom Digital	25,910	-41
46	Ziff Davis Tech	25,893	13
47	Gawker Media	25,106	9
48	Kohls Corporation	24,566	36
49	YP Sites	23,727	-21
50	AT&T, Inc.	23,393	-5

One Year Trend of Top 10 Properties by Unique Visitors

- Top sites saw slight declines in users as a result of continued shift to mobile, but also saw increases in time spent by those visiting the sites on a computer.



Source: ComScore MediaMetrix Dec. 2013 - Dec. 2014 Unique Visitors (Home & Work)

Top 20 Properties By Demo:

Younger Demos are Visiting Key Sites Less on Computers, More on Mobile

A18-34 Top 20 US Sites Dec. 2014, Uniques, Panel only				A35-54 Top 20 US Sites Dec. 2014, Uniques, Panel only				A65+ Top 20 US Sites Dec.2014, Uniques, Panel only			
Property	Total Unique Viewers (000)	% Change vs. last yr	Property	Total Unique Viewers (000)	% Change vs. last yr	Property	Total Unique Viewers (000)	% Change vs. last yr			
Total Internet A18-34	59,989	-1%	Total Internet A35-54	70,921	1%	Total Internet: A55+	25,425	9%			
1 Google Sites	57,461	1	Google Sites	65,974	4	Google Sites	21,292	16			
2 Yahoo Sites	44,533	-21	Yahoo Sites	57,283	-12	Yahoo Sites	20,969	1			
3 Facebook	43,315	-7	Microsoft Sites	50,346	-15	Microsoft Sites	18,596	-3			
4 Microsoft Sites	41,125	-20	Facebook	49,768	2	AOL, Inc.	17,219	9			
5 Amazon Sites	34,216	-7	Amazon Sites	43,001	5	Facebook	16,686	26			
6 AOL, Inc.	24,814	-25	AOL, Inc.	36,991	-11	Amazon Sites	14,935	23			
7 Mode Media (Glam)	24,505	-16	eBay	28,469	2	Comcast NBCUniversal	9,552	36			
8 Wikimedia Sites	23,595	-18	Mode Media (Glam)	26,769	-11	Ask Network	9,449	7			
9 Apple Inc.	21,294	-20	CBS Interactive	25,994	1	eBay	9,127	34			
10 CBS Interactive	21,258	-16	Wikimedia Sites	24,541	-9	CBS Interactive	9,093	26			
11 eBay	20,773	-10	Comcast NBCUniversal	23,633	5	Mode Media (Glam)	8,386	11			
12 Comcast NBCUniversal	16,998	-11	Wal-Mart	23,473	10	Wal-Mart	8,145	61			
13 Turner Digital	16,066	-32	Apple Inc.	22,137	-13	About	7,908	32			
14 Wal-Mart	15,901	0	Turner Digital	20,611	-16	Gannett Sites	7,818	19			
15 Conde Nast Digital	14,106	13	Gannett Sites	18,369	-7	Turner Digital	7,024	2			
16 TWITTER.COM	13,750	-11	About	17,683	-12	Time Inc. Network (U.S)	6,824				
17 craigslist, inc.	13,550	-10	Ask Network	17,218	-28	Wikimedia Sites	6,504	10			
18 Gannett Sites	12,773	-24	craigslist, inc.	17,026	5	Fox News Digital Network	5,907	38			
19 About	12,399	-30	Linkedin	16,929	-3	Linkedin	5,676	7			
20 Time Inc. Network (U.S)	11,894		Time Inc. Network (U.S)	15,541		Answers.com Sites	5,664	69			

Source: ComScore MediaMetrix Dec. 2014 and change from Dec. 2013, Panel only. Doesn't include mobile.

19 * ComScore US MediaMetrix experienced declines in sample over the year due to a malicious code. The problem has been addressed and sample restored.

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Top 50 Properties By Demo Dec. 2014 (21-50): Larger Variation By Age Group After Top 20

A18-34 Top US Sites Dec. 2014, Uniques, Panel only			A35-54 Top US Sites Dec. 2014, Uniques, Panel only			A65+ Top US Sites Dec. 2014, Uniques, Panel only		
Property	Total Unique Viewers (000)	% Chg. YoY	Property	Total Unique Viewers (000)	% Chg. vs.12/12	Property	Total Unique Viewers (000)	% Chg. vs.12/12
Total Internet A18-34	59,989	-1%	Total Internet A35-54	70,921	1%	Total Internet A55+	25,425	9%
21 NETFLIX.COM	11,310	-11	21 Hearst Corporation	14,605	12	21 Meredith Digital	5,539	20
22 PINTEREST.COM	11,282	11	22 Target Corporation	14,564	-4	22 Hearst Corporation	5,373	31
23 LinkedIn	11,185	-16	23 Adobe Sites	14,319	24	23 New York Times	5,351	47
24 Hearst Corporation	11,030	-17	24 Answers.com Sites	14,237	-11	24 Scripps Networks.	5,263	26
25 Adobe Sites	11,027	14	25 ESPN	13,025	-10	25 Weather Company	5,121	-26
26 Answers.com Sites	10,966	-31	26 Weather Company	13,017	-42	26 Target Corporation	5,074	36
27 Yelp	10,799		27 PINTEREST.COM	12,962	25	27 Adobe Sites	4,982	56
28 Target Corporation	10,422	-5	28 Yelp	12,807		28 WebMD Health	4,958	18
29 ESPN	10,277	-25	29 TWITTER.COM	12,680	-1	29 Conde Nast Digital	4,951	132
30 BUZZFEED.COM	9,806	-15	30 Best Buy Sites	12,647	4	30 Apple Inc.	4,653	-6
31 Purch	9,587	2	31 Meredith Digital	12,557	-4	31 Sears Sites	4,597	60
32 Dropbox Sites	9,534	3	32 Demand Media	12,281	-20	32 Yelp	4,518	
33 Viacom Digital	9,508	-36	33 SheKnows Media	12,206	89	33 Demand Media	4,373	3
34 SheKnows Media	9,250	35	34 Dropbox Sites	12,160	8	34 SheKnows Media	4,271	123
35 Wikia Sites	9,239	15	35 WebMD Health	12,012	1	35 YP Sites	4,152	2
36 PANDORA.COM	9,211	-17	36 Verizon	11,767	6	36 Kohls Corporation	3,940	109
37 Demand Media	9,165	-33	37 Conde Nast Digital	11,700	32	37 Whitepages	3,788	-5
38 Gawker Media	9,076	-10	38 Sears Sites	11,263	9	38 Everyday Health	3,759	-1
39 Ziff Davis Tech	9,030	1	39 Scripps Networks.	10,777	-8	39 Vox Media	3,751	
40 WebMD Health	9,024	-14	40 Purch	10,681	32	40 ESPN	3,739	38
41 Ask Network	8,942	-47	41 New York Times	10,117	3	41 AT&T, Inc.	3,686	30
42 IMGUR.COM (w/history)	8,821	22	42 IDG Network	9,856	30	42 PINTEREST.COM	3,611	61
43 Best Buy Sites	8,790	-10	43 Fox News Digital	9,671	-6	43 Best Buy Sites	3,587	46
44 IDG Network	8,763	-9	44 Kohls Corporation	9,641	26	44 Verizon	3,482	40
45 Weather Company, The	8,715	-53	45 AT&T, Inc.	9,445	-5	45 Dow Jones	3,450	11
46 New York Times Digital	8,406	-20	46 Ziff Davis Tech	9,365	21	46 T365 – Tribune	3,435	-2
47 Complex Media	8,125	-11	47 YP Sites	9,138	-23	47 JPMorgan Chase	3,399	35
48 BitTorrent Network	7,970	-23	48 JPMorgan Chase	9,125	8	48 TWITTER.COM	3,353	16
49 WORDPRESS.COM*	7,917	-28	49 UPS Sites	9,100	12	49 craigslist, inc.	3,241	35
50 Valve Corporation	7,627	-13	50 NETFLIX.COM	9,065	-9	50 Purch	3,230	67

20 Source: ComScore MediaMetrix Dec. 2014 and change from Dec. 2013, Panel only. Doesn't include mobile.

* ComScore US MediaMetrix experienced declines in sample over the year due to a malicious code. The problem has been addressed and sample restored.



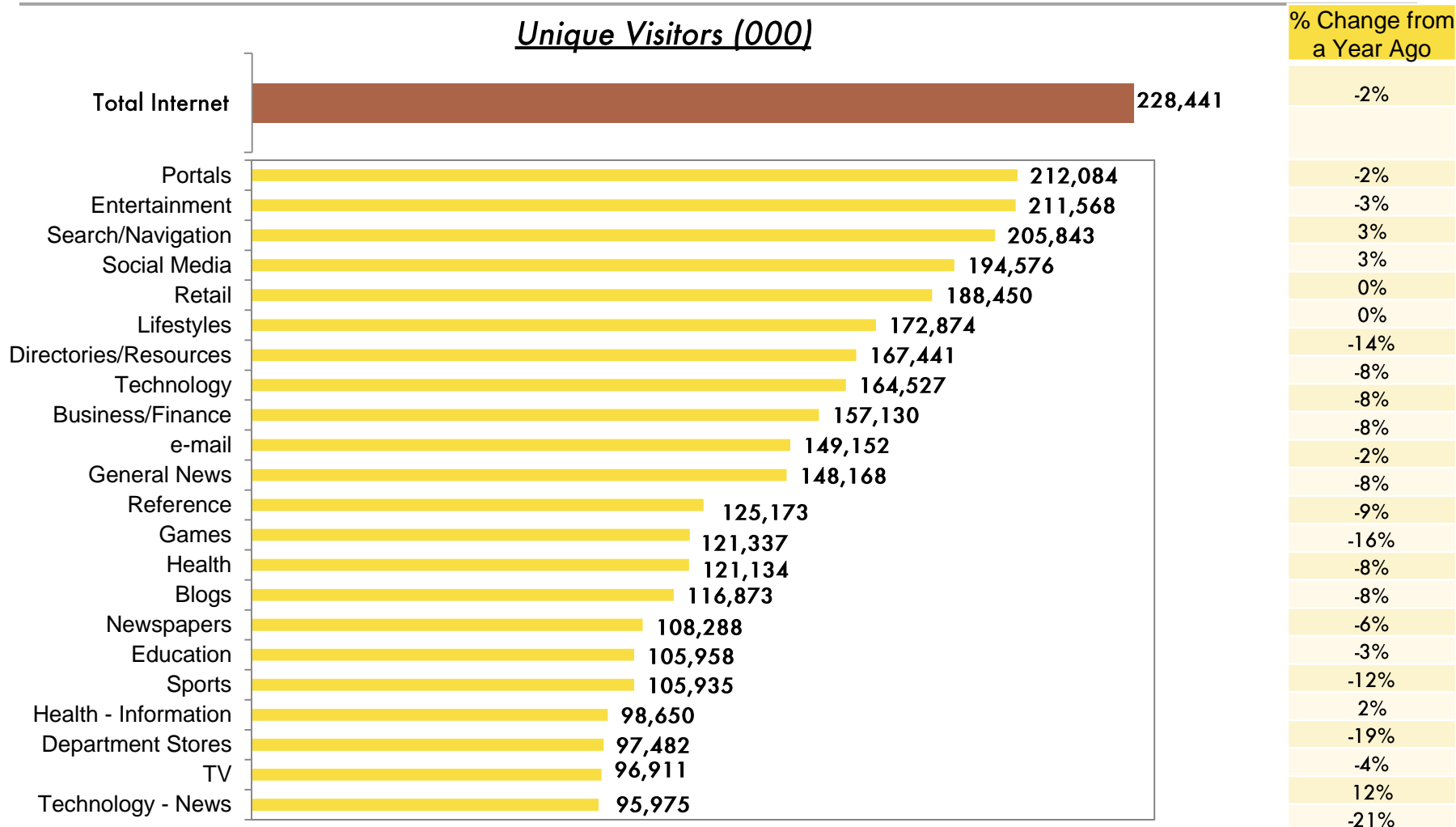
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Top Categories Visited

2014: The Year in Review

Top Categories by Unique Visitors

Unique Visitors (000)



Source: ComScore MediaMetrix Dec. 2014 and change from Dec. 2013, Total Audience, Home & Work, Top Sites Ranked

Top 10 Sites Within Key Categories

Dec. 2014 and Change from Last Year

Social Networking Dec. 2014

	Unique Viewers (000)	% Chg. vs. 12/13
Social Networking	173,274	-1%
FACEBOOK.COM	137,346	-1
Linkedin	42,169	-8
TWITTER.COM	37,602	-5
Google+	36,927	
PINTEREST.COM	34,735	23
TUMBLR.COM	29,214	-15
GOODREADS.COM	9,089	-13
DEVIANTART.COM	8,217	-12
Glassdoor	5,808	
Yahoo Profile	4,072	-76

Portals Dec. 2014

	Unique Viewers (000)	% Chg. vs. 12/13
Portals	212,084	7%
1 Yahoo Sites	160,890	12
2 Microsoft Sites	146,852	15
3 AOL, Inc.	103,279	-8
4 XFINITY.COM	14,464	14
5 TWCC Portal	4,958	129
6 Lycos Global Search	3,919	-27
7 Times Internet Ltd	3,286	40
8 Terra - Telefonica	1,983	-29
9 Canoe Network	1,567	19
10 UOL	1,191	19

Entertainment Dec. 2014

	Unique Viewers (000)	% Chg. vs. 12/13
Entertainment	211,568	-3%
1 YOUTUBE.COM	116,694	-7
2 CBS Interactive	72,244	-5
3 NBCUniversal	64,186	2
4 iTunes app	42,086	-20
5 IMDb	33,049	-17
6 Viacom Digital	25,910	-41
7 PANDORA.COM	22,146	-10
8 Yahoo Celebrity	21,424	-31
9 Townsquare Media	20,407	-28
10 AOL-HuffPost Ent.	20,032	-49

News/Info Dec. 2014

	Unique Viewers (000)	% Chg. vs. 12/13
News/Information	185,666	-14%
1 Yahoo-ABC News	56,169	-26
2 CNN Network	53,599	-16
3 HPMG News	49,814	-19
4 Gannett Sites	49,610	-12
5 About	49,184	-14
6 NBC News Digital	39,517	-24
7 Weather Company	34,556	-45
8 CBS News	34,062	-5
9 New York Times Digital	30,722	0
10 Fox News Digital	26,896	-6

Retail Dec. 2014

	Unique Viewers (000)	% Chg. vs. 12/13
Retail	188,450	0%
1 Amazon Sites	117,300	1
2 eBay	73,387	0
3 Wal-Mart	59,843	13
4 Target Corporation	38,096	1
5 Apple.com Worldwide	34,074	-20
6 Best Buy Sites	31,310	4
7 NETFLIX.COM	27,865	-11
8 Kohls Corporation	24,566	36
9 Macy's Inc.	21,274	4
10 SEARS.COM	19,725	17

Sports Dec. 2014

	Unique Viewers (000)	% Chg. vs. 12/13
Sports	105,935	-19%
1 Yahoo Sports-NBC	39,419	-5
2 ESPN	33,485	-12
3 NFL Internet Group	20,241	-11
4 USATODAY Sports	20,029	-27
5 Fox Sports Digital	18,366	
6 Bleacher Report Turner	18,021	-11
7 CBS Sports	16,697	-8
8 SB Nation (w/ history)	16,392	-4
9 MSN Sports	12,814	
10 Sports Illustrated Sites	8,996	-21

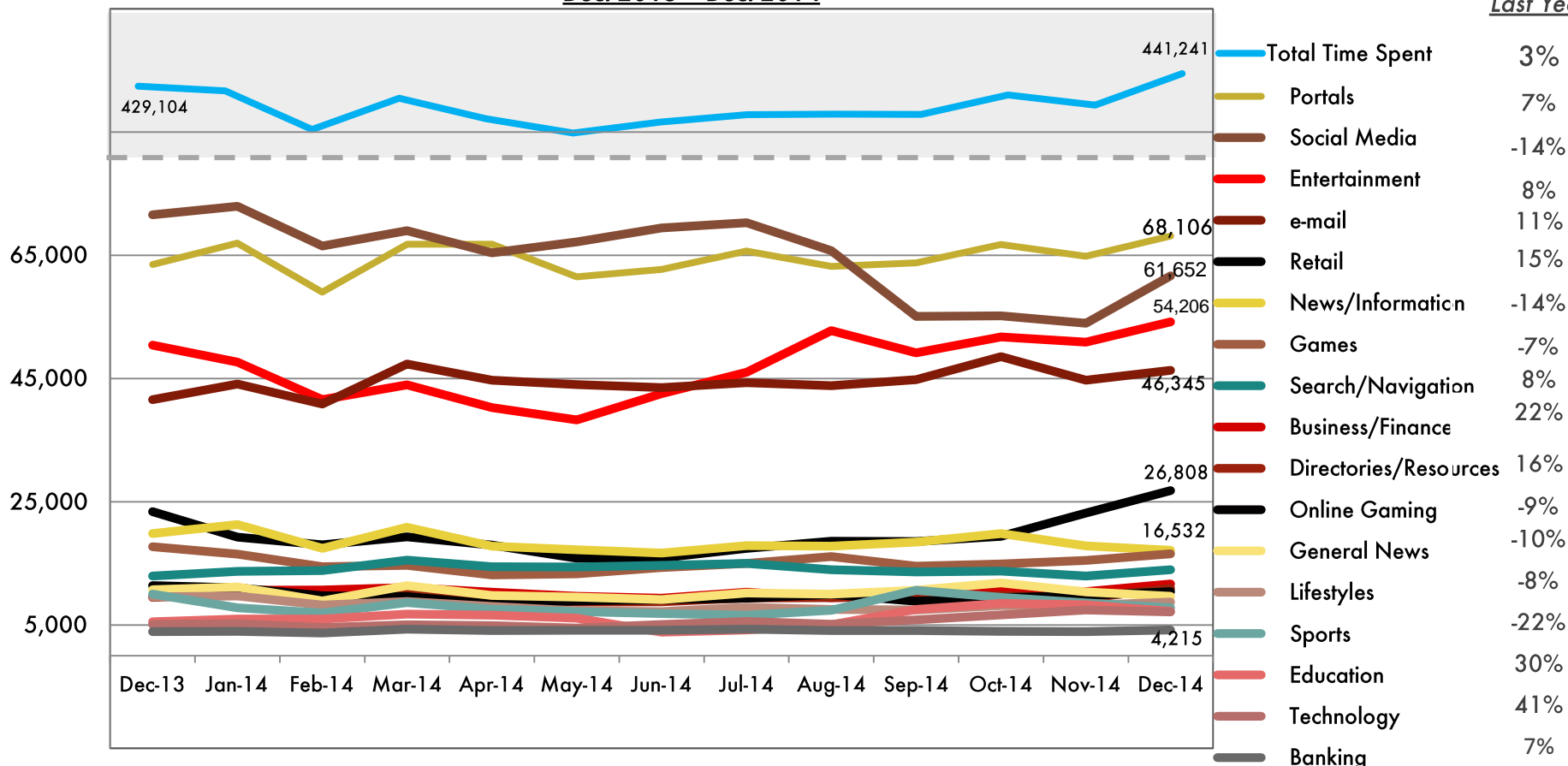
One Year Trend of Top Categories by Time Spent

- Computer users spend the most time on Portals, Social Media, Entertainment and Email sites.

Total Minutes Spent (MM) on Category Sites per Month

Dec. 2013 - Dec. 2014

% Change from Last Year

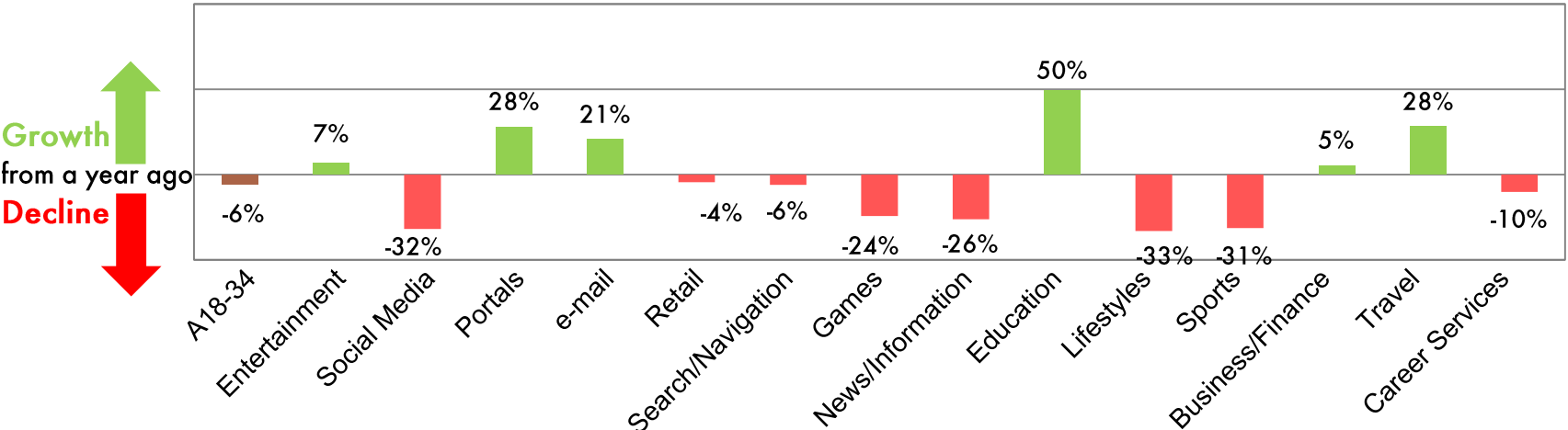
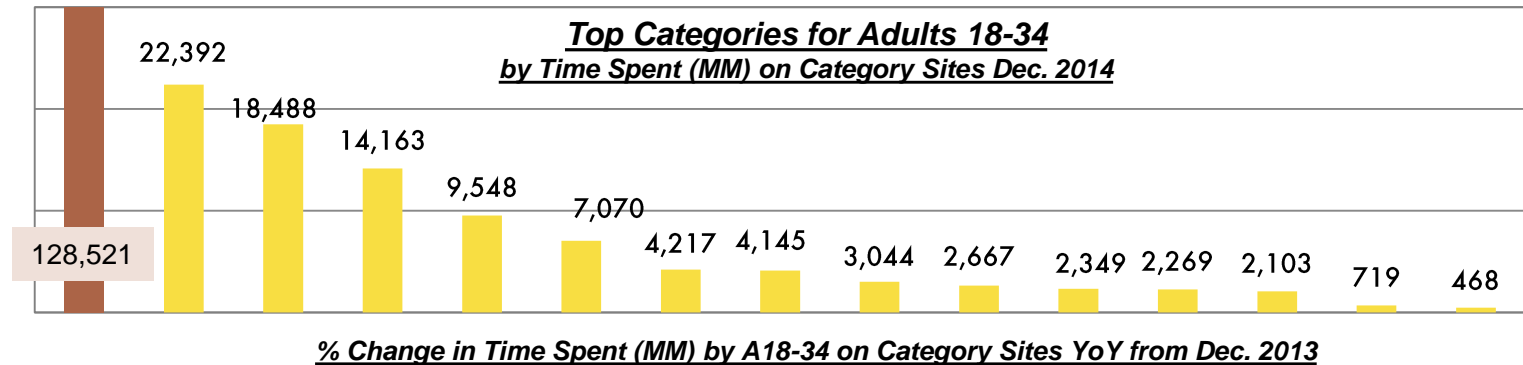


Source: ComScore MediaMetrix Dec. 2013 -Dec. 2014 Total Minutes Spent (Home & Work), does not include mobile.

Top Categories for Adults 18-34

by Time Spent on Category Sites

- Overall internet time spent on computers is down 6% for Adults 18-34, likely reflecting a continued shift to mobile.
- Adults 18-34 spent most online computer time on Entertainment Sites, Social Media and Portals
- Compared to last year, they spent less time on Social Media (likely because they access these sites on their mobile devices) and more on Portals (likely accessing Entertainment), Email, Education and Travel.



Source: ComScore MediaMetrix Dec. 2014, Dec. 2013 Adults 18-34, Total Internet. Doesn't include mobile

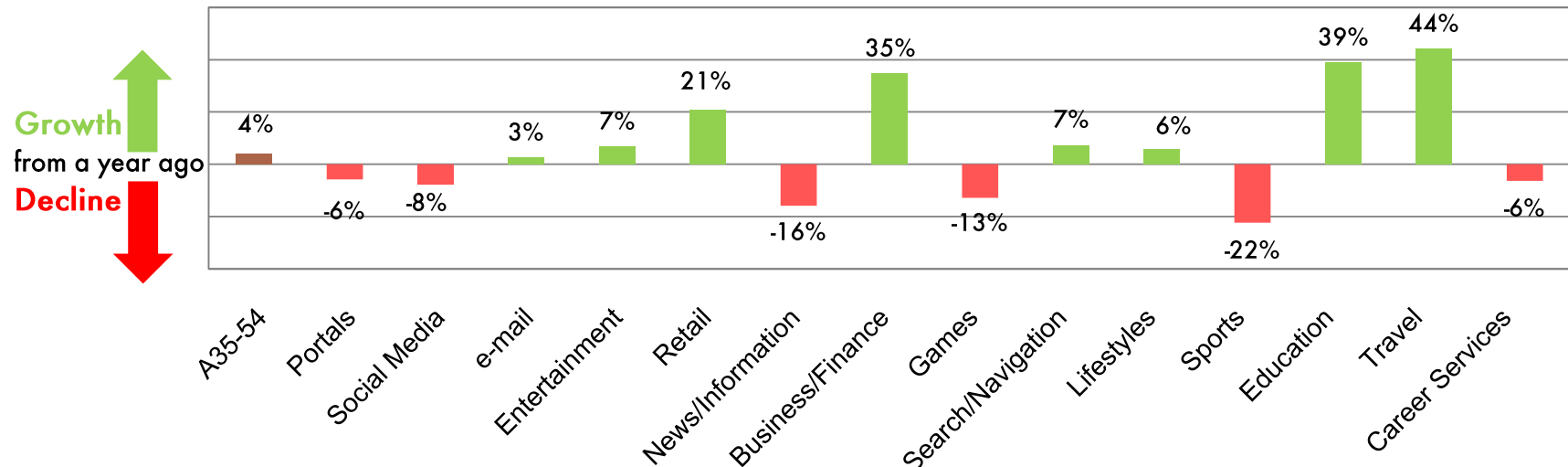
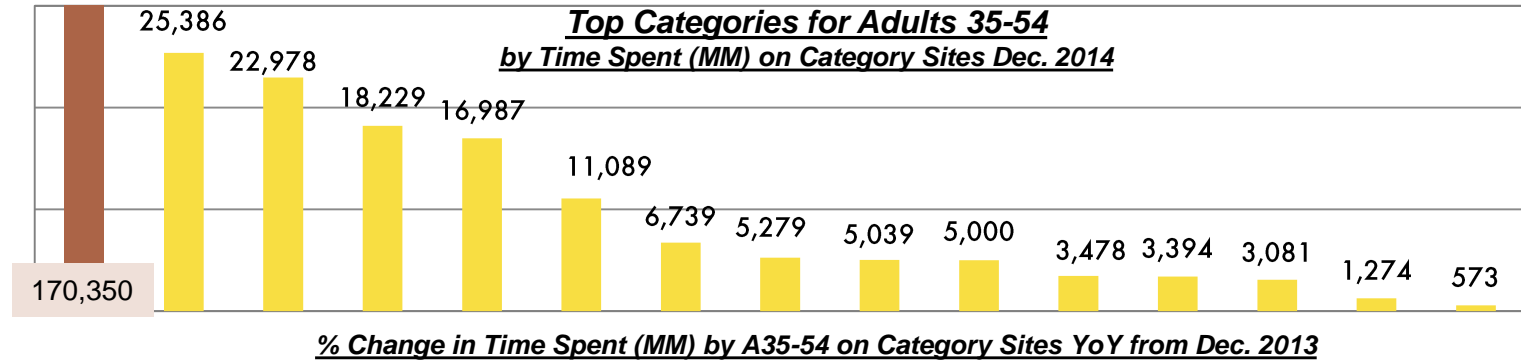
25 * ComScore US MediaMetrix experienced declines in sample over the year due to a malicious code. The problem has been addressed and sample restored.



Top Categories for Adults 35-54

by Time Spent on Category Sites

- Adults 35-54 spent most online computer time on Portals, Social Media and Email
- This group spent more online computer time on Retail, Business, Education and Travel Sites than a year ago



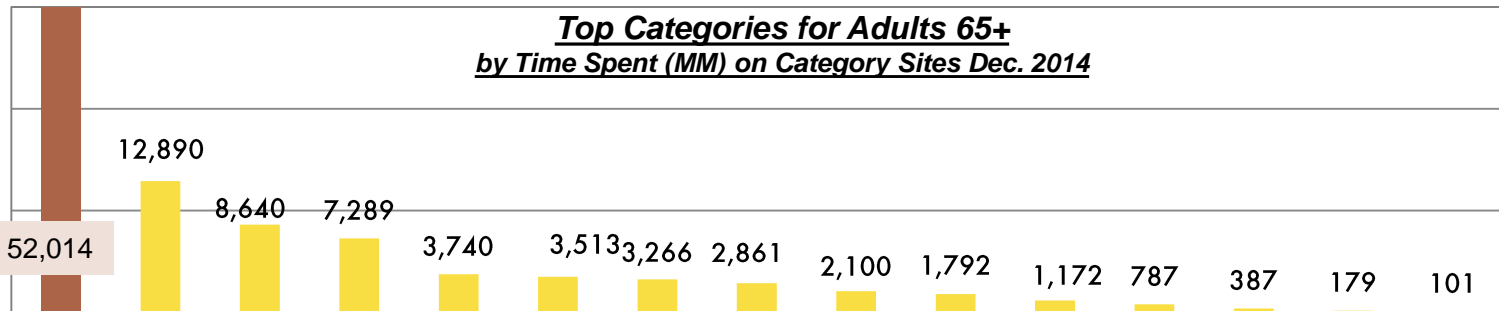
Source: ComScore MediaMetrix Dec. 2014, Dec. 2013 Adults 35-54, Total Internet. Doesn't include mobile

26 * ComScore US MediaMetrix experienced declines in sample over the year due to a malicious code. The problem has been addressed and sample restored.

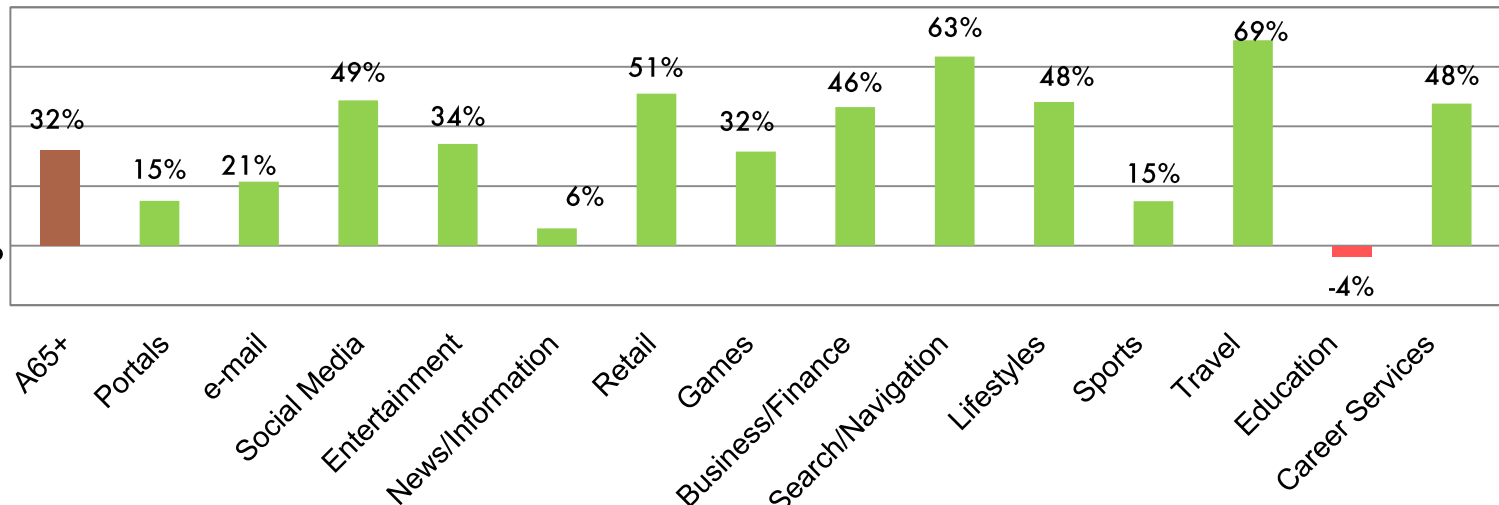
Top Categories for Adults 65 and Older

by Time Spent on Category Sites

- Adults 65 and older spent most online computer time on Portals, Email and Social Media
- Older Americans spent more time online on computers in general compared to a year ago, likely reflecting a preference for computers over mobile devices as younger consumers shift internet time to mobile devices.



% Change in Time Spent (MM) by A65+ on Category Sites YoY from Dec. 2013



Growth
from a year ago
Decline

Source: ComScore MediaMetrix Dec. 2014, Dec. 2013 Adults 65+, Total Internet. Doesn't include mobile

27 * ComScore US MediaMetrix experienced declines in sample over the year due to a malicious code. The problem has been addressed and sample restored.

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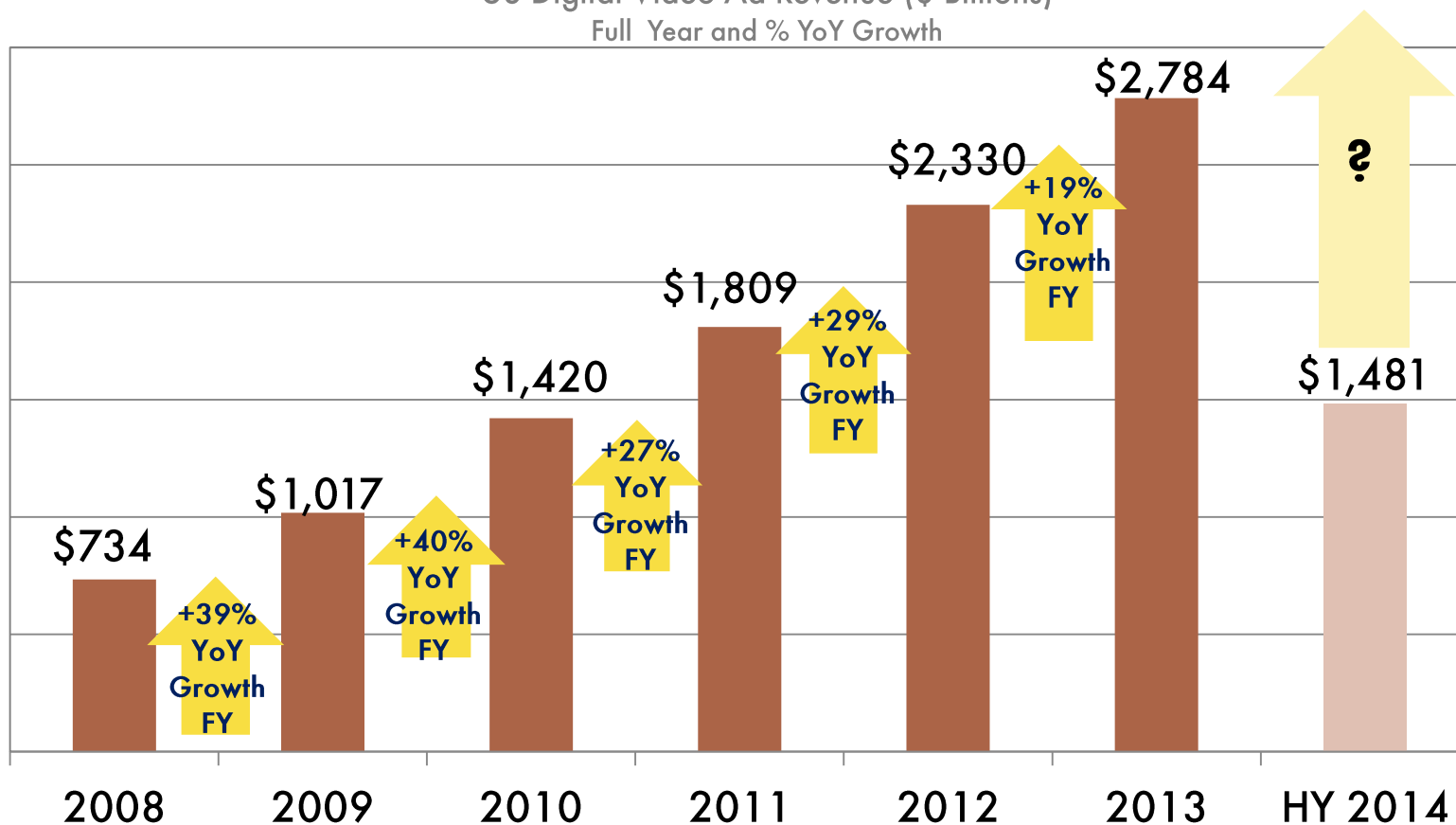
Video & Video Ads

2014: The Year in Review

Digital Video Ad Revenue Has Tripled in the Past 5 Years

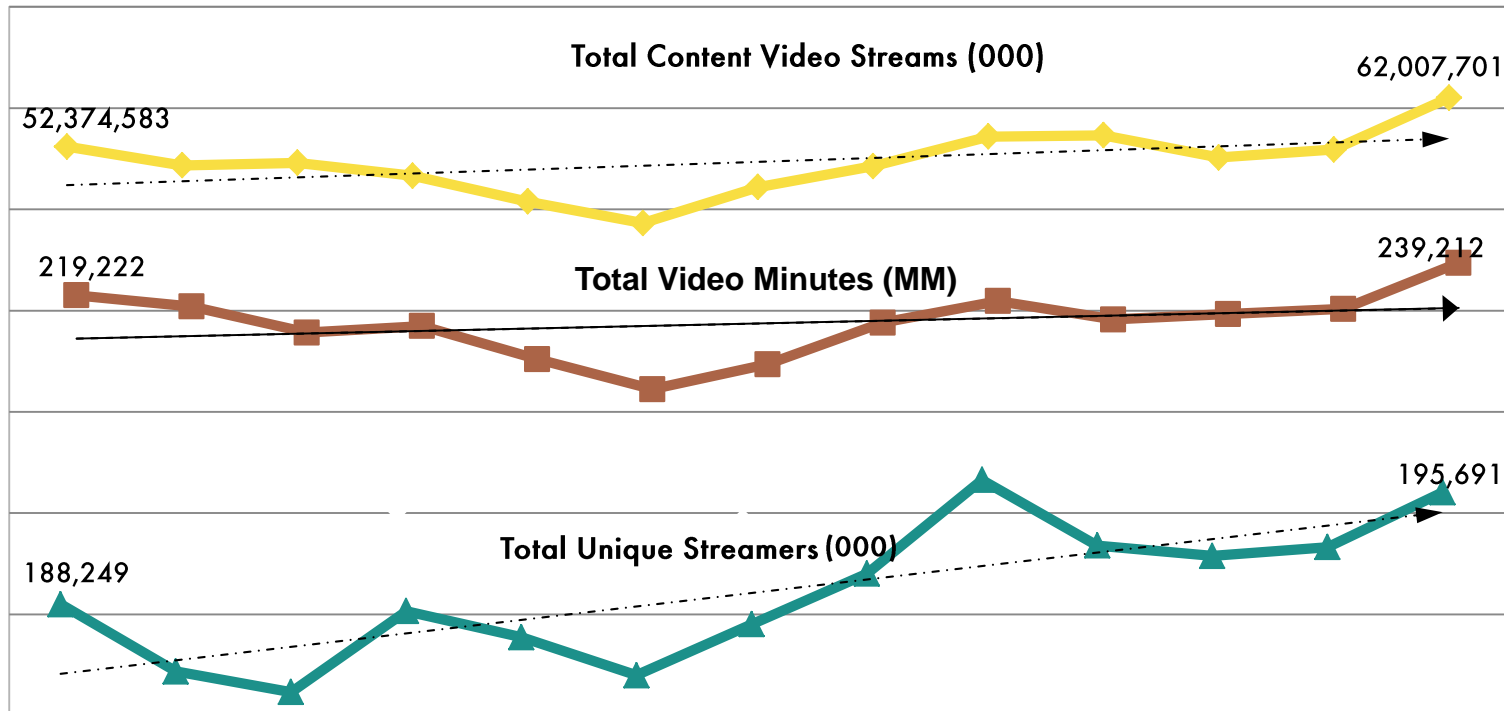
Video ad revenue continues its double-digit annual growth

US Digital Video Ad Revenue (\$ Billions)
Full Year and % YoY Growth



More Streamers Are Watching More Videos for Longer

% YoY Change
12/13-12/14



+18%

+9%

+4%

Dec-13 Jan-14 Feb-14 Mar-14 Apr-14 May-14 Jun-14 Jul-14 Aug-14 Sep-14 Oct-14 Nov-14 Dec-14

ComScore VideoMetrix Dec.'13 - Dec. '14

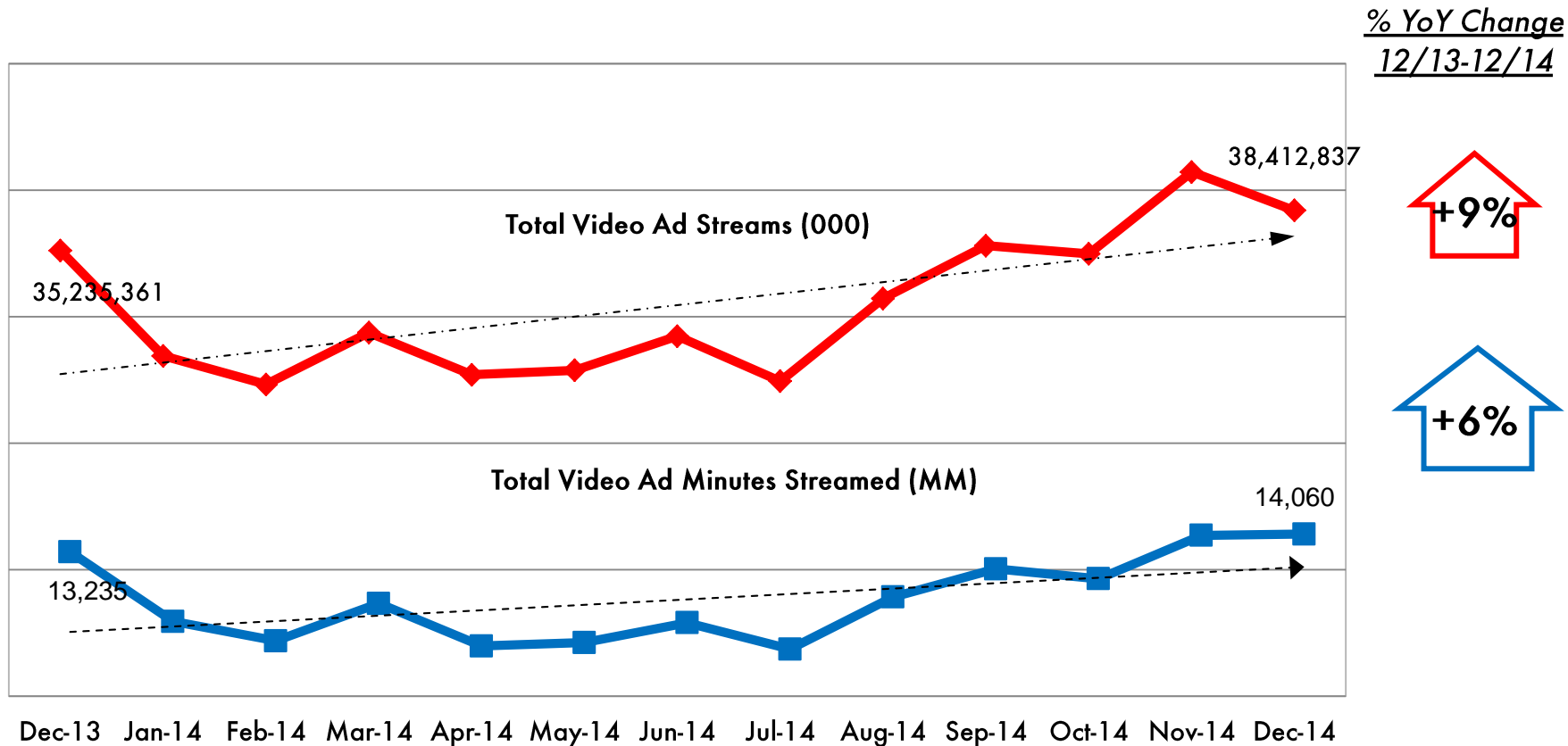
ComScore VideoMetrix Dec. '13 - Dec. '14, Total Audience, Home and Work. Doesn't include mobile.

ComScore defines a video as any streamed segment of audiovisual content, (both progressive downloads and live streams). For long-form, segmented content, (e.g. TV episodes with ad pods in the middle) each 8 min. segment of the content is counted as a distinct videostream. Video Ads are separate from Content Videos.

* ComScore US MediaMetrix experienced declines in sample over the year due to a malicious code. The problem has been addressed and sample restored.

IAB Digital Usage Trend Report 2014: The Year in Review

Video Ad Growth is Steady, Maintaining 2013's Gains in Video Ad Streaming



ComScore VideoMetrix Dec. '13 - Dec. '14

*Video ads had nearly tripled over 2013 in terms of ads streamed and minutes spent streaming.

ComScore VideoMetrix Dec. '13 - Dec. '14, Total Audience, Home and Work. Doesn't include mobile.

ComScore defines a video as any streamed segment of audiovisual content, (both progressive downloads and live streams). For long-form, segmented content, (e.g. TV episodes with ad pods in the middle) each 8 min. segment of the content is counted as a distinct videostream. Video Ads are separate from Content Videos.

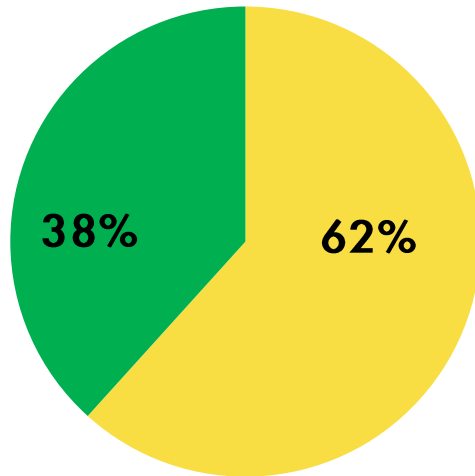
*ComScore US MediaMetrix experienced declines in sample over the year due to a malicious code. The problem has been addressed and sample restored.

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Video Ads are Short

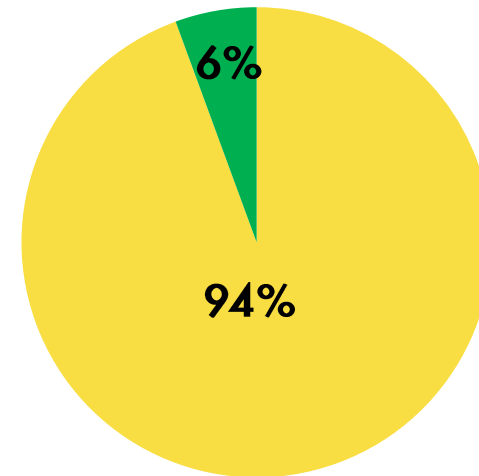
- Nearly 4 out of 10 videos streamed are video ads
- But this only accounts for 6% of video streaming time – or 4 minutes of every hour of streaming video content

% of Videos Streamed that are Ads



■ Video Content Streams ■ Video Ads

% of Video Streaming Time That is Ads

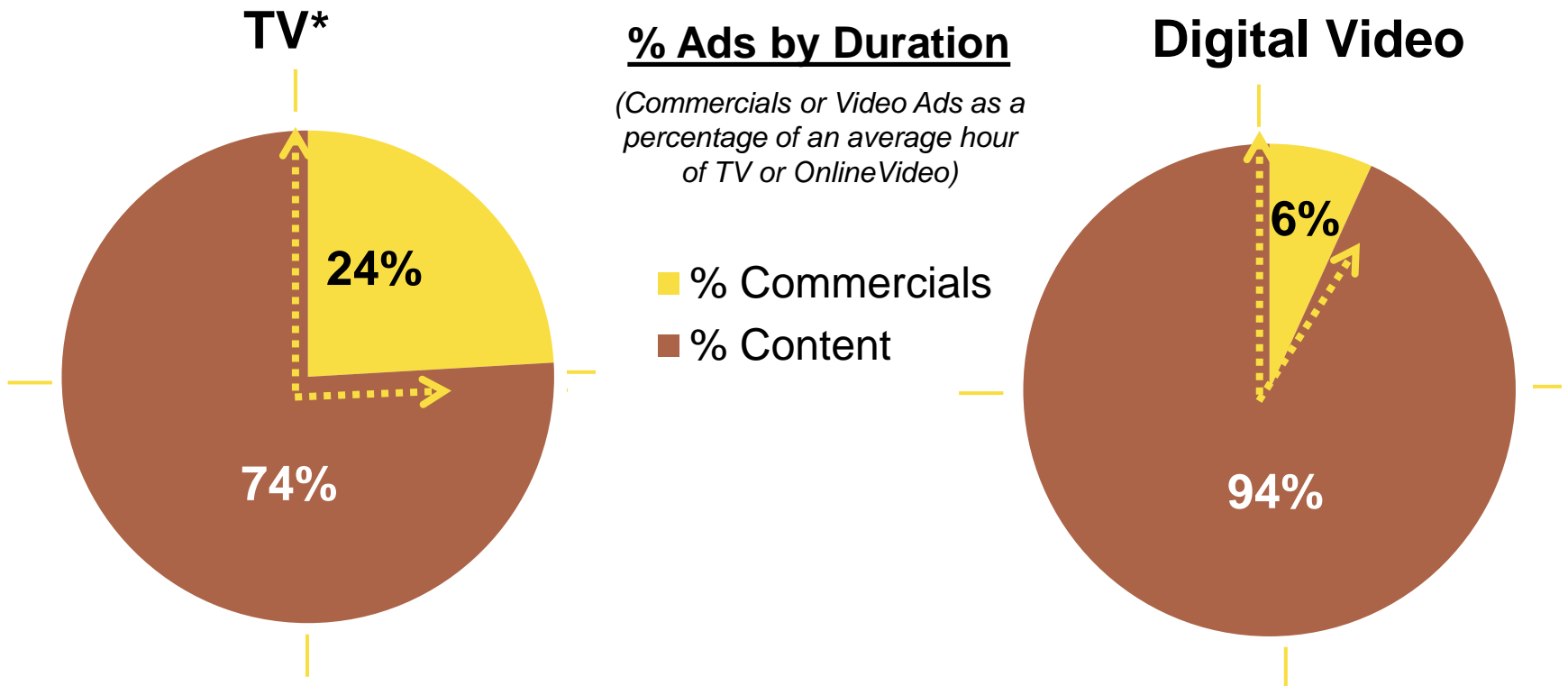


■ Video Content Minutes ■ Video Ad Minutes

ComScore VideoMetrix Dec. '13 – Dec. '14

Video Ad Time is Much Shorter than TV Commercial Time

- Only 6% of the streaming video hour consists of ads, compared to nearly one-quarter of TV hour



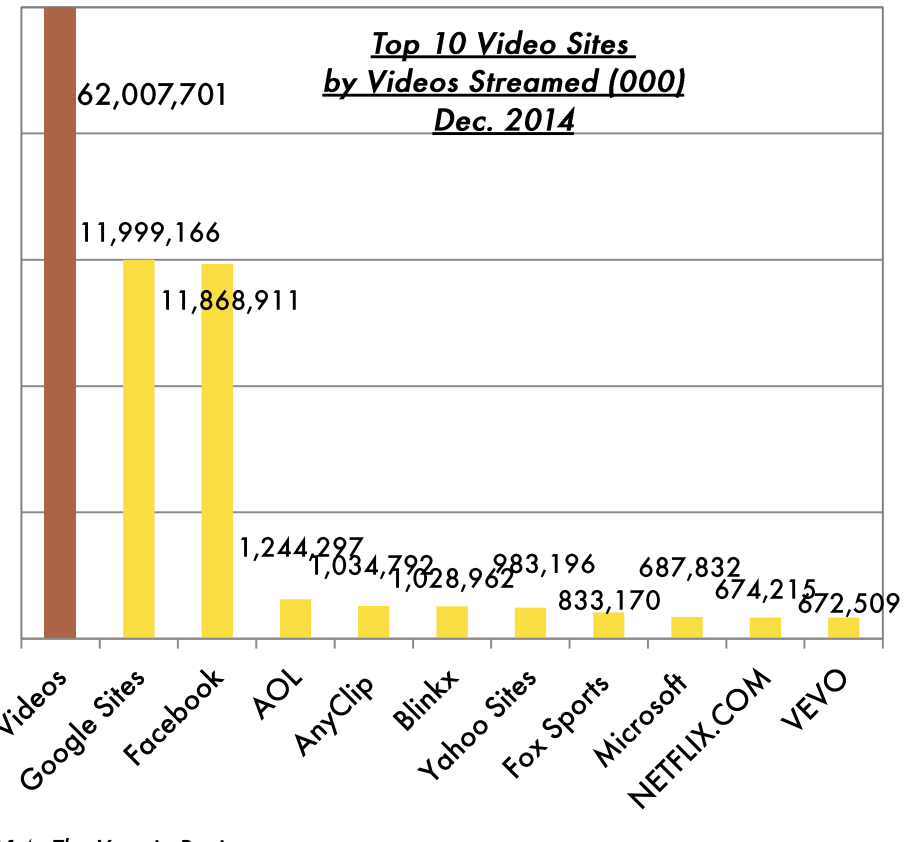
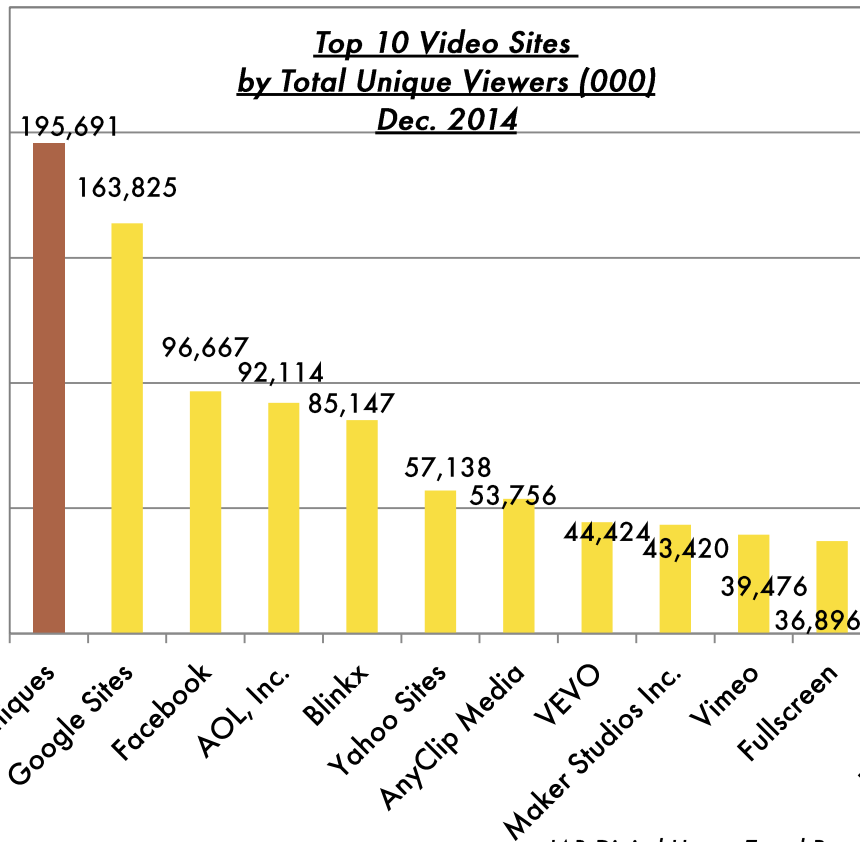
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Top Video Sites

2014: The Year in Review

Top Video Properties

Original Digital Video pureplay sites have made the Top 10: Maker, Fullscreen
 The remaining Top 10 are mixed video sites that stream at least some Original Digital Video



IAB Digital Usage Trend Report 2014: The Year in Review

Source: ComScore ComScore VideoMetrix Dec. 2014 Total U.S. – Home/Work Locations. Doesn't include mobile.

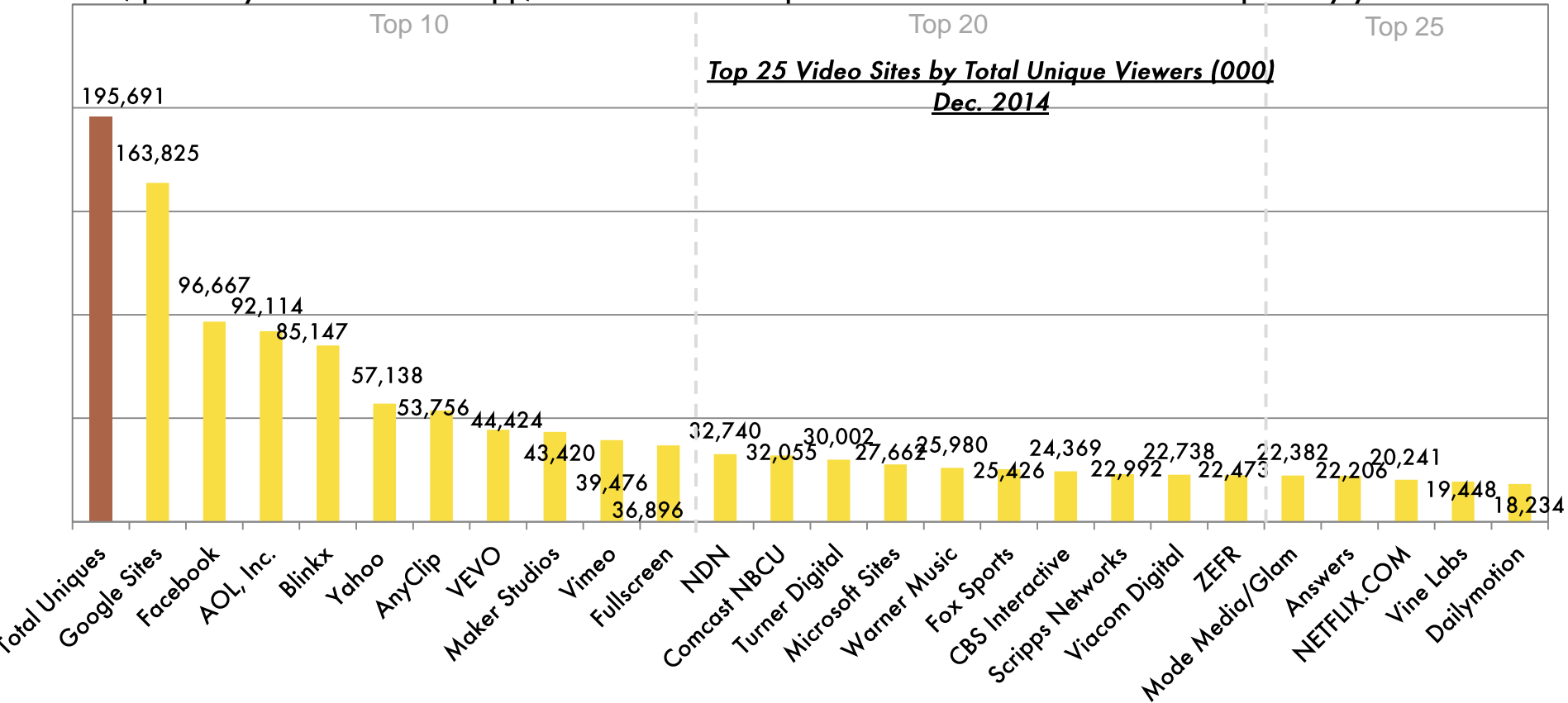
Starting in December 2014 VideoMetrix data, [M] Facebook.com includes streams originating from the Vine application, and streamed through the Facebook video player. Facebook.com also saw organic growth due to the introduction of auto-play videos on the News Feed.

* ComScore US MediaMetrix experienced declines in sample over the year due to a malicious code. The problem has been addressed and sample restored.

Top 25 Video Properties

by Unique Visitors Dec. 2014

- Sites that offer a variety of video types like Blinkx, AnyClip, Vimeo have made the top 10 while TV sites have moved to top 20
- Vine, primarily a mobile video app, launched a desktop version in 2014 and made the top 25 by year's end



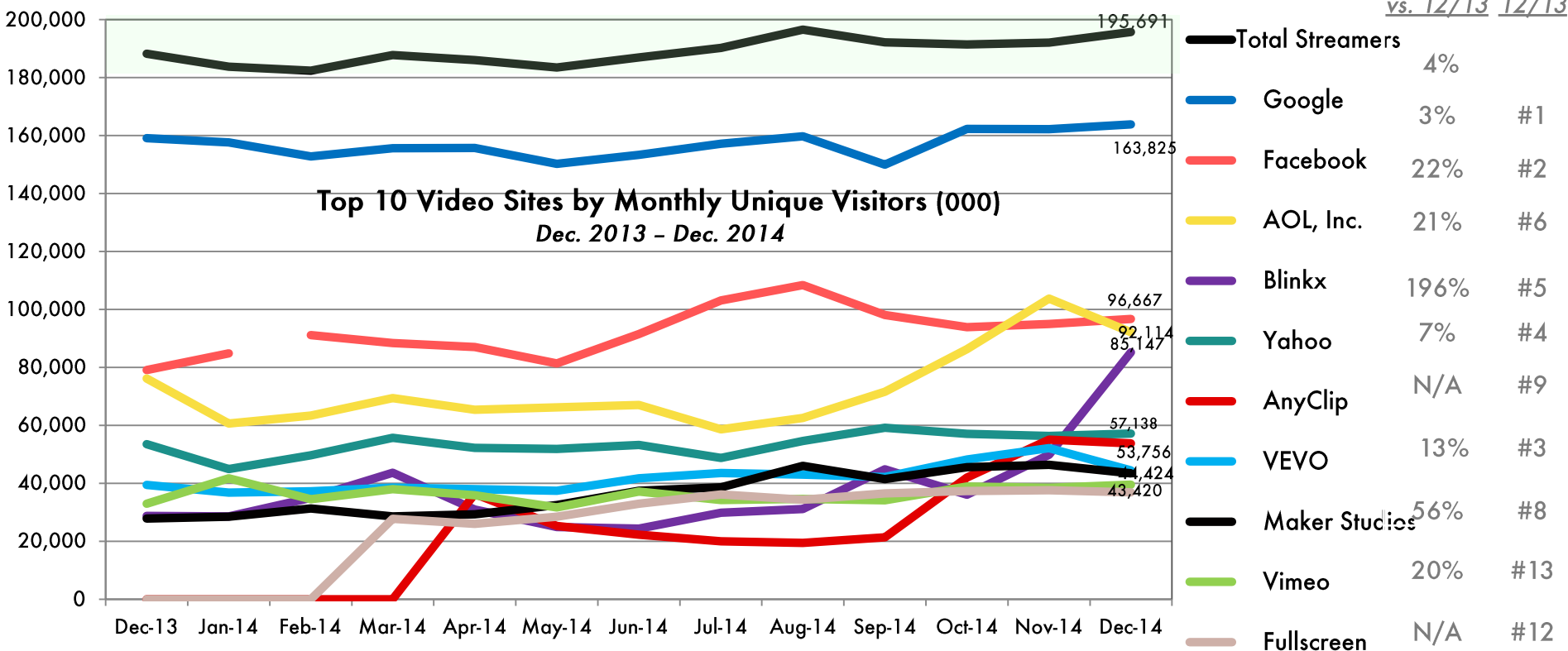
Source: ComScore ComScore VideoMetrix Dec. 2014 Total U.S. – Home/Work Locations. Doesn't include mobile.

Starting in December 2014 VideoMetrix data, [M] Facebook.com includes streams originating from the Vine application, and streamed through the Facebook video player. Facebook.com also saw organic growth due to the introduction of auto-play videos on the News Feed.

36 * ComScore US MediaMetrix experienced declines in sample over the year due to a malicious code. The problem has been addressed and sample restored.
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Google Remains #1: Most Streamers Visit Google Video Sites

- Google (incl. YouTube) continues to be #1 in monthly streamers, far outpacing its nearest competitor.
- AOL's growth in streamers was due to the company's strategic focus on video in 2014.
- Blinkx has grown dramatically as a video search engine.
- Fullscreen, Vimeo and AnyCip have entered the Top 10, while Viacom and Turner have dropped from it.



Source: ComScore VideoMetrix Dec. 2013 - Dec. 2014 Unique Video Viewers (Home & Work). Doesn't include mobile. ComScore's noted panel issues throughout the year.

37 * ComScore US MediaMetrix experienced declines in sample over the year due to a malicious code. The problem has been addressed and sample restored. IAB Digital Usage Trend Report 2014: The Year in Review

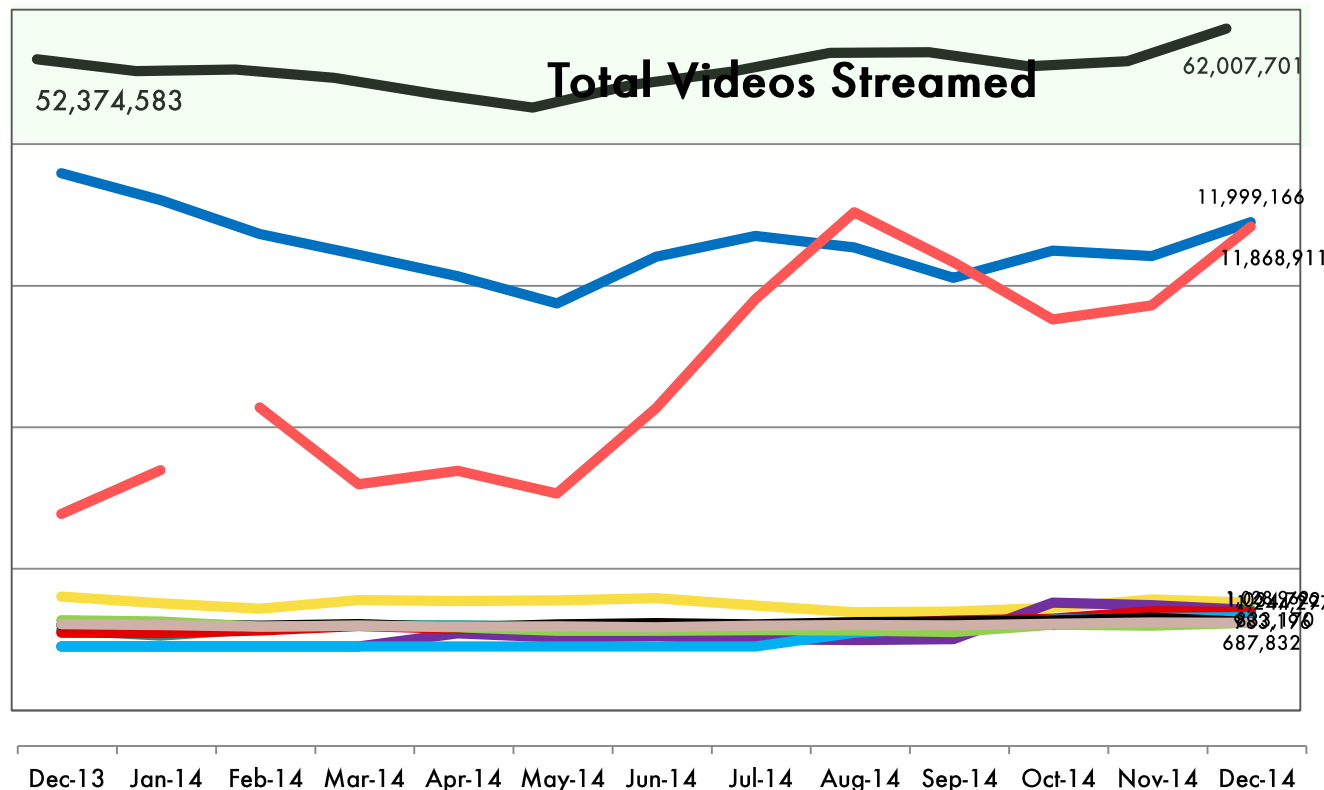


More Streamers Visit Google Than Facebook but They Now Stream The Same Amount of Videos on Each Site

- Facebook's video streams have climbed dramatically over the year and are almost equal to Google's as a result of setting videos to autoplay in the Facebook stream
- Blinkx and Yahoo have also grown by triple digits in number of videos streamed

Top 10 Video Sites by Monthly Videos Streamed (000)

Dec. 2013 - Dec. 2014



	<u>% Change</u> vs. 12/13	<u>Rank</u> 12/13
Total Videos Streamed	18%	
Google	-10%	#1
Facebook	217%	#2
AOL, Inc.	-12%	#3
AnyClip	N/A	N/A
Blinkx	123%	#7
Yahoo	150%	#8
Fox Sports	N/A	N/A
Microsoft	13%	#6
NETFLIX	-10%	#4
VEVO	6%	#5

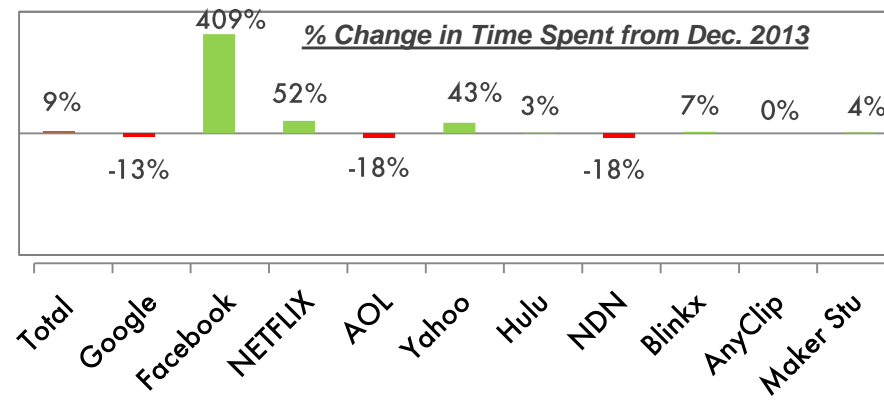
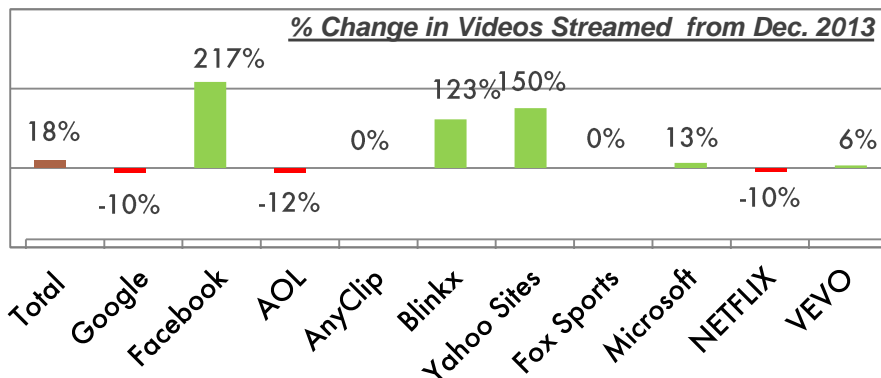
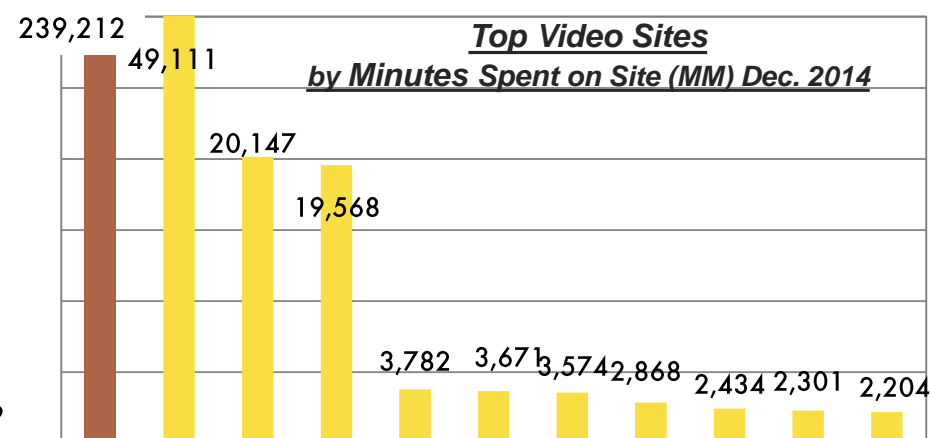
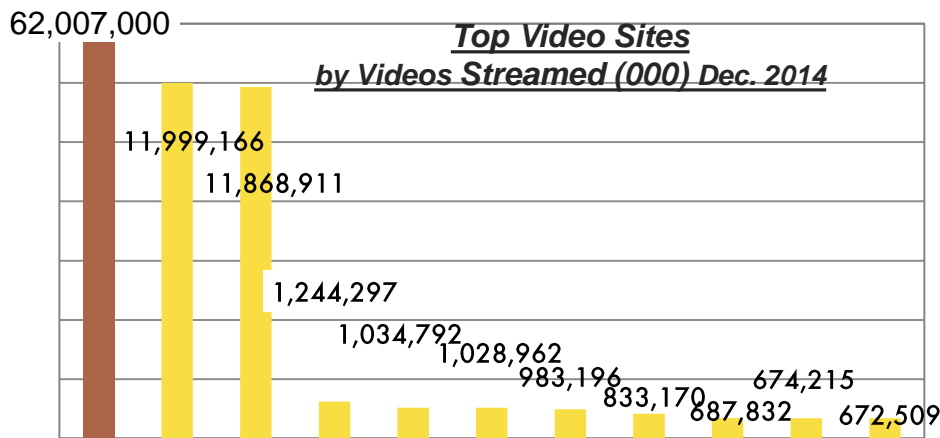
Source: ComScore VideoMetrix Dec. 2013 - Dec. 2014 Unique Video Viewers (Home & Work). Doesn't include mobile. ComScore's noted panel issues throughout the year.

38 * ComScore US MediaMetrix experienced declines in sample over the year due to a malicious code. The problem has been addressed and sample restored.
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Facebook Nears Google's Streams, Surpasses Netflix's Minutes Streamed

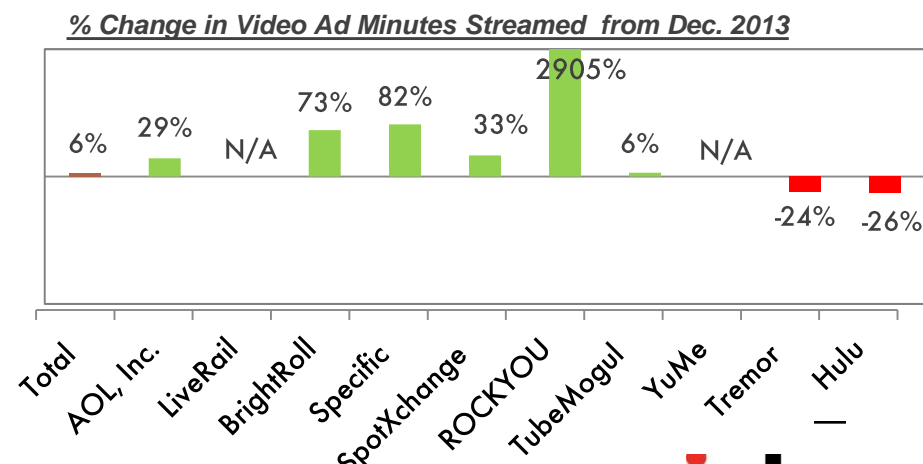
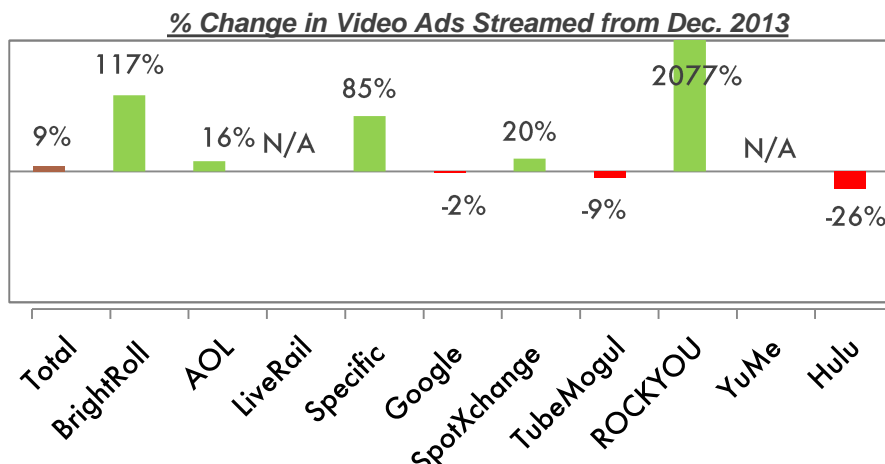
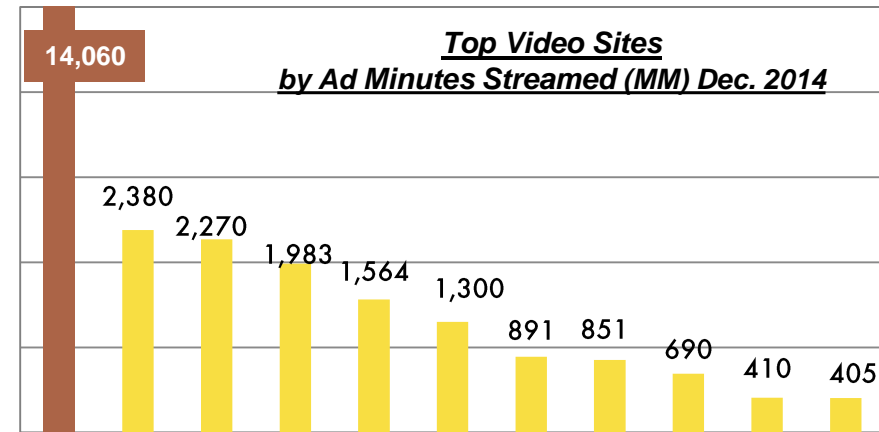
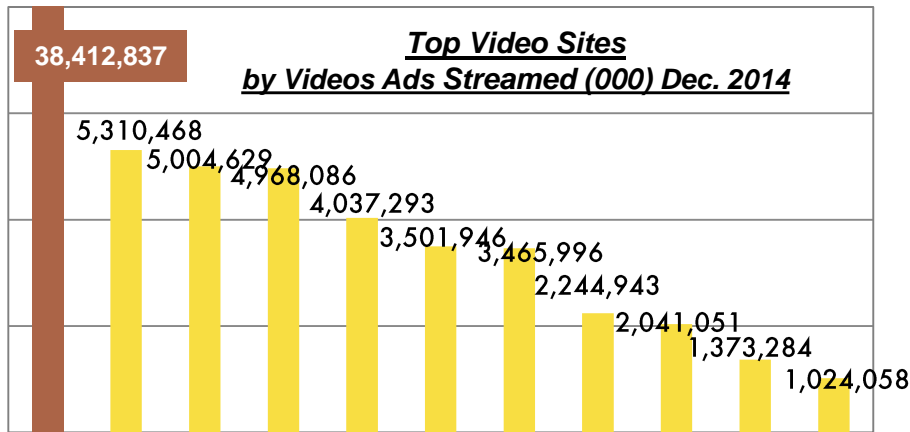
- Google's undisputed #1 position is being challenged by Facebook's triple digit growth. Facebook's videos streamed have doubled and Facebook is nearly even with Google.
- Facebook's Minutes spent have quadrupled over the year, but are still less than half of Google's time spent. Notably, Facebook has overtaken Netflix in time spent streaming video.
- Facebook's incredible video growth is attributed to its 2014 strategy of defaulting videos to autoplay in the newsfeed



Top Sites by Video Ads Streamed

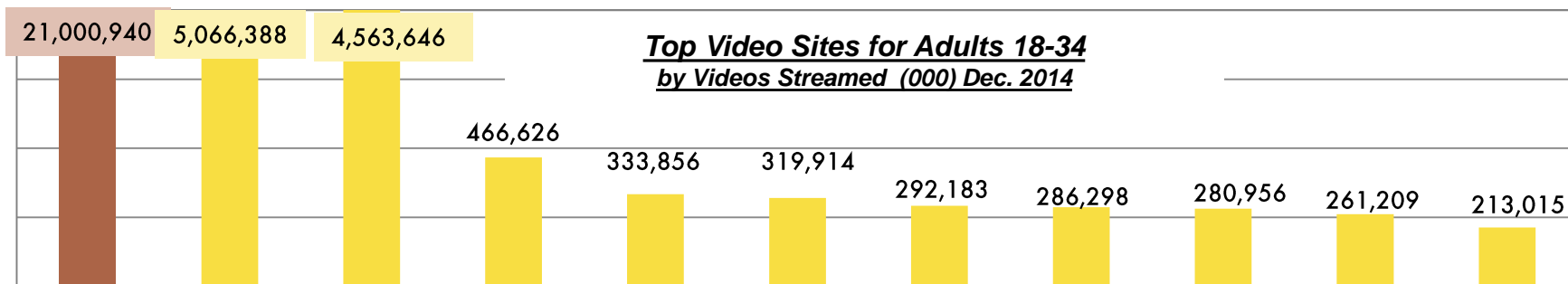
Dec. 2014 and Change from Previous Year

- BrightRoll ended the year as the #1 property in terms of ads streamed, followed by AOL and LiveRail.
- AOL served the most ad minutes in Dec. 2014, followed by LiveRail and BrightRoll.
- RockYou grew exponentially in both ads streamed and ad time streamed and became a Top 10 site in Dec. '14 from it's previous year's rank in the Top 20.

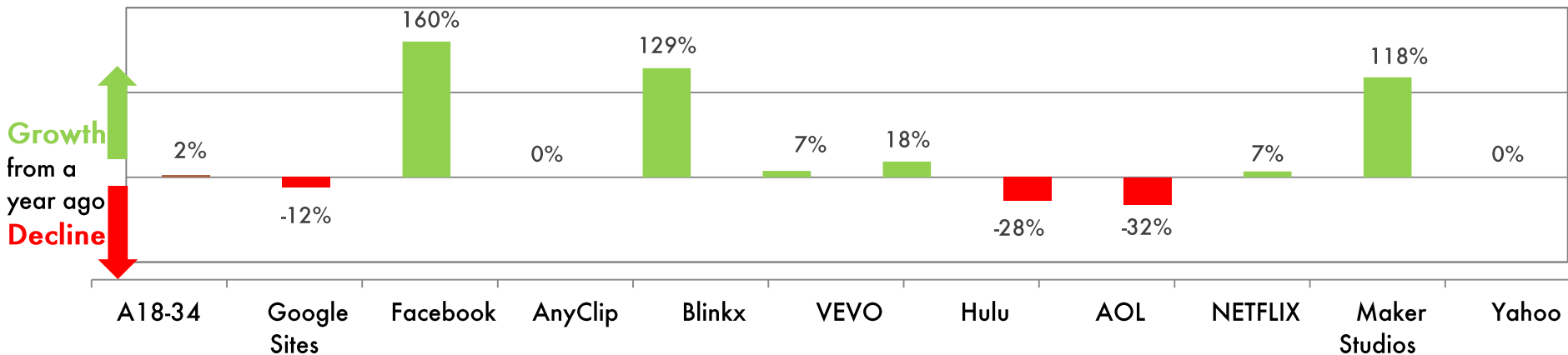


Top Video Sites for Adults 18-34 by Videos Streamed

- The overwhelming majority of videos streamed by 18-34 year olds are on Google sites (YouTube) and Facebook, which has grown largely due to its autoplay setting
- A distant third place at one-tenth of the streams is AnyClip
- Blinkx and Maker Studios have also shown tremendous growth in videos streamed by 18-34 year olds



% Change in Videos Streamed by A18-34 on Sites YoY from Dec. 2013

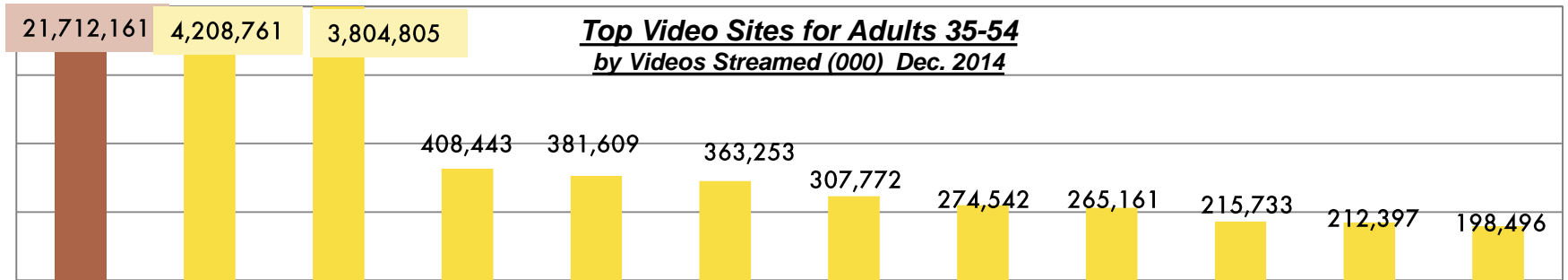


Source: ComScore MediaMetrix Dec. 2014, Dec. 2013 Adults 18-34, Total Internet. Doesn't include mobile

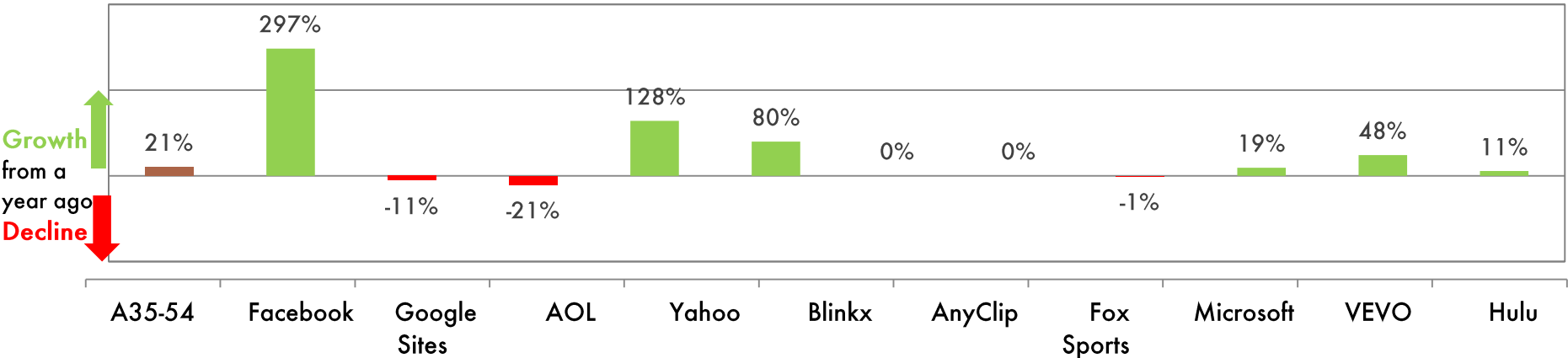
* ComScore US MediaMetrix experienced declines in sample over the year due to a malicious code. The problem has been addressed and sample restored.

Top Video Sites for Adults 35-54 by Videos Streamed

- 35-54 year olds stream more videos on Facebook than they do on Google/YouTube
- AOL is a distant 3rd place at one-tenth the videos, followed closely by Yahoo and Blinkx
- Streaming has increased among 35-54 year olds, particularly on Facebook, Yahoo, Blinkx and Vevo



% Change in Videos Streamed by A18-34 on Sites YoY from Dec. 2013



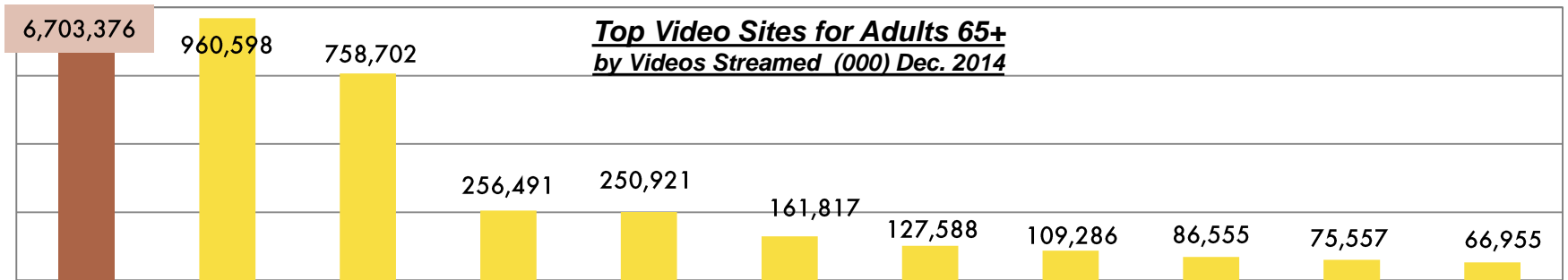
Source: ComScore MediaMetrix Dec. 2014, Dec. 2013 Adults 18-34, Total Internet. Doesn't include mobile

42 * ComScore US MediaMetrix experienced declines in sample over the year due to a malicious code. The problem has been addressed and sample restored.

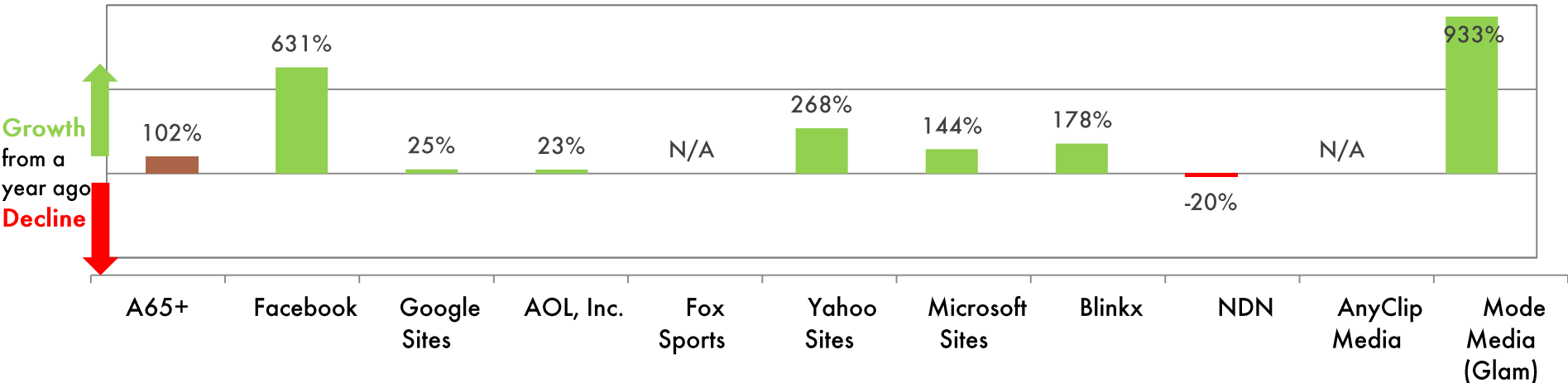
Top Video Sites for Adults 65+ by Videos Streamed

Facebook videos streamed have grown over 600% for Adults 65 and older to be the #1 source for videos streamed, followed by Google/YouTube.

Overall, while older Americans are streaming far fewer videos than their younger counterparts, they are streaming more video on computers than they did a year ago, particularly on Facebook, Yahoo, Microsoft, Blinkx and Mode.



% Change in Videos Streamed by A65+ on Sites YoY from Dec. 2013



Source: ComScore MediaMetrix Dec. 2014, Dec. 2013 Adults 18-34, Total Internet. Doesn't include mobile

43 * ComScore US MediaMetrix experienced declines in sample over the year due to a malicious code. The problem has been addressed and sample restored.

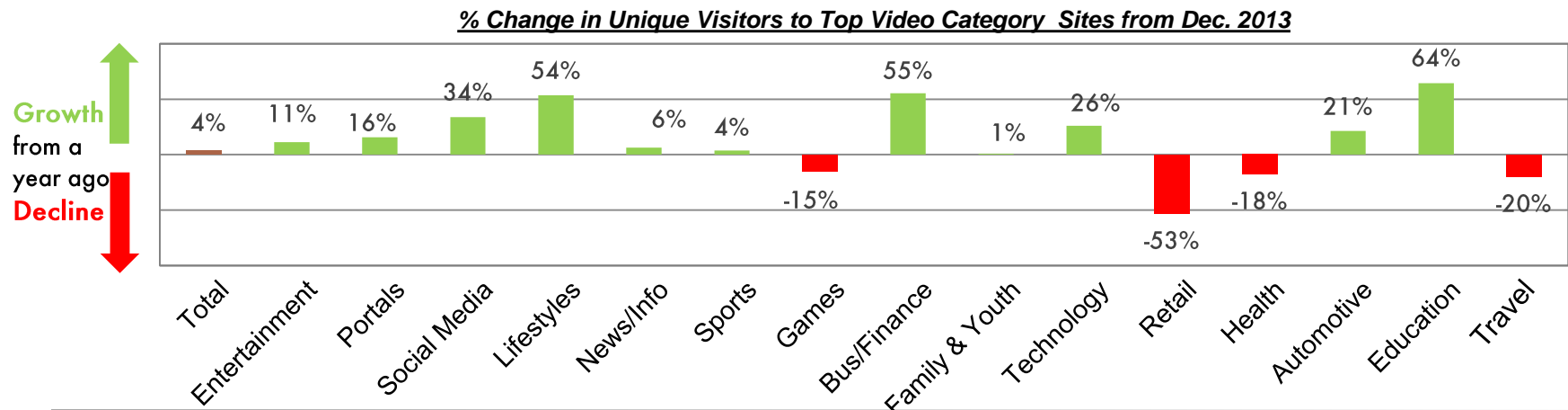
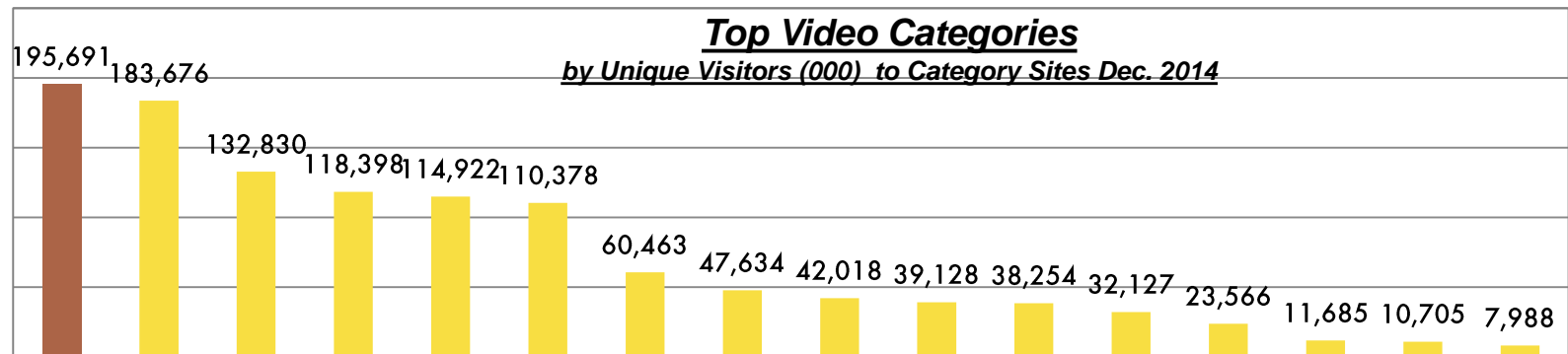
IAB Trend Report

Video Categories

2014: The Year in Review

Top Video Categories by Streamers and Change from a Year Ago

- Nearly all users who streamed video in Dec. 2014 streamed Entertainment videos.
- Entertainment, Portals, Social Media, Lifestyles and News video sites account for over 100 million monthly unique streamers.
- More people streamed Education, Business, Lifestyles and Social Media videos since Dec. 2013.

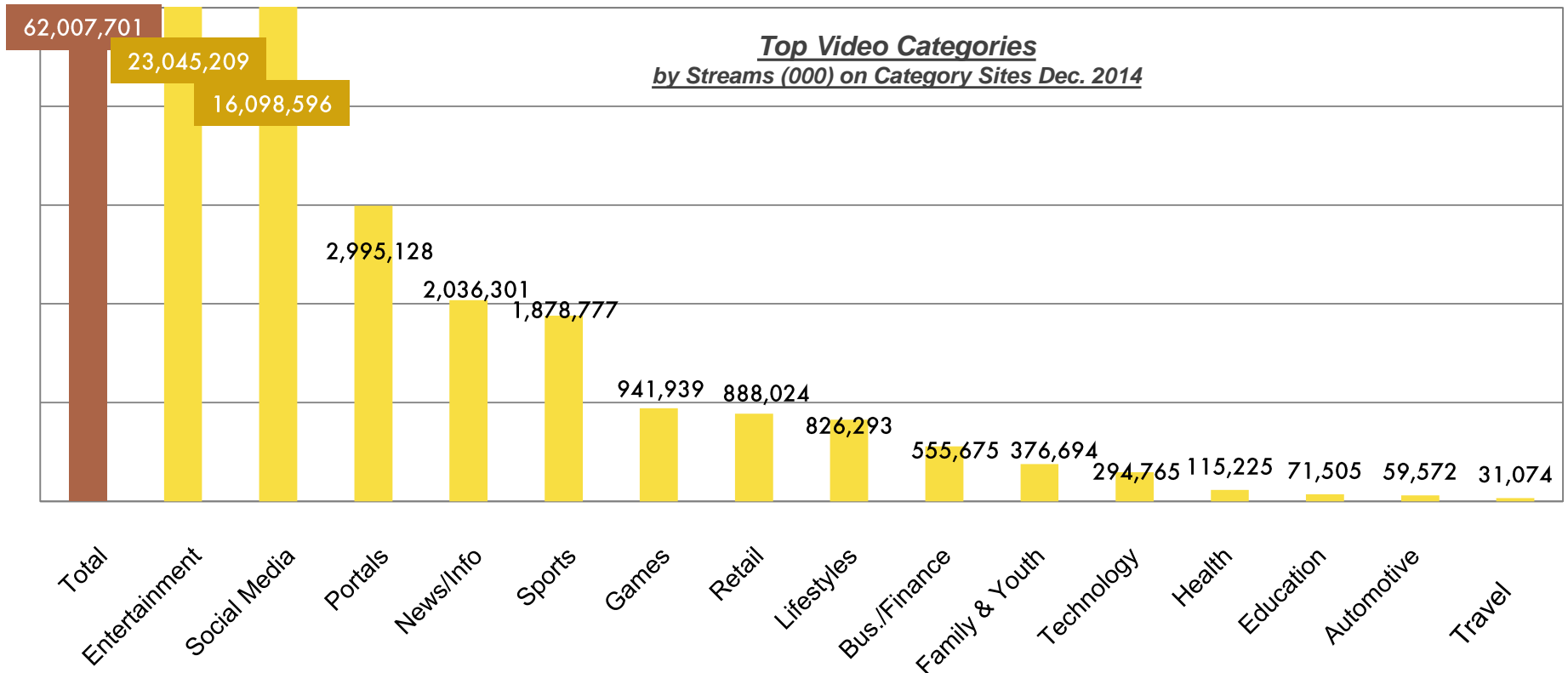


Source: ComScore MediaMetrix Dec. 2014, Dec. 2013 Adults 18-34, Total Internet. Doesn't include mobile

45 * ComScore US MediaMetrix experienced declines in sample over the year due to a malicious code. The problem has been addressed and sample restored.

Top Categories by Videos Streamed

- Entertainment videos are by far the most streamed form of online video content at 23 billion streams by the end of the year.
- Social Media follows at 16 billion monthly streams.
- The rest of the top 5 (Portals, News, Sports) get a fraction of the streams and the remaining 10 categories get under 1 million monthly streams.



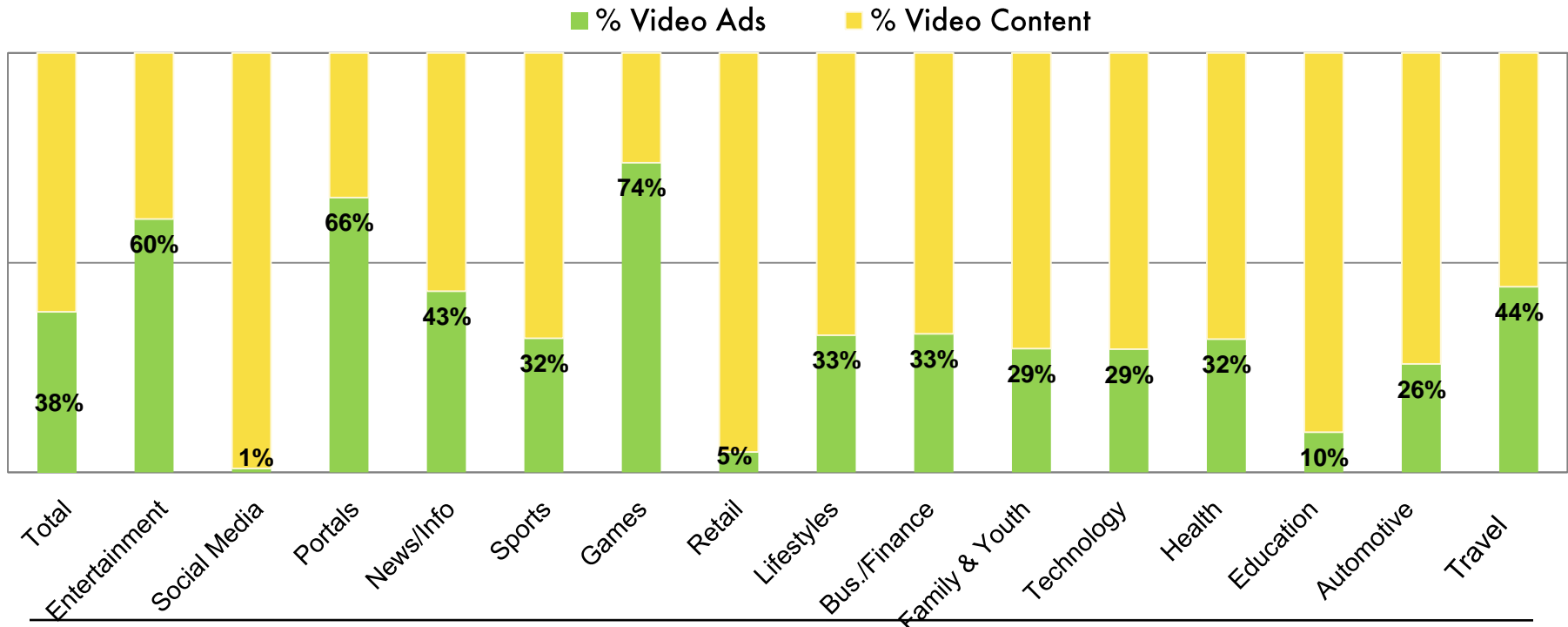
Source: ComScore VideoMetrix Dec. 2014, Adults 18+, Total Internet. Doesn't include mobile

46 * ComScore US MediaMetrix experienced declines in sample over the year due to a malicious code. The problem has been addressed and sample restored.

Top Video Categories: Percent of Videos that are Ads

- Games, Portals and Entertainment video sites are well-monetized: They have the highest ratio of video ads to content videos with over half of all streams consisting of video ads.
- While Social Media video streams have grown considerably, only 1% of those videos are video ads.

Percent of Videos Streamed that are Ads
(of Top Video Category Sites) Dec. 2014



Source: ComScore VideoMetrix Dec. 2014, Adults 18+, Total Internet. Doesn't include mobile

47 * ComScore US MediaMetrix experienced declines in sample over the year due to a malicious code. The problem has been addressed and sample restored.

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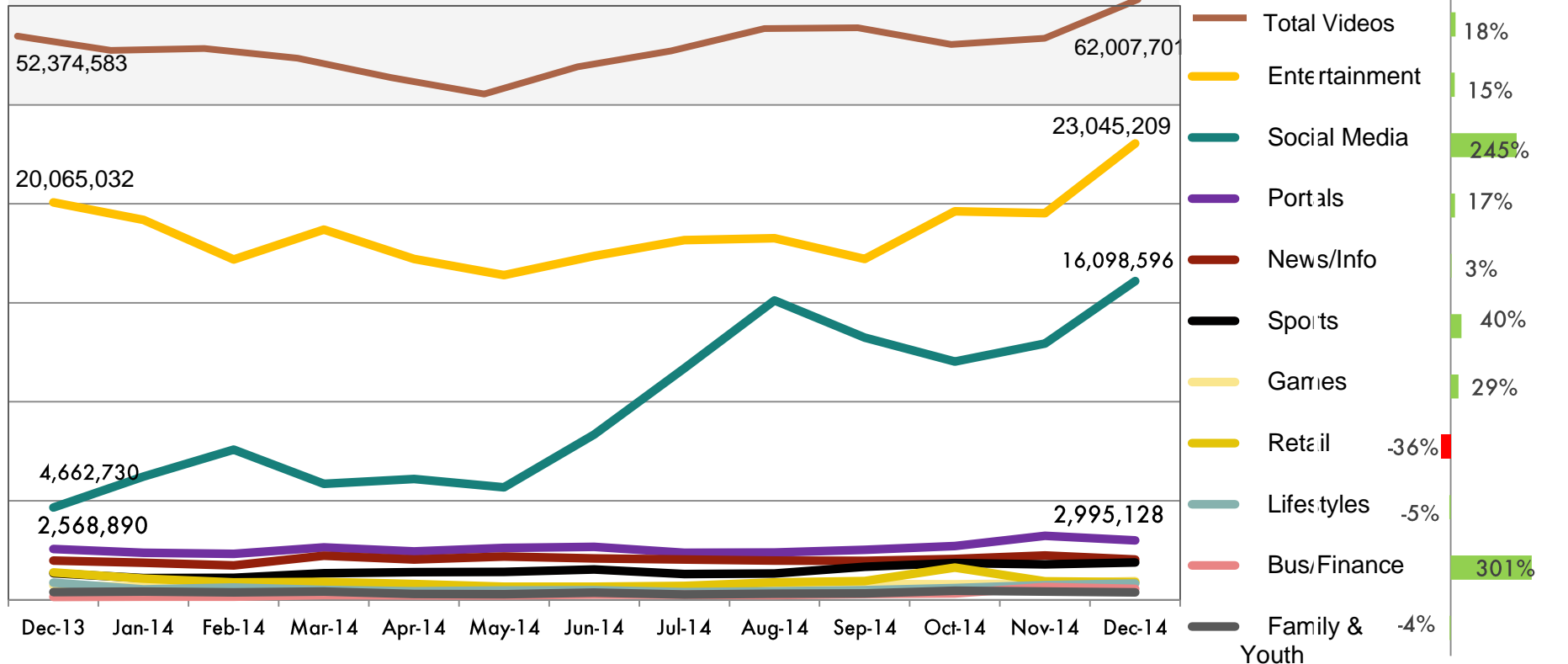
Entertainment Video Sites

2014: The Year in Review

Entertainment is by Far the Most Streamed Video Category

- The number of videos streamed overall per month on average grew 18% over 2014. The #1 video category, Entertainment, grew 15% over the year.
- Social Media video streams more than tripled over the year, largely driven by Facebook's autoplay setting.
- Business/Finance videos also grew in streams on computers.

2014 Video Category Trend by Videos Streamed (000)

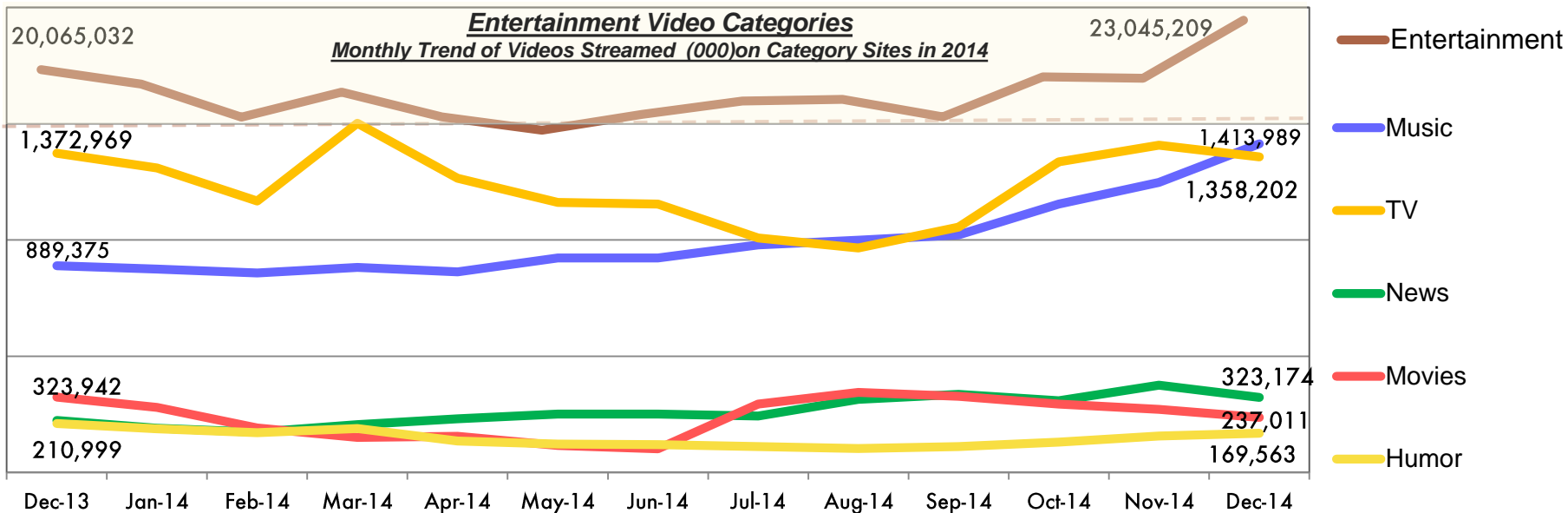


Source: ComScore MediaMetrix Dec. 2013 to Dec. 2014, Total Internet. Doesn't include mobile

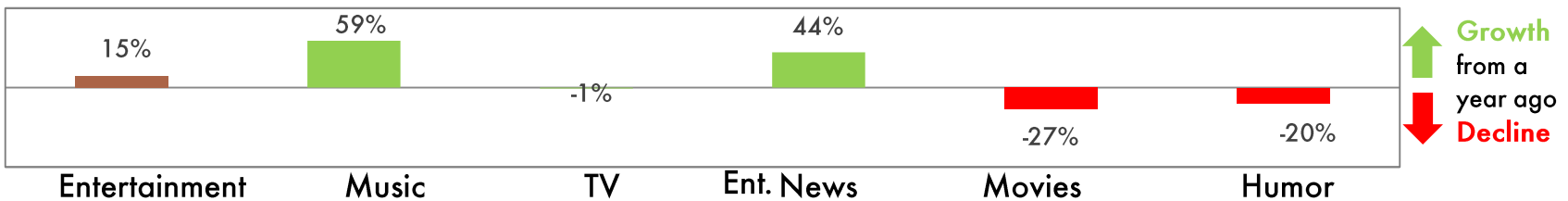
49 * ComScore US MediaMetrix experienced declines in sample over the year due to a malicious code. The problem has been addressed and sample restored.

Entertainment Video Subcategories by Videos Streamed Over 2014

- The number of Entertainment videos streamed grew 15% over the year
- Music and Entertainment News videos grew over the year as Movies and Humor videos dropped



% Change in Videos Streamed to Top Video Category Sites from Dec. 2013



Source: ComScore MediaMetrix Dec. 2014, Dec. 2013 Adults 18-34, Total Internet. Doesn't include mobile

50 * ComScore US MediaMetrix experienced declines in sample over the year due to a malicious code. The problem has been addressed and sample restored.

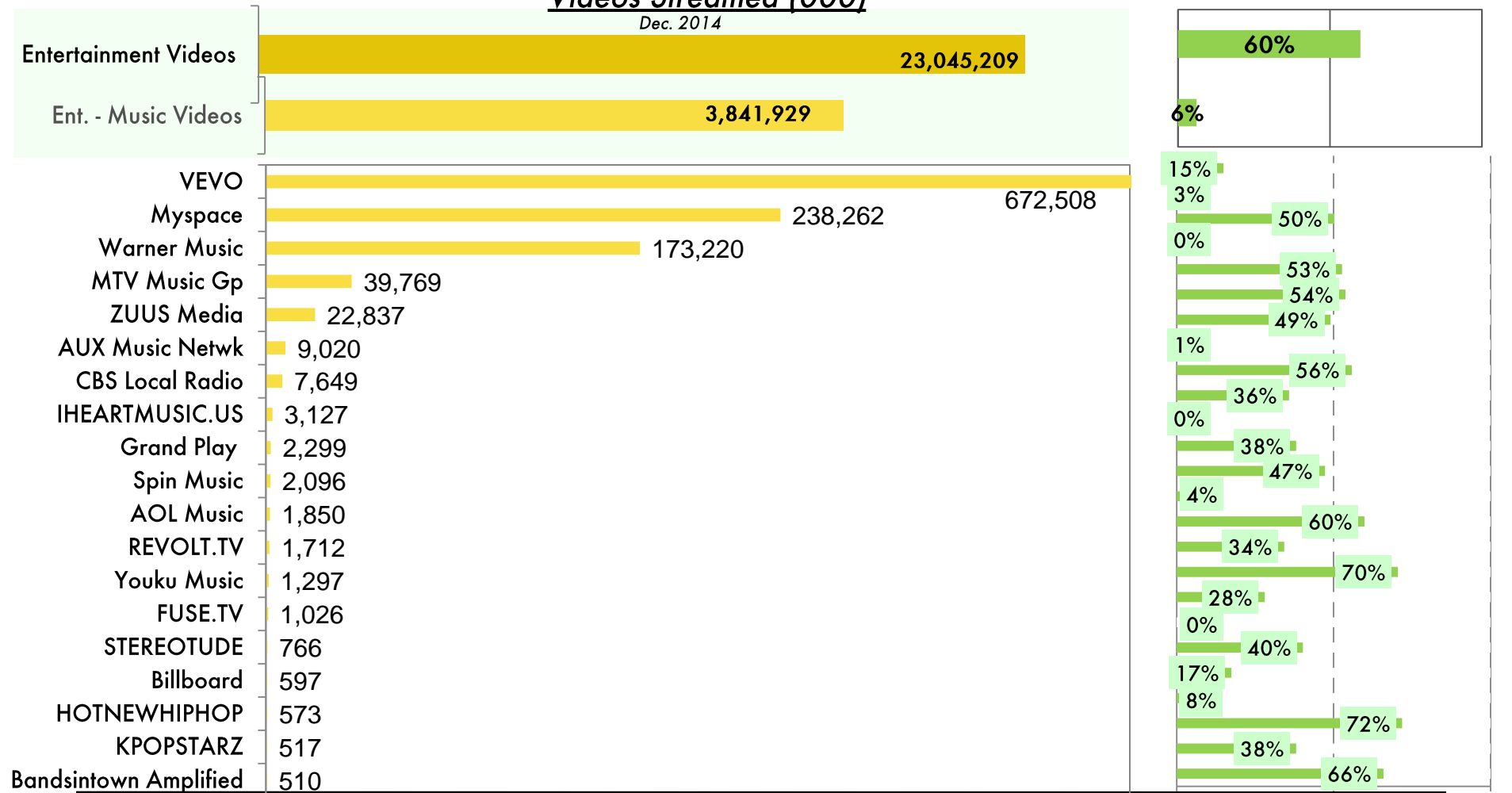
Top Music Video Sites

by Videos Streamed and Percent of Videos that are Ads

Videos Streamed (000)

Dec. 2014

% of Videos that are Ads



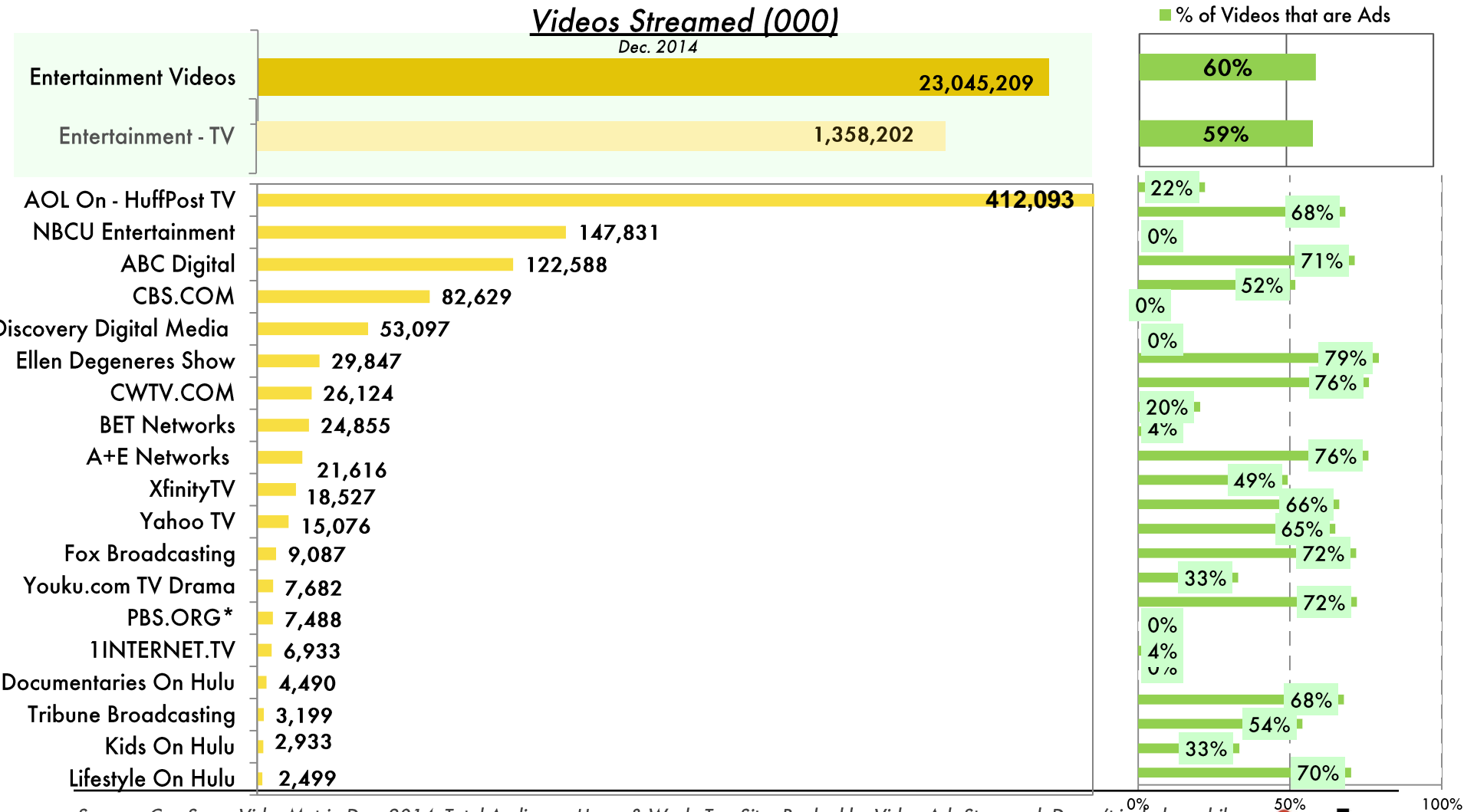
Source: ComScore VideoMetrix Dec. 2014, Total Audience, Home & Work, Top Sites Ranked by Video Ads Streamed. Doesn't include mobile.

51 * ComScore US MediaMetrix experienced declines in sample over the year due to a malicious code. The problem has been addressed and sample restored.
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Top TV Video Sites

by Videos Streamed and Percent of Videos that are Ads



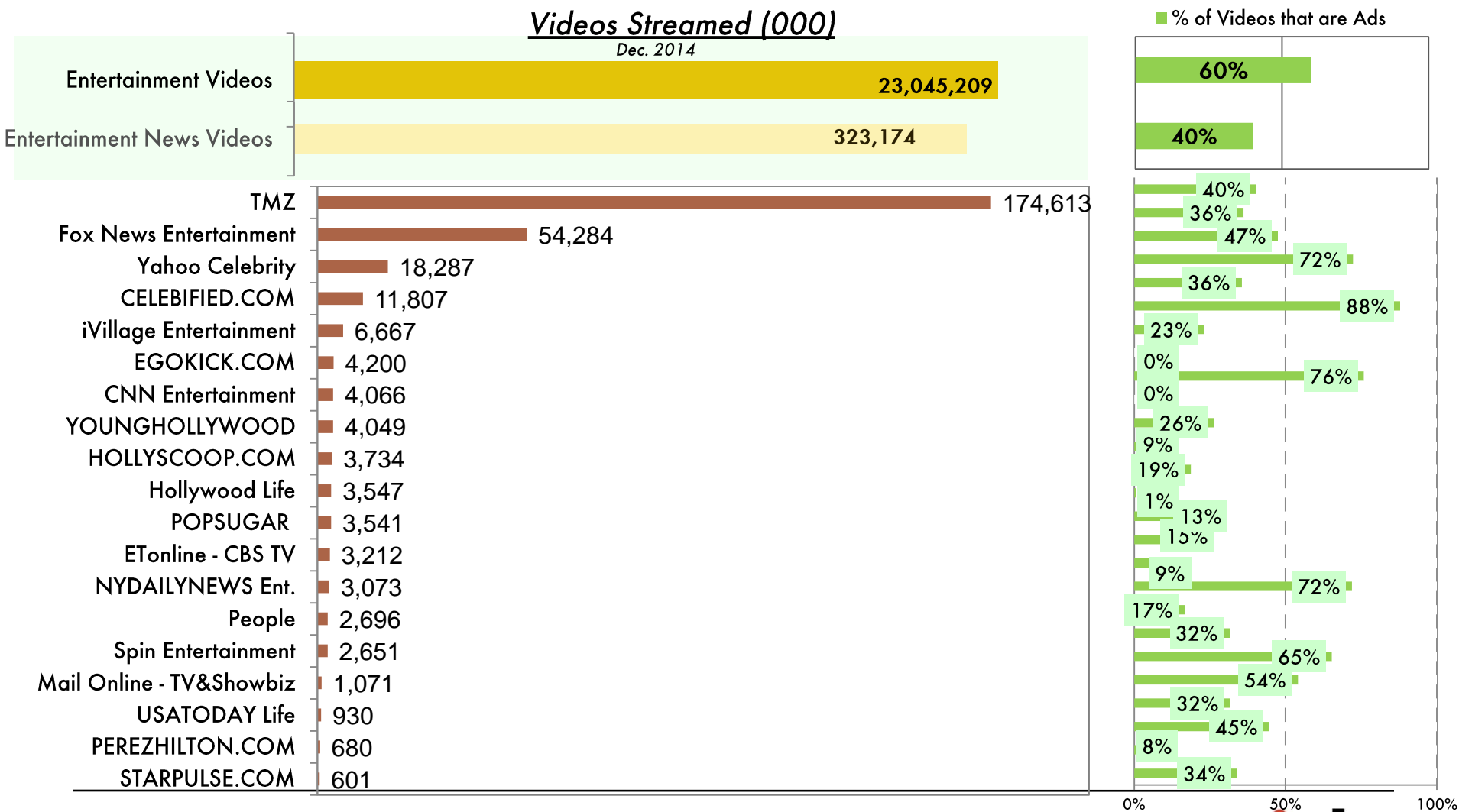
Source: ComScore VideoMetrix Dec. 2014, Total Audience, Home & Work, Top Sites Ranked by Video Ads Streamed. Doesn't include mobile.

52 * ComScore US MediaMetrix experienced declines in sample over the year due to a malicious code. The problem has been addressed and sample restored.
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Top Entertainment News Video Sites

by Videos Streamed and Percent of Videos that are Ads



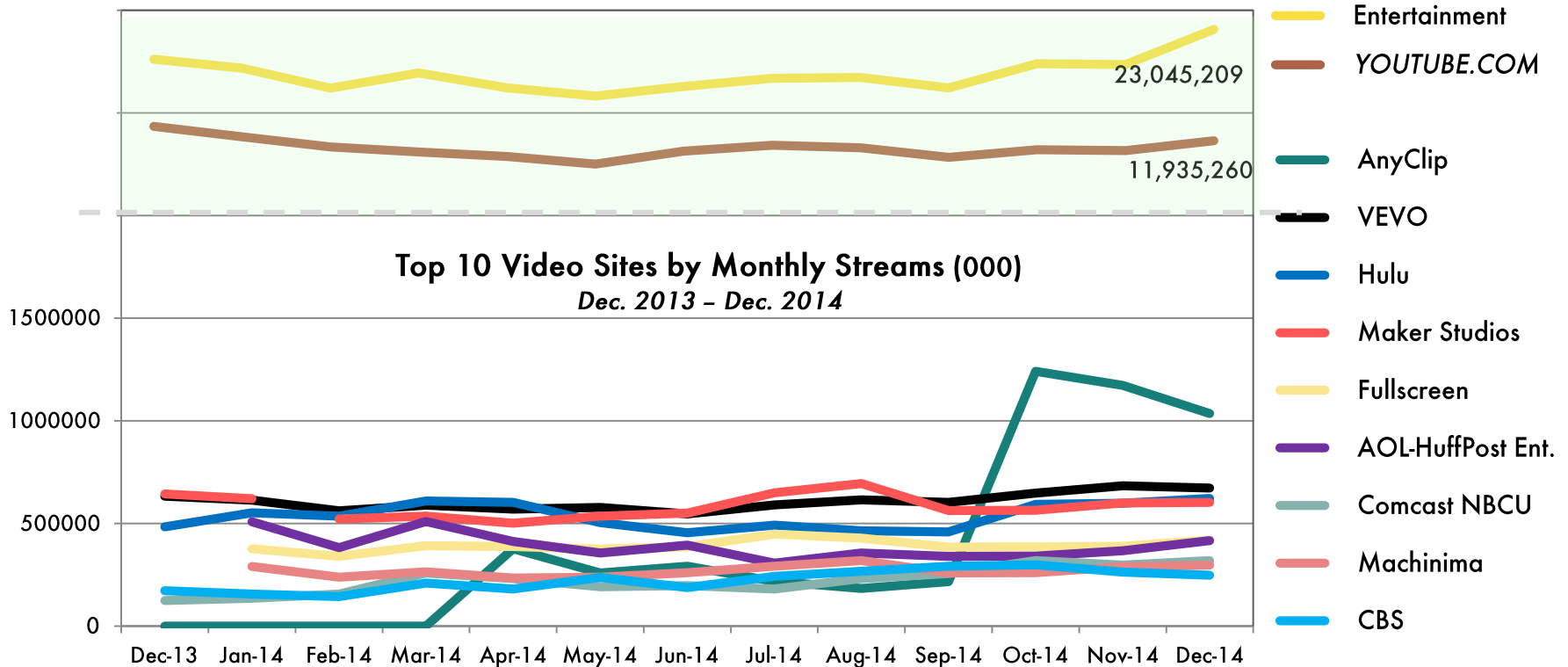
53 Source: ComScore VideoMetrix Dec. 2014, Total Audience, Home & Work, Top Sites Ranked by Video Ads Streamed. Doesn't include mobile.

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2014 Trend of Top Entertainment Sites by Videos Streamed

- Entertainment videos overall increased in streams by 15% over the year.
- AnyClip's strong growth is likely due to it licensing thousands of Warner Bros. videos during Fall 2014



Source: ComScore VideoMetrix Dec. 2013 – Dec. 2014 Unique Video Viewers (Home & Work). Doesn't include mobile.

52 * ComScore US MediaMetrix experienced declines in sample over the year due to a malicious code. The problem has been addressed and sample restored.

Summary Points

- **Shift to Mobile:**
 - By the end of 2013, more time was spent accessing the internet on mobile devices than on computers. 2014 continued that trend but internet use on computers also grew.
- **The Rise of Video:**
 - Although the triple-digit video growth has subsided, the heightened levels of video and ad streaming reached in 2013 were maintained throughout 2014.
- **Social Video:**
 - Google's undisputed #1 video position is being challenged by Facebook's growth: Facebook is nearly even with Google in videos streamed.
- **Entertainment Videos:**
 - The growth of Social Media videos notwithstanding, Entertainment Videos remain by far the #1 type of video streamed.
- **Original Digital Video:**
 - Original Digital Video pureplay sites like Maker Studios and Fullscreen have made the Top 10 while the remaining Top 10 video sites are mixed video sites that stream at least some Original Digital Video.
- **Video Ads:**
 - Despite Facebook's immense video growth, only 1% of its videos are video ads.
 - 60% of all Entertainment Videos are video ads.

IAB Trend Report

2014: The Year in Review

Digital Usage Trend Report

Questions?

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Kristina Srugoginis, Research Director, IAB