
IAB Digital Usage Trend Report

Full Year 2015 Report

Digital, Video and Mobile Consumer Usage Trends

Questions?

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Summary Points

- **Overall 3% Growth in Internet Use Across Computers, Smartphones and Tablets.**
- **Shift to Mobile Continues, Especially in Time Spent Online, Especially Among Younger Users.**
- **Mobile Devices and Computers Serve Different Purposes.**
- **More Time Spent on Apps Than Mobile Web, Smartphones Than Tablets.**
- **Number of Users Going Online via Computer is Steady, but Time Spent is Declining.**
- **Adults 55 and Older Spend as Much Time on Computer as 18-34 Year Olds.**
- **Adults 55 and Older Stream as Many Videos on Computer as 18-34 Year Olds.**
- **Computer-Based Video Streamers are Flat (Up 1%), Videos Streamed are Down 5% (Driven by Streamers Under 35) and Streaming Time is Down Across All Age Groups (-8%) Except Adults 55+.**
- **Facebook Videos are Down. Otherwise, Most Top 10 Video Properties Grew Over the Year.**

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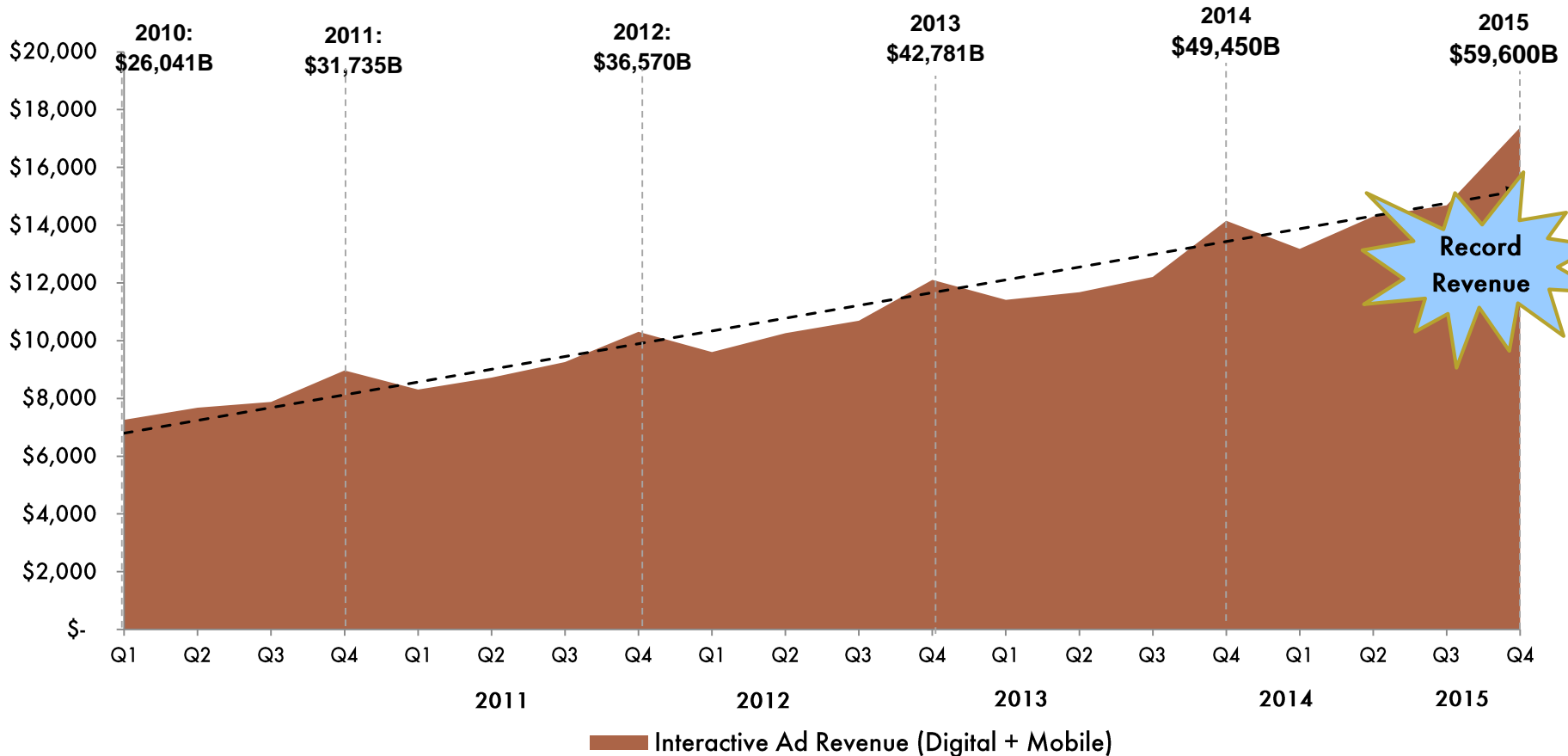
Overall Internet Usage Across All Devices

Full Year 2015 Report

The Big Picture: Online Advertising Revenue Continues its Incredible Growth

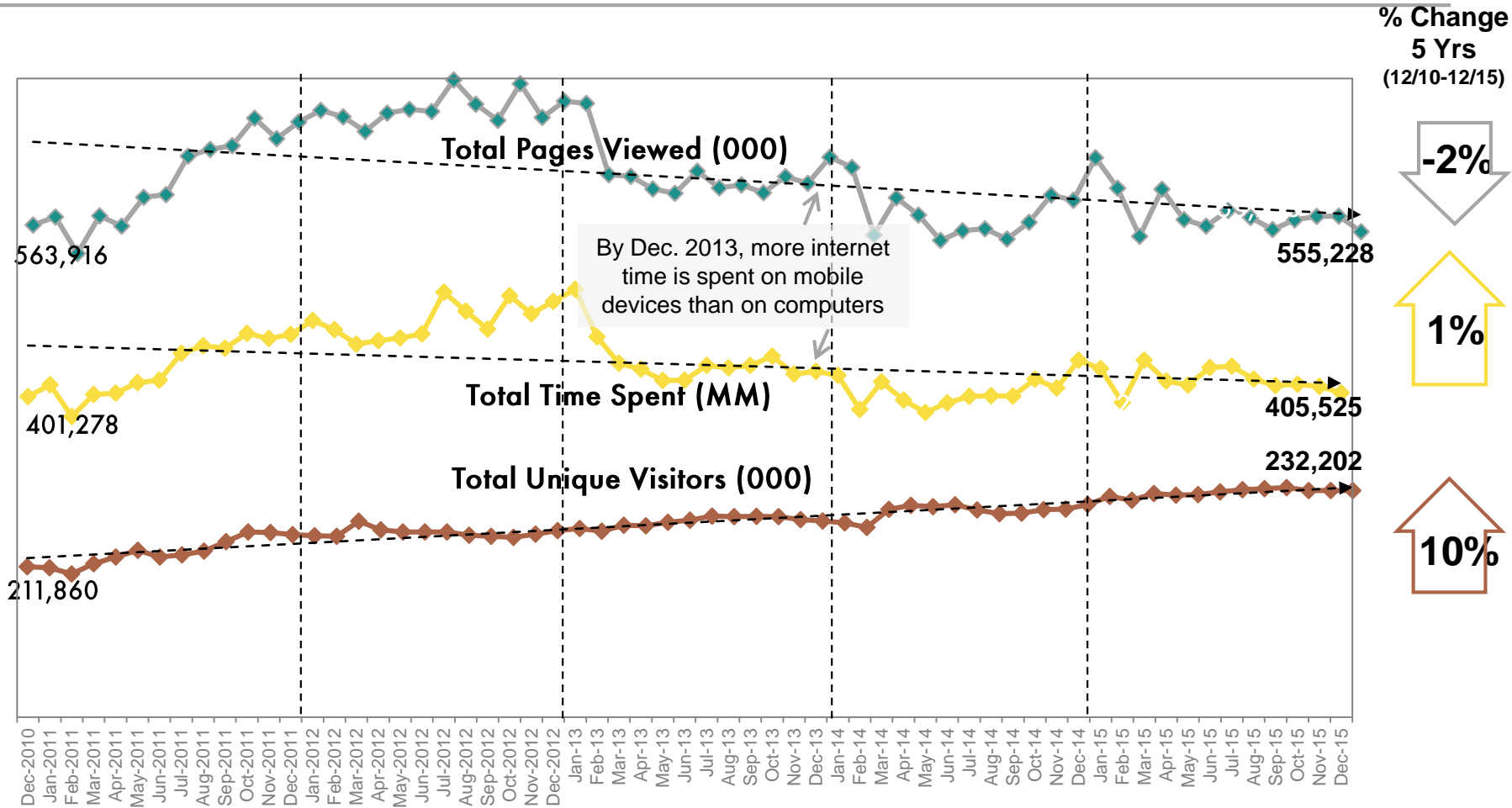
- In 5 years time, annual online revenue has more than doubled

Quarterly Online Ad Revenue Comparisons — Q1 2010 – Q4 2015



Source: IAB Internet Advertising Revenue Reports

Steady Growth in Computer-Based Internet Users Over 5 Years



Source: ComScore MediaMetrix, Total Audience, Measurement Period: Dec. 2009 - Dec. 2015. Doesn't include mobile

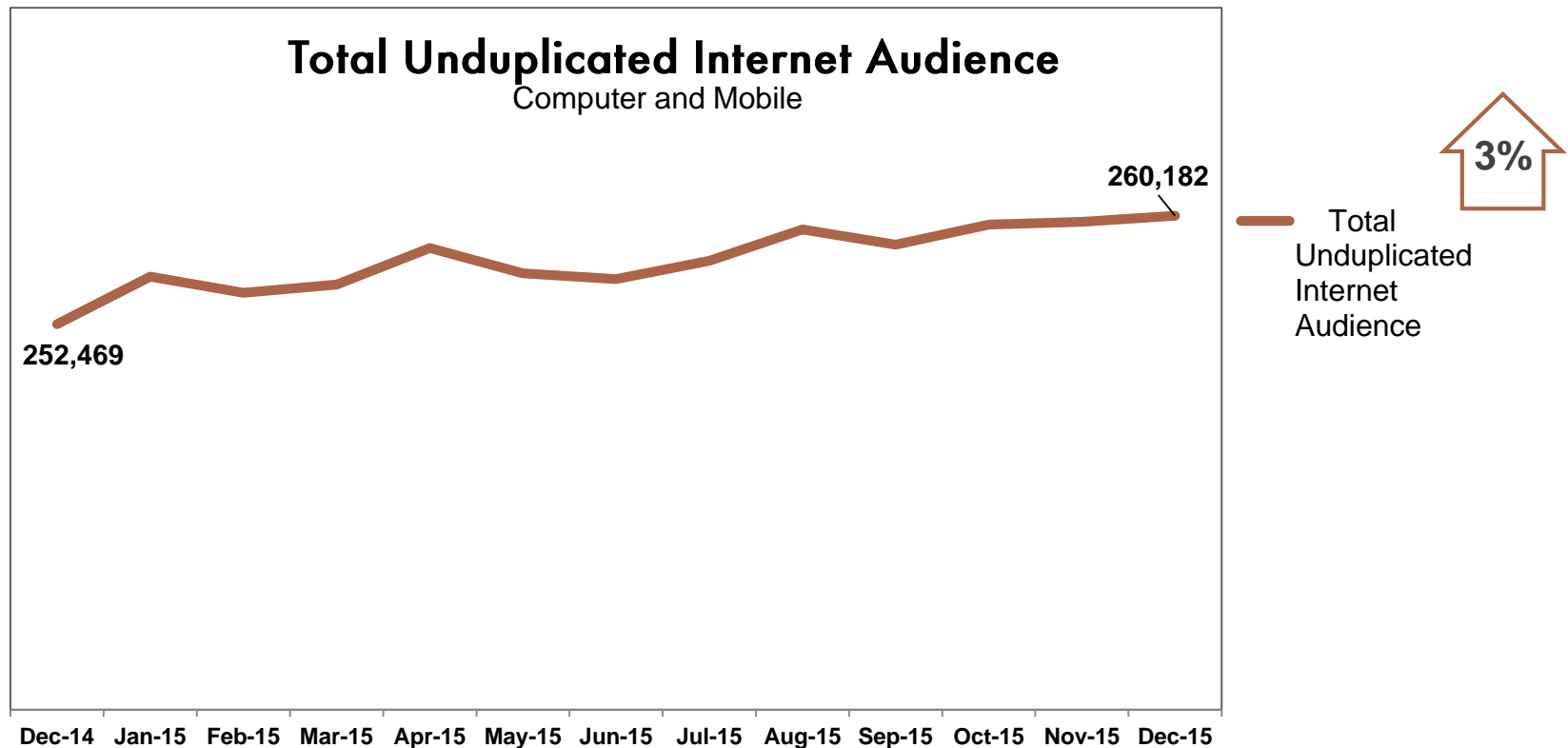
Growth in Total Computer and Mobile Audience Over the Year

by Unduplicated Unique Visitors

- The total audience accessing the internet via computer or mobile device has grown 3% over 2015 to 260 million monthly visitors (or 81% of the US population of 320M).

Monthly Unique Visitors (000), Dec 2014 – Dec 2015
(of any site or app via computer or mobile device)

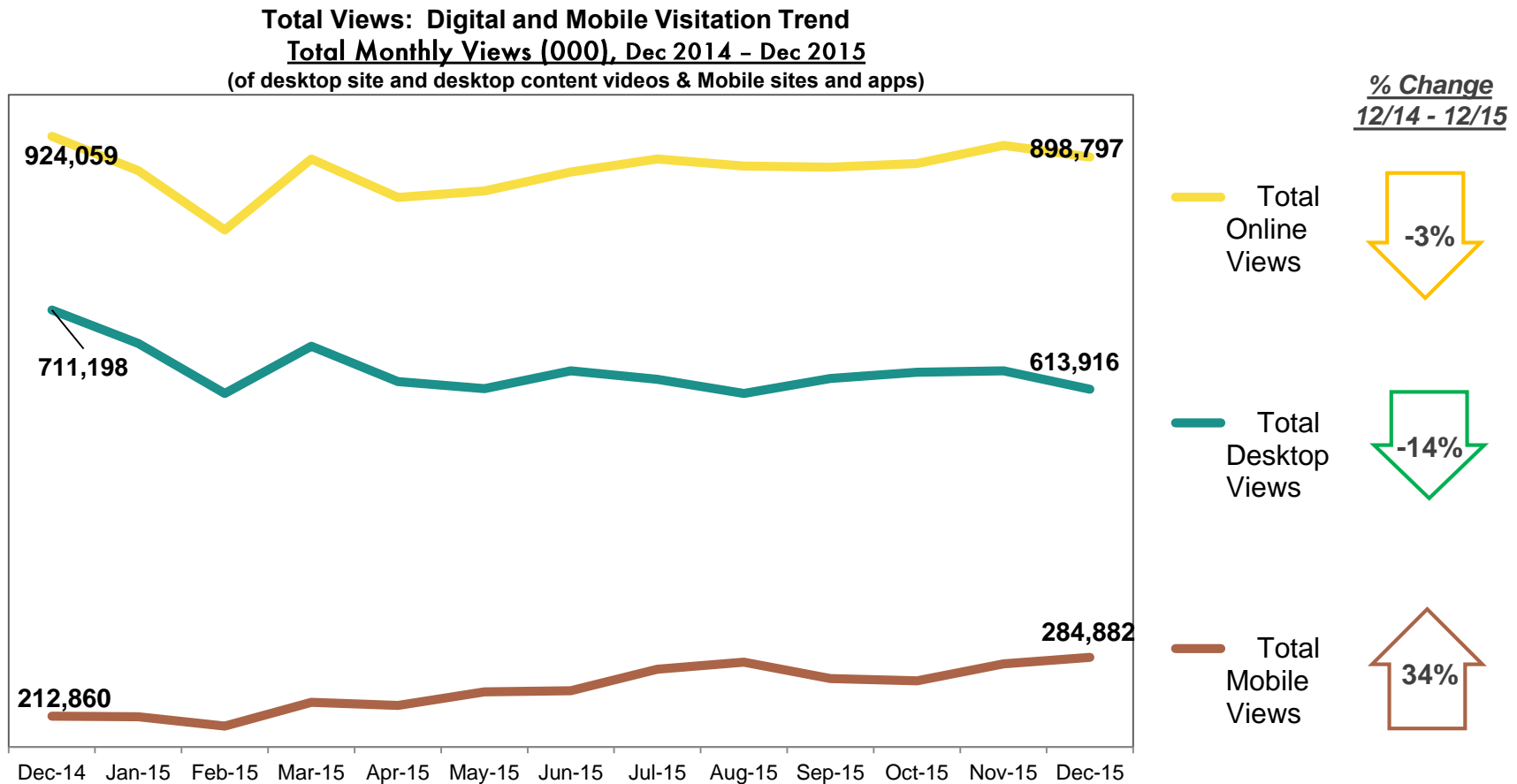
% Change
12/14 - 12/15



Source: ComScore US Media Metrix MultiPlatform Dec. 2014 to Dec. 2015, Total Unduplicated Internet Audience.

While Internet Views are Shifting to Mobile, Most Sites, Pages and Videos are Still Viewed Using a Computer

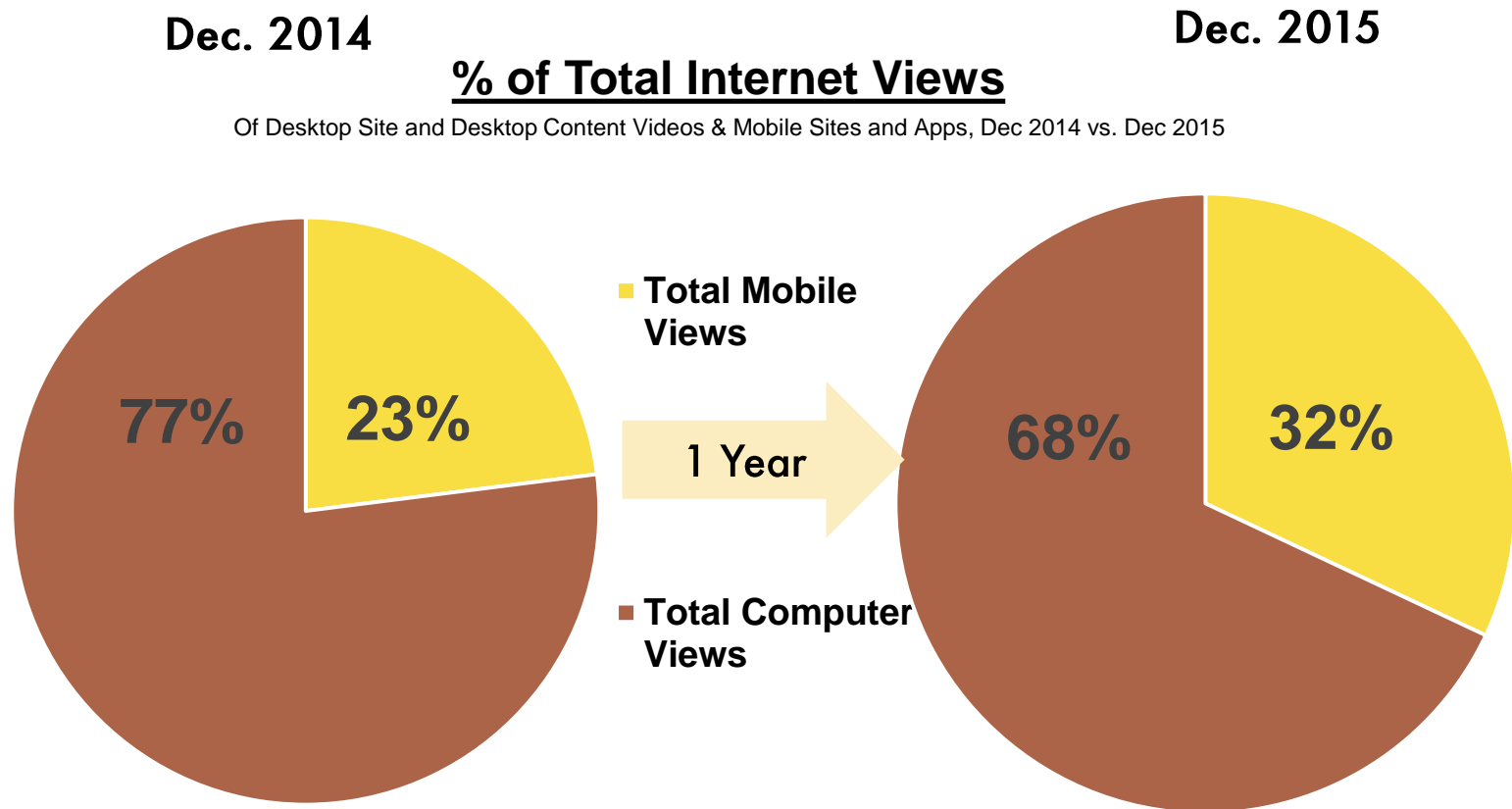
- While site views via computer have declined over the year, they still represent more than twice as many views as those accessed by a mobile device



Source: comScore US Media Metrix Multi-Platform, Dec '14 - Dec '15, Total Internet Views (MM)

Over Two-Thirds of All Internet Views are Accessed Using a Computer

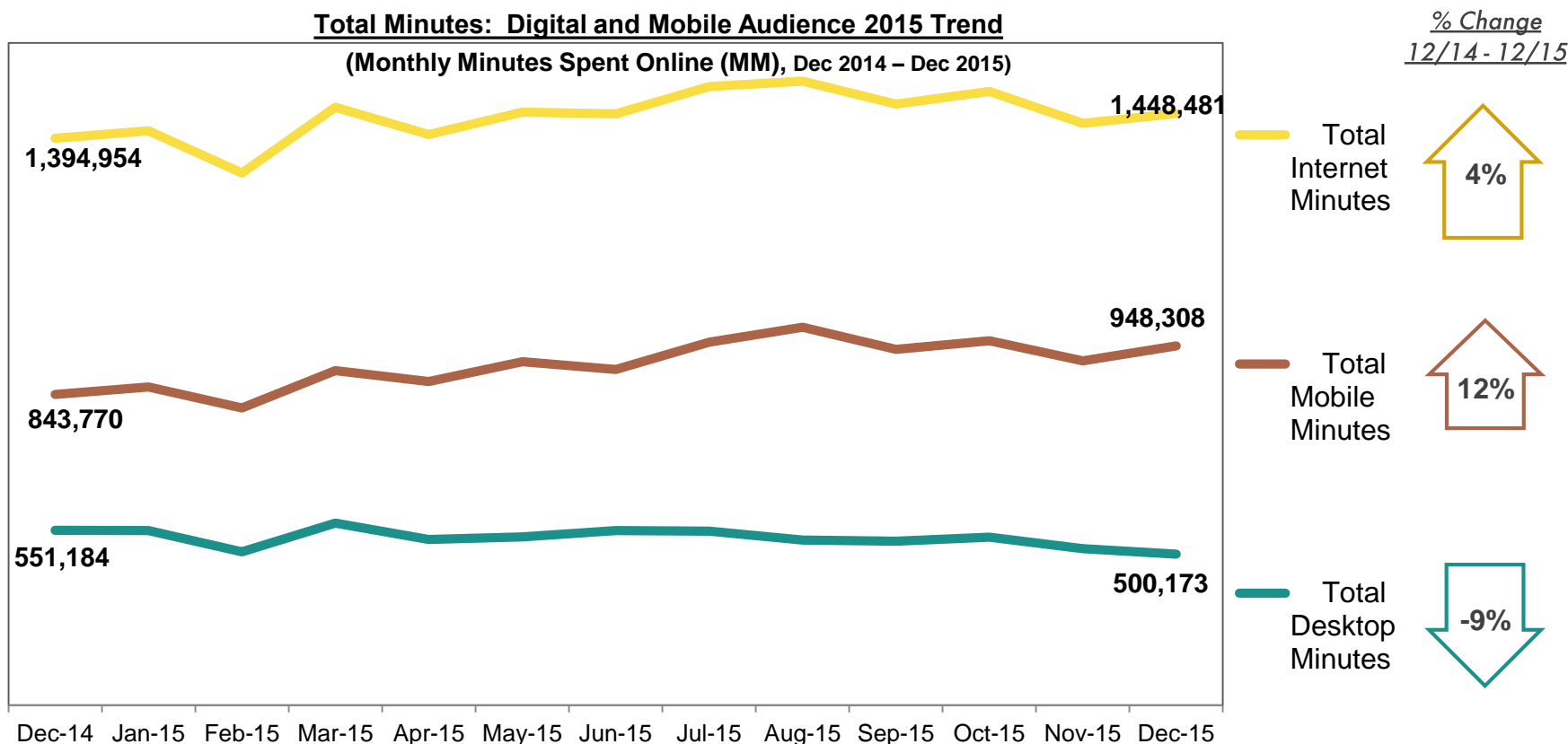
- However, mobile views have grown over the year from roughly one-quarter to account for roughly one-third of total internet views



Source: comScore US Media Metrix Multi-Platform, Dec '14, Dec '15, Total Internet Views

By Year's End, Nearly Twice as Many Online Minutes Were Spent on a Mobile Device as on a Computer

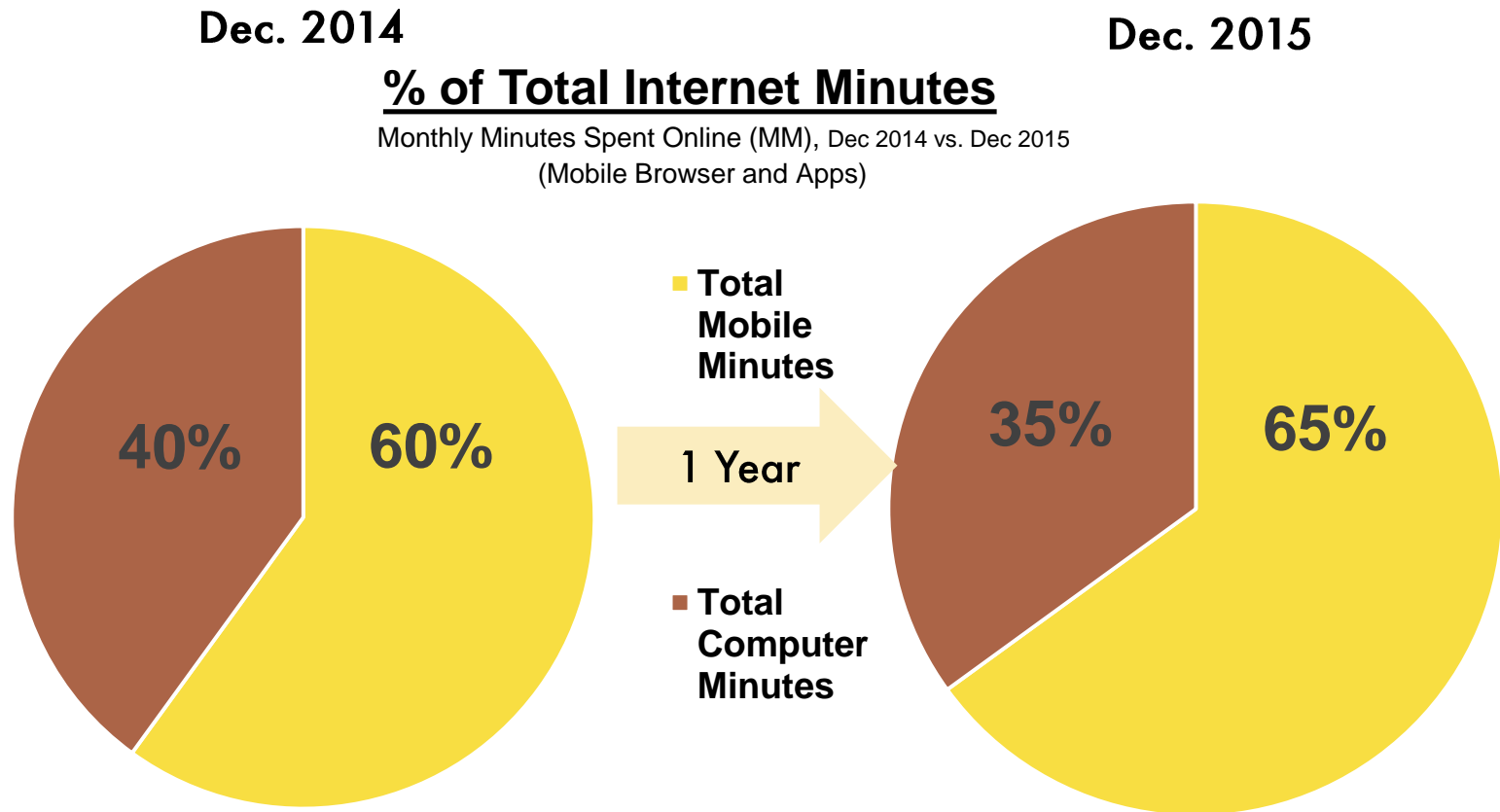
- While consumers continue to spend more time online overall (up 4%), most of that growth is driven by consumers on mobile devices
- More time is spent online using a mobile device than a computer but more sites, pages and videos are viewed using a computer



Source: comScore US Media Metrix Multi-Platform, Dec '14 – Dec '15, Total Internet Time Spent (MM)

Nearly Two-Thirds of All Internet Time is Spent on a Mobile Device

- The share of time spent online using a mobile device continues to grow, up from 60% a year ago.



Source: comScore US Media Metrix Multi-Platform, Dec '14 – Dec '15, Total Internet Time Spent (MM)

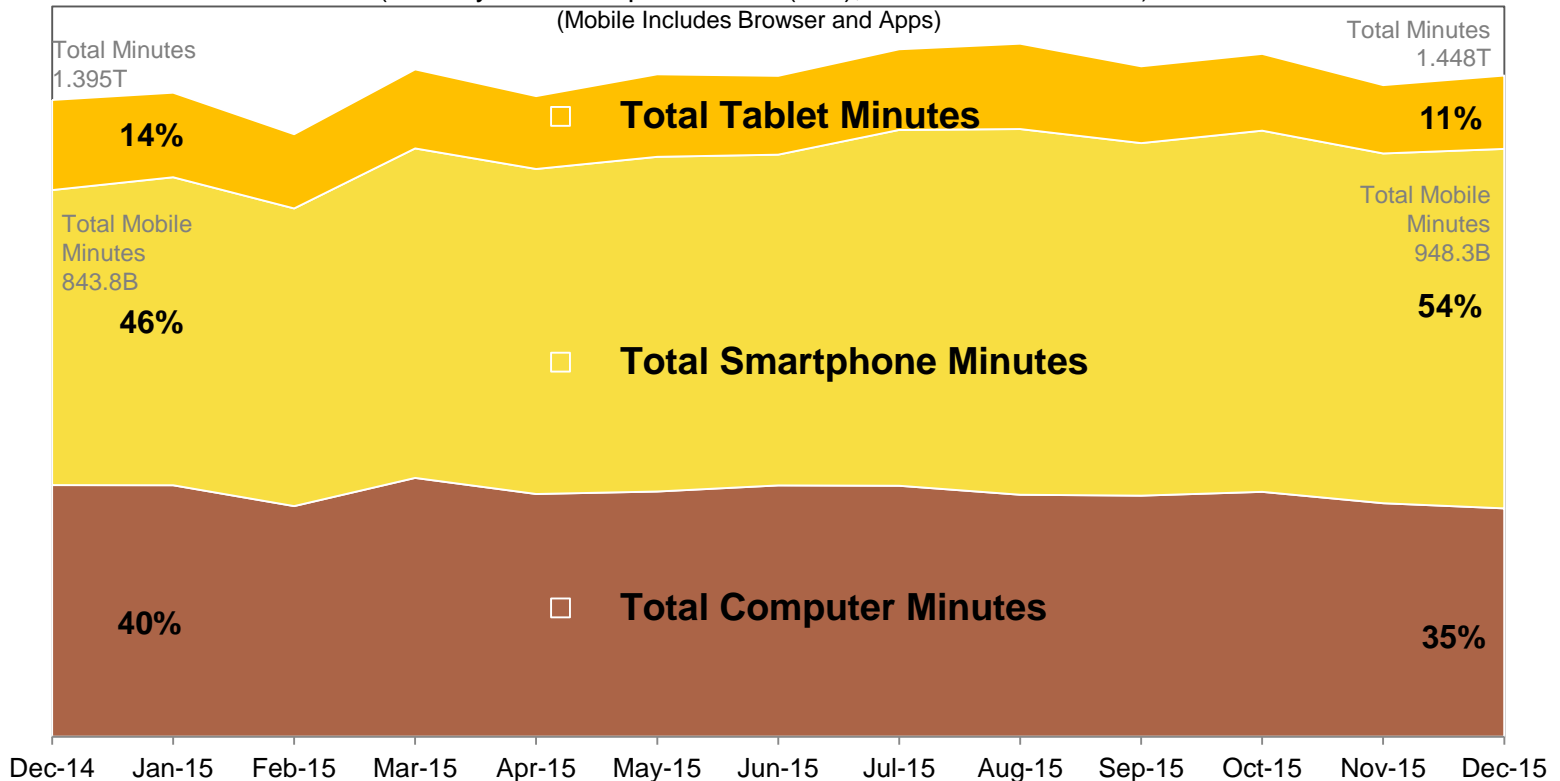
Time Spent on Smartphones Continues to Grow

- While more users (up 3%) continue to spend more time online overall (up 4%), most of that growth is driven by consumers on smartphones

Total Minutes: Digital and Mobile Audience 2015 Trend

(Monthly Minutes Spent Online (MM), Dec. 2014 – Dec. 2015)

(Mobile Includes Browser and Apps)



Source: comScore US Media Metrix Multi-Platform, Dec '14 – Dec '15, Total Internet Time Spent (MM)

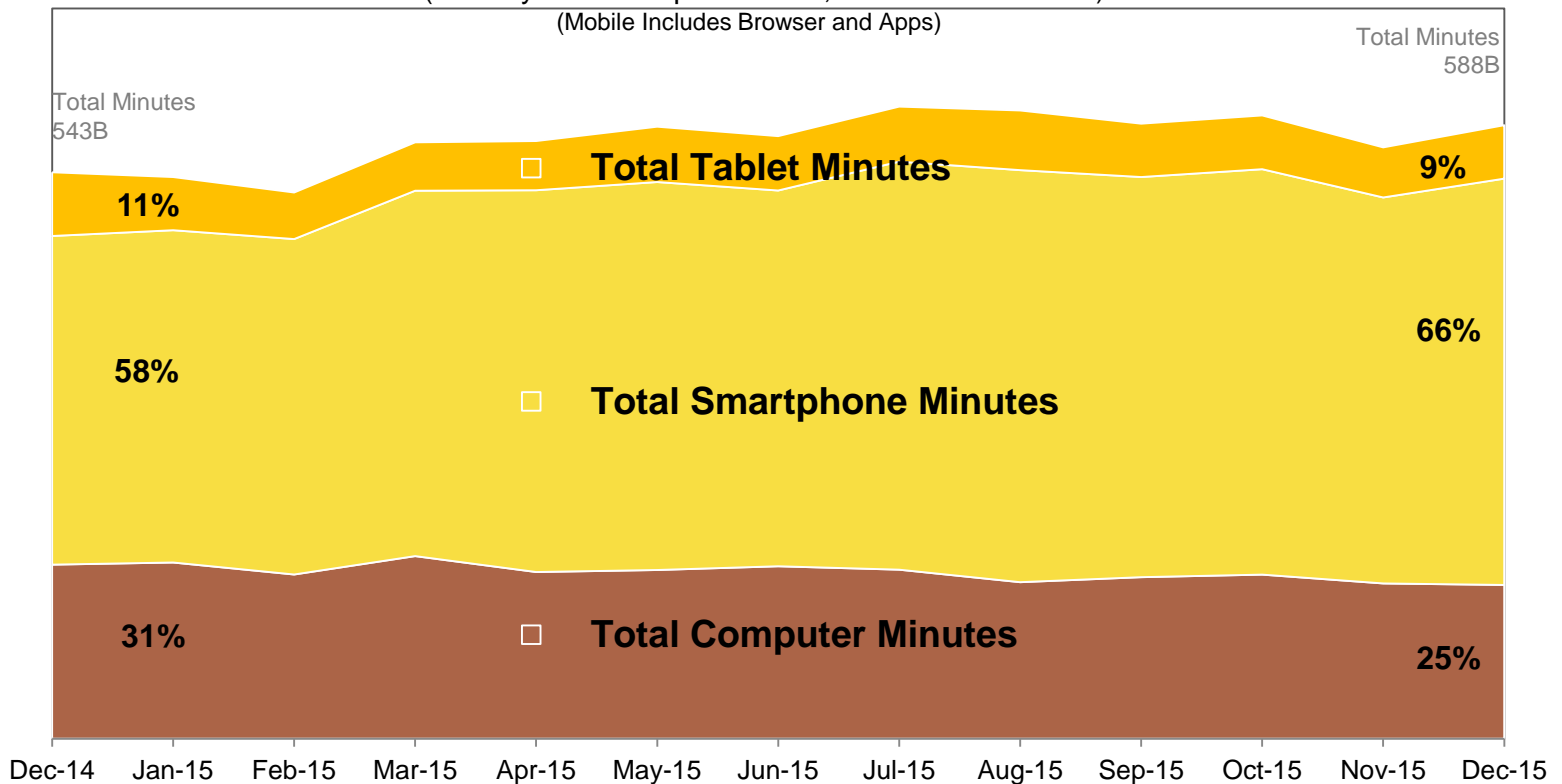
For Adults 18-34, Smartphones Grow to Take Up Two Out of Every Three Minutes Online

- Adults 18-34 are spending more time online overall (up 8%)

Adults 18-34 Total Online Minutes: Digital and Mobile Audience 2015 Trend

(Monthly Minutes Spent Online, Dec 2014 – Dec 2015)

(Mobile Includes Browser and Apps)



Source: comScore US Media Metrix Multi-Platform, Dec '14 – Dec '15, Total Internet Time Spent (MM)

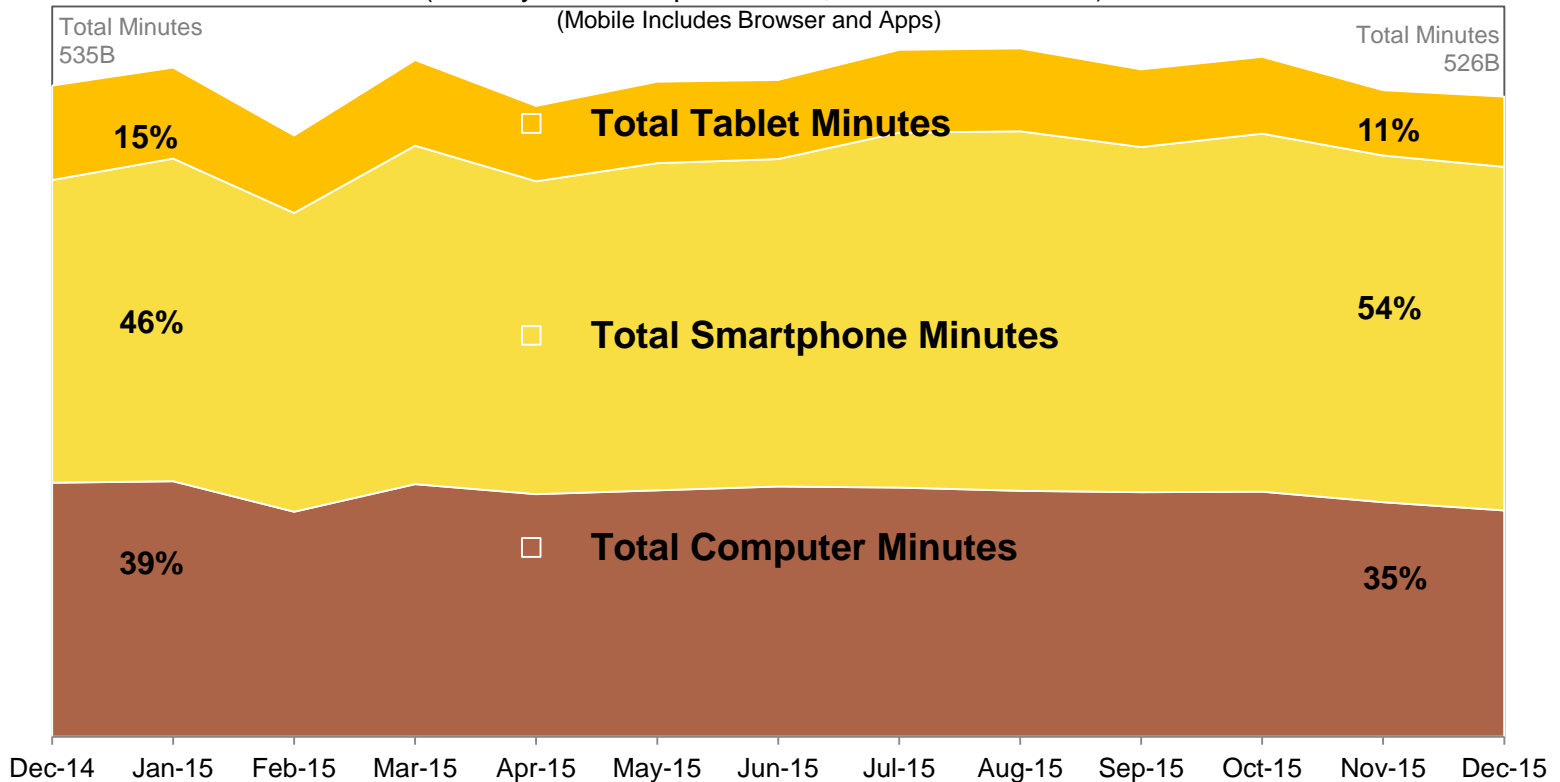
For Adults 35-54, Smartphones Grow to Take Up Nearly Half of Their Online Time

- Adults 35-54 are spending slightly less time online overall (down 2%)

Adults 35-54 Total Online Minutes: Digital and Mobile Audience 2015 Trend

(Monthly Minutes Spent Online, Dec 2014 – Dec 2015)

(Mobile Includes Browser and Apps)



Source: comScore US Media Metrix Multi-Platform, Dec '14 – Dec '15, Total Internet Time Spent (MM)

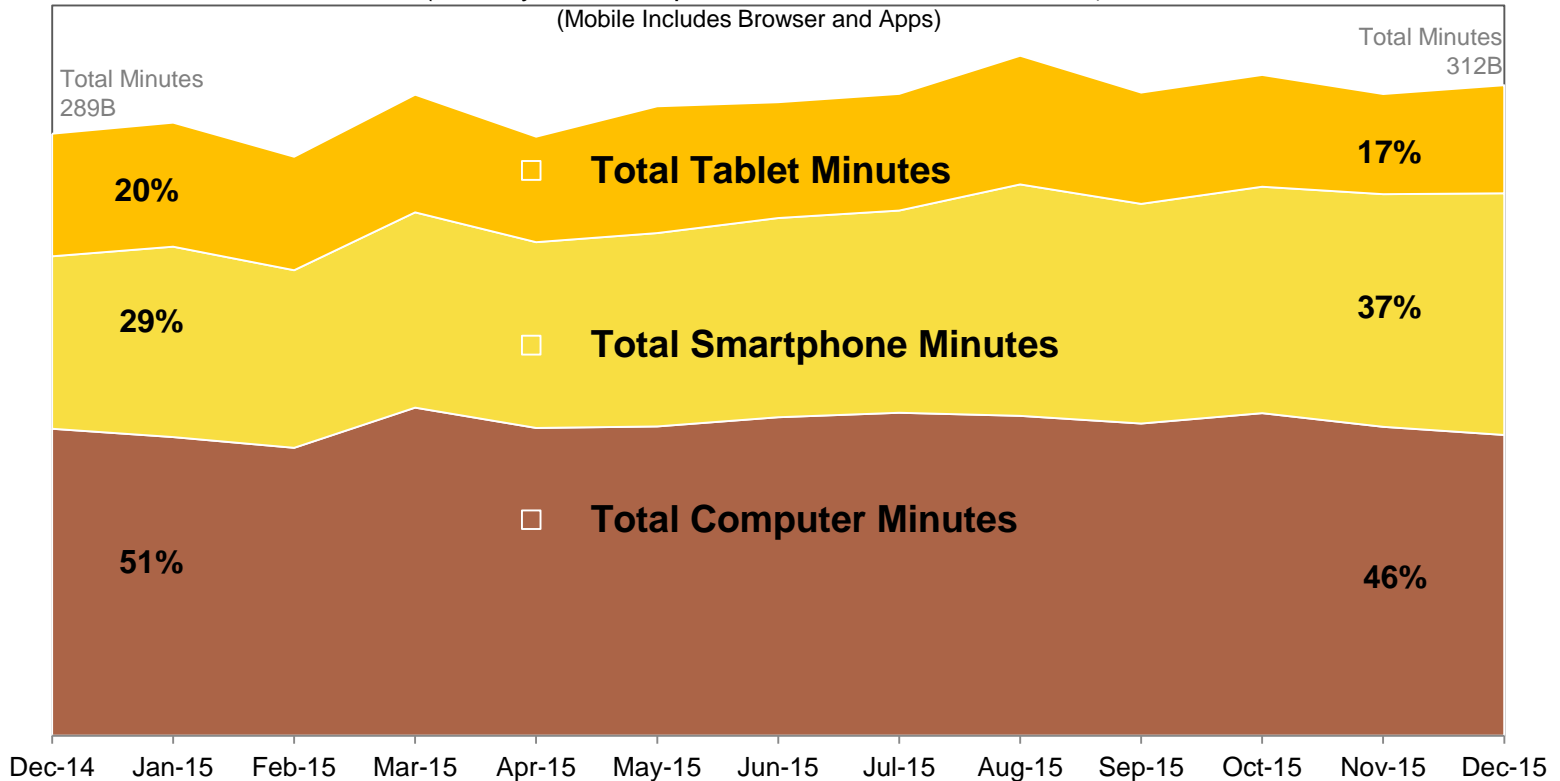
For Adults 55+, Computers Still Take Up Nearly Half of Their Online Time While Time on Smartphones Grows

- Adults 55 and older are spending more time online overall (up 8%)

Adults 55 and Older Total Online Minutes: Digital and Mobile Audience 2015 Trend

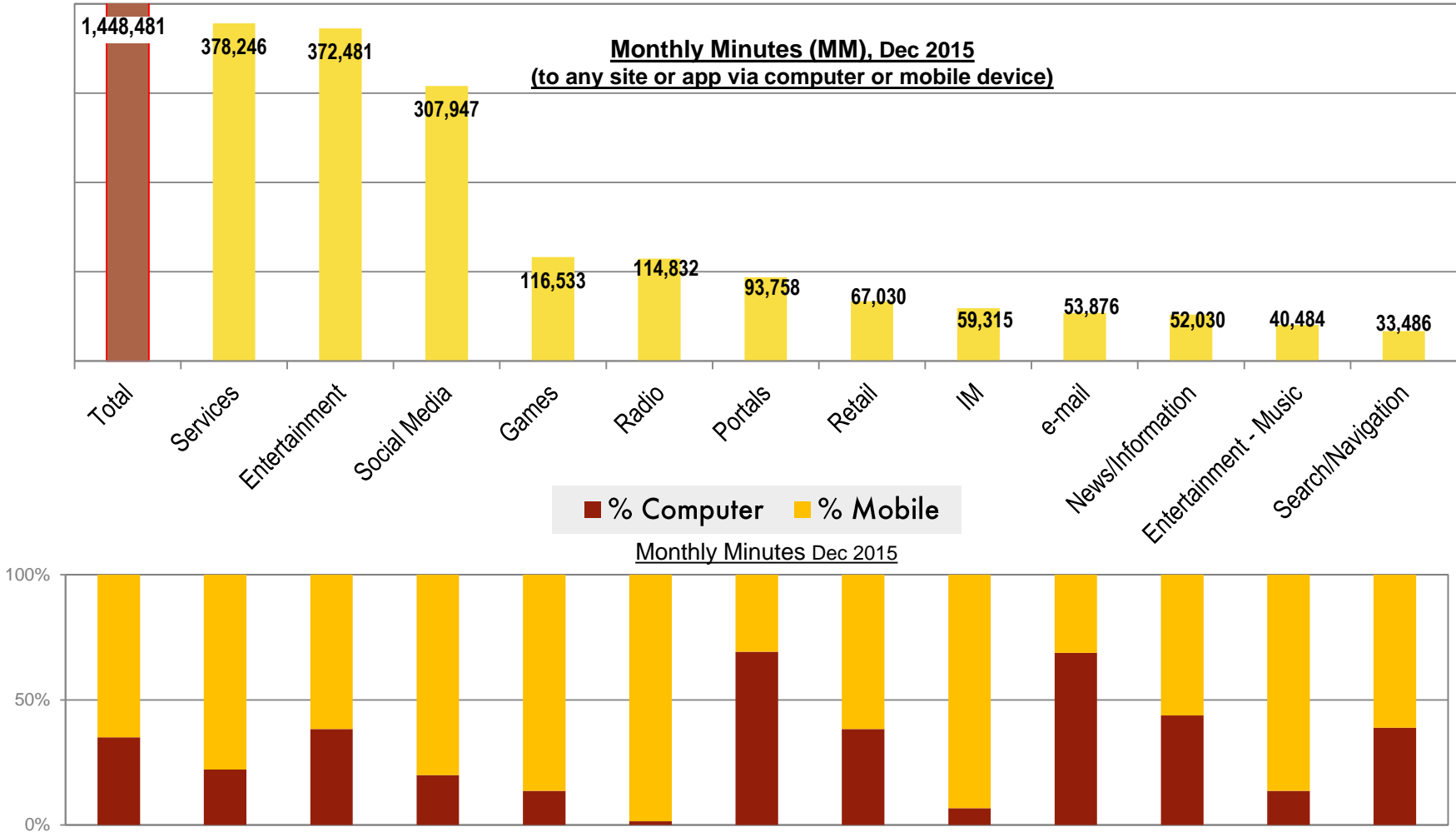
(Monthly Minutes Spent Online, Dec 2014 – Dec 2015)

(Mobile Includes Browser and Apps)



Source: comScore US Media Metrix Multi-Platform, Dec '14 – Dec '15, Total Internet Time Spent (MM)

Top Categories by Time Spent on Computer and Mobile



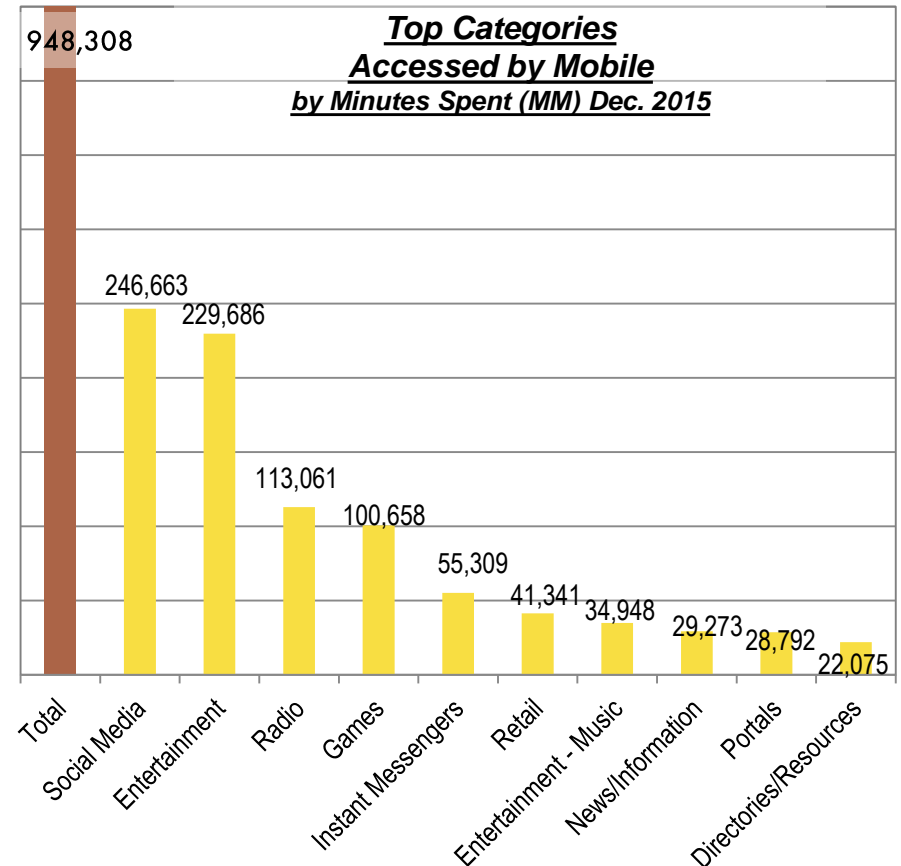
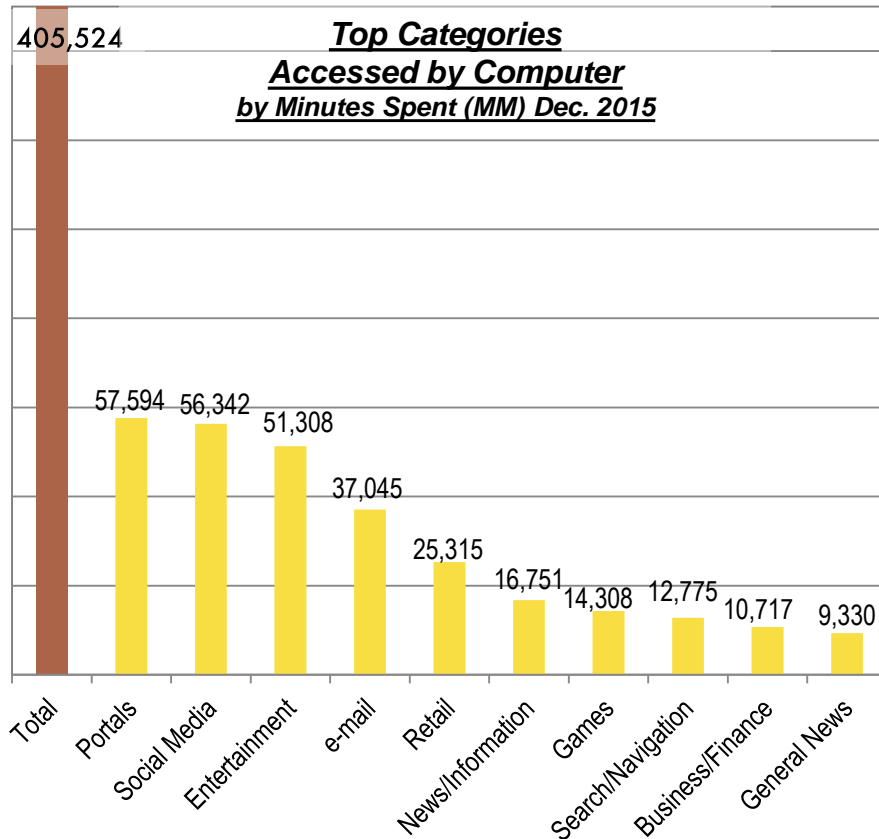
Source: comScore US Media Metrix Multi-Platform, Dec '15, Total Unduplicated Internet Audience, Total Minutes

Top Categories Differ by Device:

Portals, Email, Retail are Among Top 5 Computer Categories;

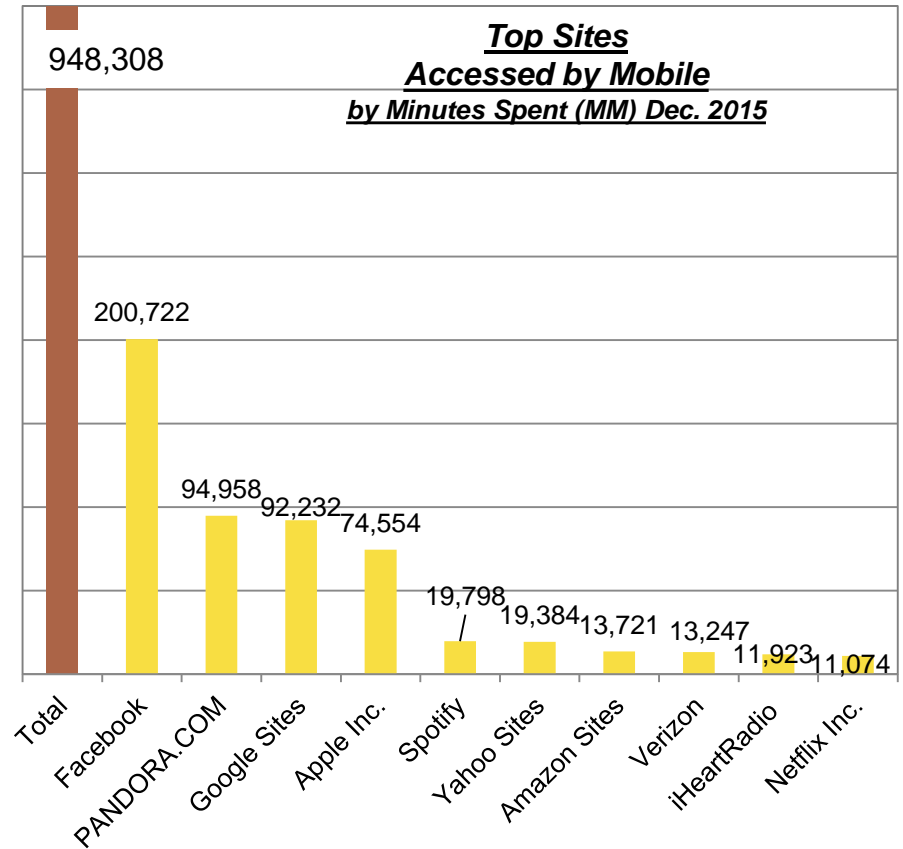
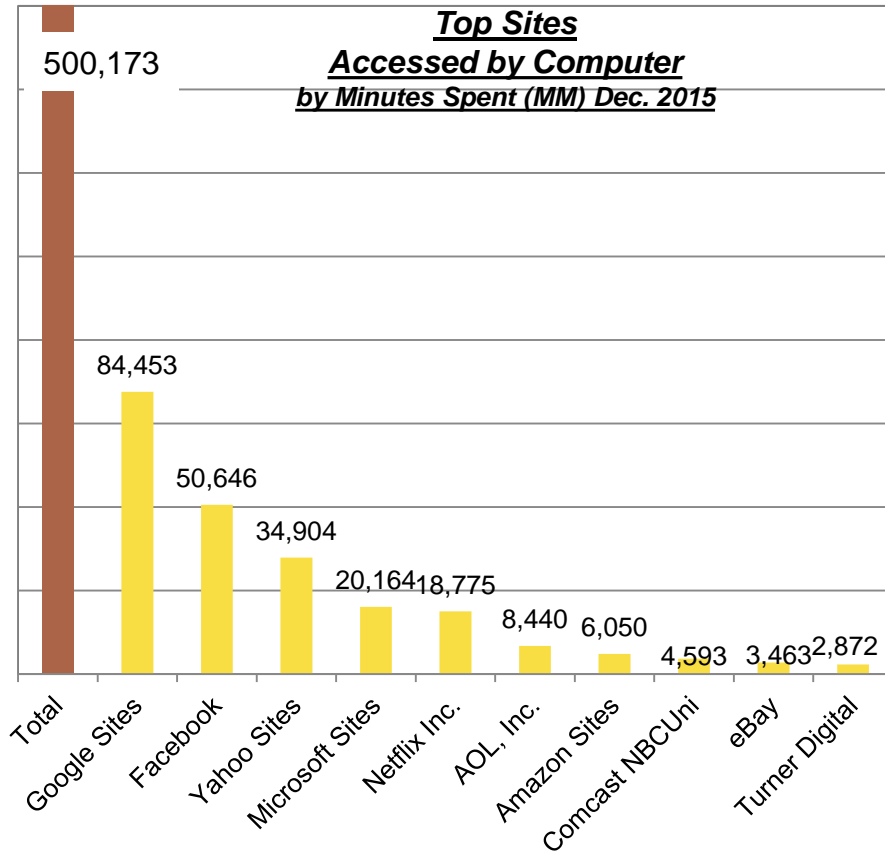
Radio, Games, IM are Among Top 5 Mobile Categories

- Computers and mobile devices have different purposes: Computers are prioritized for Portals, Email and Retail. Mobile prioritized for Radio and Music, Gaming, IM.
- Social Media and Entertainment are among top 3 whether accessed by computer or mobile.



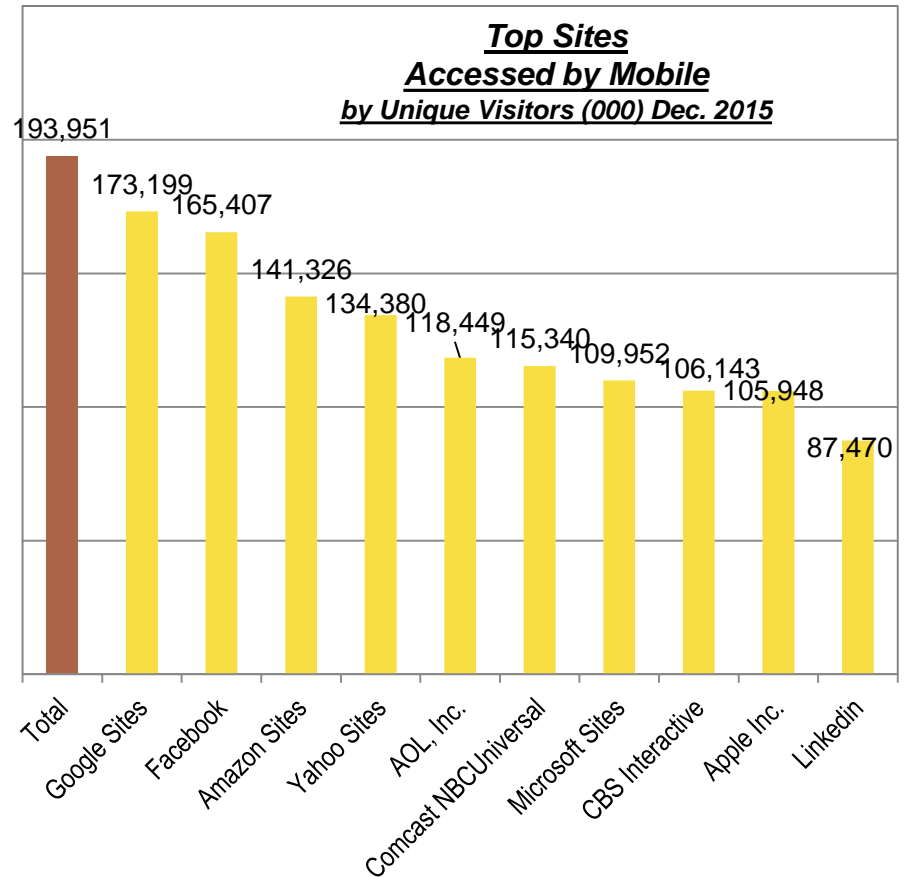
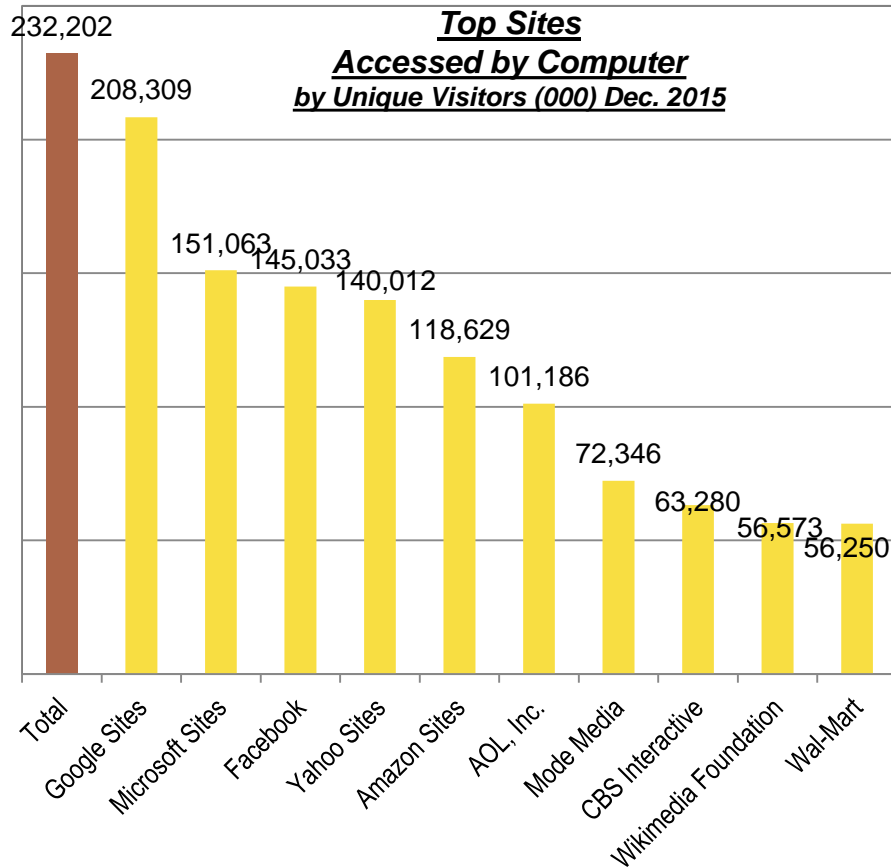
Source: comScore US Media Matrix (Desktop only), Mobile Matrix, Dec '15, Total Internet Time Spent (MM)

Top 10 Sites by Time Spent on Device Differ Immensely



Source: comScore US Media Metrix (Desktop only), Mobile Metrix, Dec '15

Top 10 Sites with Most Visitors by Device Differ Slightly by Unique Visitors



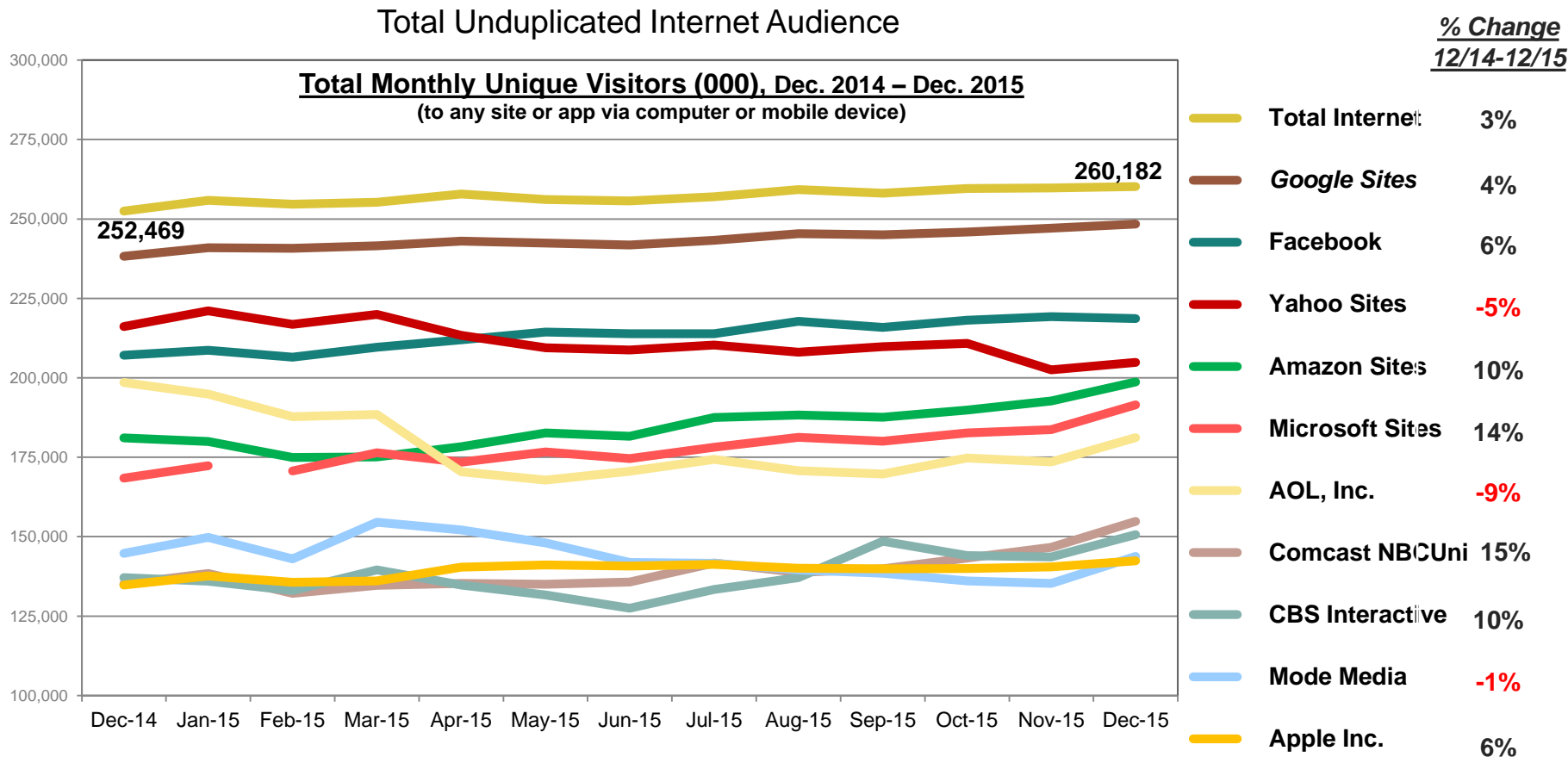
Source: comScore US Media Metrix (Desktop only), Mobile Metrix, Dec '15, Unique Monthly Visitors (000).

Note: Duplication is likely since someone who visits a site using a computer might also visit that site using a mobile device.

One Year Trend of Top 10 Sites

by Total Unduplicated Unique Visitors

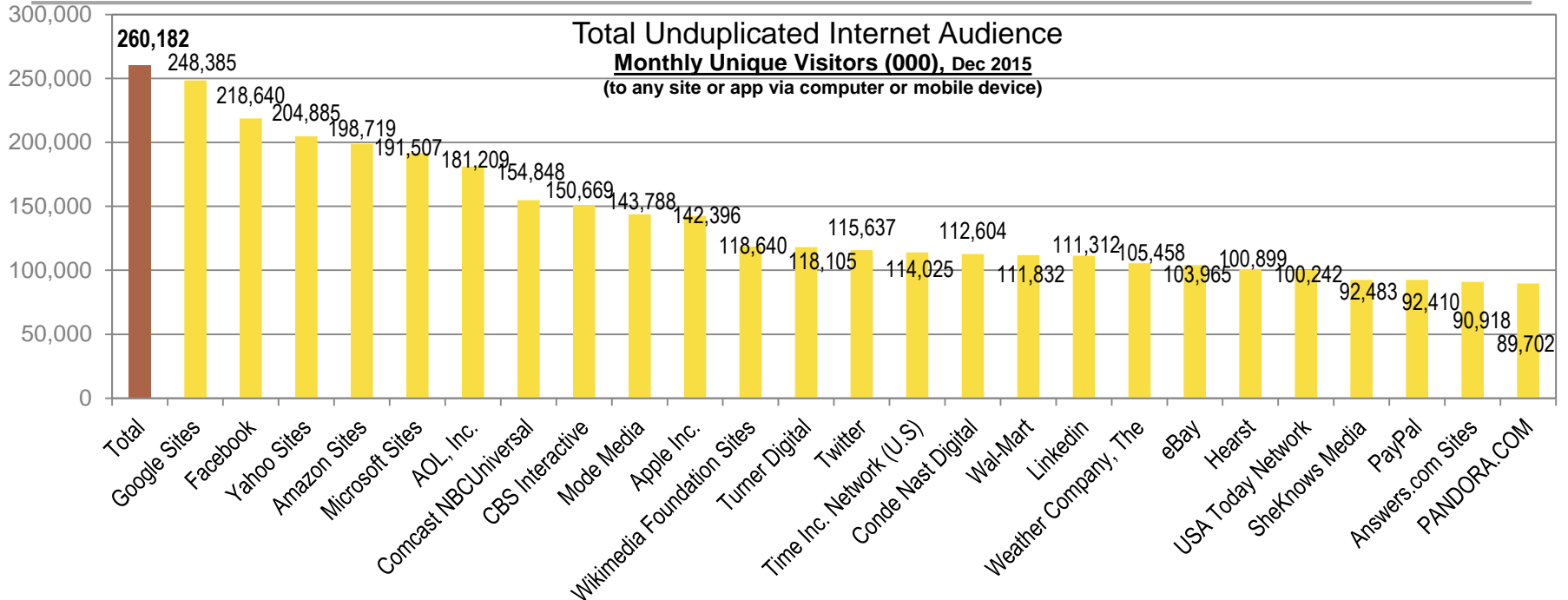
- Most top 10 sites are up overall in visitors from any platform



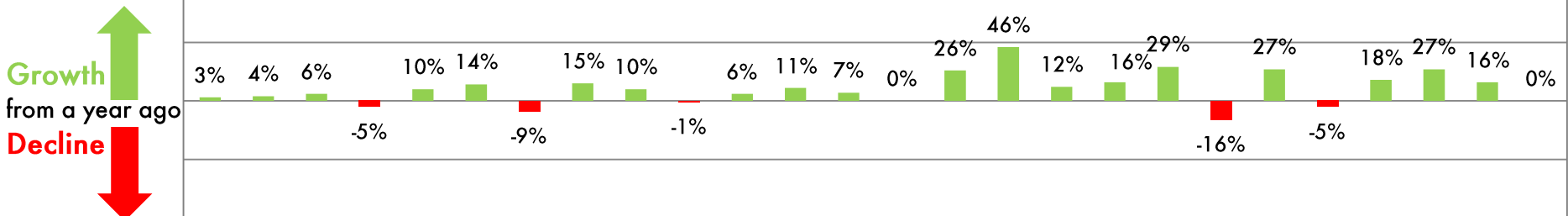
Source: comScore US Media Metrix Multi-Platform, Dec '14 – Dec '15, Total Unduplicated Internet Audience, Monthly Unique Visitors (000)

Top 25 Properties with the Most Visitors Accessed by Computer or Mobile

by Unduplicated Monthly Unique Visitors

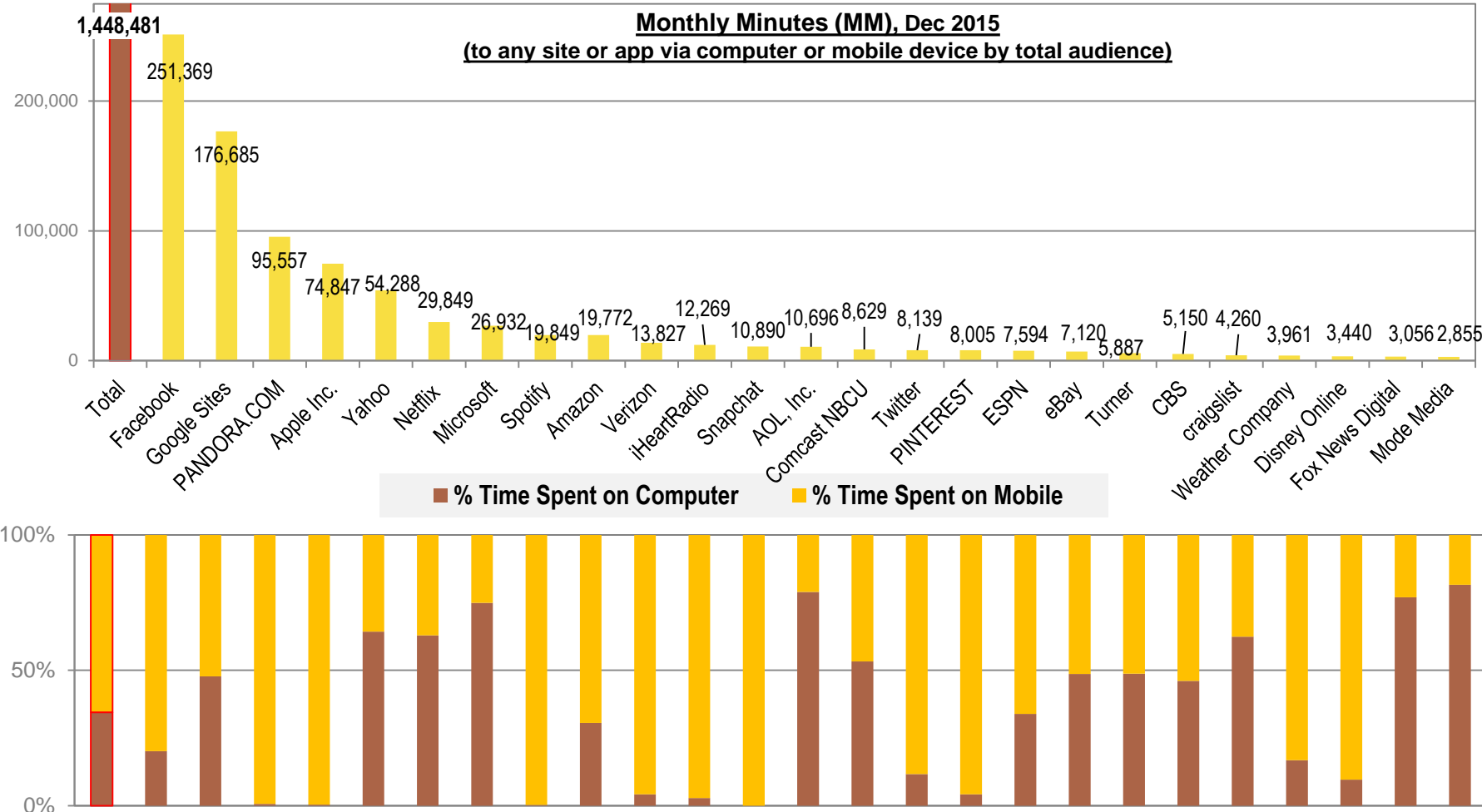


% Change in Monthly Unique Visitors (000) of Total Unduplicated Internet Audience
Dec. 2015 vs. Dec. 2014



Source: comScore US Media Metrix Multi-Platform, Dec '14 – Dec '15, Total Unduplicated Internet Audience, Monthly Unique Visitors (000)

Top 25 Properties by Time Spent on Computer and Mobile



Source: comScore US Media Metrix Multi-Platform, Dec '15, Total Unduplicated Internet Audience, Total Minutes

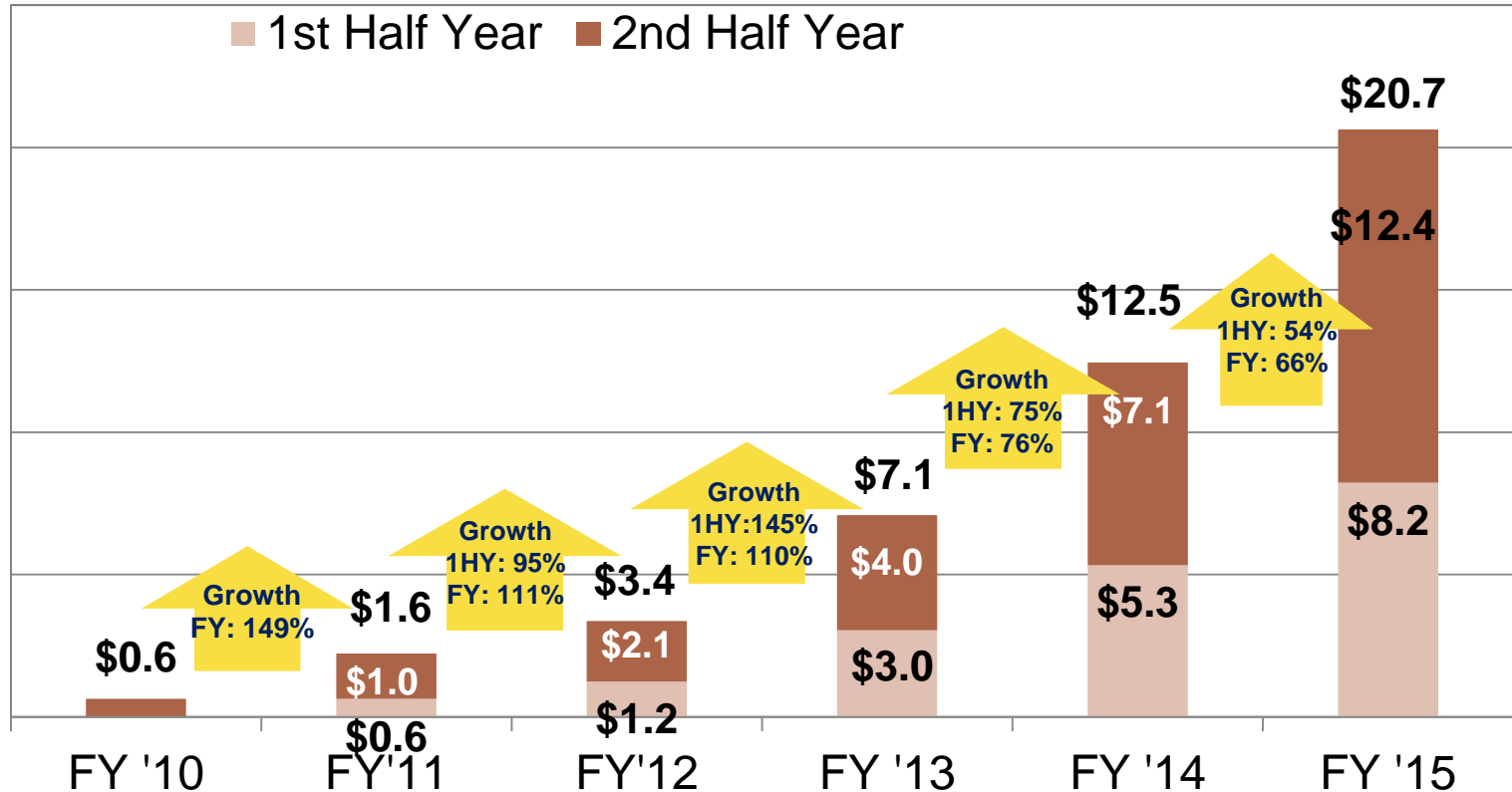
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Mobile

Full Year 2015 Report

Mobile Advertising Revenue To Date: Explosive Growth

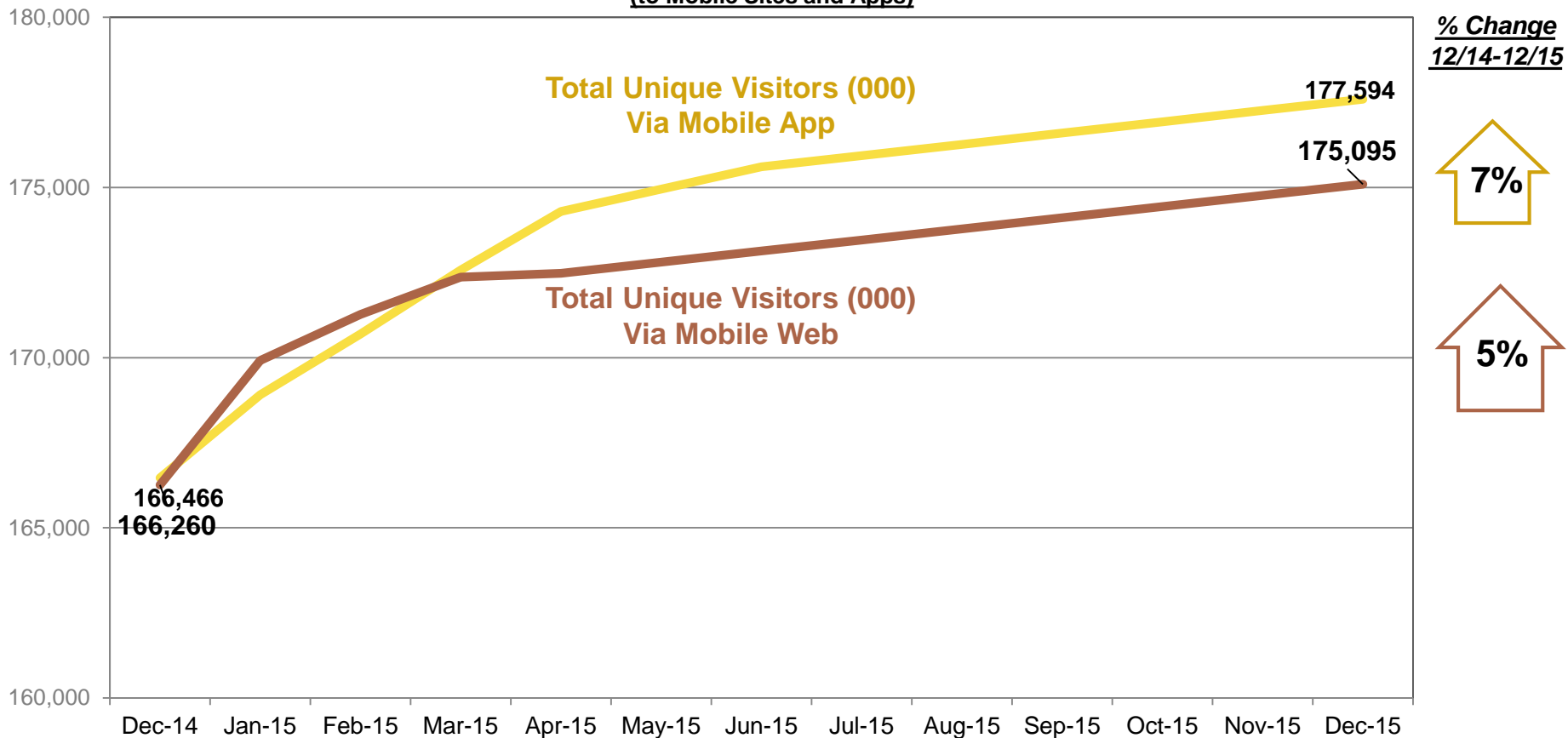
*US Mobile Ad Revenue (\$ Billions)
First Half Year, Full Year and % YoY Growth*



**Full year totals accurately reflect the sum of half year totals as rounded to two decimal places.*

More Users are Accessing the Internet via Mobile Web and Apps

Monthly Unique Visitors (000), Dec. 2014 – Dec. 2015
(to Mobile Sites and Apps)



Note: Duplication is likely since someone who browses on a mobile device also probably uses mobile apps.

The total unduplicated number of unique monthly mobile visitors using any mobile device via mobile web or app in Dec. 2015 was 193,951.

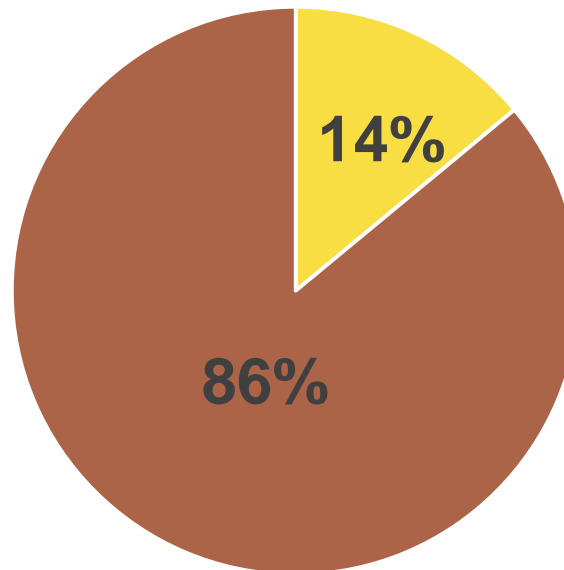
ComScore Mobile Metrix, All smartphones (iPhone, Android Phone), all tablets (iPad, Android Tablet), browser and app.

More Time is Spent on Mobile Apps Than on Mobile Web

Dec. 2015

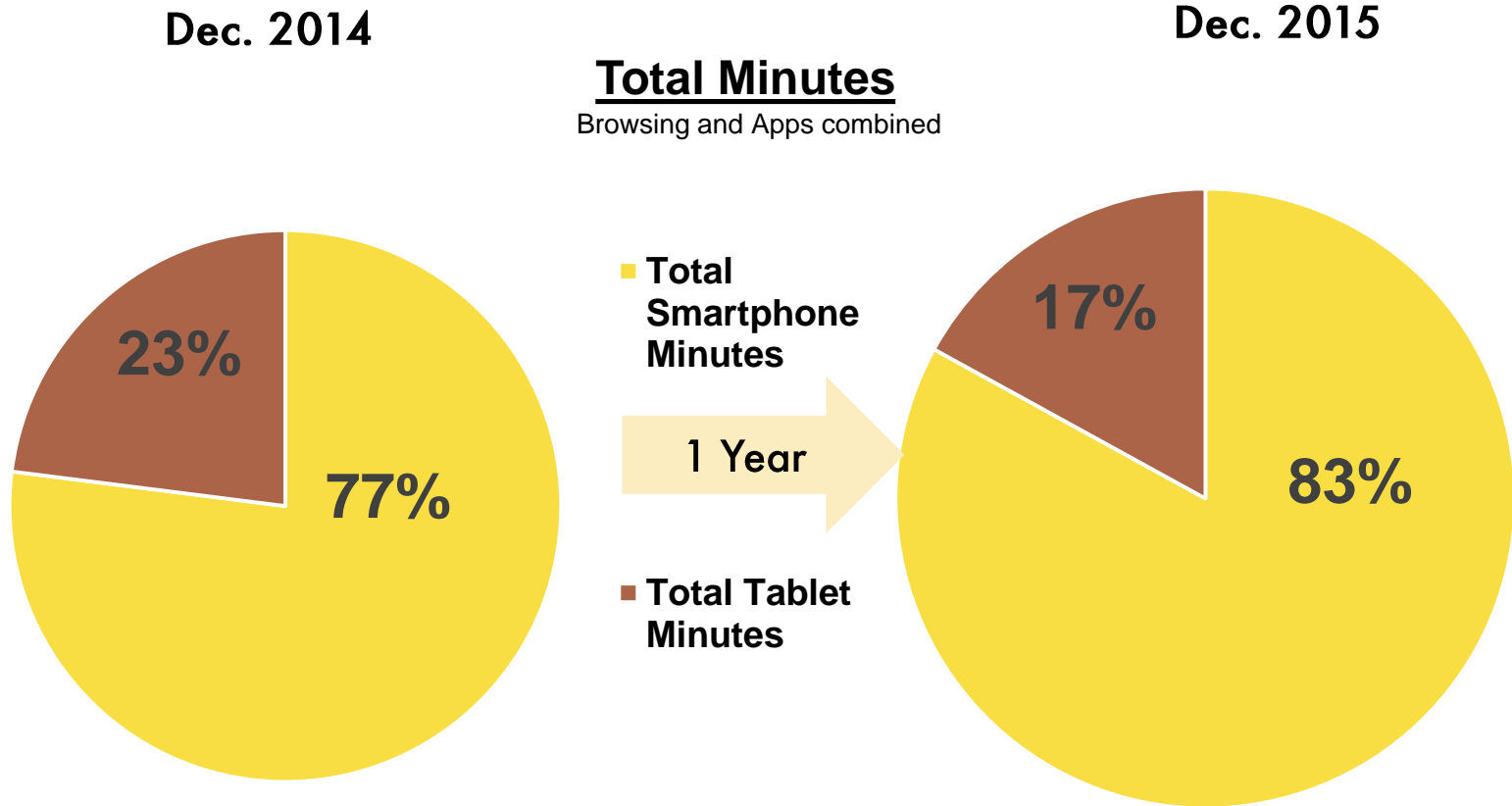
Total Mobile Minutes on Browser vs. In App

■ Total Browser Minutes ■ Total App Minutes



Source: comScore US Mobile Metrix, Dec '14, Dec '15, Total Minutes Browsing, Applications

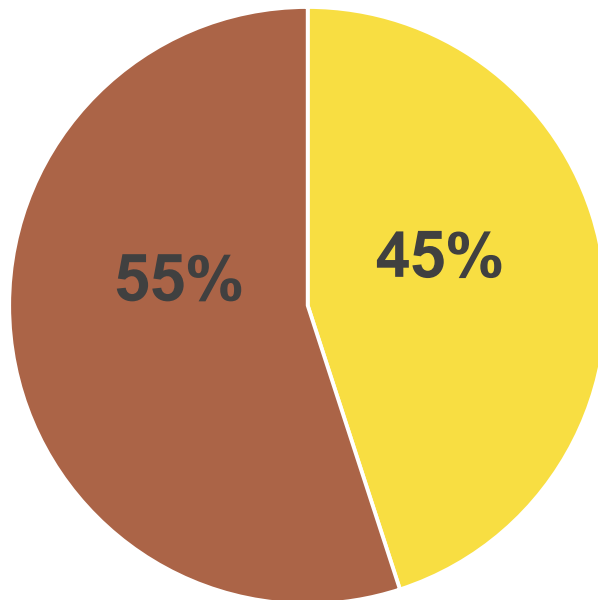
Increasingly, More Mobile Time is Spent on Smartphones Than on Tablets



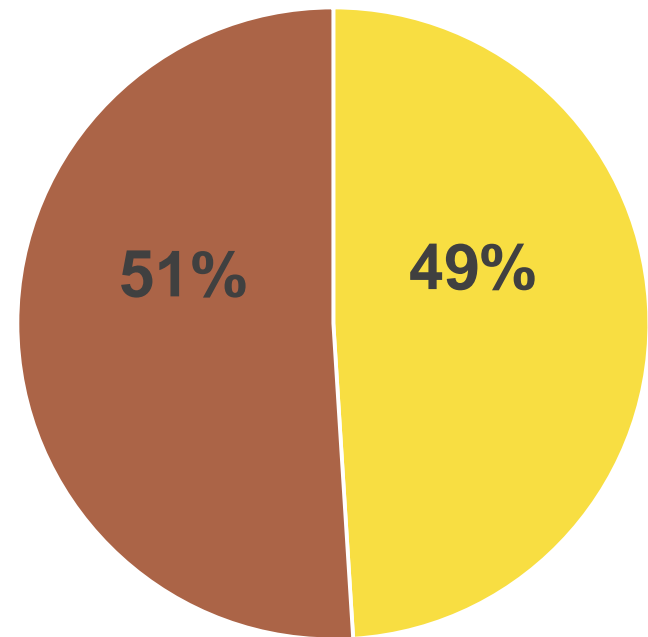
Source: comScore US Mobile Metrix, Dec '14, Dec '15, Total Minutes Browsing and Application combined
*Android Tablet numbers are not reported for many top sites, causing an unnaturally lower number for tablet use of top sites.

Smartphones: As of Dec. 2015, More Unique Visitors Used an Android and Time Spent was Equal Between Phones

Total Unique Visitors



Total Time Spent Online



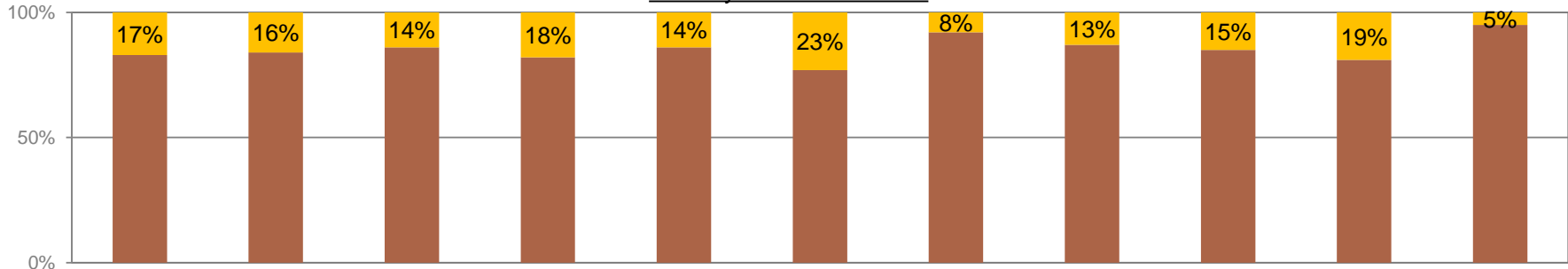
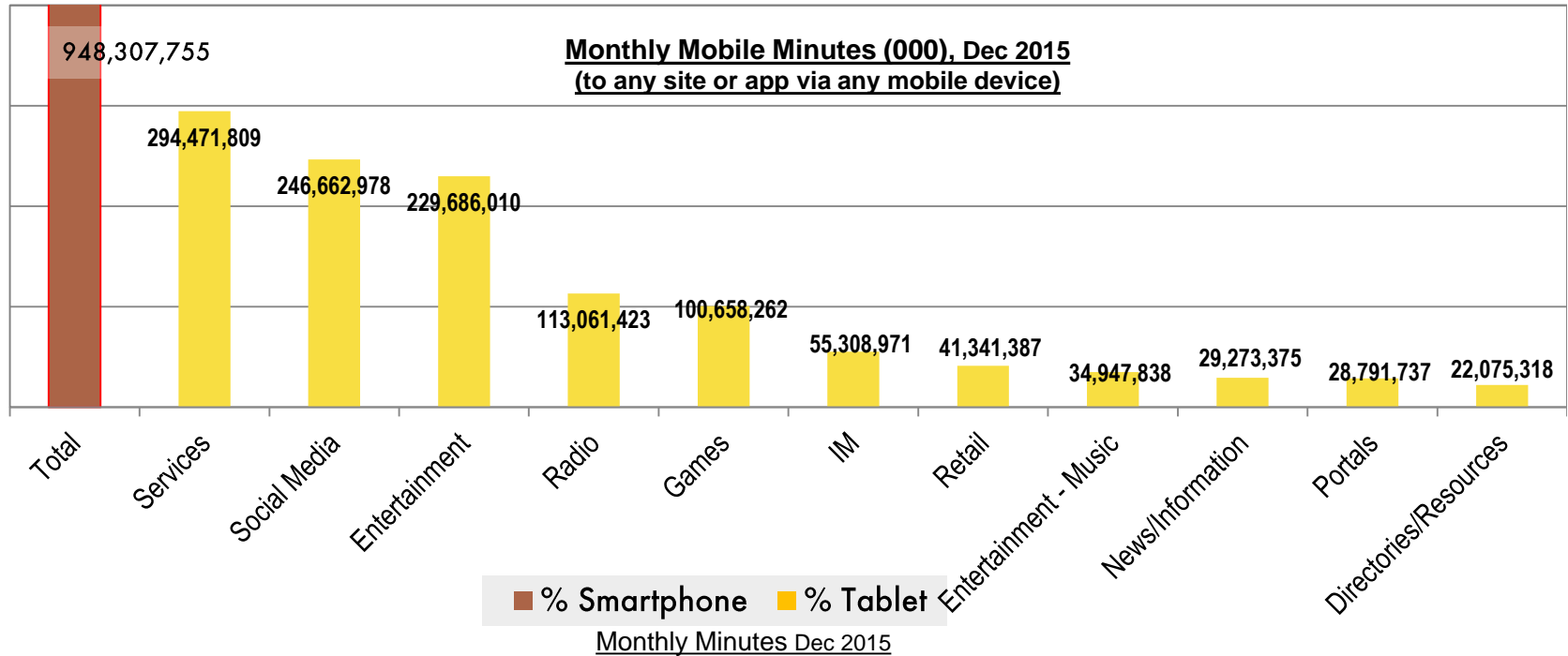
Dec. 2015
Browsing and Apps combined

■ iPhone

■ Android Phone

Source: comScore US Mobile Metrix, Dec '15, Total Unique Visitors, Total Minutes, Browsing and Applications combined

Top Mobile Categories by Time Spent on Smartphones and Tablets

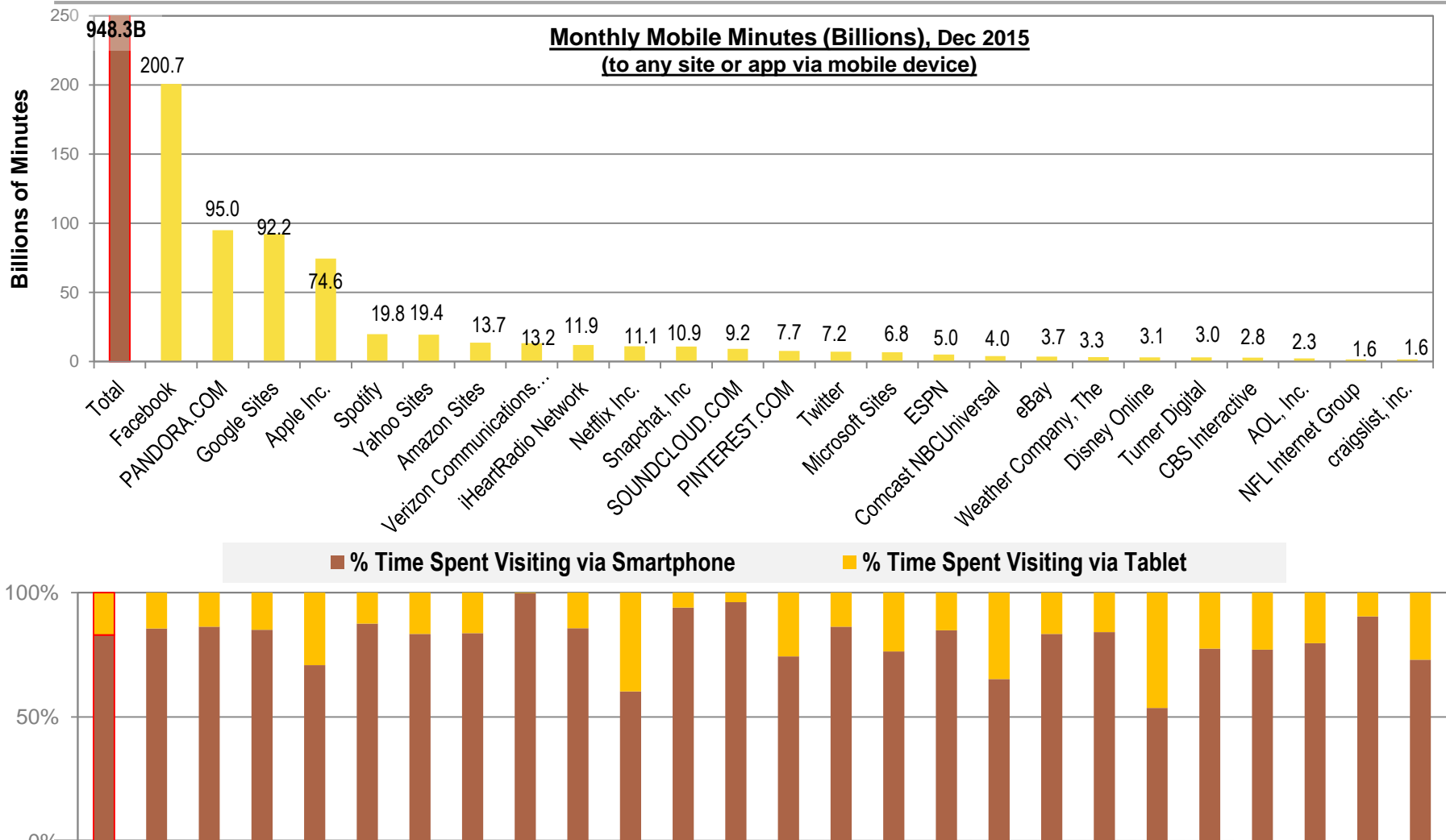


ComScore Mobile Metrix, Total Mobile Minutes (Mobile Browser and Mobile App), All Smartphones (iPhone, Android Phone) vs. All Tablets (iPad, Android Tablet)

*Android Tablet numbers are not reported for many top sites, causing an unnaturally lower number for tablet use of top sites.

Top 25 Mobile Properties by Time Spent on Smartphone and Tablet

by App or Mobile Web

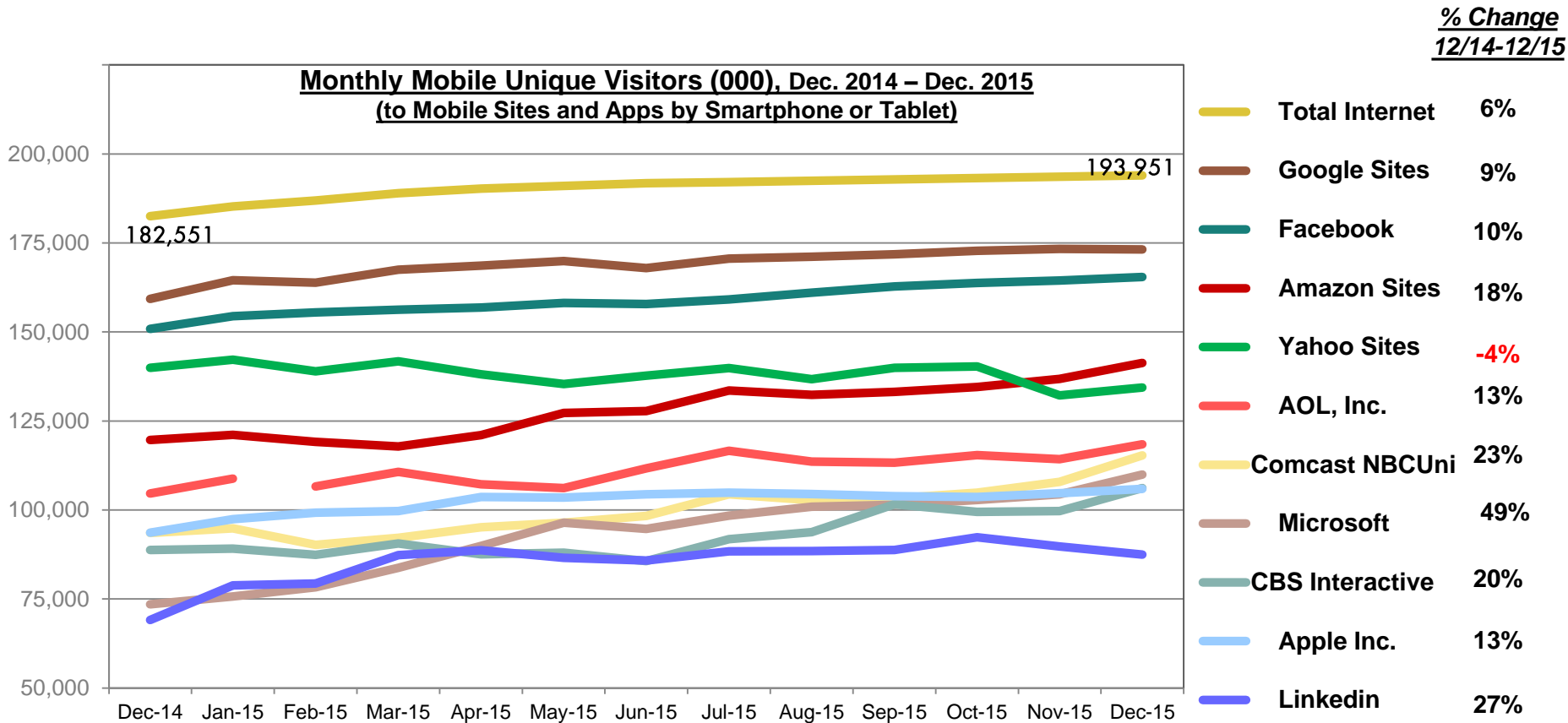


ComScore Mobile Metrix, Total Mobile Minutes (Mobile Browser and Mobile App), All Smartphones (iPhone, Android Phone) vs. All Tablets (iPad, Android Tablet).

*Android Tablet numbers are not reported for many top sites, causing an unnaturally lower number for tablet use of top sites.

One Year Trend of Top 10 Mobile Properties by Unique Visitors

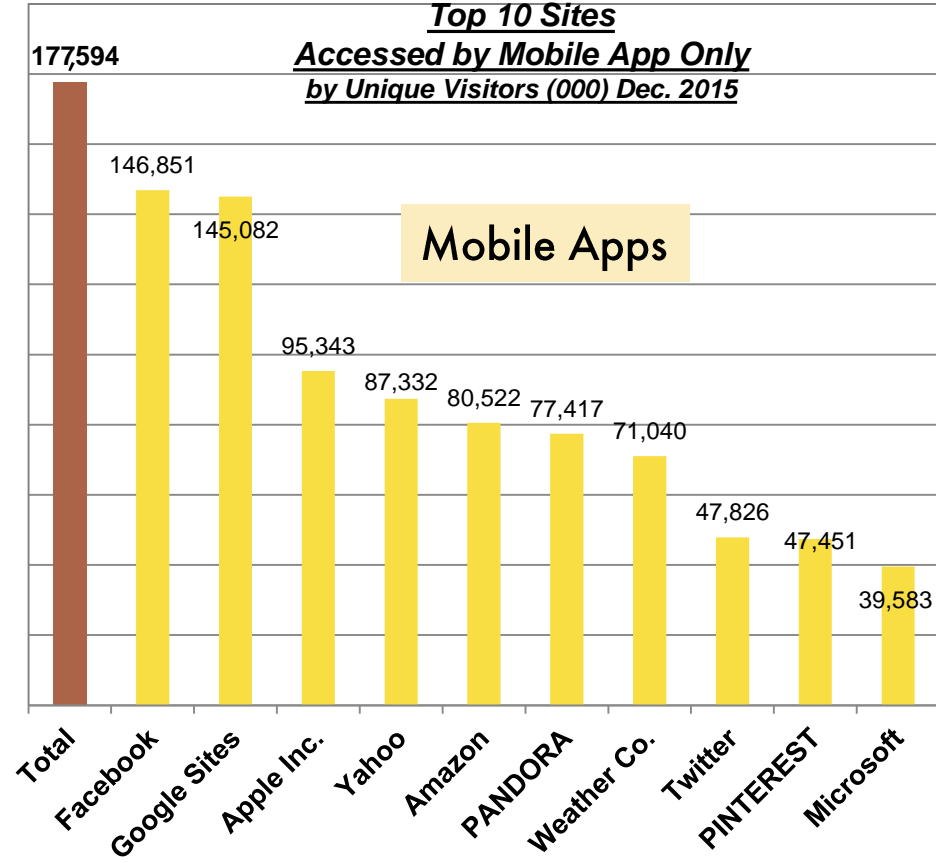
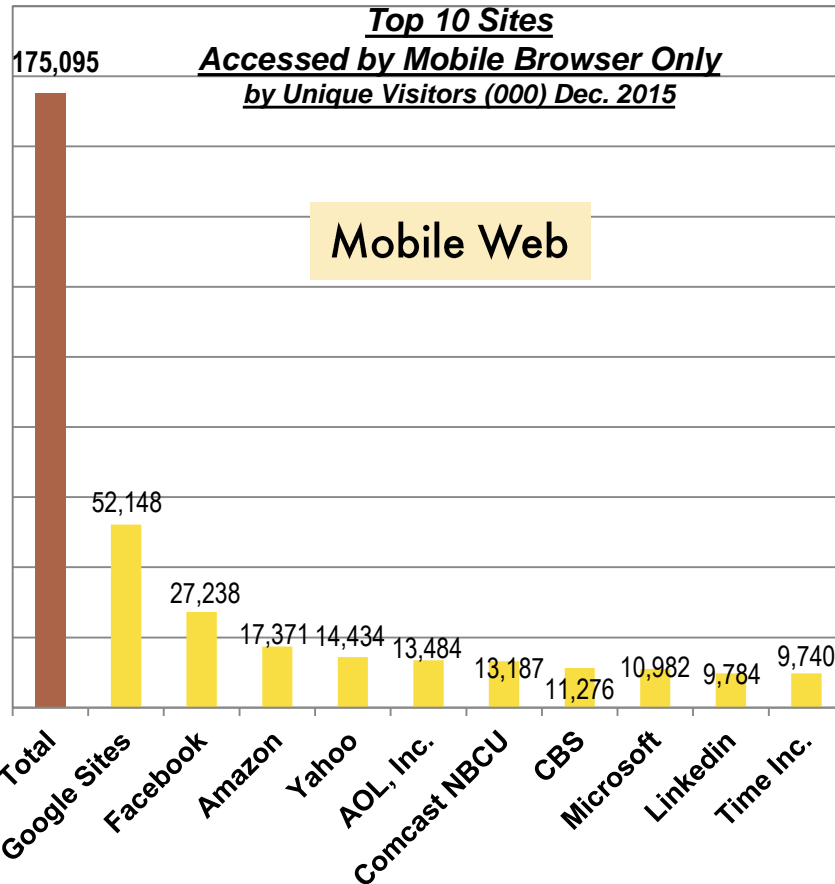
- Visitors to most Top 10 mobile sites and apps have grown by double digits over the year



ComScore Mobile Metrix, All Smartphones (iPhone, Android Phone) and Tablets (iPad, Android Tablet), browser and app combined.

Some Sites are More Popularly Visited in Apps Than Mobile Web

by Unique Visitors

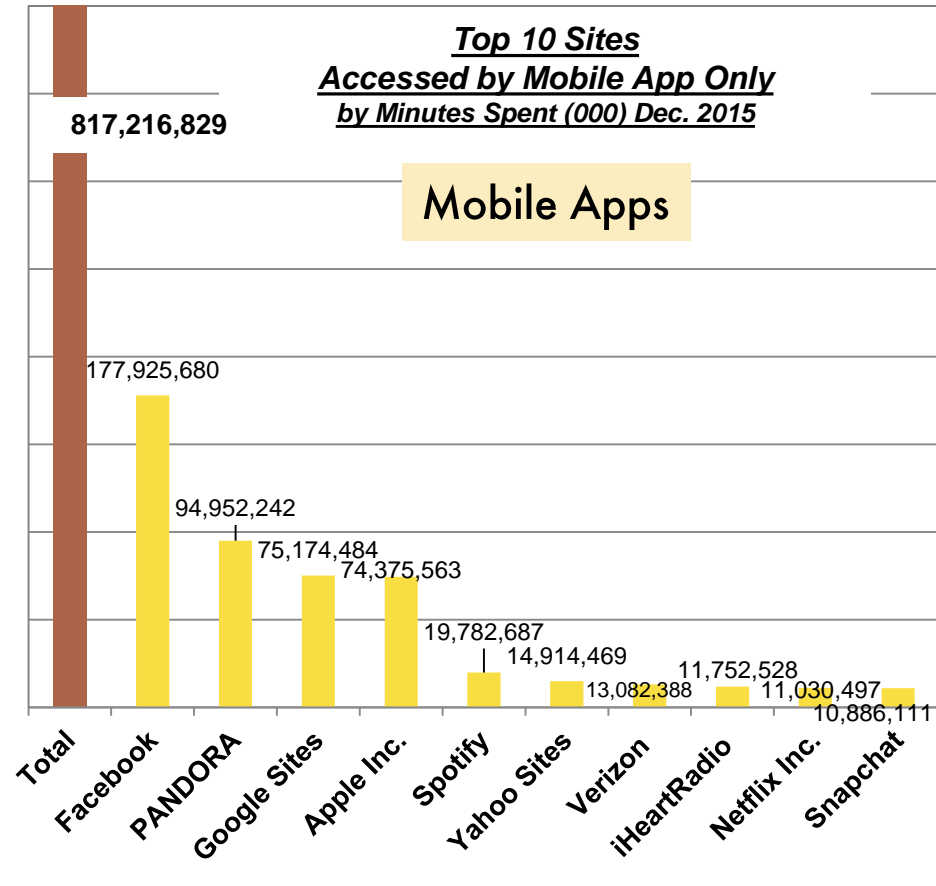
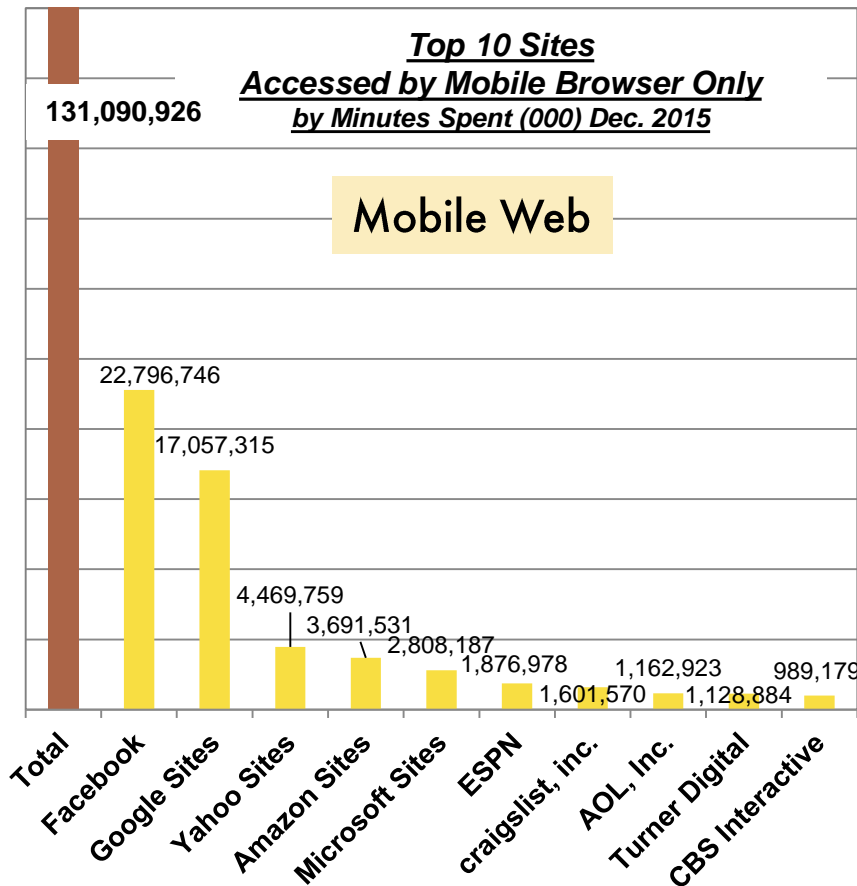


ComScore Mobile Metrix, Total Mobile (All Smartphones,iPhone,Android Phone,All Tablets,iPad,Android Tablet), Mobile Browser Only, Mobile App Only

Note: Duplication is likely since someone who visits a site using a computer might also visit that site using a mobile device.

Top Mobile Sites by Time Spent in App are Very Different from Mobile Web Sites

- 4 of the Top 10 mobile apps by time spent are streaming apps



ComScore Mobile Metrix, Total Mobile (All Smartphones,iPhone,Android Phone,All Tablets,iPad,Android Tablet), Mobile Browser Only, Mobile App Only

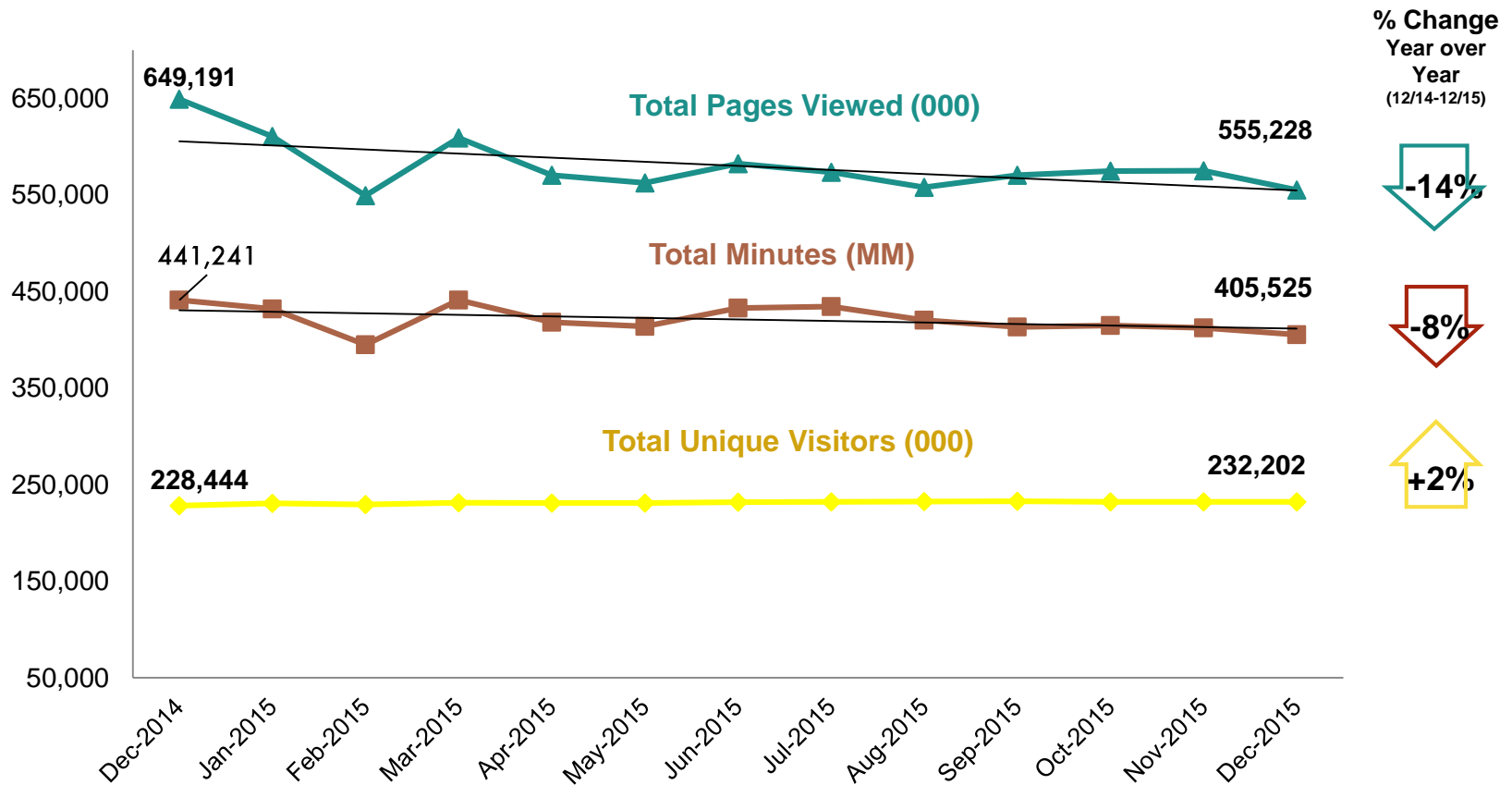
Note: Duplication is likely since someone who visits a site using a computer might also visit that site using a mobile device.

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Computer-Based Internet Usage

Full Year 2015 Report

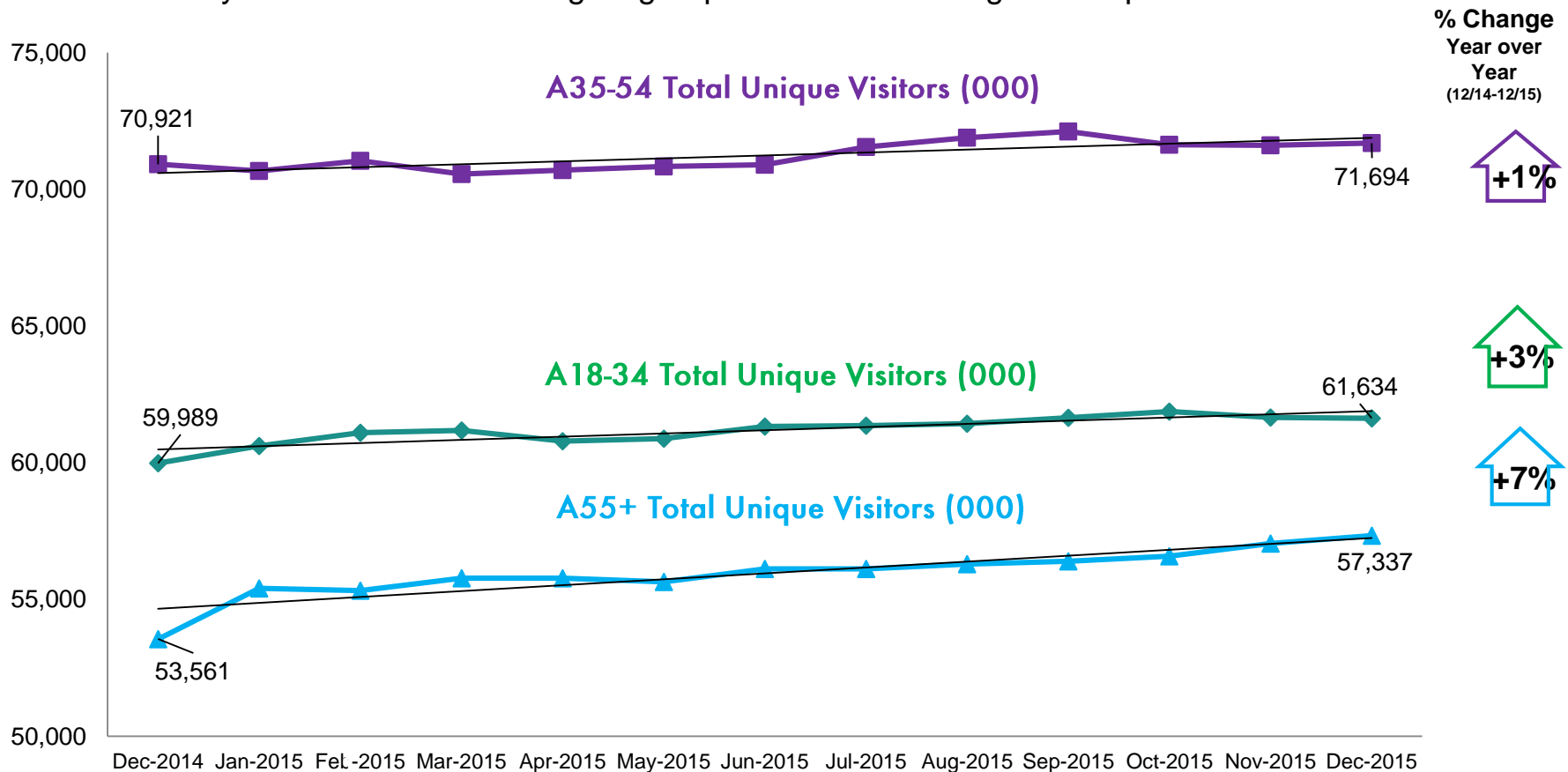
Computer Internet Usage is Steady But Users are Spending Less Time On Computers as They Shift to Mobile Devices



Source: ComScore MediaMetrix Dec. 2014 to Dec. 2015, Total Internet. Doesn't include mobile

Number of Users Accessing Internet via Computer is Steady with Fastest Growth from Adults 55 and Older

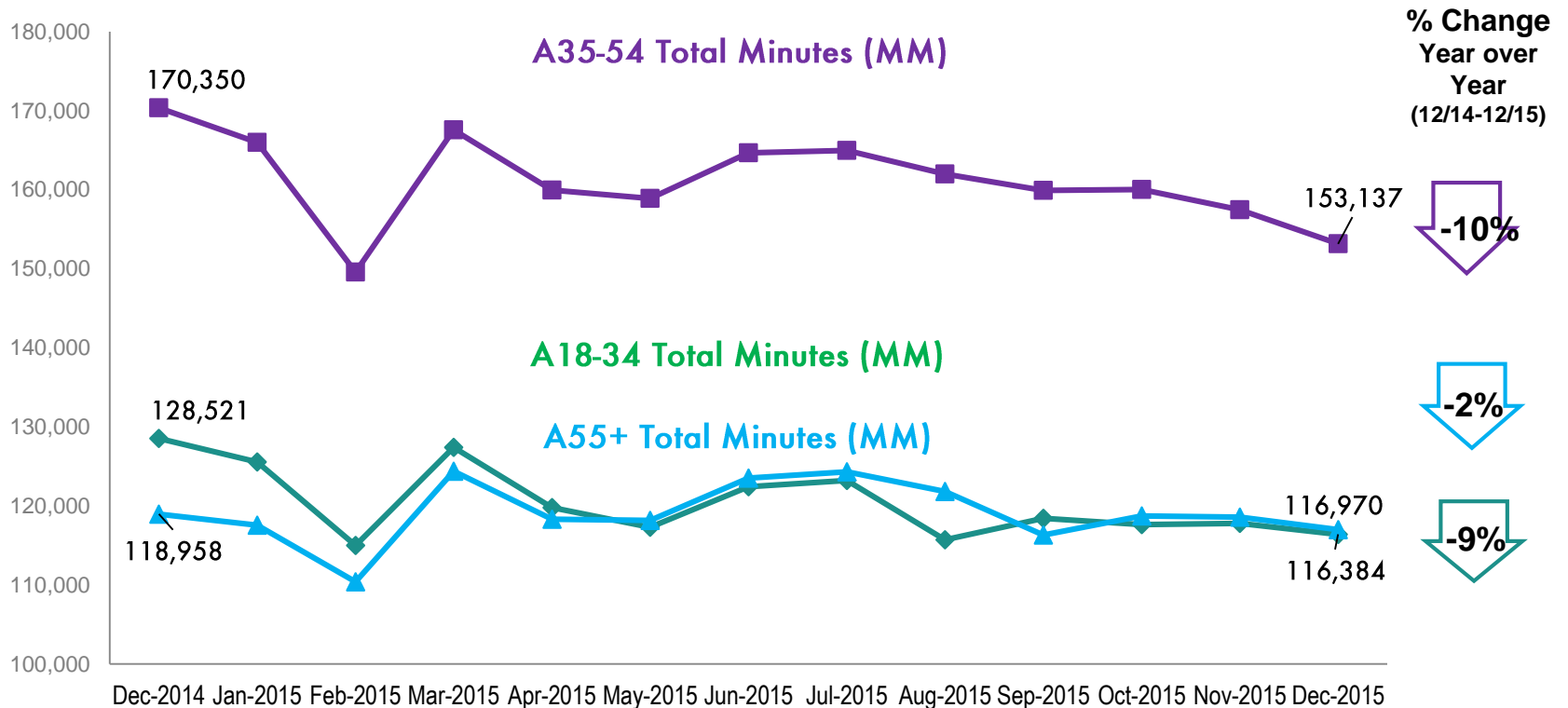
- 35-54 year olds are still the largest group of users accessing via computer



Source: ComScore MediaMetrix Dec. 2014 to Dec. 2015, Total Internet. Doesn't include mobile

Time Spent Online is Shifting from Computer to Mobile

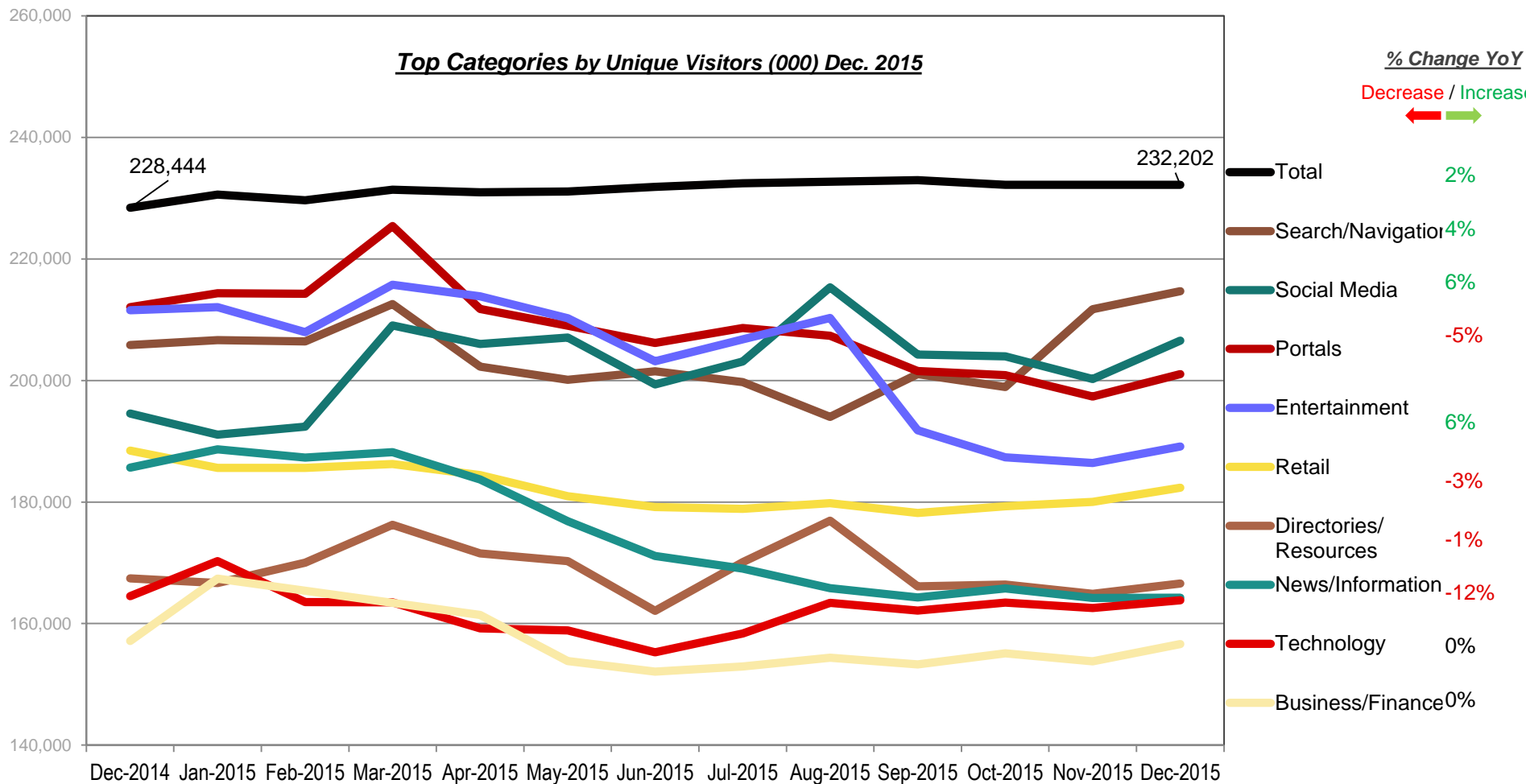
- 35-54 Year Olds Still Spend the Most Time Accessing Sites via Computer
- Adults 55 and over now spend as much time online via computer as 18-34 year olds



Source: ComScore MediaMetrix Dec. 2014 to Dec. 2015, Total Internet. Doesn't include mobile

Top Category Visitors Over the Year

via Computer



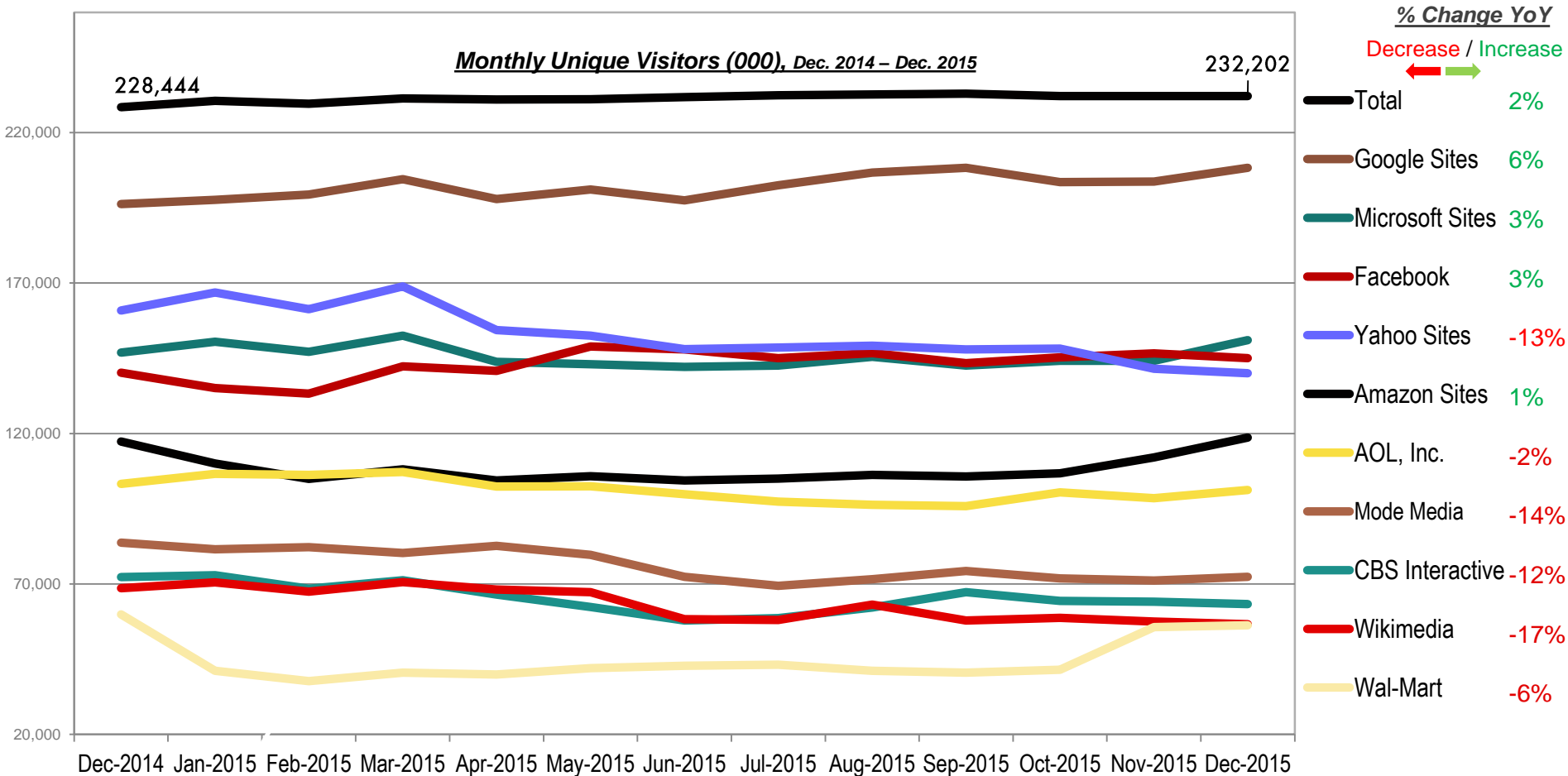
Source: ComScore MediaMetrix Dec. 2014 to Dec. 2015, Total Internet. Doesn't include mobile

IAB Digital Usage Trend Report Full Year 2015

One Year Trend of Top 10 Sites

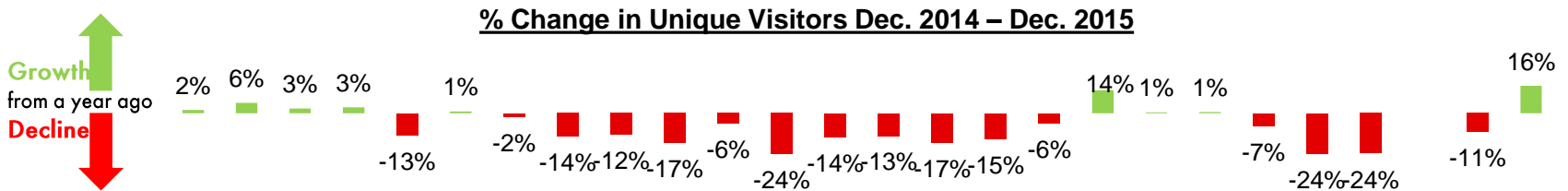
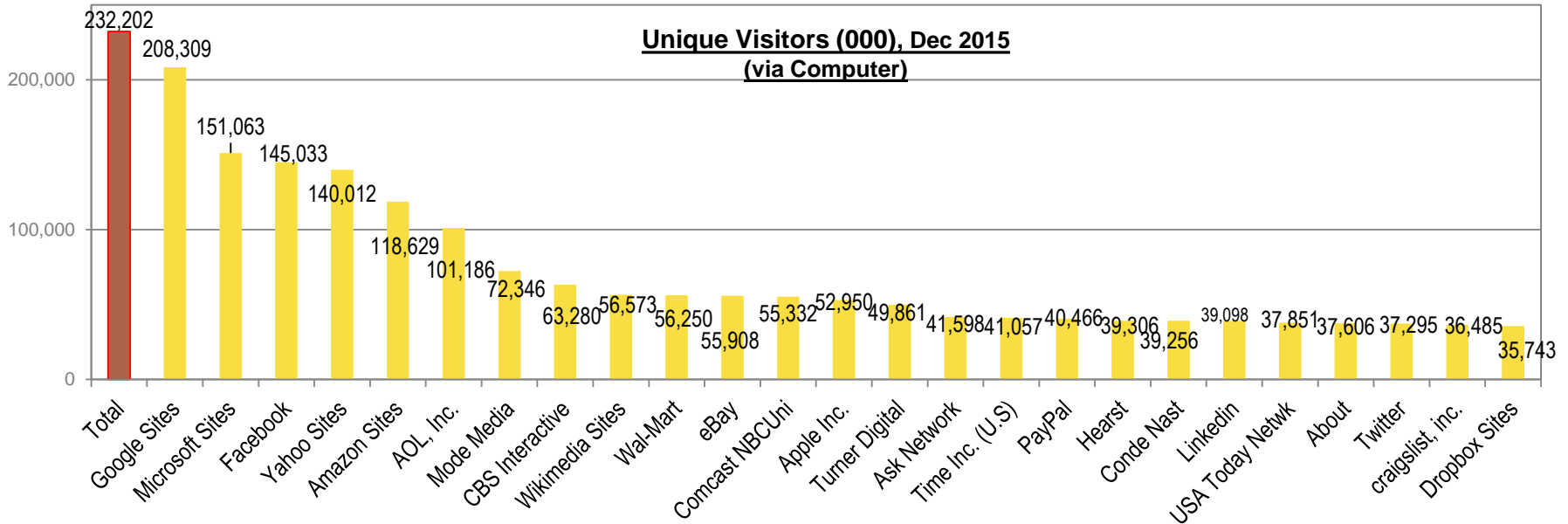
by Unique Visitors on Computer

- Top 3 sites are up slightly in unique visitors via computer while others have dropped since last Dec.



Top 25 Properties Visited on Computer

by Unique Visitors and Percent Change Since Last Year



Previous Year's Rank #	1	3	4	2	5	6	7	9	10	14	8	11	12	13	17	18	23	24	19	15	16	26	20	36	
Property	Google Sites	Microsoft Sites	Facebook	Yahoo Sites	Amazon Sites	AOL, Inc.	Mode Media	CBS Interactive	Wikimedia Sites	Wal-Mart	eBay	Comcast NBCUni	Apple Inc.	Turner Digital	Ask Network	Time Inc. (U.S)	PayPal	Hearst	Conde Nast	LinkedIn	USA Today Netwkw	About	Twitter	craigslist, inc.	Dropbox Sites

Green = Up from Last Year's Rank
Red = Down from Last Year's Rank

Source: ComScore MediaMetrix Dec. 2014 to Dec. 2015, Total Internet. Doesn't include mobile

Top 10 Sites Within Top Categories

Accessed by Computer
Dec. 2015 and Change from Dec. 2014

Social Media Dec. 2015

	Unique Visitors (000)	% Chg. vs. 12/14
Social Media	184,447	6
Facebook & Messenger	142,802	
Linkedin	39,098	-7
Twitter	37,295	
PINTEREST.COM	33,688	-3
Google+	30,138	-18
TUMBLR.COM	23,701	-19
GOODREADS.COM	8,215	-10
DEVIANTART.COM	5,943	-28
Classmates.com Sites	3,072	-24
MyLife.com Sites	2,849	26

Portals Dec. 2015

	Unique Visitors (000)	% Chg. vs. 12/14
Portals	201,025	-5
Microsoft Sites	151,063	3
Yahoo Sites	140,012	-13
AOL, Inc.	101,186	-2
XFINITY.COM	13,768	-5
MYWAY.COM*	5,253	358
Times Internet Limited	2,634	-20
Lycos Global Search And Media	2,582	-34
TWCC Portal	1,864	-62
Mail.Ru Sites	1,371	17
TENCENT Inc.	1,111	10

Entertainment Dec. 2015

	Unique Visitors (000)	% Chg. vs. 12/14
Entertainment	189,131	-11
YOUTUBE.COM	111,600	-4
CBS Interactive	63,280	-12
Comcast/ NBCUniversal	55,332	-14
iTunes Software(App)	34,501	-18
Netflix Inc.	28,528	
IMDb	28,067	-15
Spotify	20,044	36
MSN Entertainment	18,044	-10
Viacom Digital	17,028	-34
PANDORA.COM	16,877	-24

News/Info Dec. 2015

	Unique Visitors (000)	% Chg. vs. 12/14
News/Information	164,235	-12
CNN Network	45,805	-15
HPMG News	43,730	-12
Yahoo-ABC News	40,535	-28
USA Today Network	37,851	-24
About	37,606	-24
CBS News	32,844	-4
NBC News Digital	32,771	-17
Weather Company, The	29,113	-16
New York Times Digital	27,375	-11
Fox News Digital	22,088	-18

Retail Dec. 2015

	Unique Visitors (000)	% Chg. vs. 12/14
Retail	182,342	-3
Amazon Sites	118,629	1
Wal-Mart	56,250	-6
eBay	55,908	-24
Target Corporation	35,364	-7
Apple.com	30,640	-10
Best Buy Sites	26,843	-14
Kohls Corporation	21,432	-13
Macy's Inc.	21,219	0
The Home Depot, Inc.	20,140	15
Google Shopping	17,180	15

Sports Dec. 2015

	Unique Visitors (000)	% Chg. vs. 12/14
Sports	87,793	-17
Yahoo Sports-NBC Sports	25,800	-35
ESPN	25,348	-24
NFL Internet Group	18,250	-10
USA Today Sports	17,985	-10
Bleacher Report/Turner	17,135	-5
CBS Sports	16,524	-1
SB Nation	15,344	-6
MSN Sports (w/ history)	12,489	-3
Fox Sports Digital	12,033	-34
Sports Illustrated Sites	8,322	-7

Source: ComScore MediaMetrix Dec. 2014 to Dec. 2015, Total Internet. Doesn't include mobile

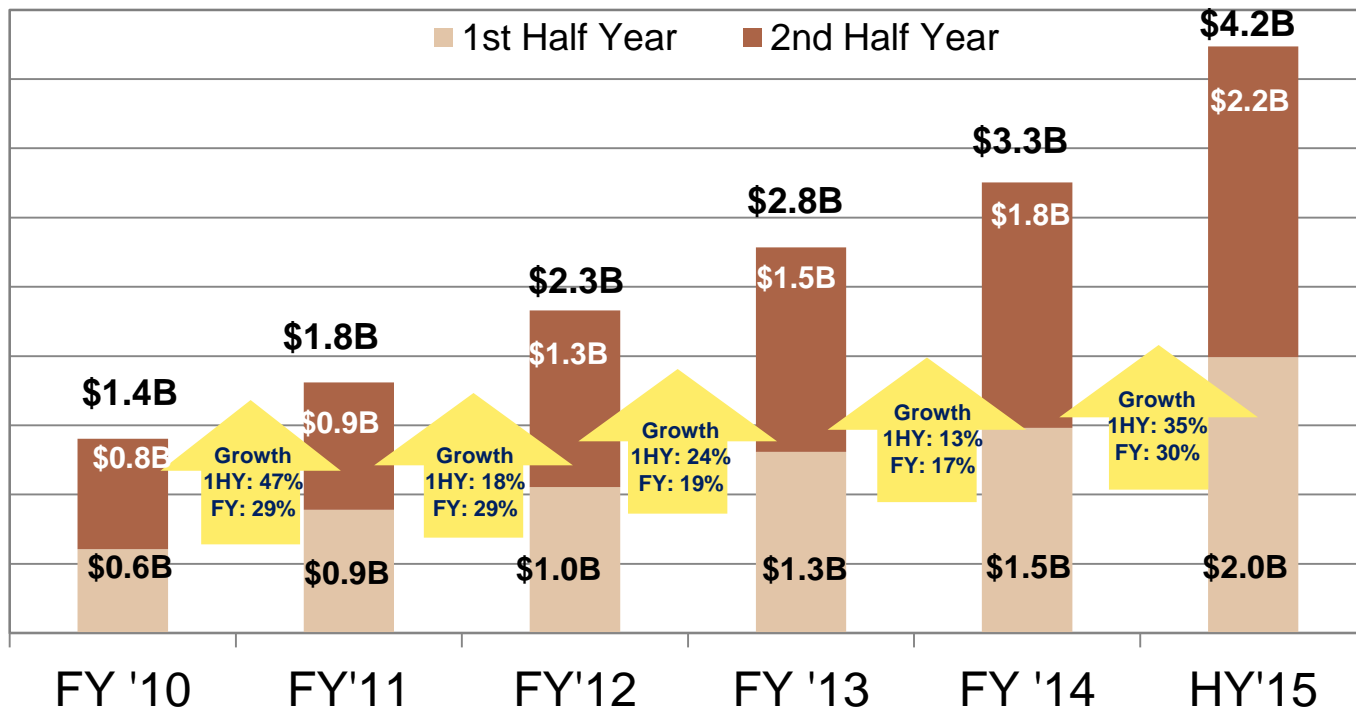
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Digital Video

Full Year 2015 Report

Digital Video Advertising Revenue To Date: Nearly Tripled Over 5 Years

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



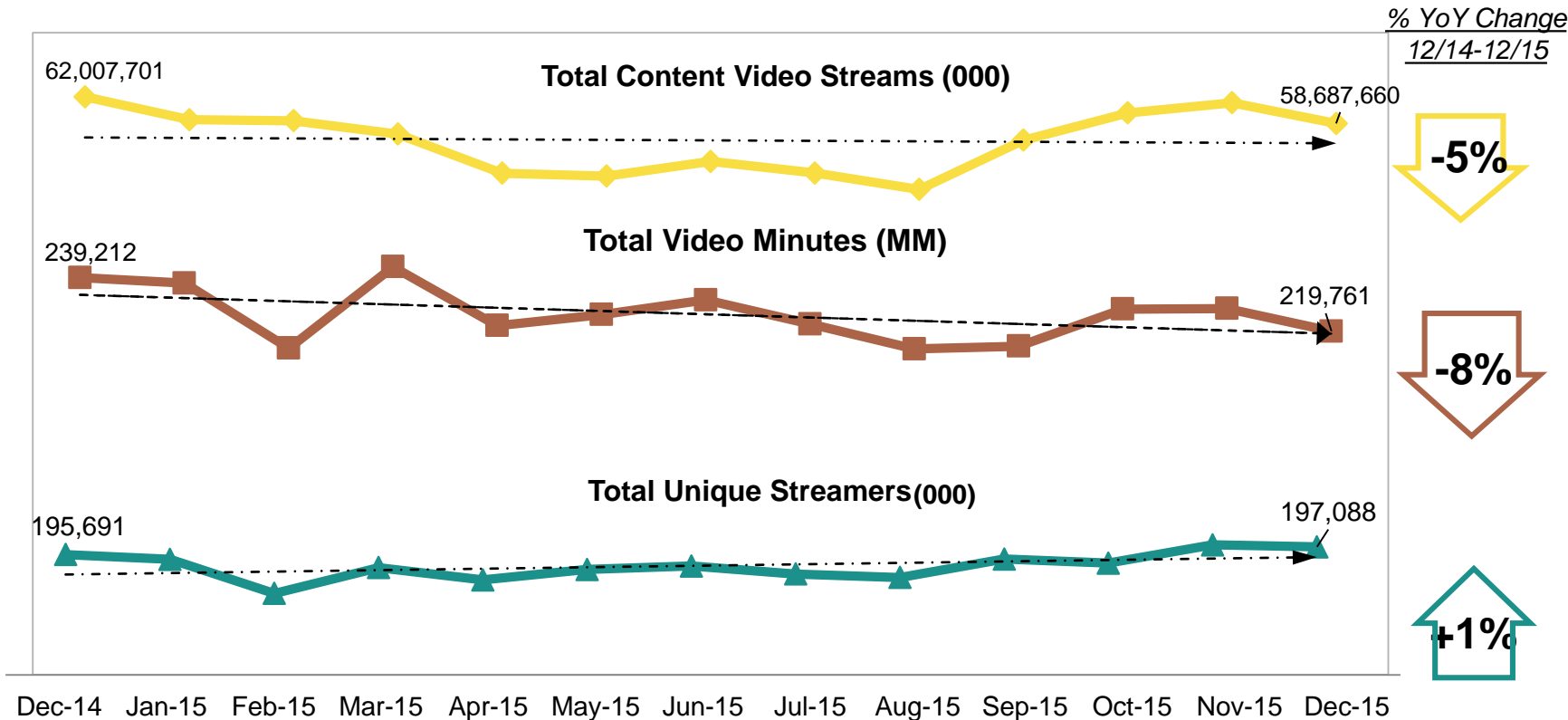
Source: IAB Internet Advertising Revenue Reports, Full and Half Year 2010-2015

IAB 2015 Full Year and Q4 2015 Internet Advertising Revenue Report

Digital Video One Year Trend

via Computer

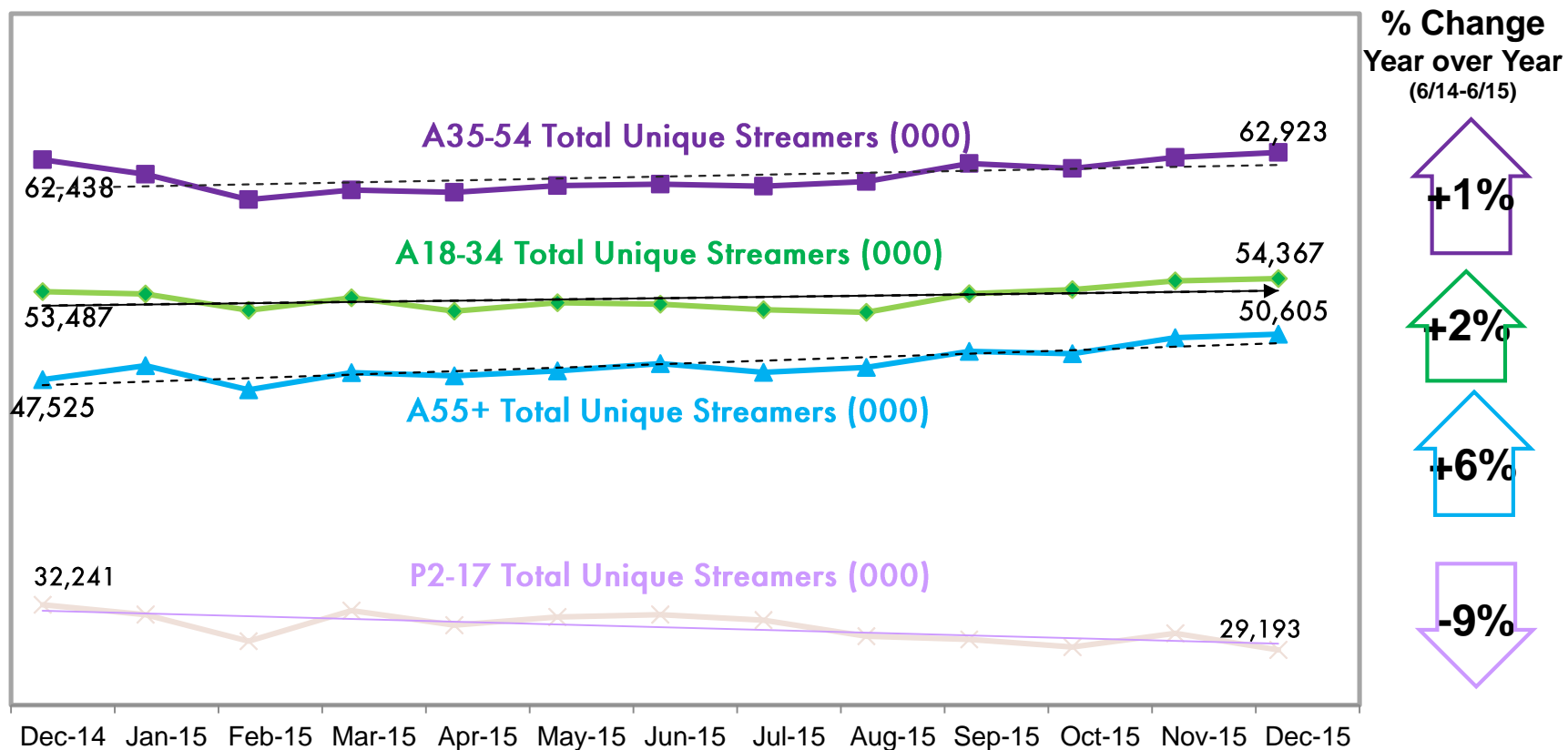
- The number of people streaming videos is flat while the number of videos and time spent streaming them has dropped slightly since a year ago, largely driven by children under 18 shifting to mobile



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.

More Adults 55 and Older Are Streaming Videos While Fewer Kids Under 18 are Streaming on a Computer

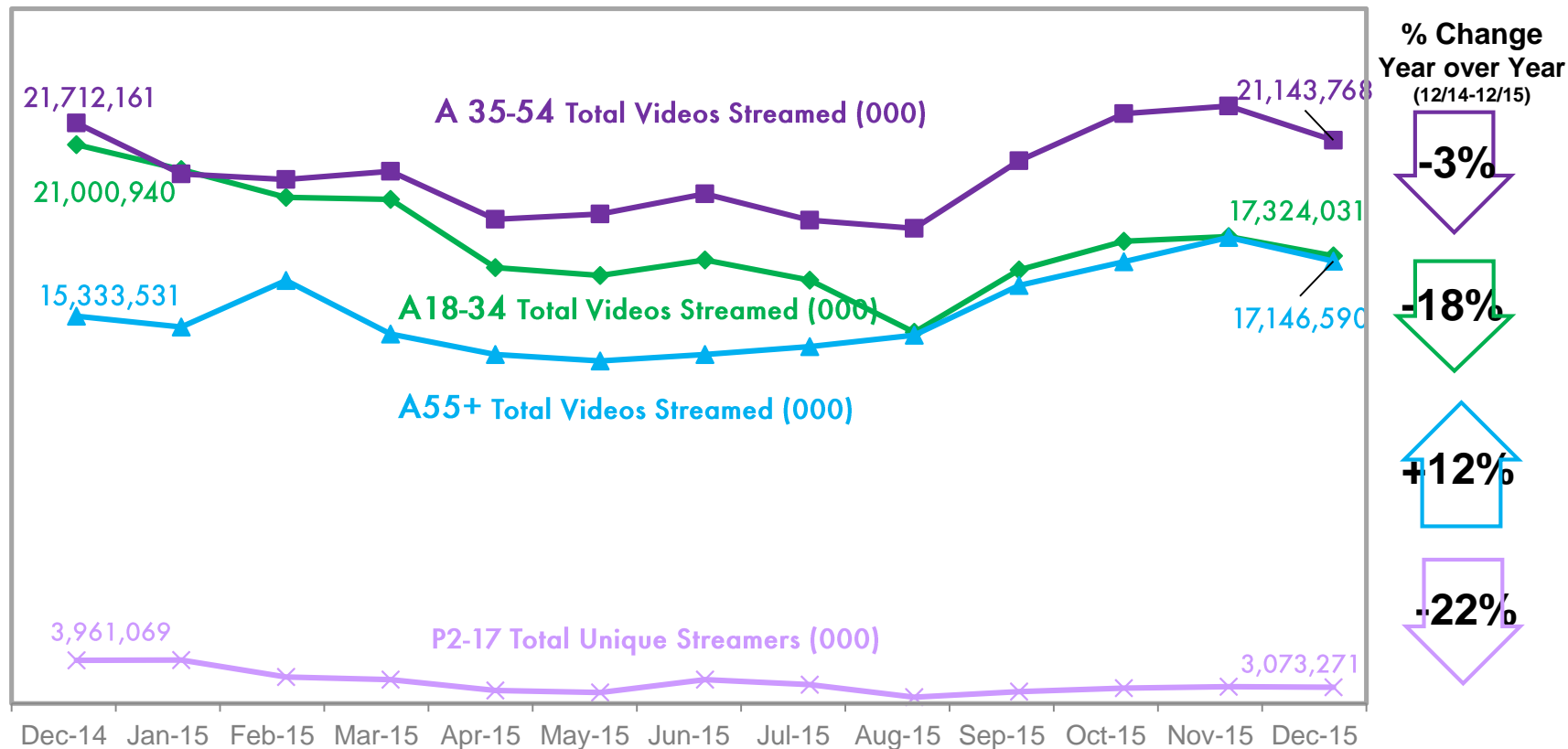
- 35-54 year olds still make up the largest demo of computer-based video streamers
- More Adults 18 and older are streaming videos using a computer



ComScore VideoMetrix Jun. '14 – Jun.'15, Total Audience, Home and Work. Doesn't include mobile.

Adults 55 and Older Are Streaming More Videos on a Computer, on Par with 18-34 Year Olds

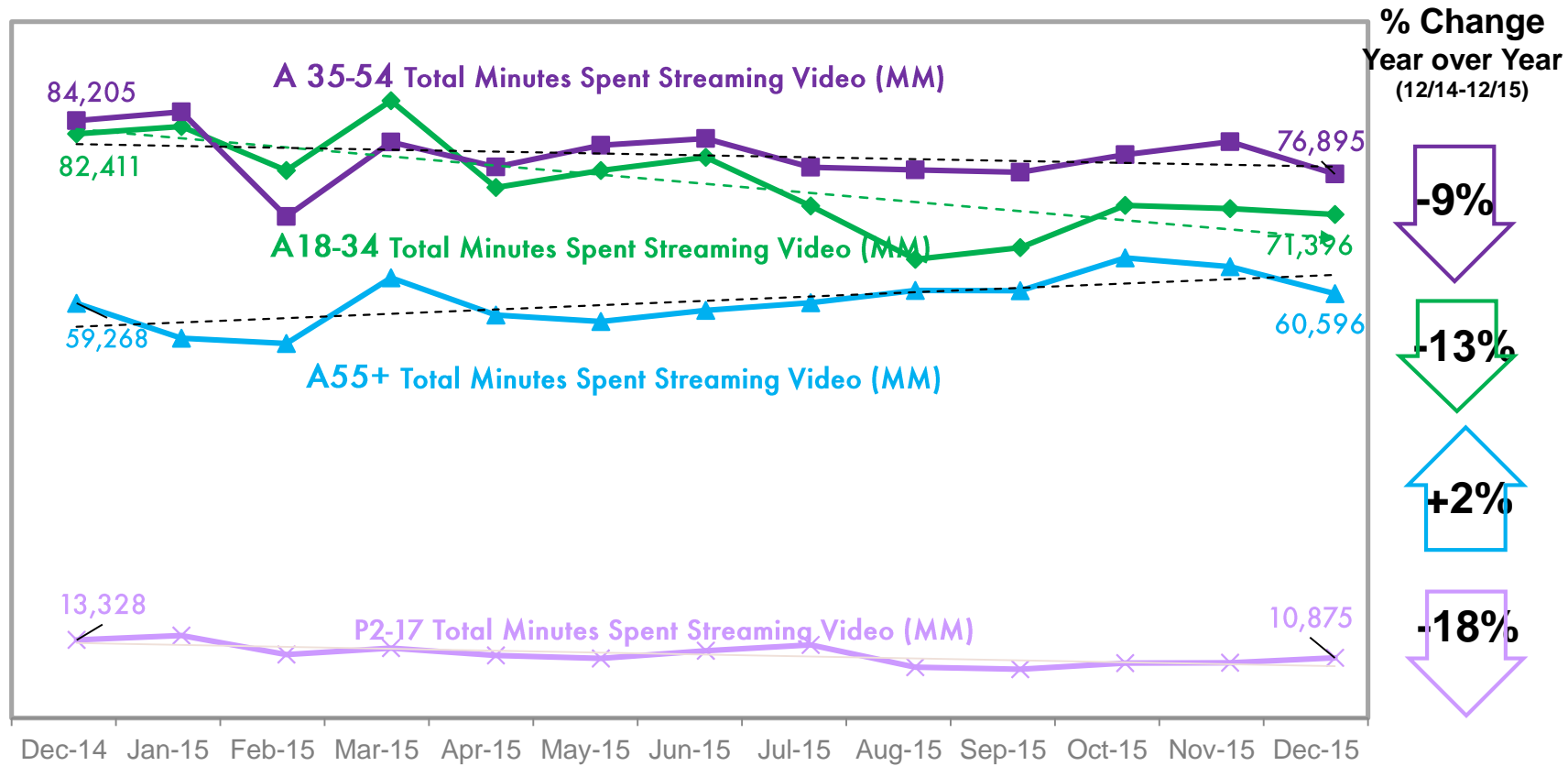
- 35-54 year olds stream the most videos
- Those under 35 are streaming fewer videos on a computer than they did last December



ComScore VideoMetrix Dec. '14 – Dec. '15, Total Audience, Home and Work. Doesn't include mobile.

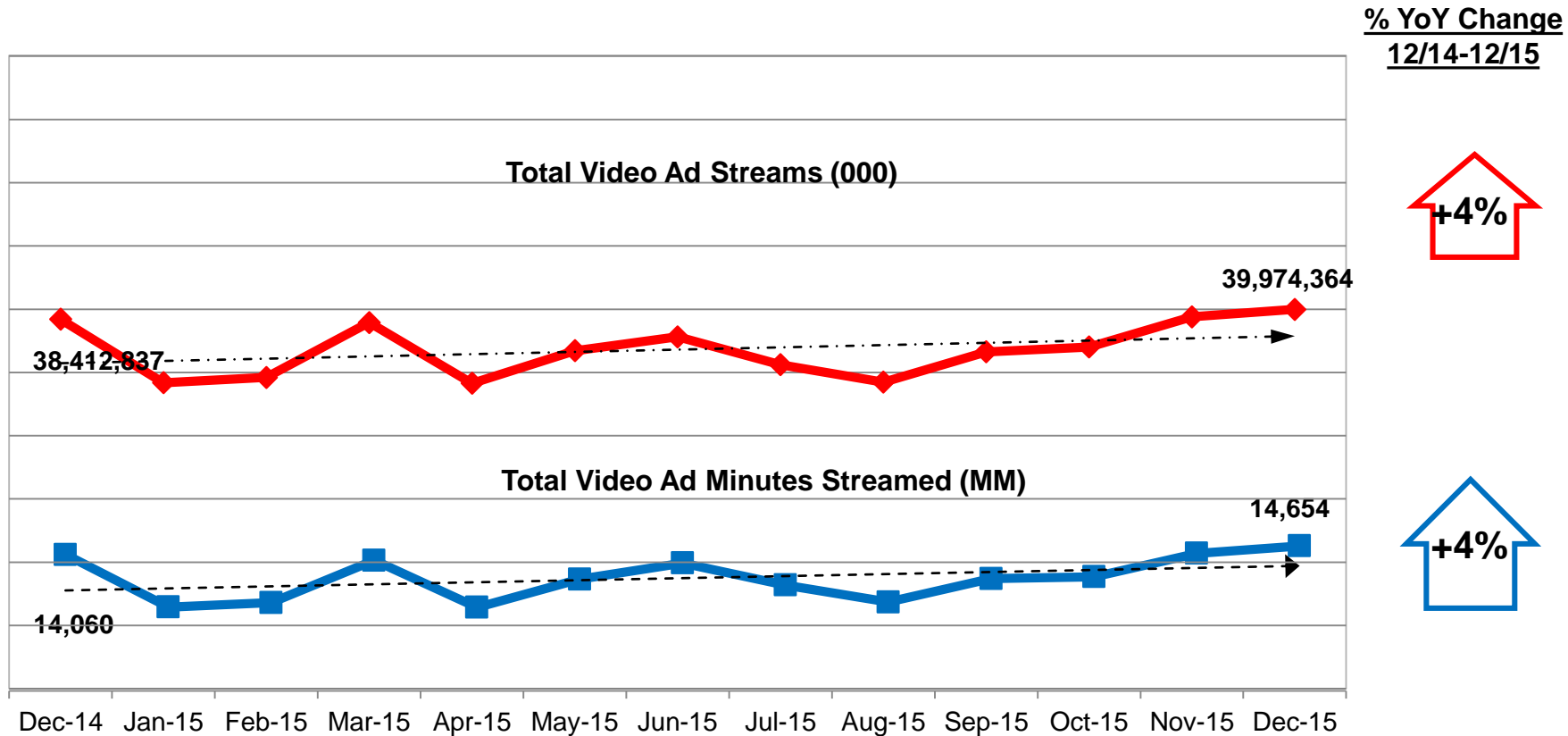
Time Spent Streaming Videos Has Dropped from a Year Ago

- Adults 55 and older are spending slightly more time streaming video



ComScore VideoMetrix Dec. '14 – Dec.'15, Total Audience, Home and Work. Doesn't include mobile.

More Video Ads Are Being Streamed for Longer



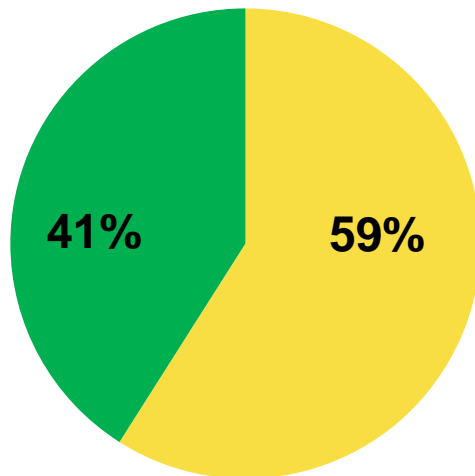
ComScore VideoMetrix Dec. '14 – Dec. '15

ComScore VideoMetrix Dec. '14 – Dec. '15, Total Audience, Home and Work. Doesn't include mobile.
Video Ads are separate from Content Videos.

Video Ads Account for Only 6% of Streaming Time

- Roughly two-thirds of 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

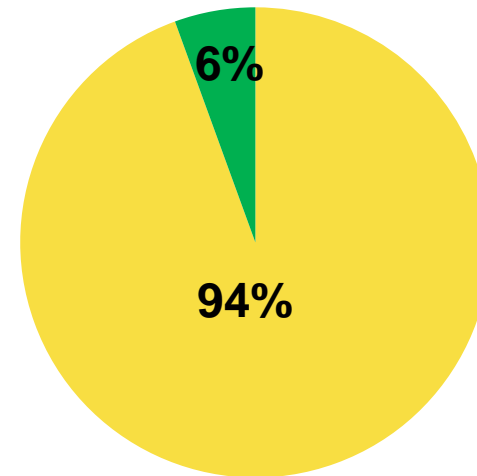
% of Videos Streamed that are Ads



■ Video Content Streams ■ Video Ads

↑ % of videos that are ads is up 6% from a year ago

% of Video Streaming Time That is Video Ads



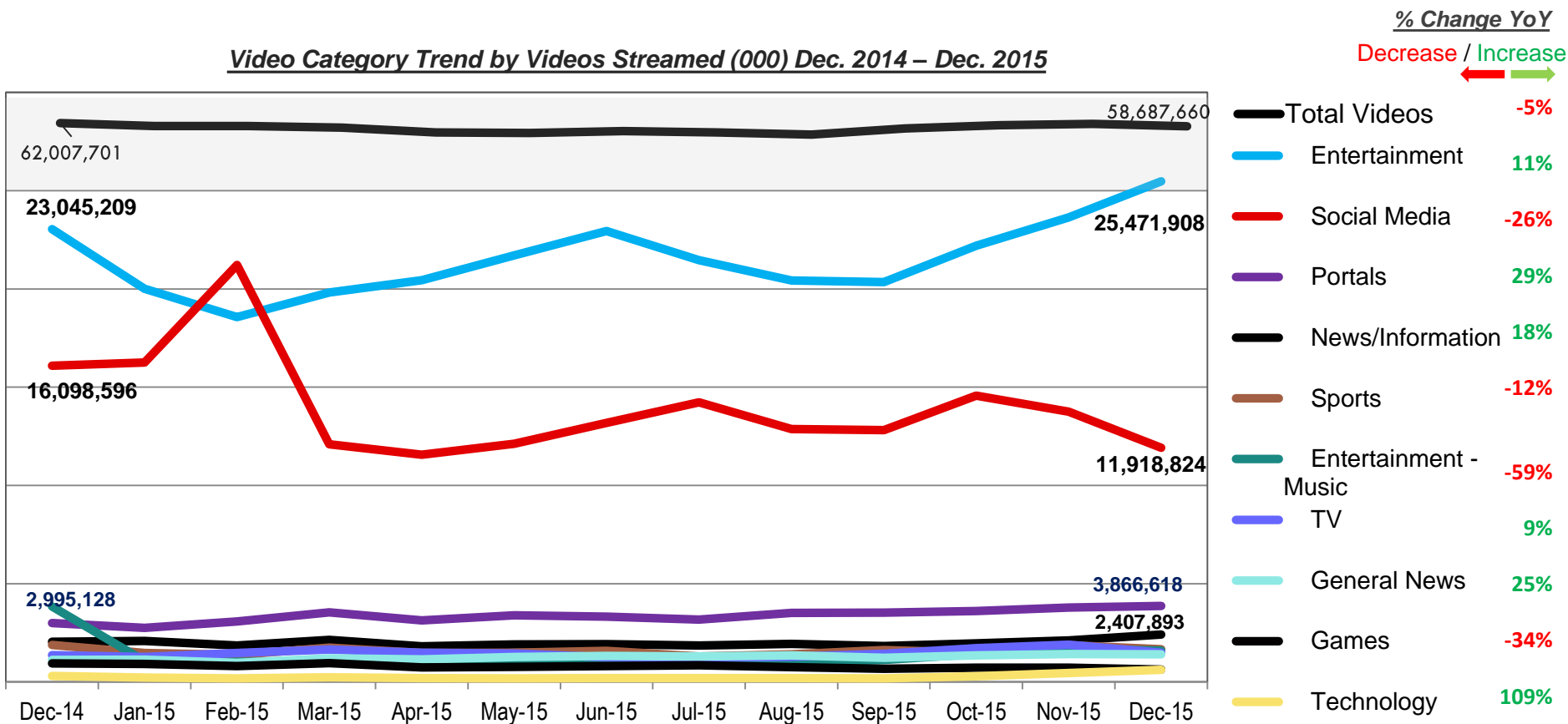
■ Video Content Minutes ■ Video Ad Minutes

↑ % of video streaming time that is advertising is up 13% from a year ago

Entertainment and Social Media Far Surpass Any Other Category of Videos Streamed

- Many top video categories have seen double-digit growth in the number of videos streamed

Video Category Trend by Videos Streamed (000) Dec. 2014 – Dec. 2015



News and Portals got a boost from elections coverage, Entertainment has a seasonal Dec. boost from video countdowns, Social Media saw a boost in Feb. from resharing of viral Superbowl related videos

ComScore VideoMetrix Dec. '14 – Dec. '15, Total Audience, Home and Work. Doesn't include mobile.

Social Media's decline in Dec. 2015 reflects Facebook's decline related to the LiveRail platform being dismantled from Facebook.

Top 10 Sites Within Video Categories

Ranked by Unique Monthly Streamers December 2015

SocialMedia Dec. 2015

	Unique Viewers (000)	Videos Streamed (000)
Social Media	119,683	11,918,824
Facebook	88,426	9,383,137
Mode Social	38,004	151,394
Twitter	32,285	683,873
ITIBITIPHONE.COM	7,042	1,187,246
TUMBLR.COM	6,355	381,126
LIJIT.COM	2,437	4,534
KALTURA.COM	1,955	5,225
IMGUR.COM	1,871	46,064
TRUEX.COM	1,495	13,537
Technorati Media	1,447	4,021

Entertainment Dec. 2015

	Unique Viewers (000)	Videos Streamed (000)
Entertainment	196,497	25,471,908
YOUTUBE.COM	175,570	14,461,499
Vimeo	58,644	358,408
VEVO	43,837	909,200
Maker Studios Inc.	42,404	629,098
Warner Music	40,096	422,757
Comcast NBCUniversal	37,197	327,954
Fullscreen	37,153	439,641
CBS Interactive	34,211	262,740
DAILYMOTION.COM	33,363	132,715
ABC Digital	28,405	300,067

Portals Dec. 2015

	Unique Viewers (000)	Videos Streamed (000)
Portals	104,304	3,866,618
Yahoo Sites	69,699	2,322,718
Microsoft Sites	38,050	934,375
AOL, Inc.	35,625	530,479
Times Internet	804	7,868
TENCENT Inc.	629	9,093
Mail.Ru Sites	613	4,203
TWCC Portal	550	4,658
Grupo Televisa	485	3,394
XFINITY.COM	462	1,717
YANDEX	419	1,144

News/Info Dec. 2015

	Unique Viewers (000)	Videos Streamed (000)
News/Information	94,833	2,407,893
CNN Network	28,053	276,317
Yahoo-ABC News	25,249	383,098
Inform (Formerly NDN)	23,113	168,023
NBC News Digital	21,709	129,107
HPMG News	19,888	95,123
CBS News	14,573	110,484
Fox News Digital	12,716	139,504
MSN News	10,859	61,078
USA TODAY Network	10,649	54,152
BUZZFEED.COM	8,258	92,550

Ent. - Music Dec. 2015

	Unique Viewers (000)	Videos Streamed (000)
Entertainment - Music	65,611	1,593,925
VEVO	43,837	909,200
Warner Music	40,096	422,757
INDYMUSIC.TV	5,244	124,458
ROCK.COM	3,755	73,708
MSN Music	3,427	7,847
Vidaprimo	2,352	5,880
AUX Music Network	1,869	8,206
IHEARTMUSIC.US	1,388	4,991
Myspace	1,266	12,647
Billboard	897	1,604

Sports Dec. 2015

	Unique Viewers (000)	Videos Streamed (000)
Sports	52,575	1,657,851
Fox Sports Digital	18,099	323,599
ESPN	13,362	261,035
Yahoo Sports-NBC Sports	10,151	144,503
NFL Internet Group	9,053	91,129
CineSport	7,540	44,095
Sports Illustrated Sites	6,415	21,904
CBS Sports	4,934	34,394
MLB	4,118	30,971
SB Nation	3,900	11,474
Whistle Sports	3,876	20,255

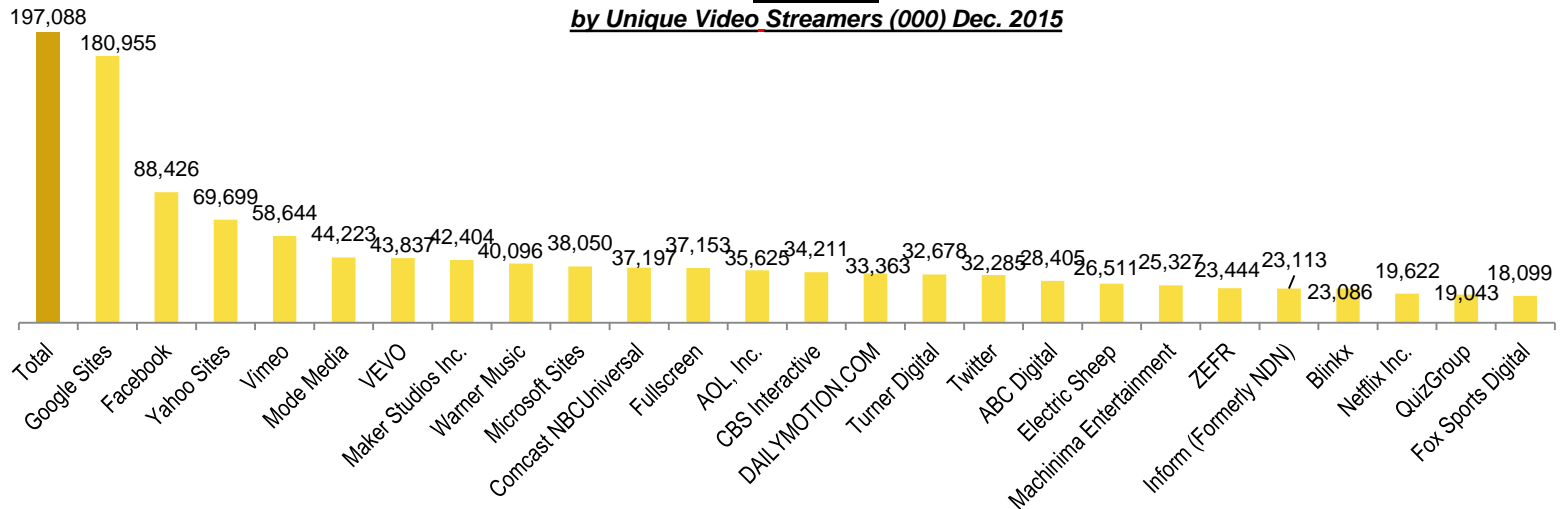
ComScore VideoMetrix Dec. '14 – Dec. '15, Total Audience, Home and Work. Doesn't include mobile.

Most Visited Video Sites

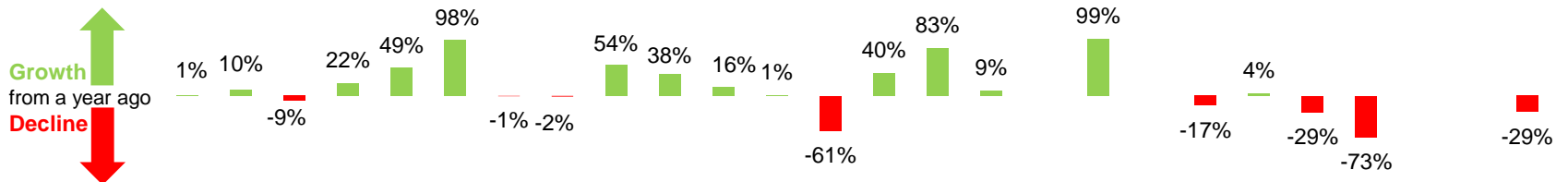
Top Sites by Unique Video Streamers and Change from Last Year

- Most top 25 video sites saw an increase in streaming visitors to their sites compared to a year ago.

Top Sites
by Unique Video Streamers (000) Dec. 2015



% Change in Monthly Unique Video Streamers Dec. 2014 – Dec. 2015



ComScore VideoMetrix Dec. '14 – Dec. '15, Total Audience, Home and Work. Doesn't include mobile.

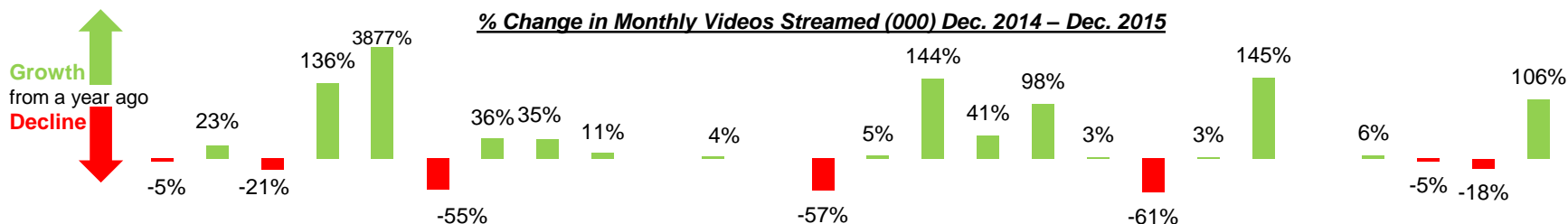
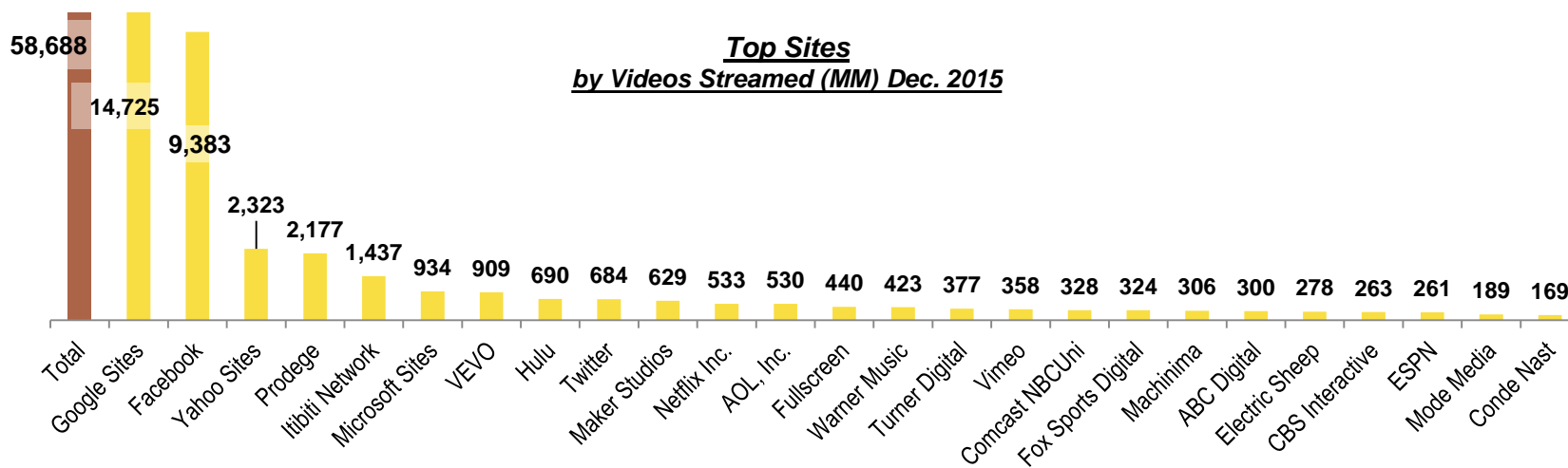
With September 2015 data onward, YouTube partner audiences will be better represented in Video Metrix. This is due to improvements made by YouTube in tagging of YouTube partner traffic. comScore did not make any changes to its processes.

Social Media's decline in Dec. 2015 reflects Facebook's decline related to the LiveRail platform being dismantled from Facebook.

Most Streamed Video Sites

Top Sites by Videos Streamed and Change from Last Year

- Most top 25 video sites saw an increase in the number of videos streamed on their sites over the year.
- Among Top 3, videos streamed on Facebook have dropped due to the LiveRail platform being dismantled from Facebook and Yahoo's video streams grew due to its 2015 focus on TV-style videos.



ComScore VideoMetrix Dec. '14 – Dec. '15, Total Audience, Home and Work. Doesn't include mobile.

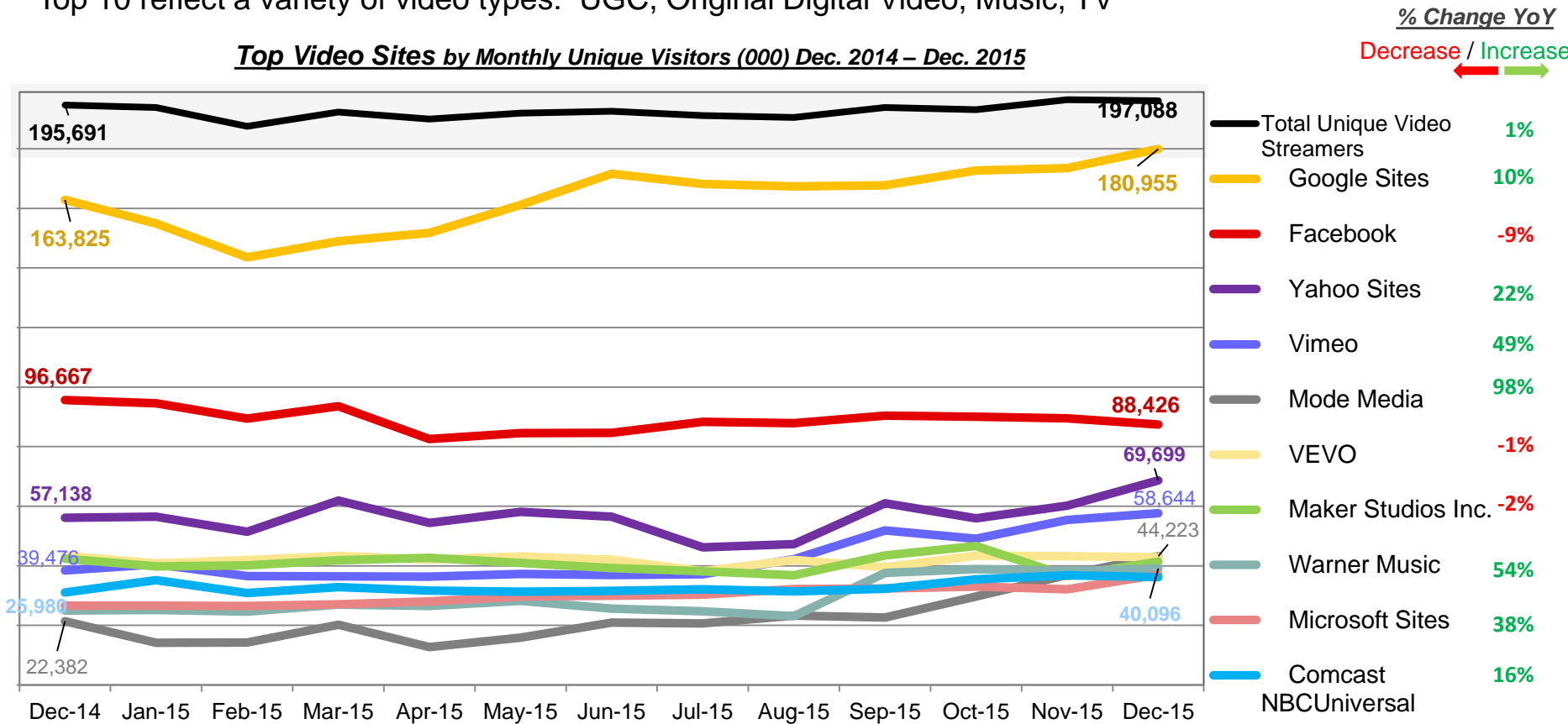
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Videos streamed on Facebook have dropped due to the LiveRail platform being dismantled from Facebook.

Most Top 10 Video Properties Have Gained Visitors Over the Year

- Double digit growth in visitors to most top sites
- Facebook is second to Google Sites with half as many monthly streamers
- Top 10 reflect a variety of video types: UGC, Original Digital Video, Music, TV

Top Video Sites by Monthly Unique Visitors (000) Dec. 2014 – Dec. 2015



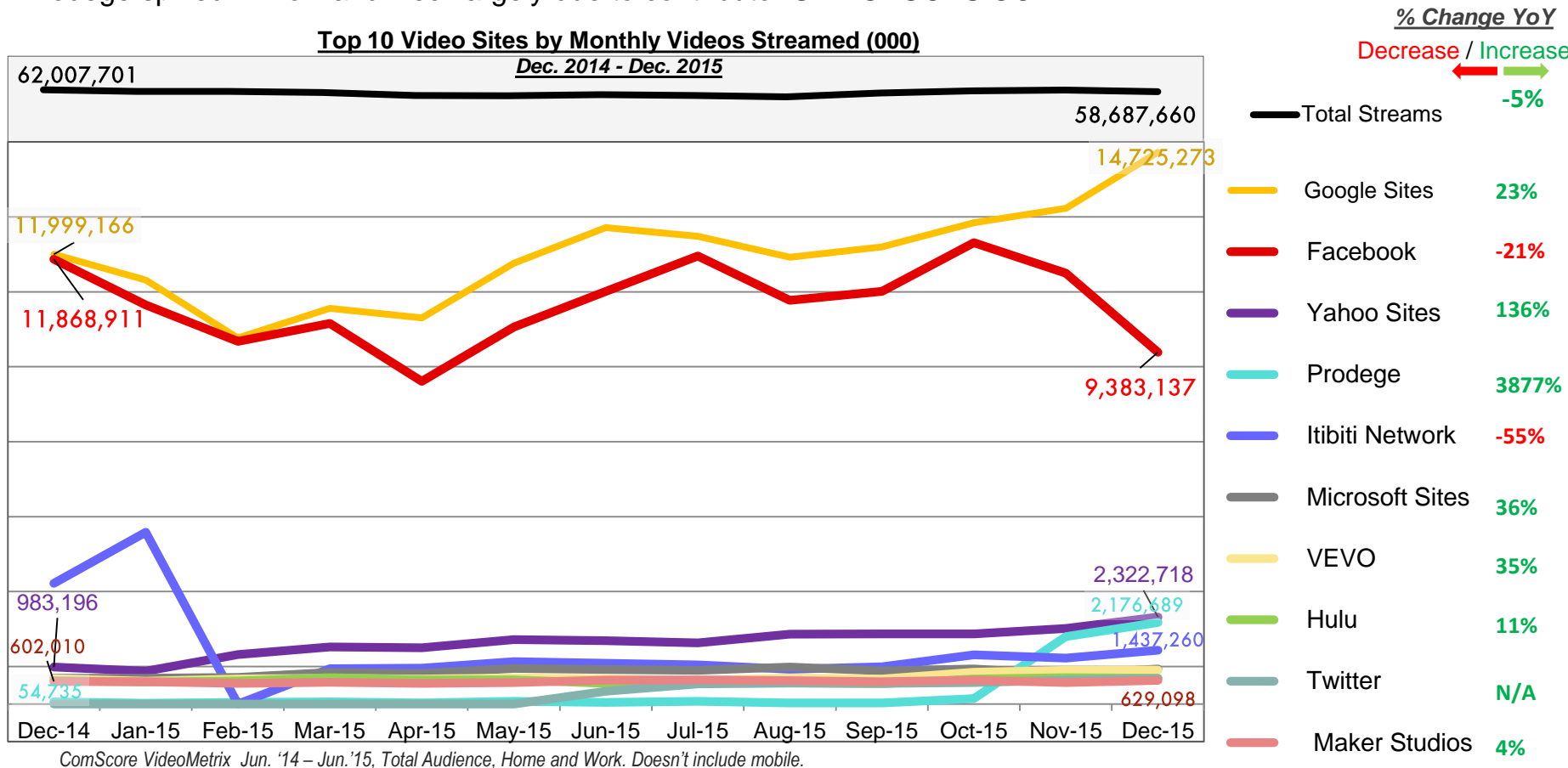
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Google Maintains #1 Position in Number of Videos Streamed

- Facebook is the nearest contender with over 9 billion monthly videos streamed.
- Other video sites are dwarfed by Google's and Facebook's monthly streams.
- Prodege spiked in Nov. and Dec. largely due to contributor SWAGBUCKS.COM

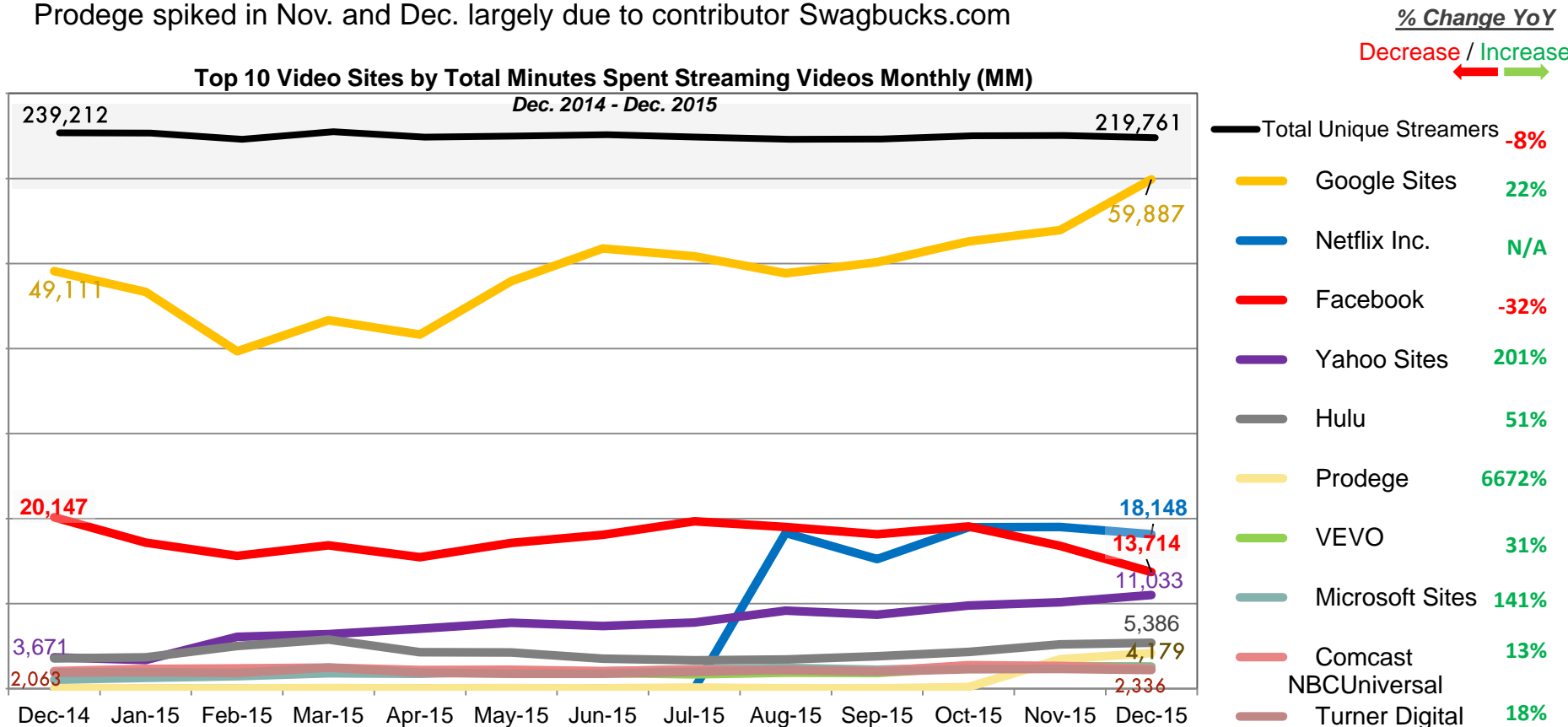


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Google Remains #1 in Time Spent Streaming

Users Watch 3X Longer on YouTube Than on Closest Competitors

- Facebook rivals Netflix in time spent streaming video
- Most top video sites grew in time spent on videos by double or triple digits
- Prodege spiked in Nov. and Dec. largely due to contributor Swagbucks.com

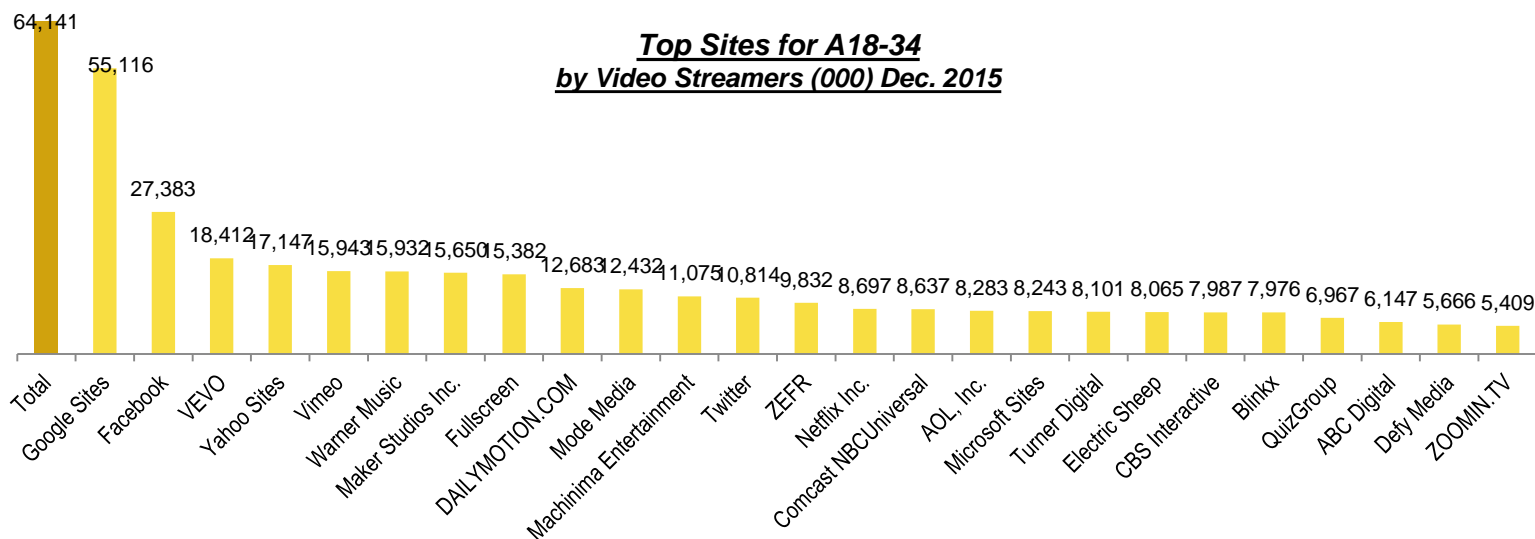


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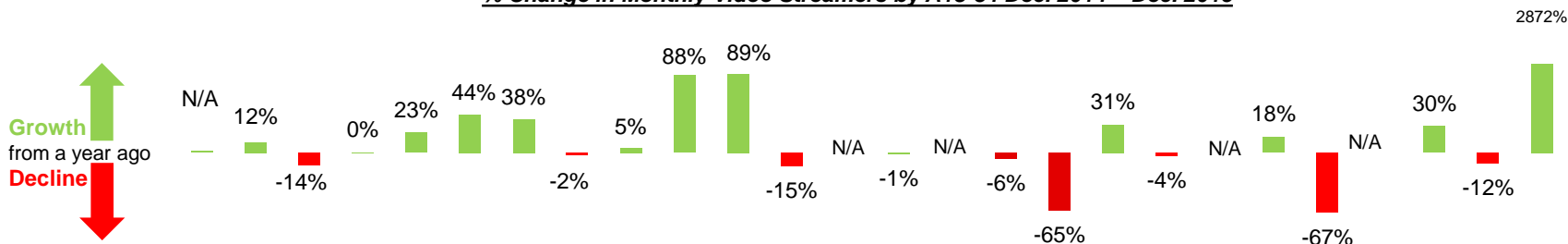
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Video Sites Most Visited by Adults 18-34

by Unique Video Streamers and Change from Last Year



% Change in Monthly Video Streamers by A18-34 Dec. 2014 – Dec. 2015



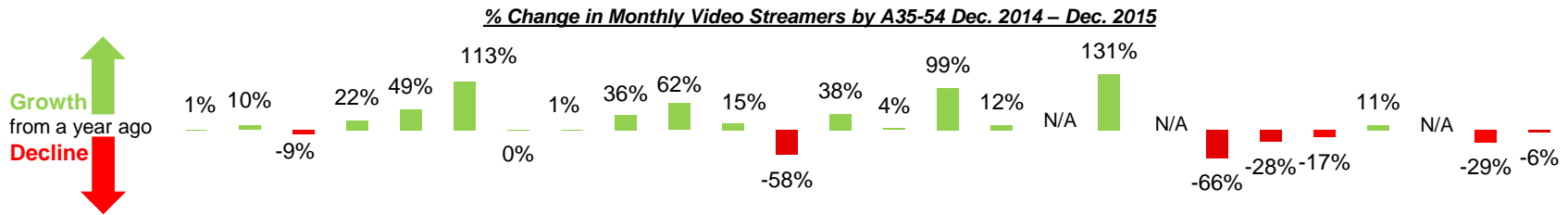
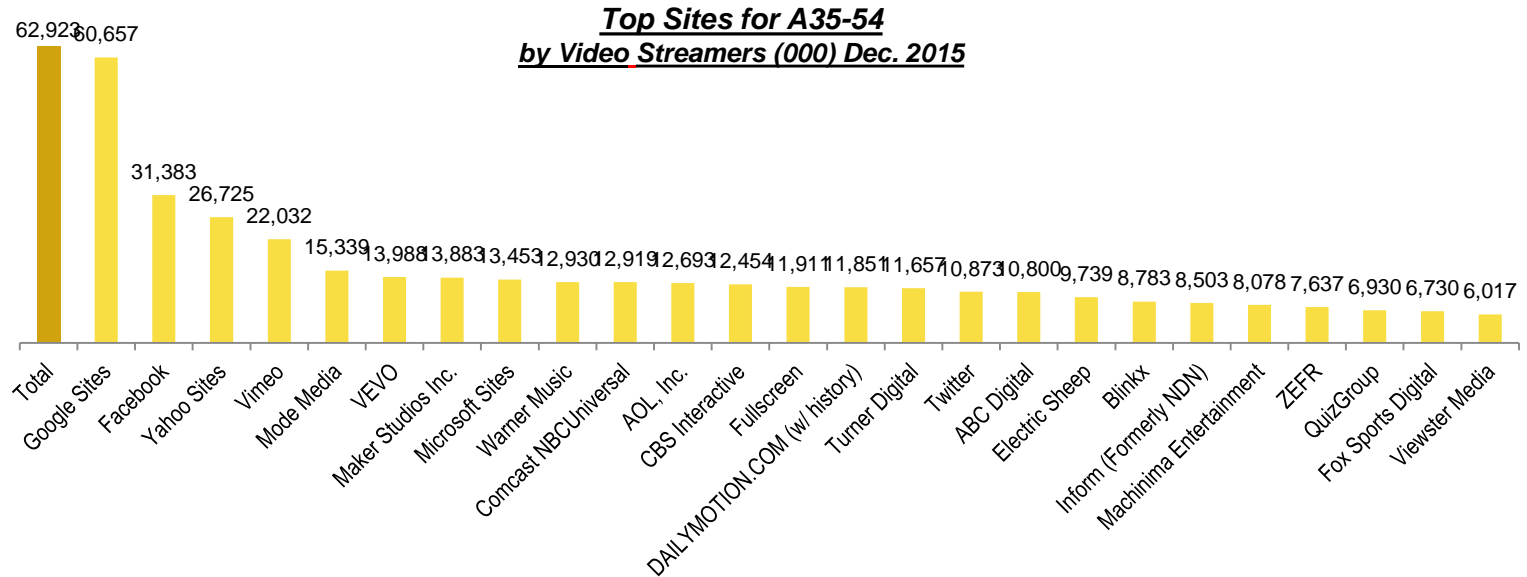
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Facebook's decline in Dec. 2015 is related to the LiveRail platform being dismantled from Facebook.

Video Sites Most Visited by Adults 35-54

by Unique Video Streamers and Change from Last Year



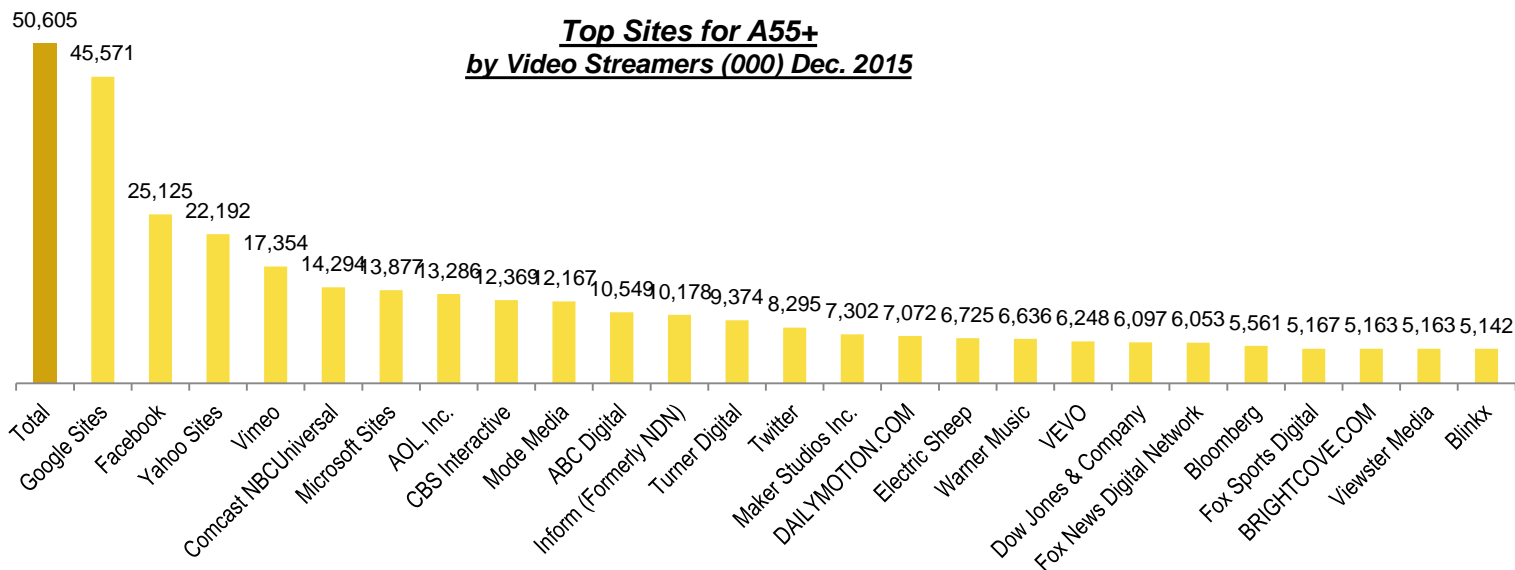
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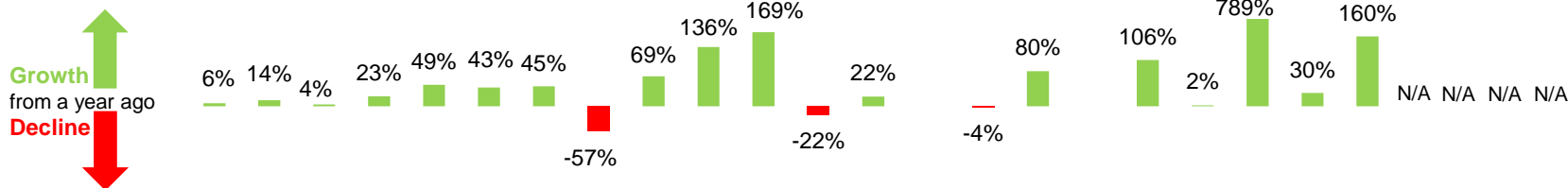
Facebook's decline in Dec. 2015 is related to the LiveRail platform being dismantled from Facebook.

Video Sites Most Visited by Adults 55+

by Unique Video Streamers and Change from Last Year



% Change in Monthly Video Streamers by A55+ Dec. 2014 – Dec. 2015



ComScore VideoMetrix Dec. '14 – Dec. '15, Total Audience, Home and Work. Doesn't include mobile.

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Facebook's decline in Dec. 2015 is related to the LiveRail platform being dismantled from Facebook.

Summary

- **Overall Growth in Internet Use:**

- Overall, the total unduplicated US internet audience continues to grow, up 3% over 2015 to 260 million visitors accessing the internet from any computer or device monthly.
- Top 5 sites in unduplicated unique visitors across all devices in Dec. are Google, Facebook, Yahoo, Amazon, Microsoft. Most top sites saw growth over the year.
- Top 5 sites in time spent across all devices are Facebook, Google, Pandora, Apple, Yahoo.

- **Shift to Mobile:**

- As smartphones and tablets proliferate, along with the numerous sites and apps that can be visited using them, mobile's share of internet views and time spent continues to grow.
- Most sites, pages, apps and videos are still viewed using a computer, although these internet views are gradually shifting to mobile.
- Two-thirds of online time is spent using a mobile device, one-third using a computer.
- Younger adults are likely to spend more time online with their smartphones: 18-34 year olds spend two-thirds of their online time on a smartphone, 35-54 year olds spend nearly half (54%) of their internet time on a smartphone while those 55 and over spend nearly half (46%) of their internet time on a computer.

- **Mobile and Computers Serve Different Purposes:**

- Radio and IM are almost exclusively accessed via mobile, while portals and email are more often accessed via computer.

Summary

- **Mobile: Apps vs. Web, Smartphone vs. Tablet:**
 - More time is spent on mobile apps (86%) than on mobile web (14%).
 - More time is spent on smartphones (83%) than on tablets (17%).
 - Monthly visitors to top 10 mobile sites have grown by double-digits over the year.
 - Top sites differ between apps and mobile web, especially by time spent.
 - Top mobile apps by time spent: Facebook, Pandora, Google, Apple, Spotify
 - Top mobile web sites by time spent: Facebook, Google, Yahoo, Amazon, Microsoft
- **Computer-Based Internet Use:**
 - The number of users accessing the internet using a computer is steady but pageviews and time spent have declined as usage shifts to mobile.
 - Shift to mobile largely driven by younger users. 35-54 year olds are still largest computer-using group (up 3% from a year ago). More (7%) adults 55 and older are accessing the internet via computer.
 - As of Dec. 2015, Adults 55 and older have reached parity with 18-34 year olds in terms of internet time spent on computer.
- **Streaming Video Across Age Groups:**
 - In Dec. 2015, 197 million Americans streamed videos on their computer (up 1% from a year ago), watching 58.7 billion videos (down 5%) and spending 220 billion minutes (down 8%).
 - More Adults 18 and older are streaming videos using a computer, especially 55 and older (up 6%) while fewer children under 18 are doing so (down 9%), as they shift to mobile video. 35-54 year olds still make up the largest demo of computer-based video streamers.

Summary

- **Streaming Video Across Age Groups:**

- Time spent streaming on a computer is down by 8% across all age groups over the year except for adults 55 and older who's streaming time is up by 2%.
- Number of videos streamed on a computer has dropped (by 5%) for all but adults 55 and older (up 12%) compared to a year ago. Adults 55 and older now stream as many videos per month as adults 18-34.

- **Top Video Sites Accessed by Computer:**

- Although the number of people streaming video on a computer is flat compared to same time last year, most top 10 video properties have gained visitors by double-digits over 2015.
- Among top 10 most streamed video properties, Facebook is down (by 21%) due to the Lival platform being dismantled. Otherwise, most top 10 sites have shown strong growth in videos streamed over the year.
- Entertainment (up 11%) and social media (down 26%) far surpass any other category of videos streamed and many top video categories have seen double-digit growth in streams.
- Time spent streaming videos has dropped by 8%. Facebook is down 32%. Otherwise, most top 10 sites have grown in time spent streaming via computer.
- As of Dec. 2015, Google/YouTube remains #1 across all video measures:
 - Google has more than twice as many monthly video streamers (180M) as its #2 rival Facebook (88M) or #3 Yahoo (70M)
 - While the number of videos streamed on Facebook has approached that of Google throughout 2015, Facebook ended the year lower at 9B streams vs. Google's 15B. Yahoo was a distant #3 at 2B.
 - Users spend three times longer watching videos on YouTube (60M) than on closest competitors Netflix (18M) or Facebook (14M).

IAB Digital Usage Trend Report

Full Year 2015 Report

Digital, Video and Mobile Consumer Usage Trends

Questions?

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