



Digital Usage Trends: Mid Year 2016

IAB

Questions?

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Mid Year 2016 Trend Report: Summary Points

From June 2015 to June 2016:

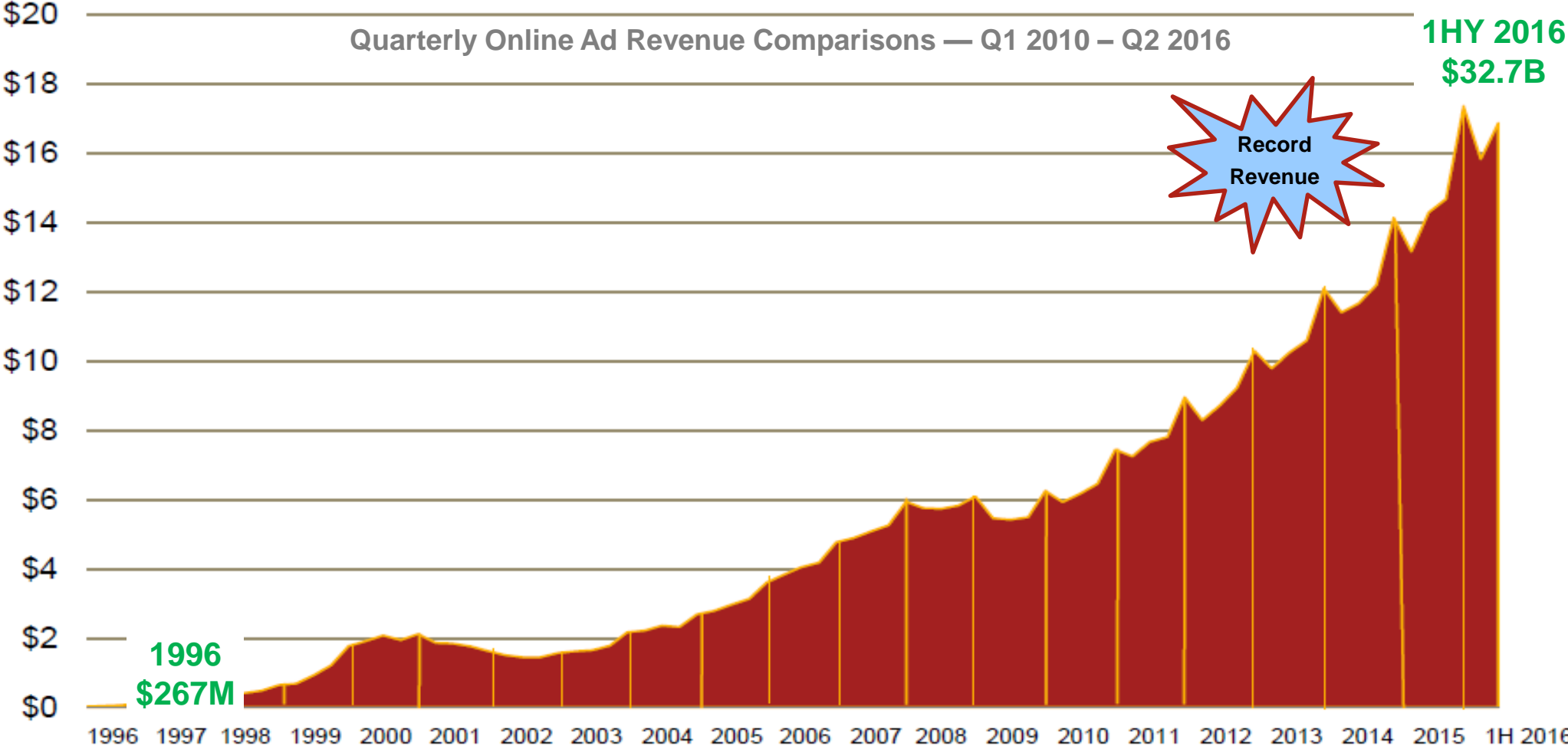
- **258 Million Americans Accessed the Internet via Computer or Mobile Device in June, Spending 1.5 Trillion Minutes Online**
- **Overall Digital Ad Revenue from Jan. to Jun. 2016 is \$32.7 Billion, Up 19% from the Same Timeframe a Year Ago**
- **The Number of Internet Users Across Computers, Smartphones and Tablets Has Grown Slightly by 1% and the Amount of Time Spent Online Has Grown by 2%.**
- **The Top 5 Properties Visited on Any Device via App or Site Visits are Google, Facebook, Yahoo, Microsoft and Amazon.**
- **The Shift to Mobile Continues: 67% of Time Spent Online is On a Mobile Device.**
- **Ad Dollars Are Now Following: 47% of Digital Ad Revenue for First Half of 2016 is from Mobile Advertising.**
- **Most Visited Properties are Similar Whether on Computers or Mobile Devices, but Consumers Spend Time Differently on These Devices: Top Mobile Properties Include Streaming Audio While Top Sites Accessed on Computers Include TV and Shopping Sites.**
- **More Mobile Time is Spent on Apps (87%) Than Mobile Web (13%), Smartphones (84%) Than Tablets (16%).**
- **Time Spent in Apps Differs From Time Spent on Mobile Web: Top Apps Include Streaming Apps, Top Mobile Sites Include TV Networks and Portals.**

Mid Year 2016 Trend Report: Summary Points

From June 2015 to June 2016:

- **The Number of Users Going Online via Computer is Steady, but Time Spent is Declining as Shift to Mobile Continues.**
- **The Number of People Accessing the Internet Via Computer is Steady and Even Grew by 4% Among Adults 55 and Older but Time Spent and Views are Down as They Shift to Mobile Devices**
- **Adults 35-54 are the Largest Group of Computer Users.**
- **Adults 55 and Older Spend as Much Time Online on Computers as 18-34 Year Olds.**
- **232 Million Americans Streamed 45 Billion Videos for a Total of 191 Billion Minutes in June 2016**
- **Adults 55 and Older Stream as Many Videos on Computer as 18-34 Year Olds.**
- **Google, Facebook and Yahoo are the Top 3 Video Sites on Computers in Terms of Number of People Streaming and Number of Videos Streamed. Google, Netflix and Yahoo are the Top 3 in Time Spent Streaming Video.**

The Big Picture: Online Advertising Revenue Continues its Incredible Growth

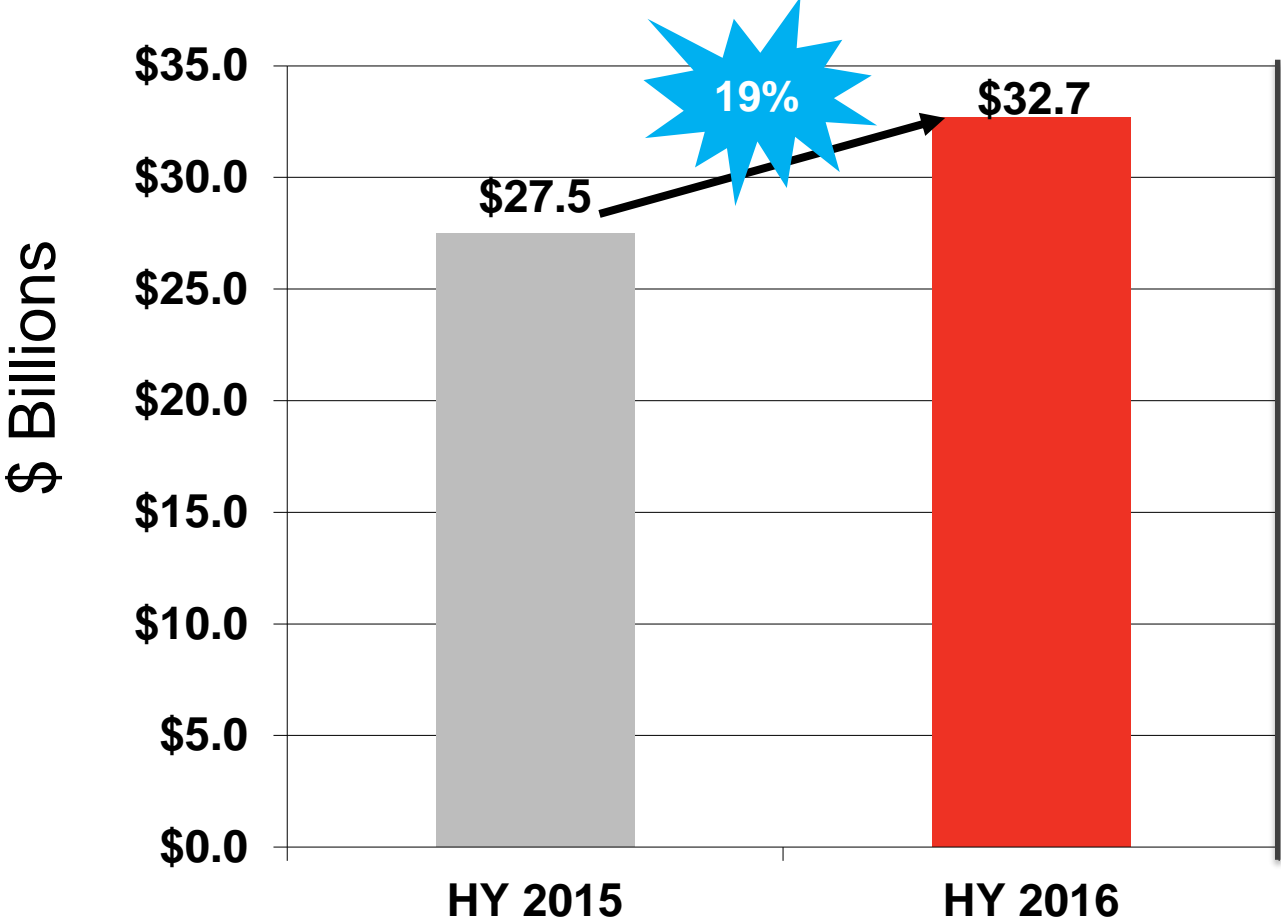


Source: IAB Internet Advertising Revenue Reports



Digital Ad Revenue for First 6 Months of 2016: \$32.7B

Digital Ad Revenue Growth (HY 2015 vs. HY 2016)



Sources: IAB Internet Advertising Revenue Report, 2016 First Half Year and 2nd Quarter Report;

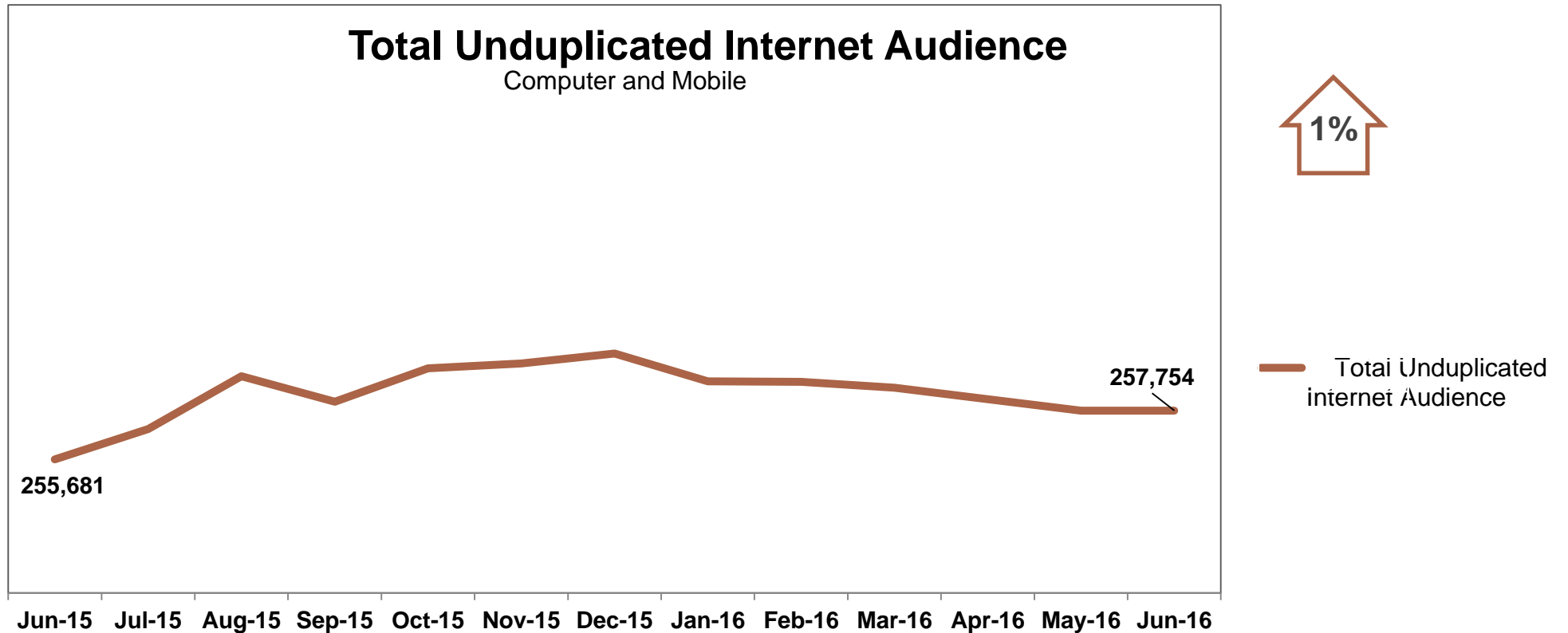
IAB 2016 First Half Year and Q2 2016 Internet Advertising Revenue Report

258 Million Americans Access the Internet Monthly on Computers or Mobile Devices

- The total audience accessing the internet via computer or mobile device has grown 1% from a year ago to 258 million monthly visitors (or 81% of the US population of 320M).

Monthly Unique Visitors (000), Jun 2015 – Jun 2016
(of any site or app via computer or mobile device)

% Change
6/15 - 6/16



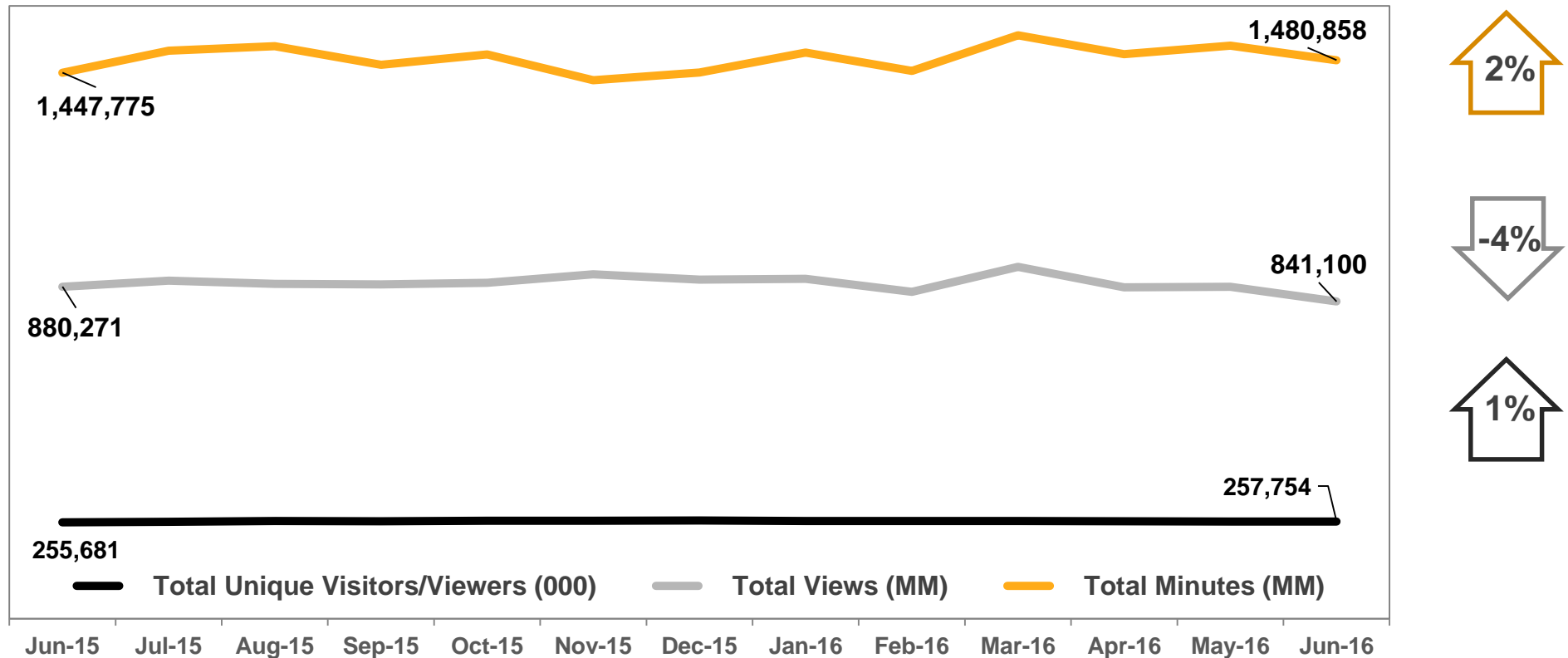
Source: ComScore US Media Metrix MultiPlatform Jun. 2015 to Jun. 2016, Total Unduplicated Internet Audience.

Note: Effective with January 2016 data released in February 2016, the comScore audience product suite (Media Metrix MP, Media Metrix, Video Metrix, Mobile Metrix) has undergone methodology and processing enhancements to benefit all markets and audience products.

Internet Usage on Computers and Mobile Devices is Relatively Steady

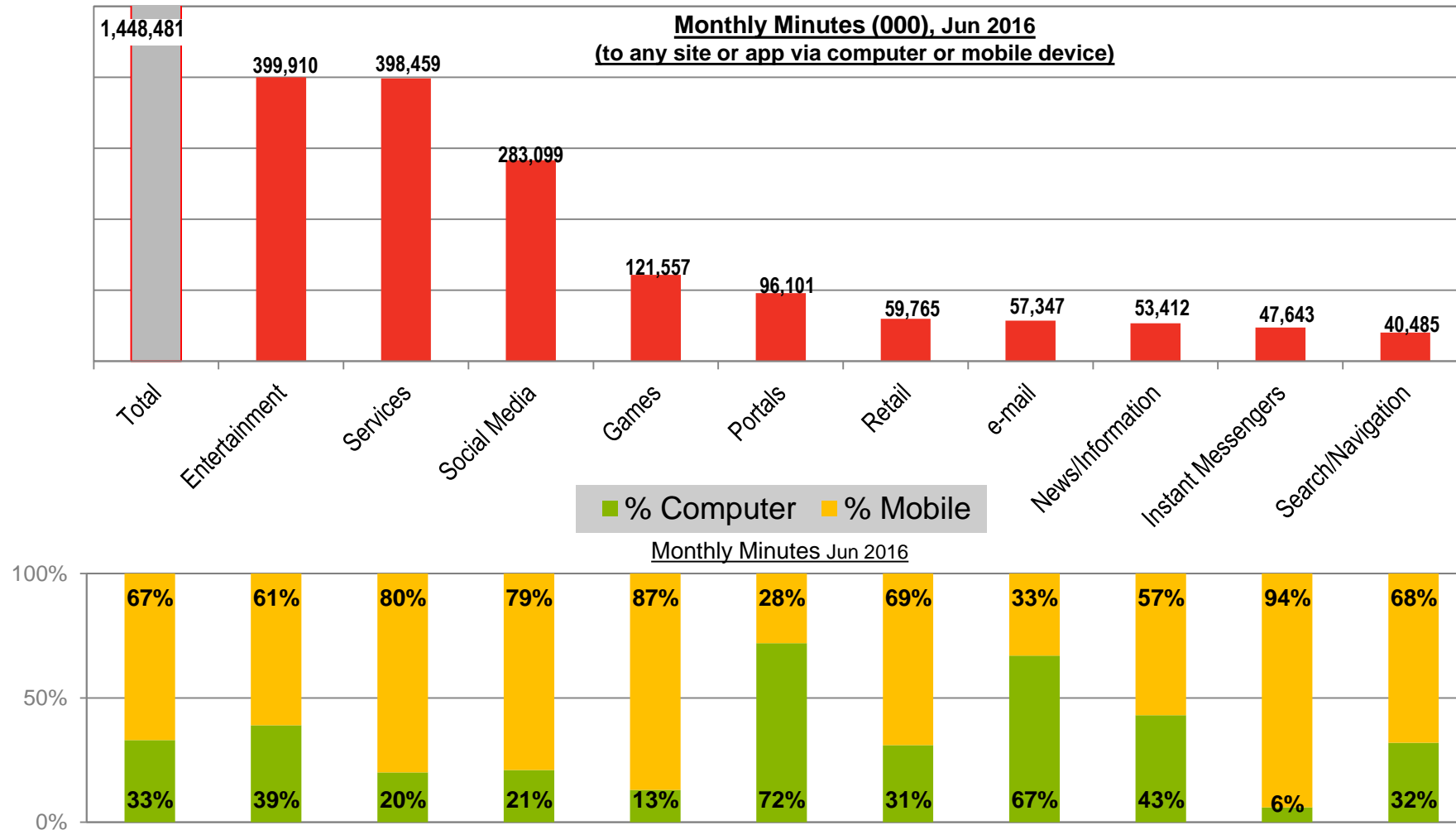
- The total unduplicated audience accessing the internet via computer or mobile device is up 1% from a year ago to 258 million monthly visitors (or 81% of the US population of 320M).
- Total minutes spent online on any device is up 2% while total views across devices are down 4% from a year ago

Monthly Total Unduplicated Unique Visitors (000), Total Views (MM) and Total Minutes (MM) Jun 2015 – Jun 2016
(of any site, stream or app via computer or mobile device)



Source: ComScore US Media Metrix MultiPlatform Jun. 2015 to Jun. 2016
Effective with January 2016 data, the comScore audience product suite (Media Metrix MP, Media Metrix, Video Metrix, Mobile Metrix) underwent methodology and processing enhancements affecting all markets and all audience products.

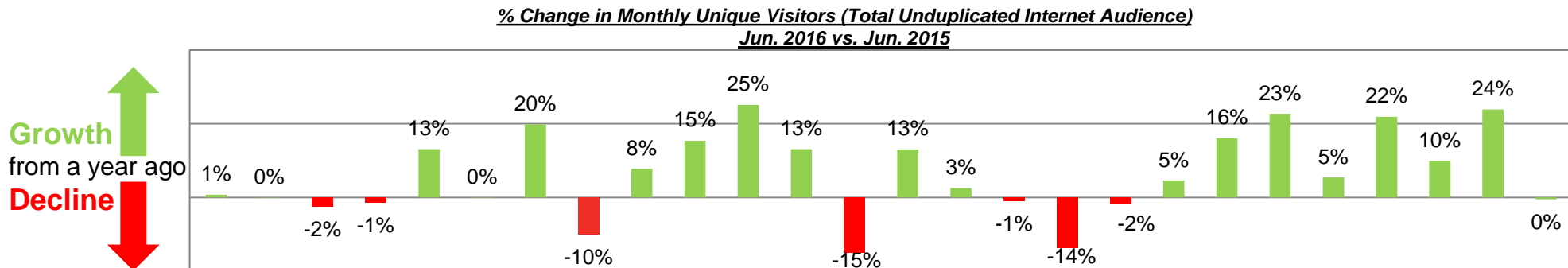
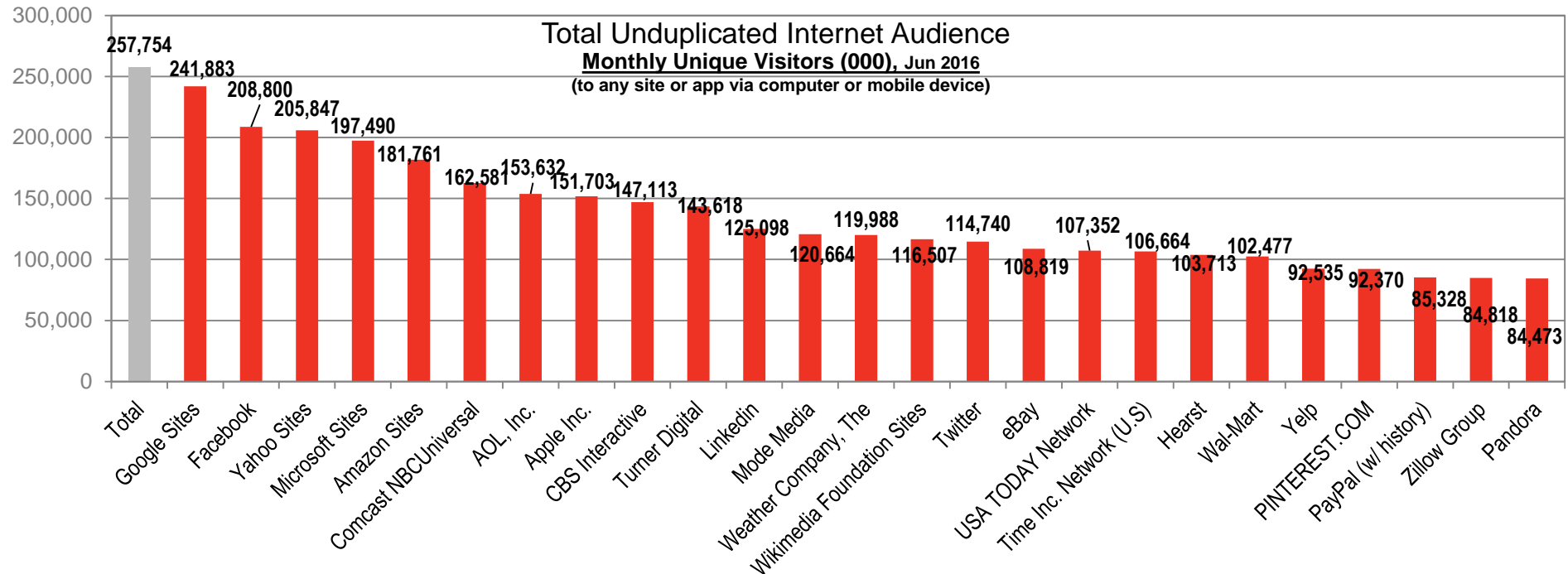
Top Categories by Time Spent on Any Device: Most Time Online is Spent with Entertainment, Services, Social Media



Source: comScore US Media Metrix Multi-Platform, Jun '16, Total Unduplicated Internet Audience, Total Minutes

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

by Unduplicated Monthly Unique Visitors



Source: comScore US Media Metrix Multi-Platform, Jun '15 – Jun '16, Total Unduplicated Internet Audience, Monthly Unique Visitors



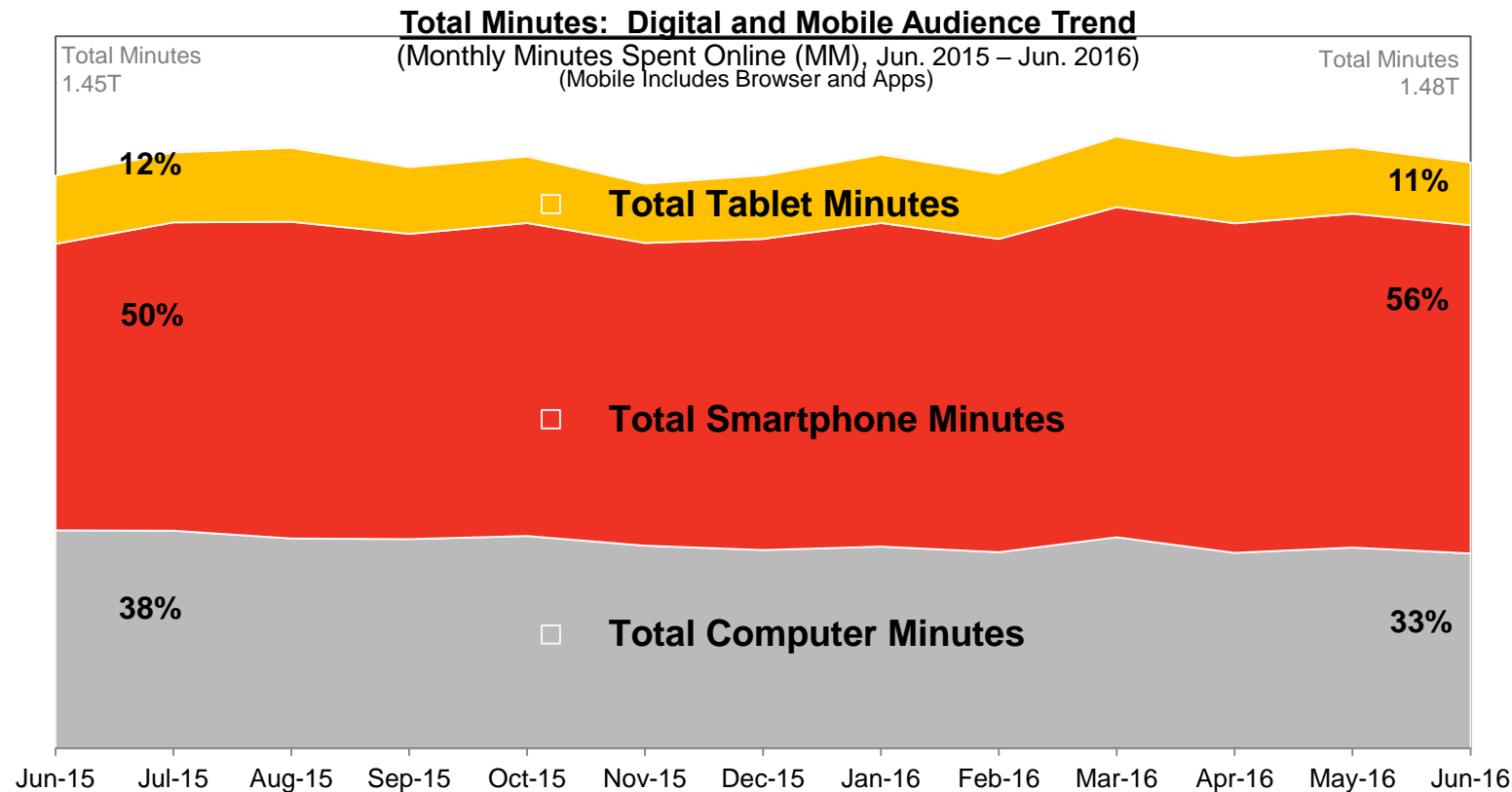
Mobile and Desktop Usage Patterns

Mid Year 2016 Report

IAB Digital Usage Trend Report

Time Spent Online Continues to Shift to Smartphones

- While users (up 1%) continue to spend more time online overall (up 2%), that time online is increasingly shifting to smartphones
- More than half of all internet time is spent on smartphones
- One-third of online time is spent on computers and users spend three times more time online on a computer than on a tablet

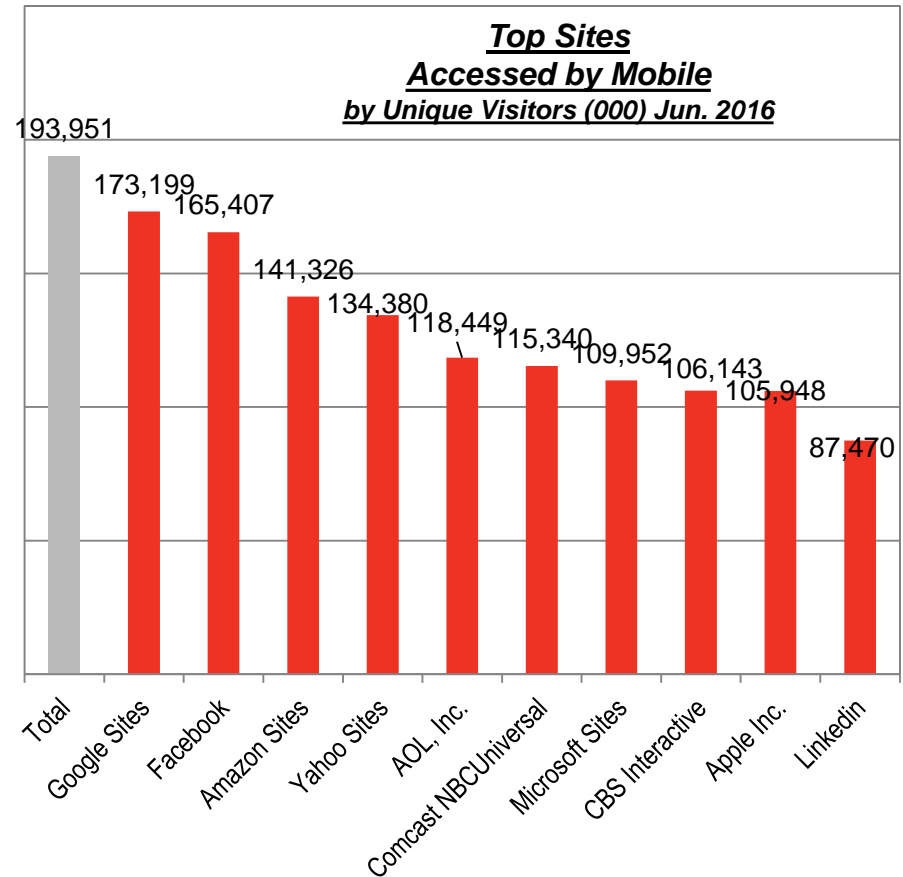
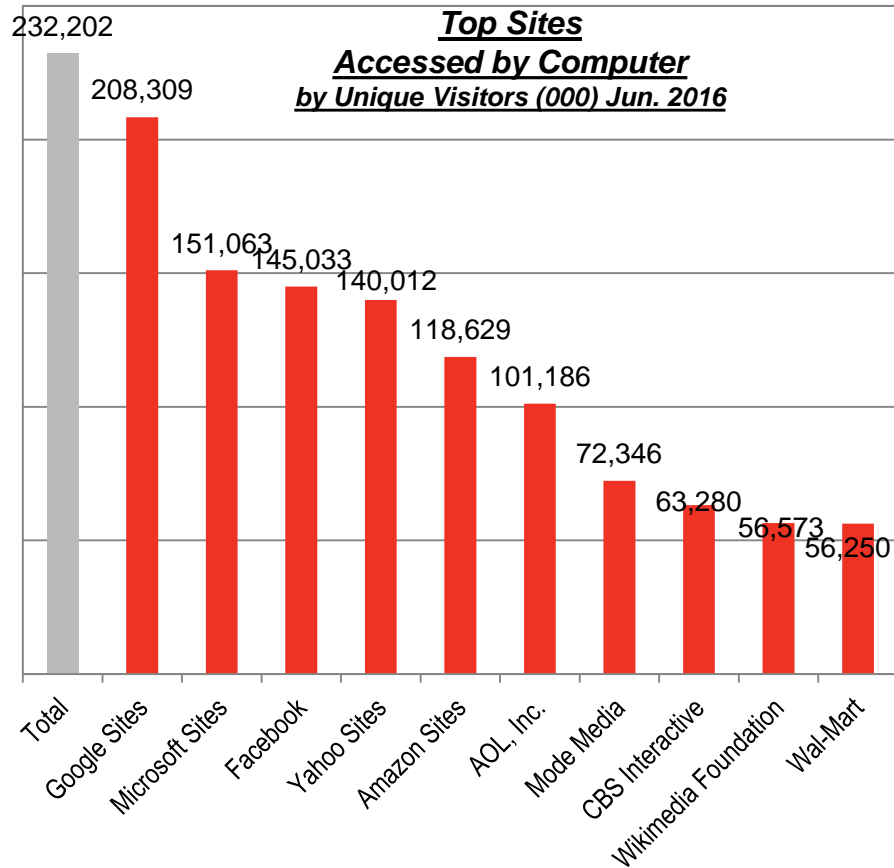


Source: comScore US Media Metrix Multi-Platform, Jun '15 – Jun '16, Total Internet Time Spent (MM)

Effective with January 2016 data, the comScore audience product suite (Media Metrix MP, Media Metrix, Video Metrix, Mobile Metrix) underwent methodology and processing enhancements affecting all markets and all audience products.

Slight Differences Between Top 10 Most Visited Sites Accessed by Computer vs. Mobile Device

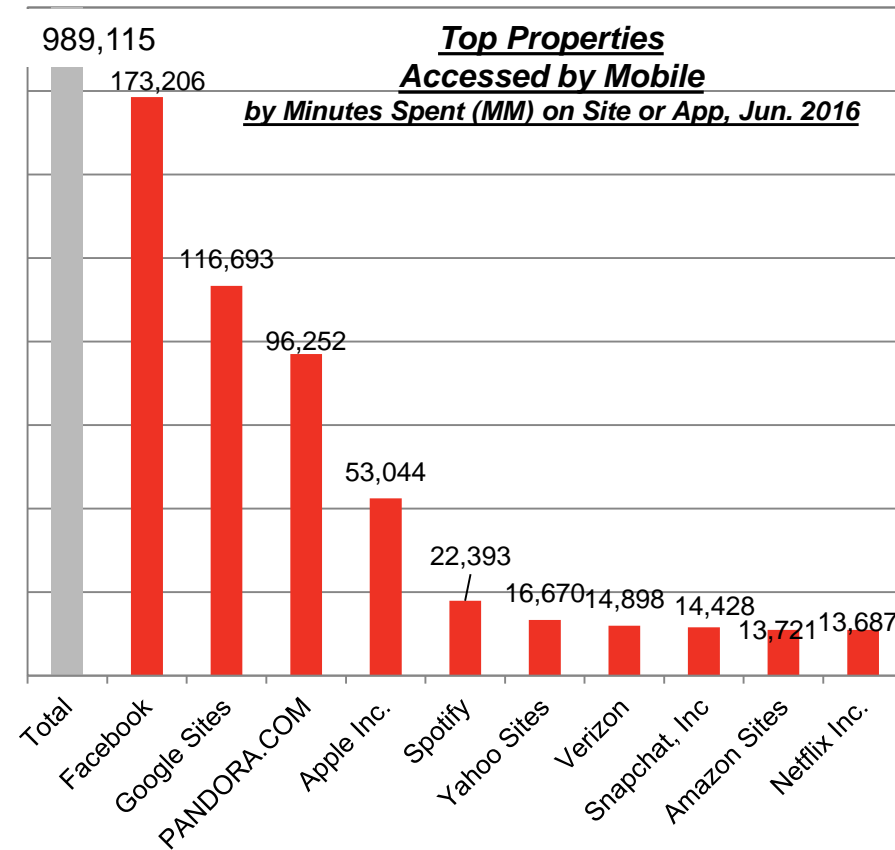
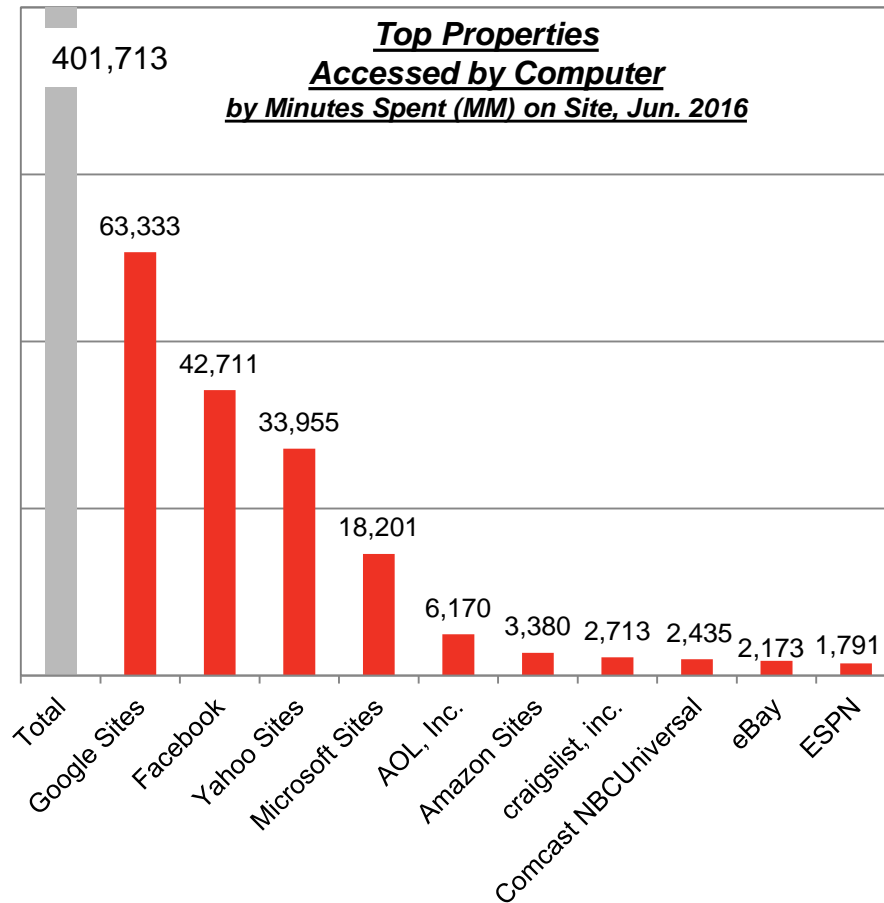
by Unique Visitors



Source: comScore US Media Metrix (Desktop only), Mobile Metrix, Jun '16, Unique Monthly Visitors.
 Note: Duplication is likely since someone who visits a site using a computer might also visit that site using a mobile device.
 IAB Digital Usage Trend Report Mid Year 2016

More Apparent Differences in Top 10 Sites by Time Spent Online by Device

- ▶ Streaming audio properties like Pandora and Spotify are among the Top 10 accessed by mobile devices
- ▶ TV sites like NBC and ESPN and Shopping sites like Amazon, Craigslist, eBay are among the Top 10 accessed by computers

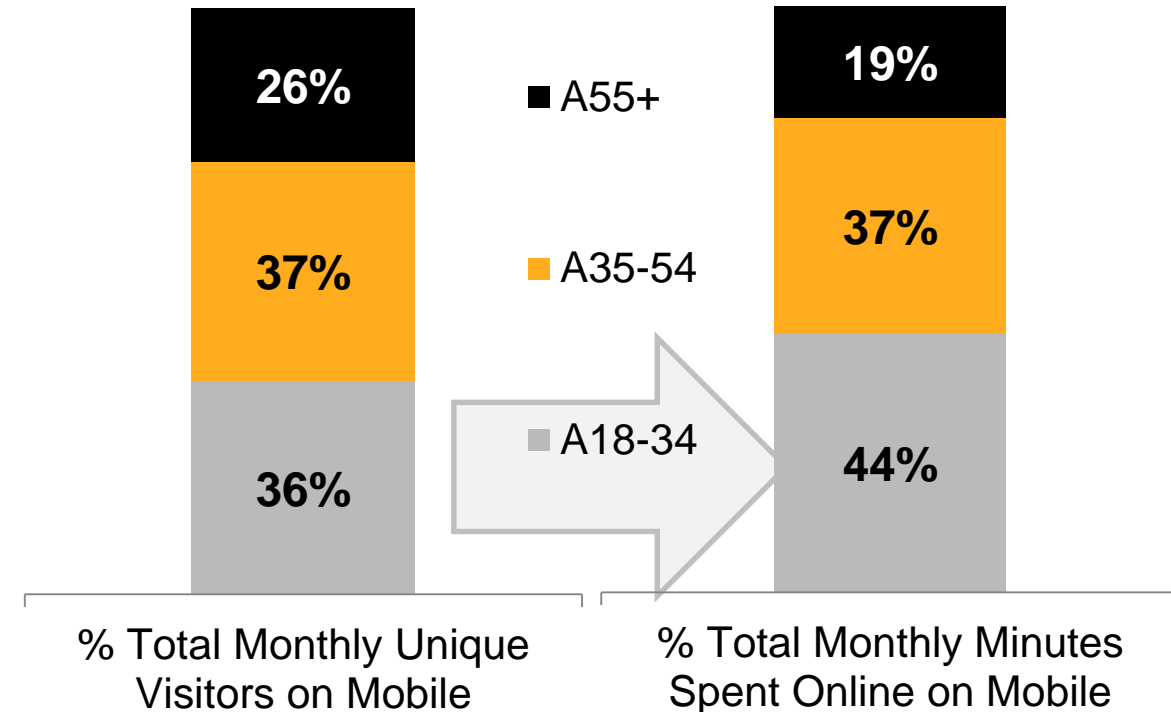
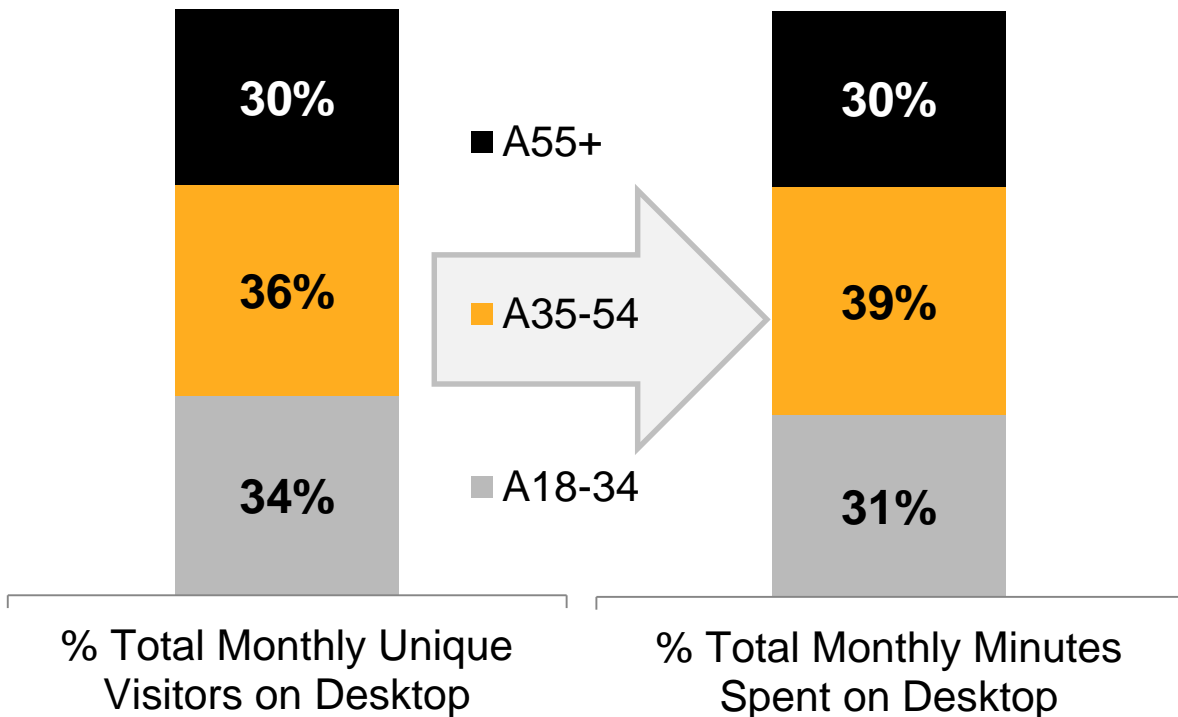


Source: comScore US Media Metrix (Desktop only), Mobile Metrix, Jun '16

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Desktop and Mobile Users at a Glance: 18-34 Year Olds Spend More Time on Mobile

- 35-54 year olds are the largest group of desktop users and they also spend the most time online via computer.
- 35-54 year olds and 18-34 year olds are the largest groups of mobile users. 18-34 year olds spend the most time online via mobile device.



ComScore MultiPlatform Jun. 2016. Total Audience, Home and Work. Desktop. Mobile.

IAB Digital Usage Trend Report Mid Year 2016

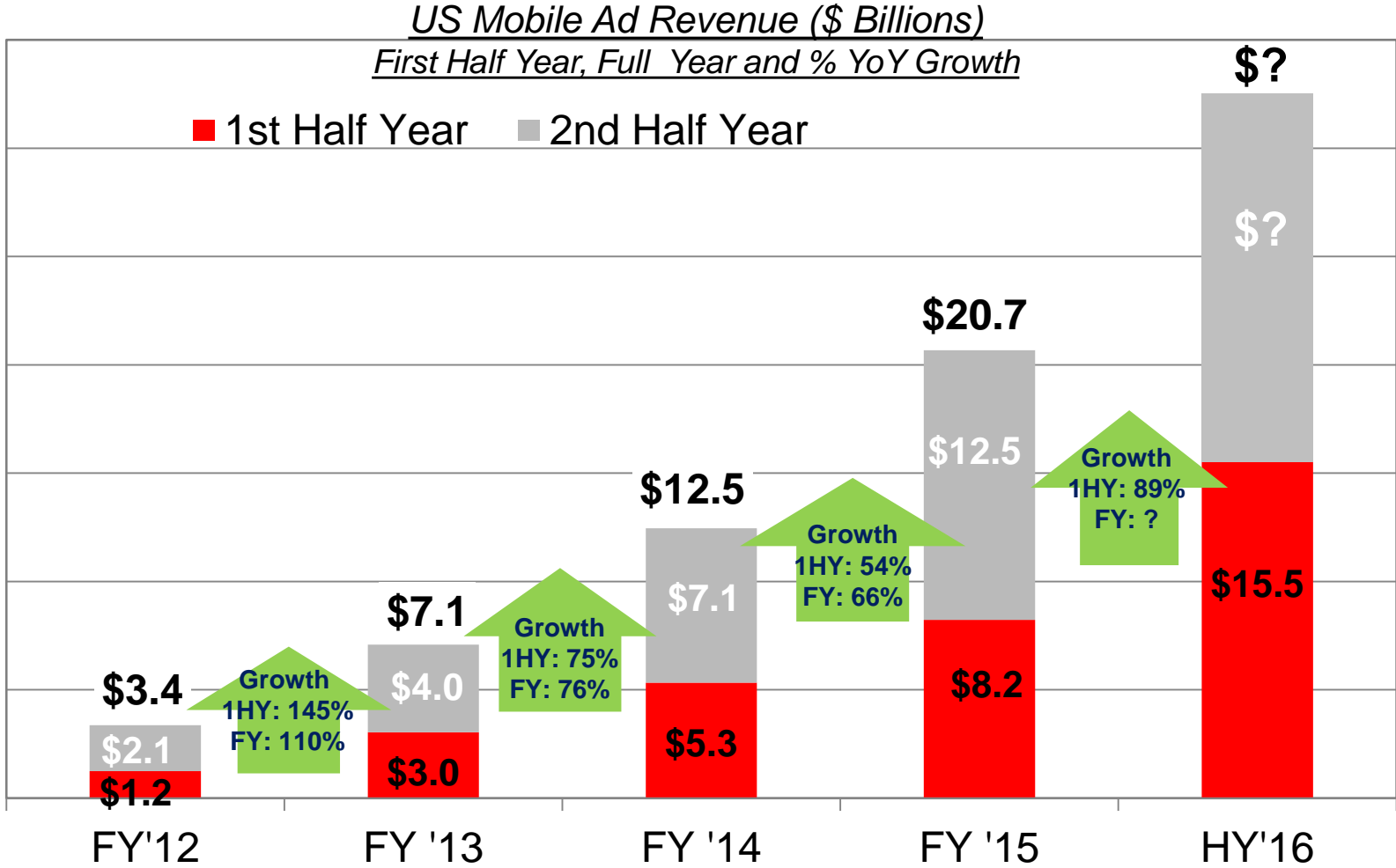


Mobile

Mid Year 2016 Report

IAB Digital Usage Trend Report

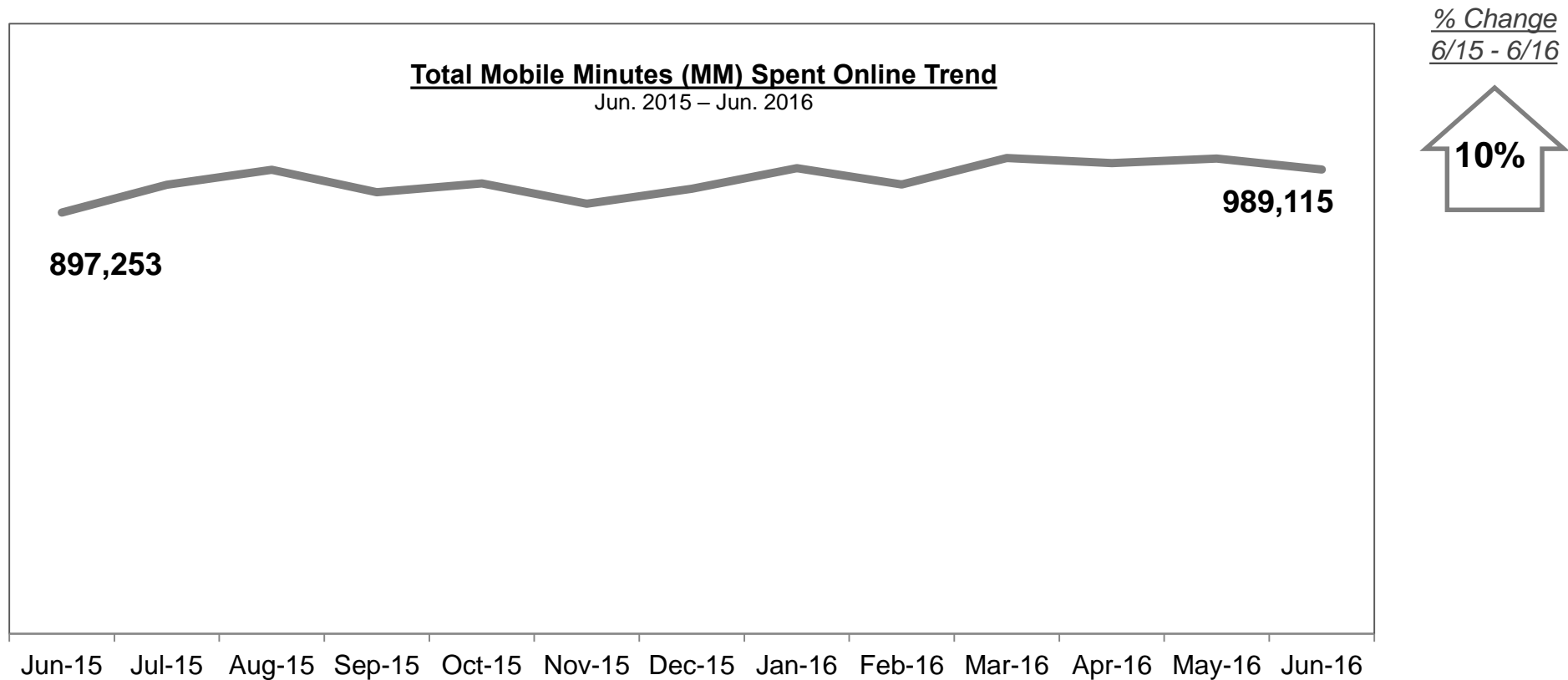
Mobile Advertising Revenue Growth: First Half Year 2016 Revenue Nearly Double that of First Half 2015



Note: Half Year totals accurately reflect the sum of half year totals as rounded to two decimal places.

Time Spent Online on Mobile Devices Has Grown

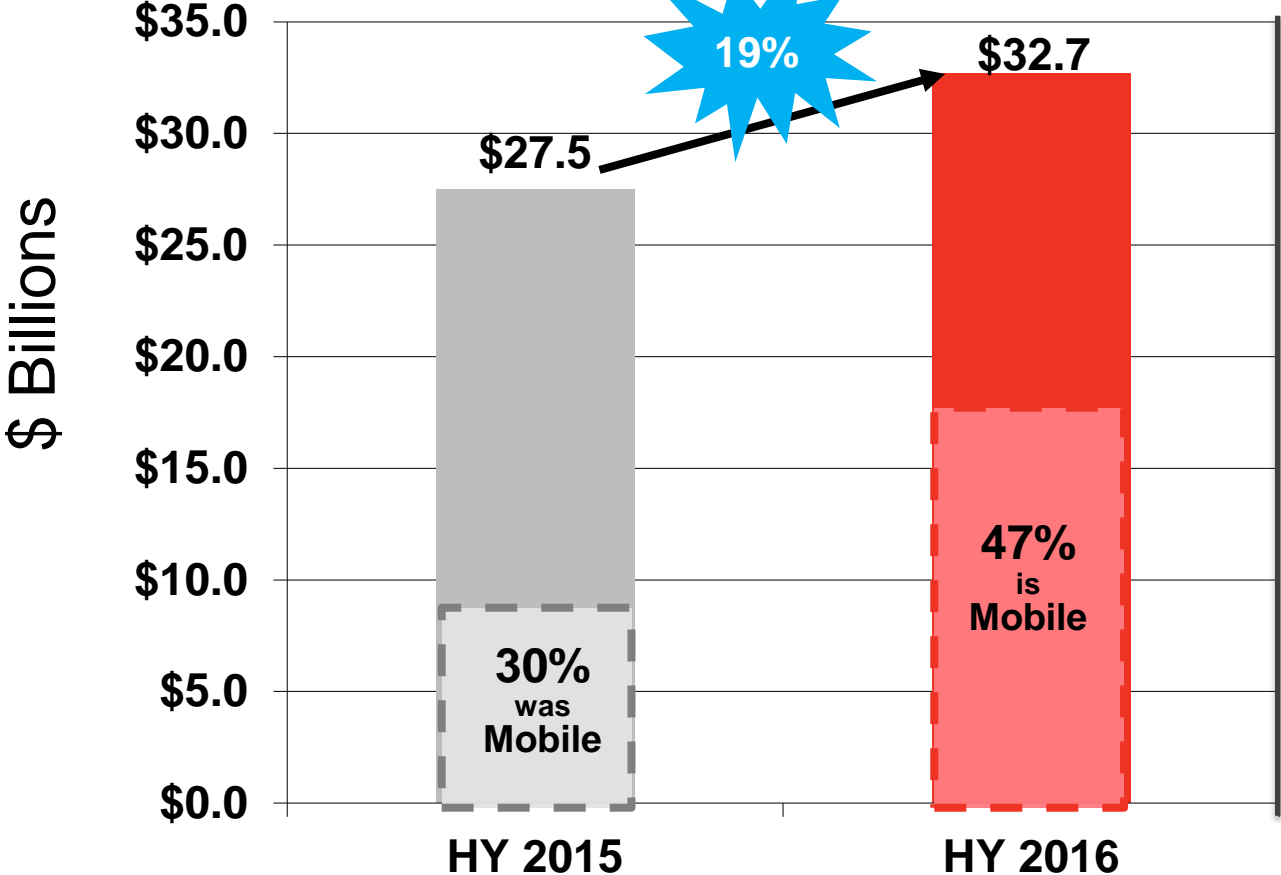
- ▶ Time spent online on smartphones grows (up 15%) while tablet time drops (-8%)



Source: comScore US Media Metrix Multi-Platform, Jun '15 – Jun '16, Internet Time Spent on Smartphone and Tablet, Total Monthly Minutes (MM). Mobile includes browser and apps. Effective with January 2016 data, the comScore audience product suite (Media Metrix MP, Media Metrix, Video Metrix, Mobile Metrix) underwent methodology and processing enhancements affecting all markets and all audience products.

Mobile Accounts for Nearly Half of Digital Ad Revenue for First 6 Months of 2016

Digital Ad Revenue Growth (HY 2015 vs. HY 2016)

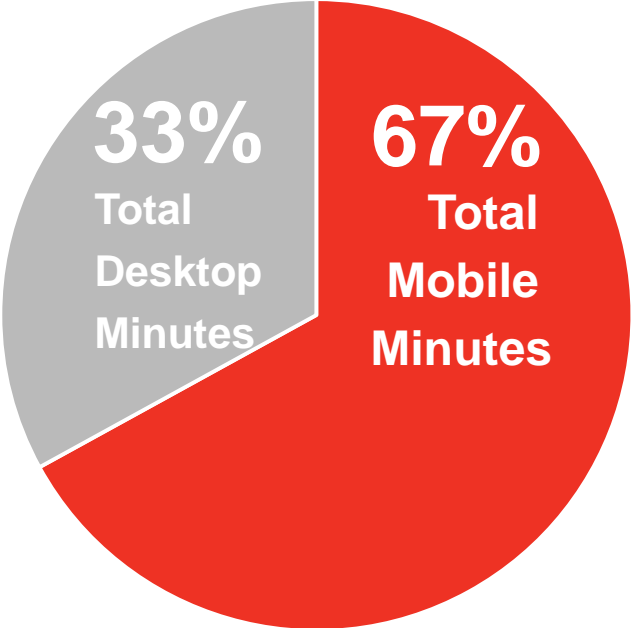


Source: IAB Internet Advertising Revenue Report, 2016 First Half Year and 2nd Quarter Report

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

➤ The share of time spent online using a mobile device grew from 62% a year ago.

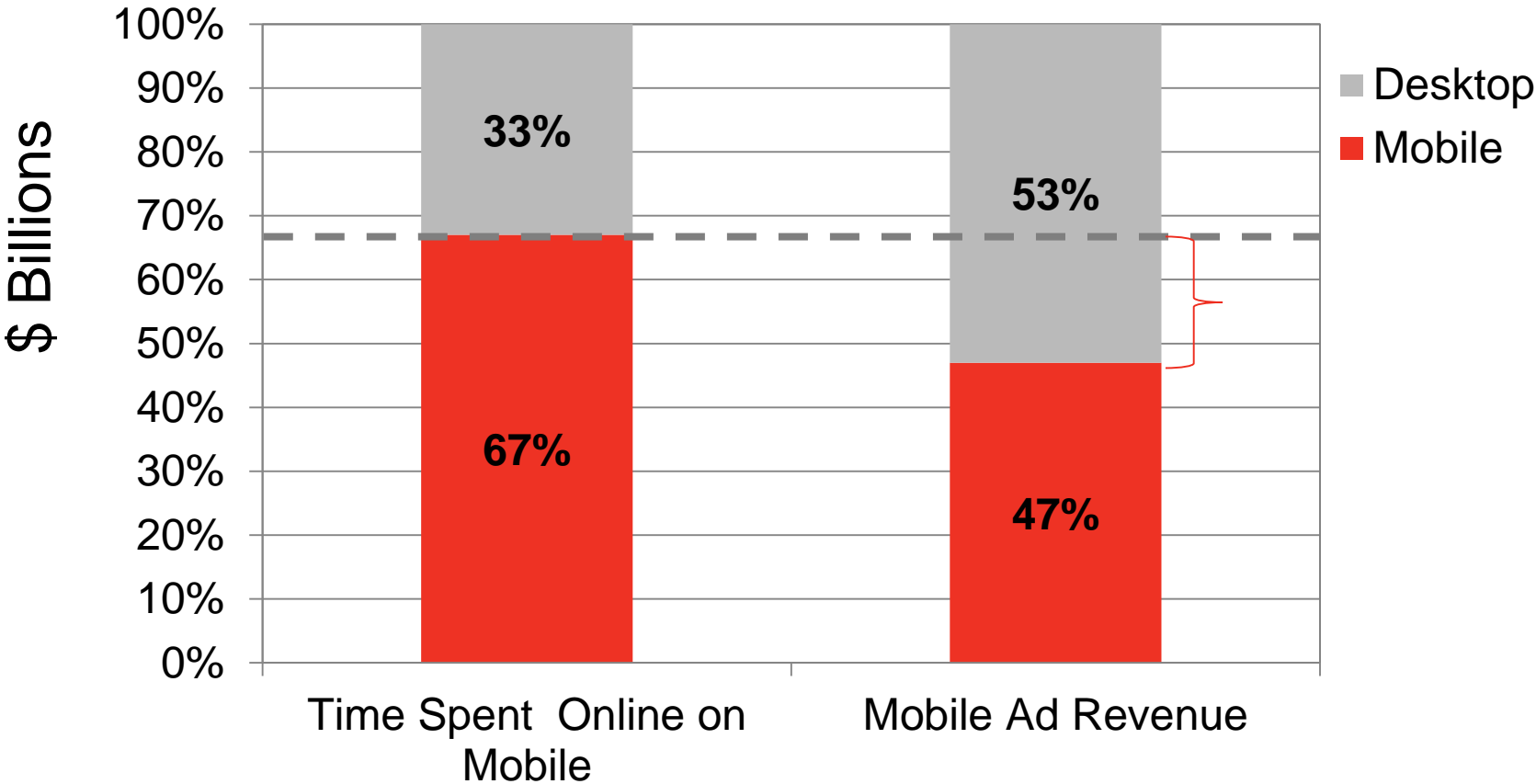
Jun. 2016
% of Total Internet Minutes
Monthly Minutes Spent Online, Jun 2016
(Mobile Browser and Apps)



Source: comScore US Media Metrix Multi-Platform, Jun '16, Total Internet Time Spent

Mobile Advertising Revenue is Catching Up to Consumer Usage but Still Has Room for Growth

Mobile as a Percent of Digital
First Half 2016
Time Spent vs. Ad Revenue



Sources: IAB 2016 First Half Year and Q2 2016 Internet Advertising Revenue Report; comScore US Media Metrix Multi-Platform, Jun '16, Total Internet Time Spent

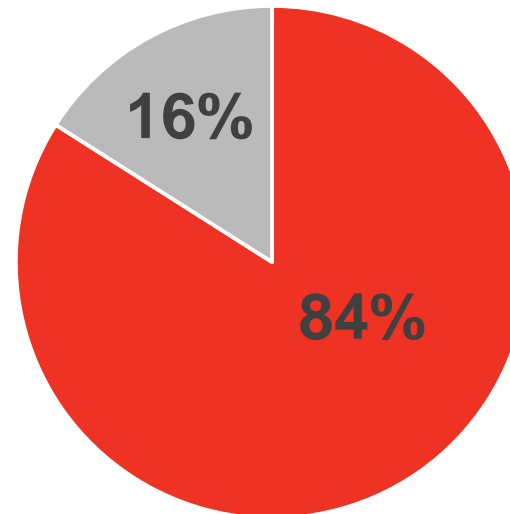
More Mobile Time is Spent Online on Smartphones Than on Tablets

- Smartphones accounted for 84% of all mobile minutes spent online in June, up from 81% a year ago

Total Mobile Minutes Online

Browsing and Apps combined

■ Total Smartphone Minutes ■ Total Tablet Minutes



Jun. 2016

Source: comScore US Mobile Metrix, Jun '15, Jun '16, 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.

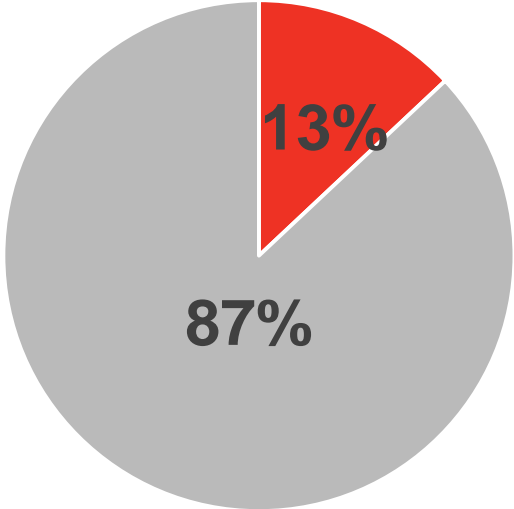
IAB Digital Usage Trend Report Mid Year 2016

More Time is Spent Online on Mobile Apps Than on Mobile Web

Total Mobile Minutes Online

Total Mobile Minutes on Browser vs. In App

■ Total Browser Minutes ■ Total App Minutes



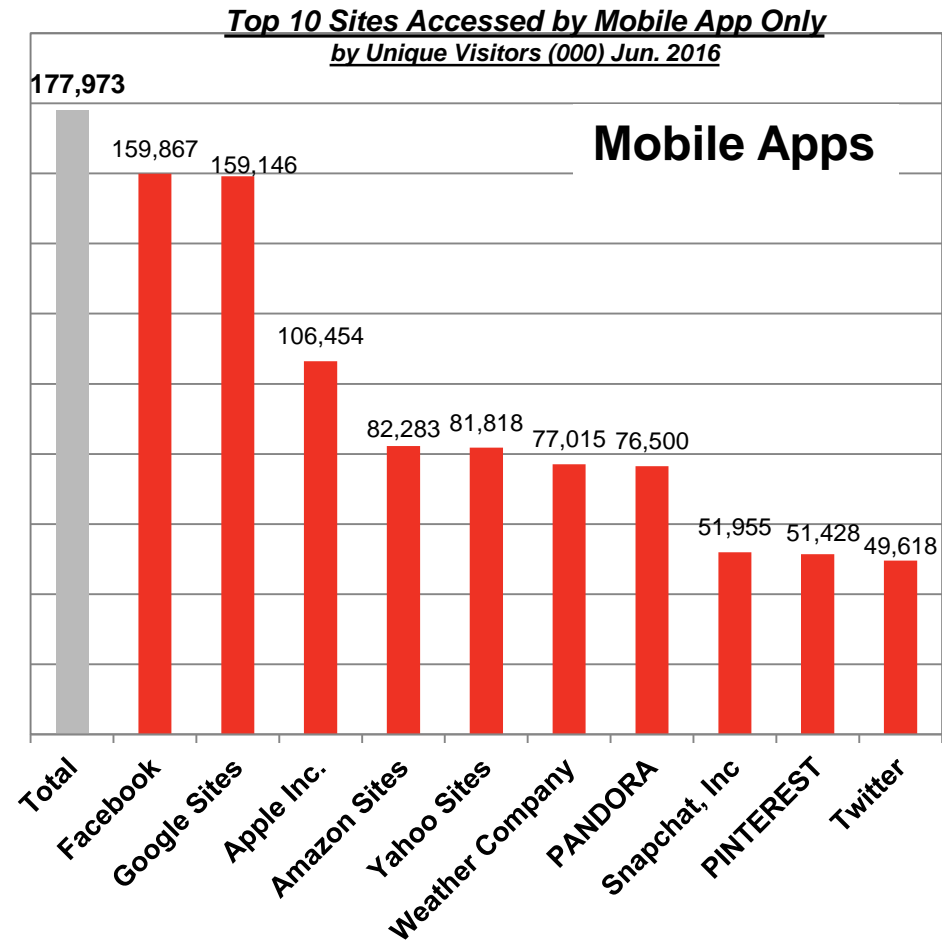
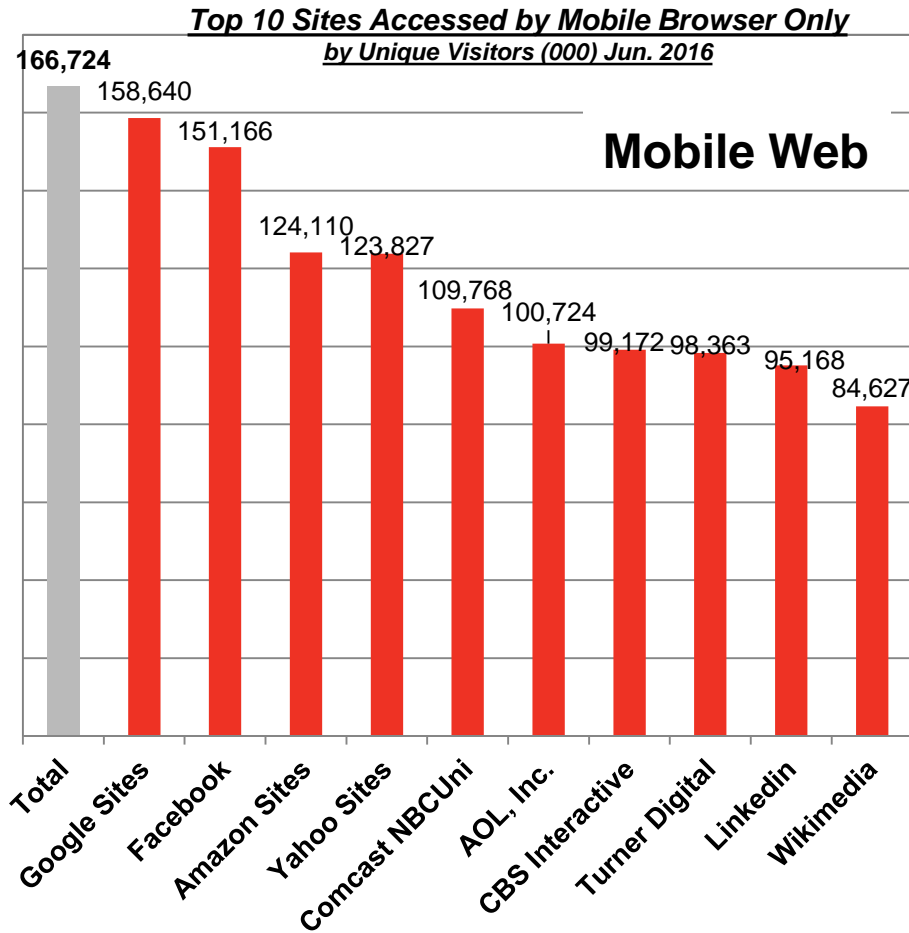
Jun. 2016

Source: comScore US Mobile Metrix, Jun '15, Jun '16, Total Minutes (000) Browsing, Applications

Some Sites are More Popularly Visited in Apps Than Mobile Web

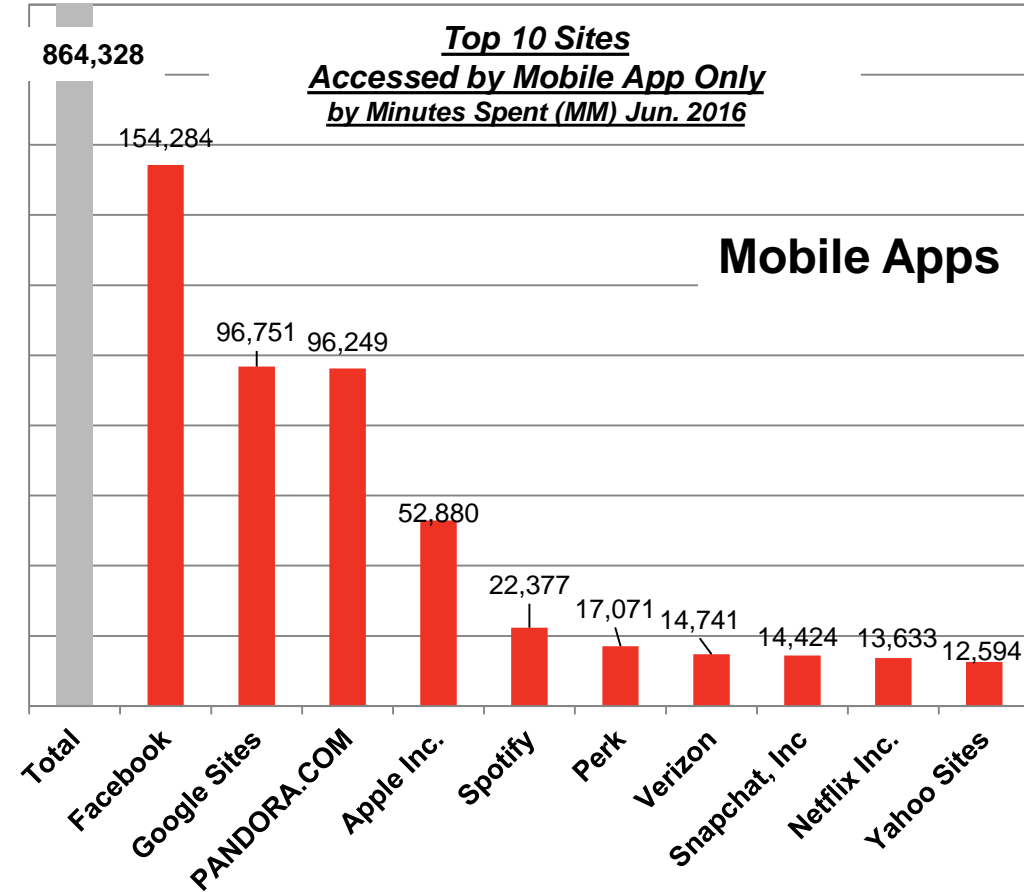
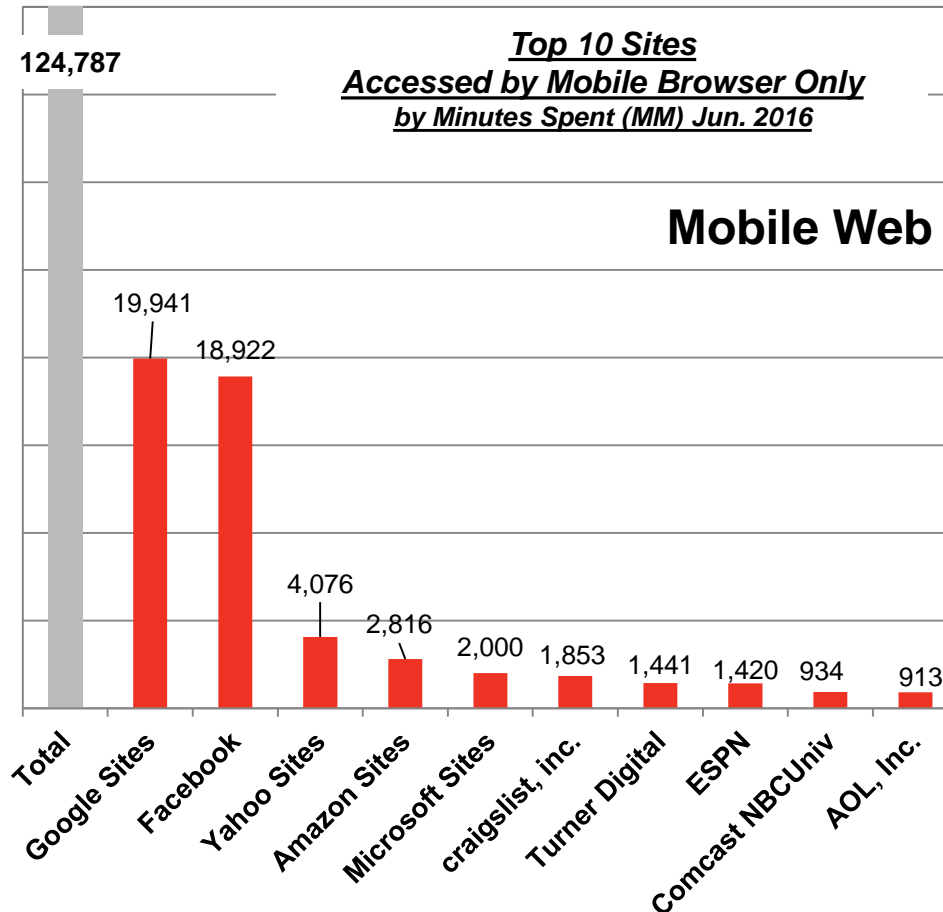
by Unique Visitors

- Google, Facebook, Yahoo and Amazon are consistent Top 5 properties both in apps or mobile web
- Some properties are more popularly visited in app (Weather, Pandora, Snapchat, Pinterest, Twitter) and some via mobile browser (Comcast/NBCUniversal, AOL, CBS, Turner, LinkedIn, Wikipedia).



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

- Facebook and Google hold the top mobile spots by app or mobile web
- 3 of the Top 10 mobile apps by time spent are streaming apps: 2 audio, 1 video
- 3 of the Top 10 mobile sites by time spent are TV networks and 2 are portals



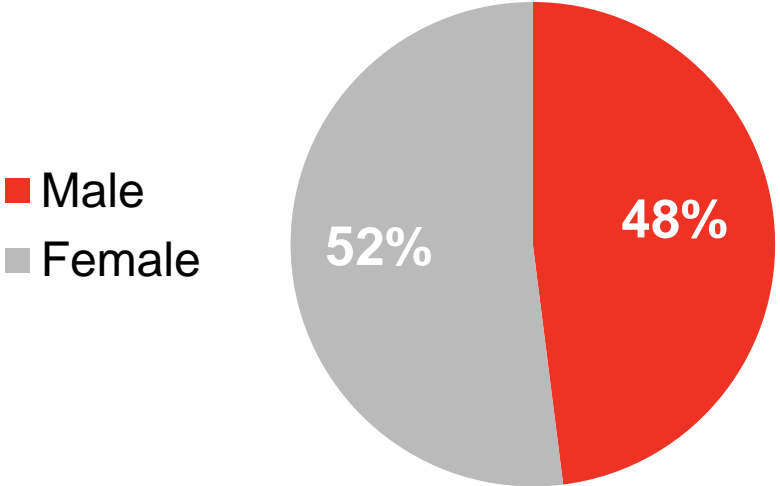
ComScore Mobile Metrix, Total Mobile (All Smartphones, iPhone, Android Phone, All Tablets, iPad, Android Tablet), Mobile Browser Only, Mobile App Only

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

IAB Digital Usage Trend Report Mid Year 2016

Mobile Users at a Glance

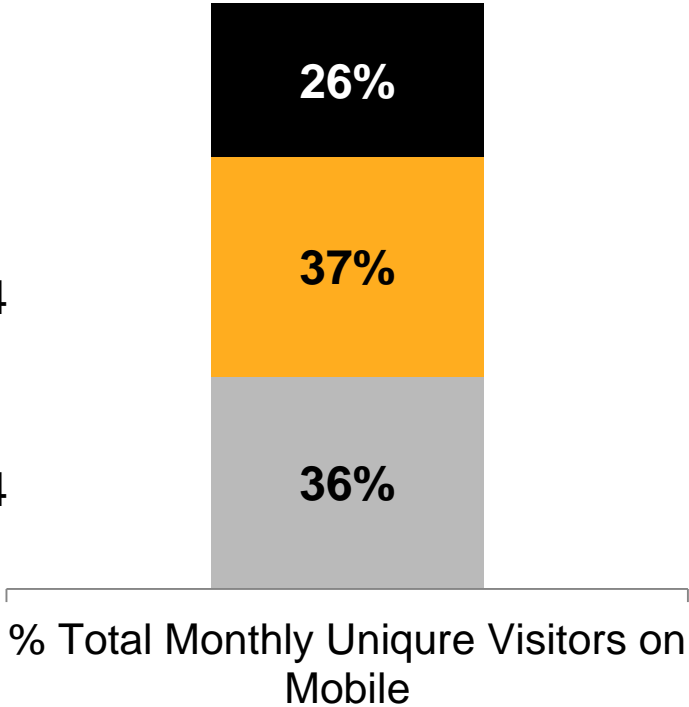
% Total Monthly Unique Visitors on Mobile Devices



■ A55+

■ A35-54

■ A18-34



ComScore MobileMetrix Jun. 2016, Total Audience, Home and Work. Mobile Only.

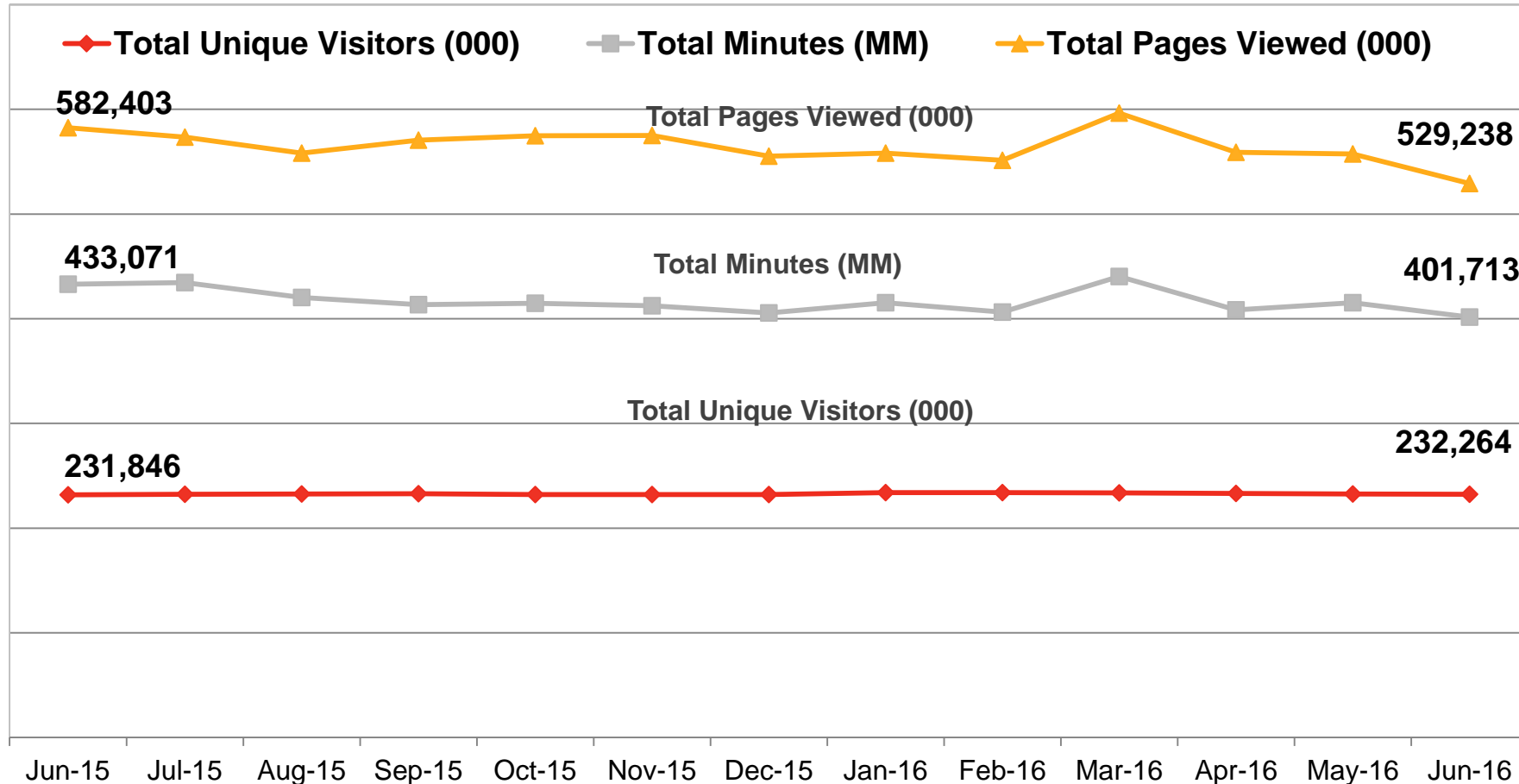
IAB Digital Usage Trend Report

Computer-Based Internet Usage

Mid Year 2016 Report

The Number of People Accessing the Internet Via Computer is Steady but Time and Views are Down as They Shift to Mobile Devices

Computer-Based Internet Usage Trend



% Change
Year over
Year
(6/15-6/16)

-9%

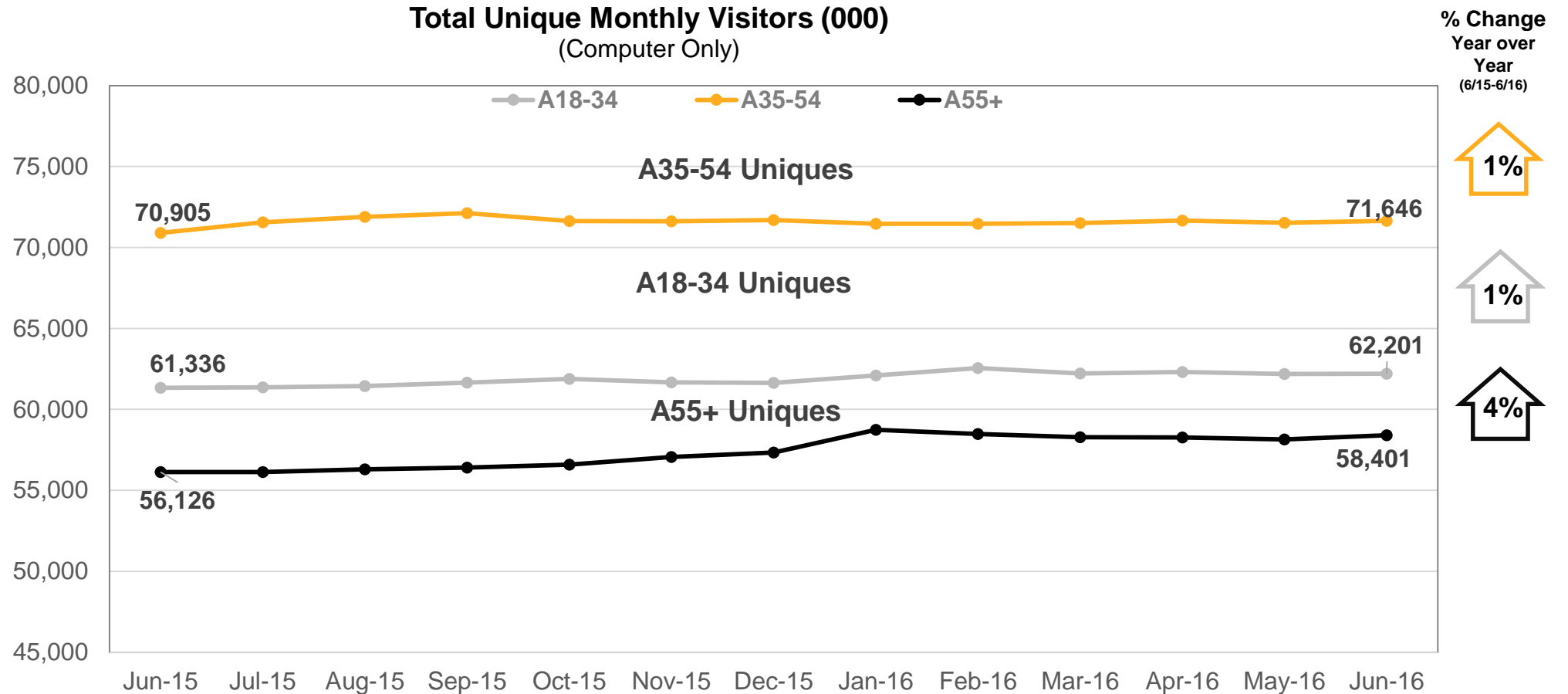
-7%

0%

Source: ComScore MediaMetrix Jun. 2015 to Jun. 2016, Total Internet. Home and Work. Doesn't include mobile. Effective with January 2016 data, the comScore audience product suite (Media Metrix MP, Media Metrix, Video Metrix, Mobile Metrix) underwent methodology and processing enhancements affecting all markets and all audience products.

Slight Growth in Adults 55 and Older Accessing the Internet via Computer

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



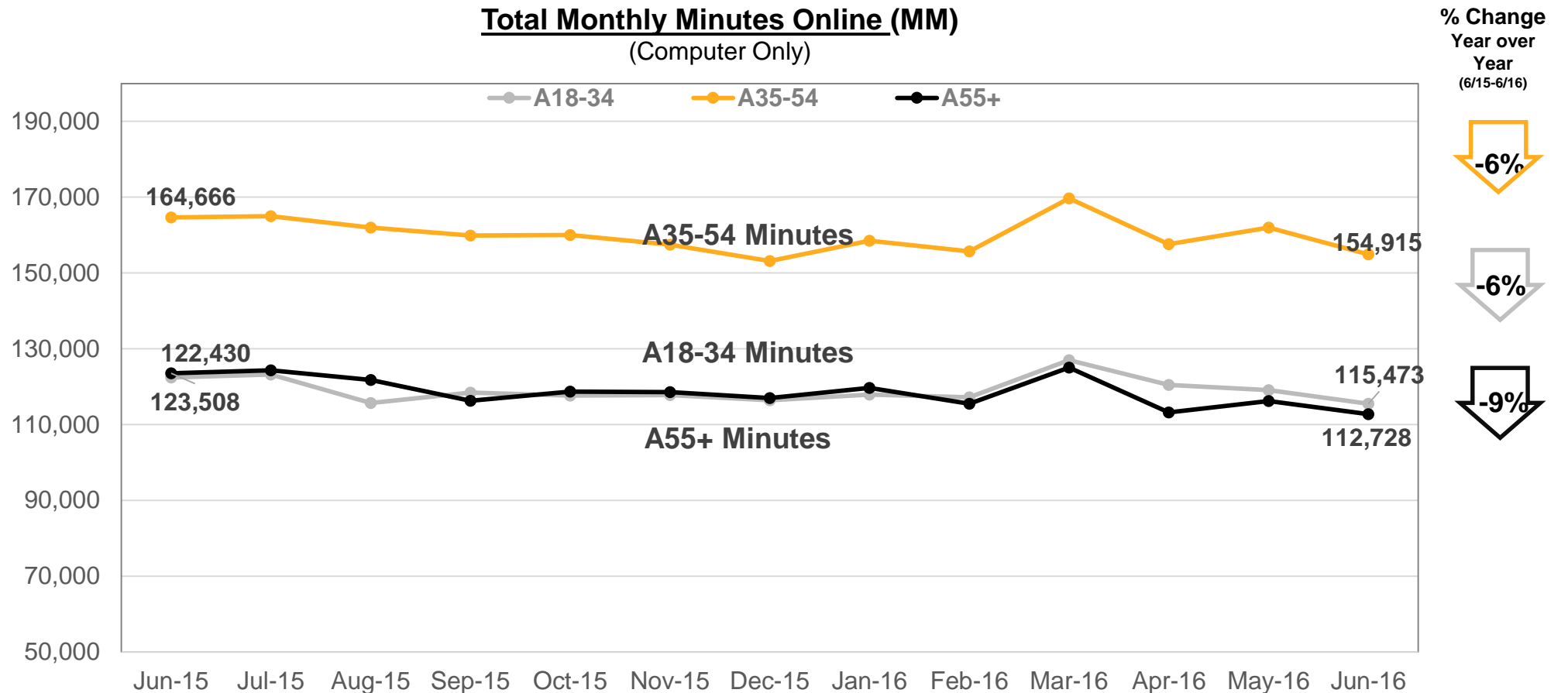
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P2-17 not shown due to lack of comparable mobile user demographic data

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Adults 55 and Older Spend as Much Time Online via Computers as 18-34 Year Olds

- Time spent accessing the internet by computers is declining (-7%) as consumers shift online time to mobile devices
- 35-54 year olds spend the most time online on computers



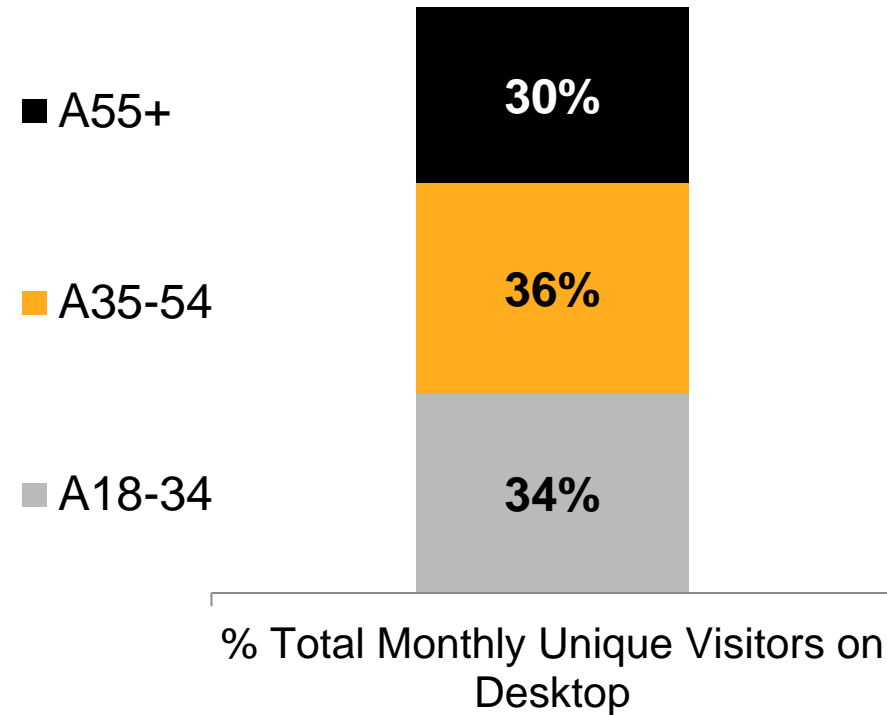
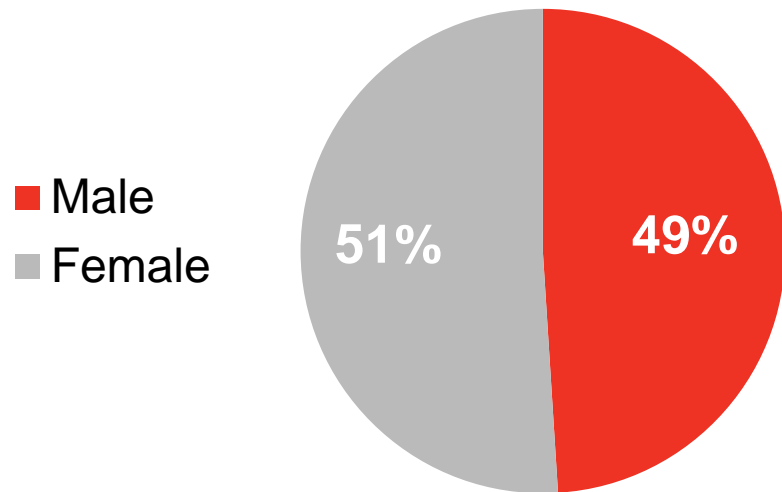
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Desktop Users at a Glance

% Total Monthly Unique Visitors on Desktops



ComScore Mediaatrix Jun. 2016, Total Audience, Home and Work. Computer Only.

IAB Digital Usage Trend Report Mid Year 2016



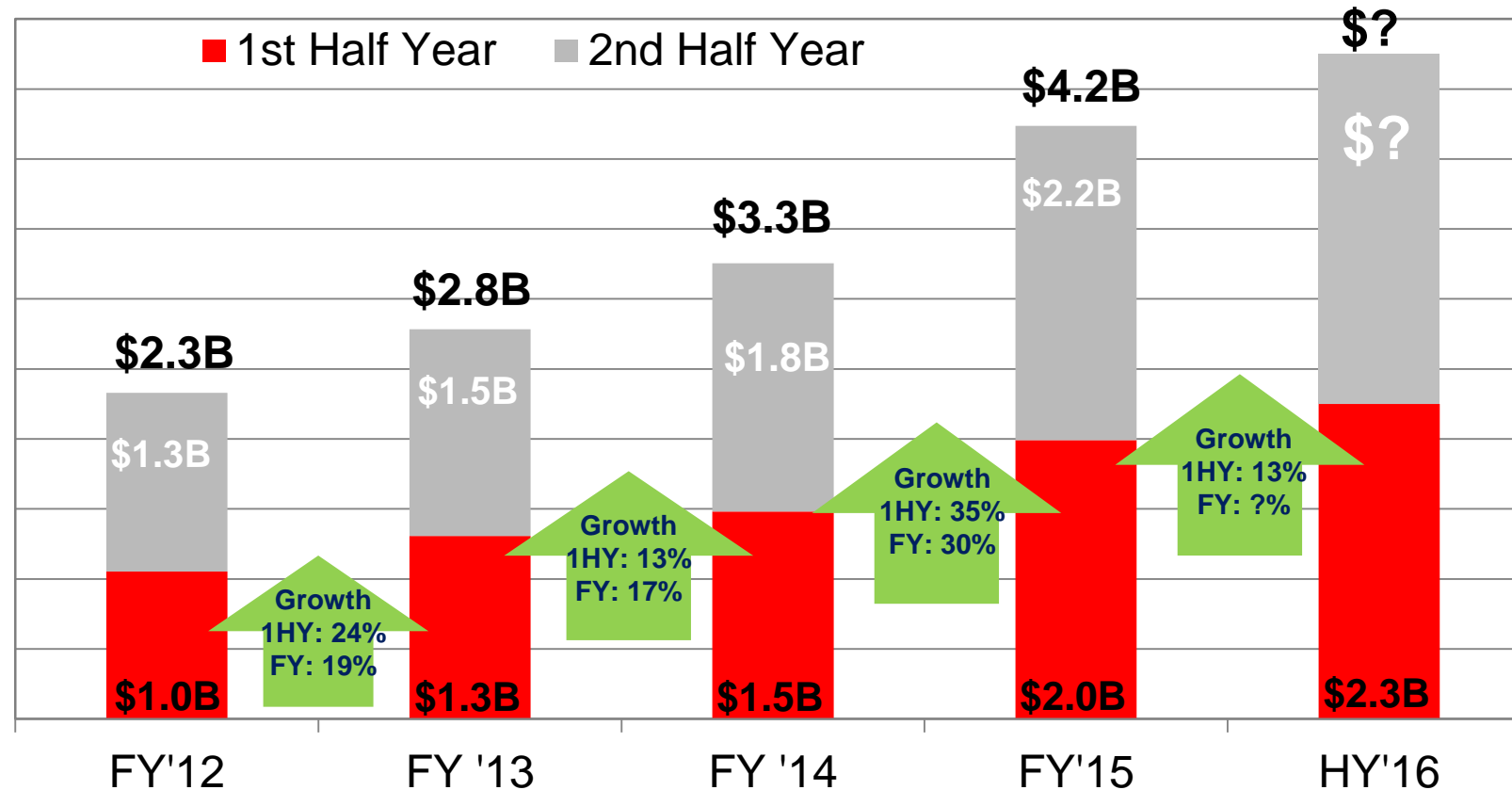
Digital Video

Mid Year 2016 Report

IAB Digital Usage Trend Report

Desktop Video Advertising Continues to Grow by Double-Digit Percentages

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



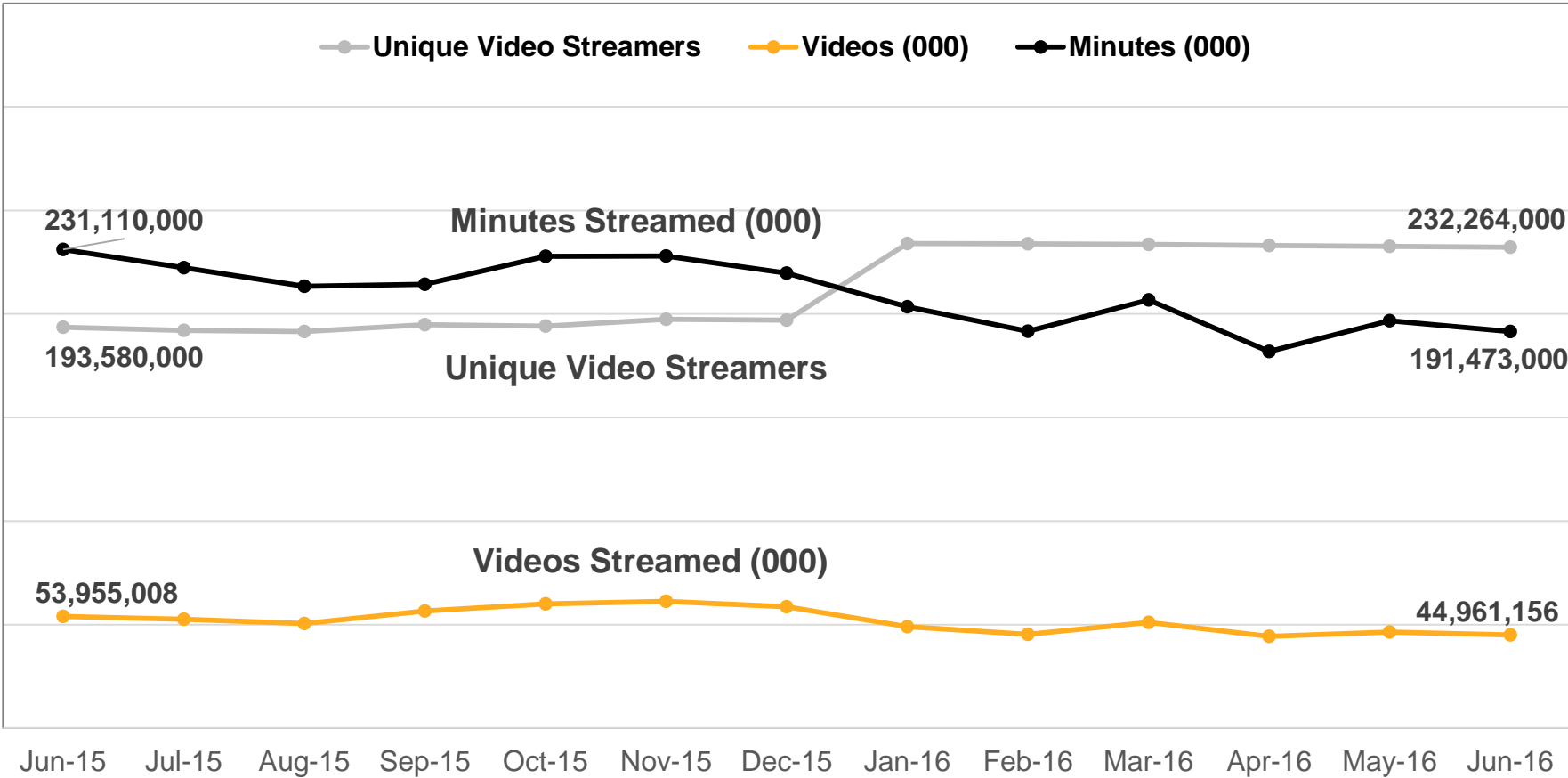
**Half Year totals accurately reflect the sum of half year totals as rounded to two decimal places.*

Source: IAB Internet Advertising Revenue Reports, Full and Half Year 2010-2016

IAB 2016 First Half Year and Q2 2016 Internet Advertising Revenue Report

232 Million US Consumers Streamed 45 Billion Videos in June

Total Monthly Consumer Desktop Video Streaming Trend



*January 2016 data underwent methodology and processing enhancements to the comScore audience product suite (Media Metrix MP, Media Metrix, Video Metrix, Mobile Metrix) affecting trending data.

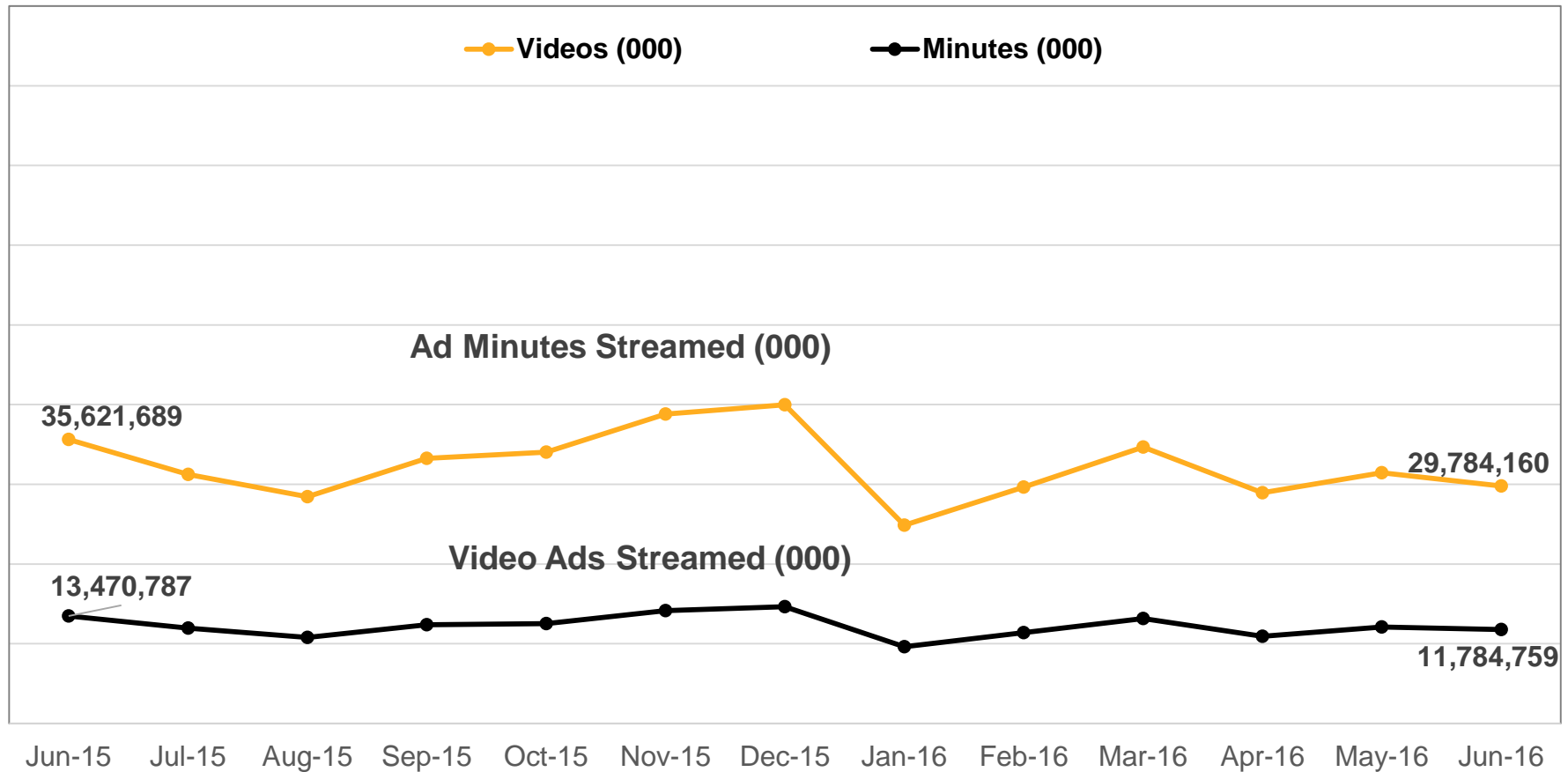
**comScore has identified an issue, which has subsequently been resolved, with recently released Video Metrix data for January 2016. Demographic data at the Total Internet level was miscalculated due to a processing issue, impacting Total Internet data for Unique Viewers and Demographic Composition. All derived metrics – that is Videos per Viewer, Minutes per Viewer, GRP metrics and % Reach metrics were also impacted at the Total Internet Level.

Source: ComScore VMX Desktop Jun. 2015 to Jun. 2016, Total Internet. Doesn't include mobile.
IAB Digital Usage Trend Report Mid Year 2016



US Consumers Streamed 12 Billion Video Ads in June

Total Monthly Consumer Desktop Video Ads Streamed Trend



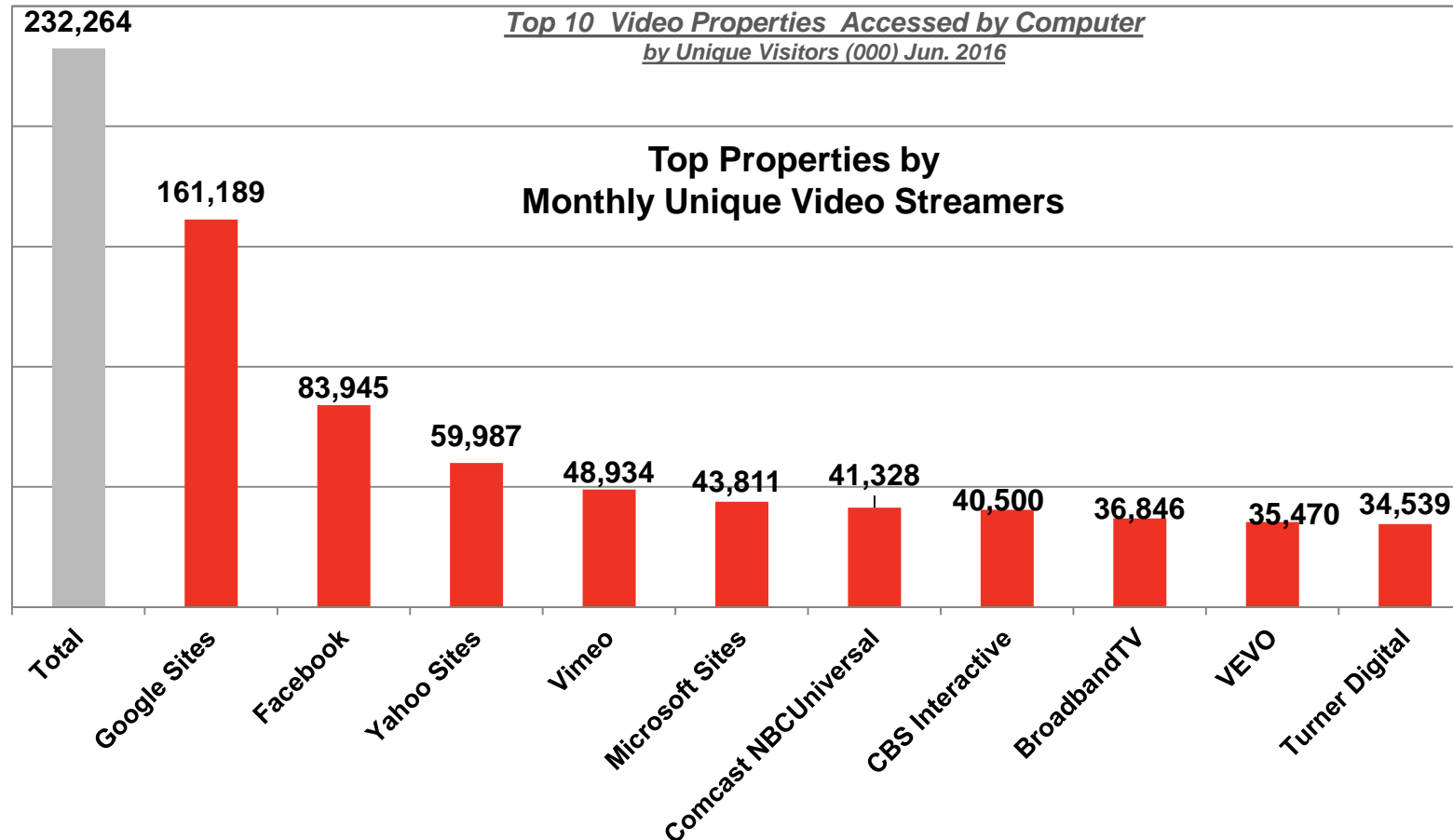
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IAB Digital Usage Trend Report Mid Year 2016

Google, Facebook and Yahoo! Were the Most Popularly Visited Video Properties in June

- The #1 site, Google, had nearly twice the monthly video streamers as Facebook

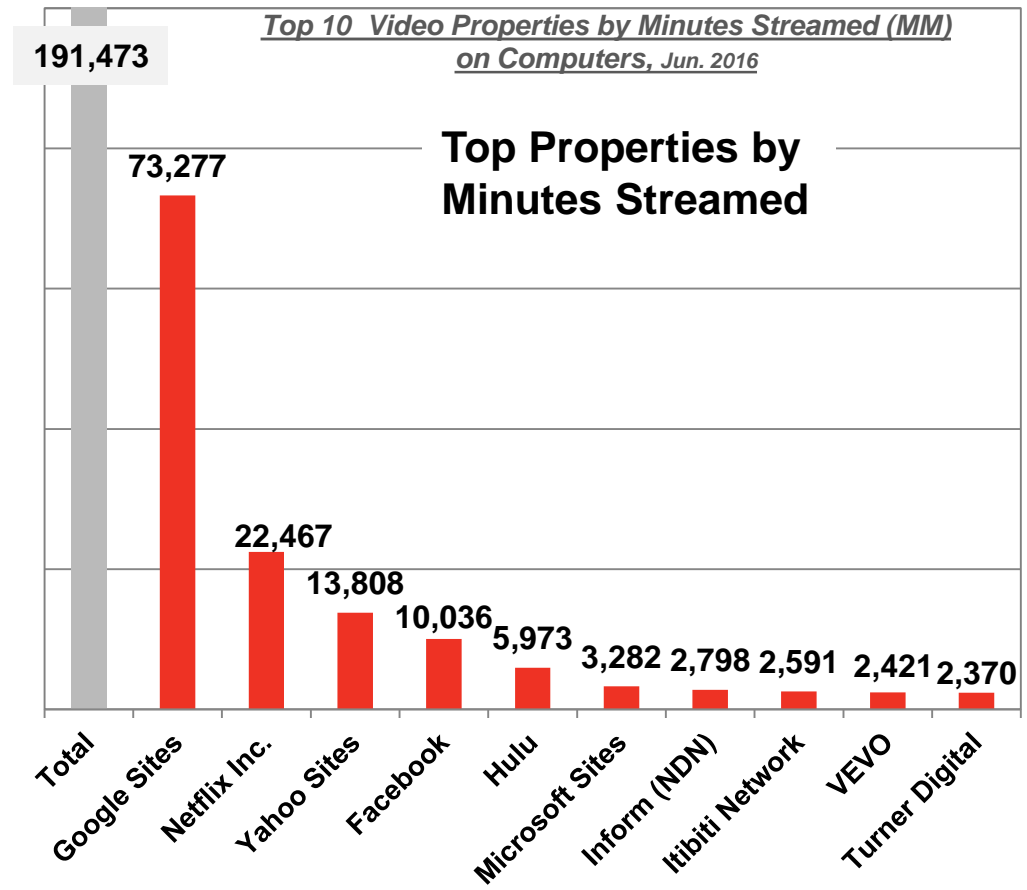
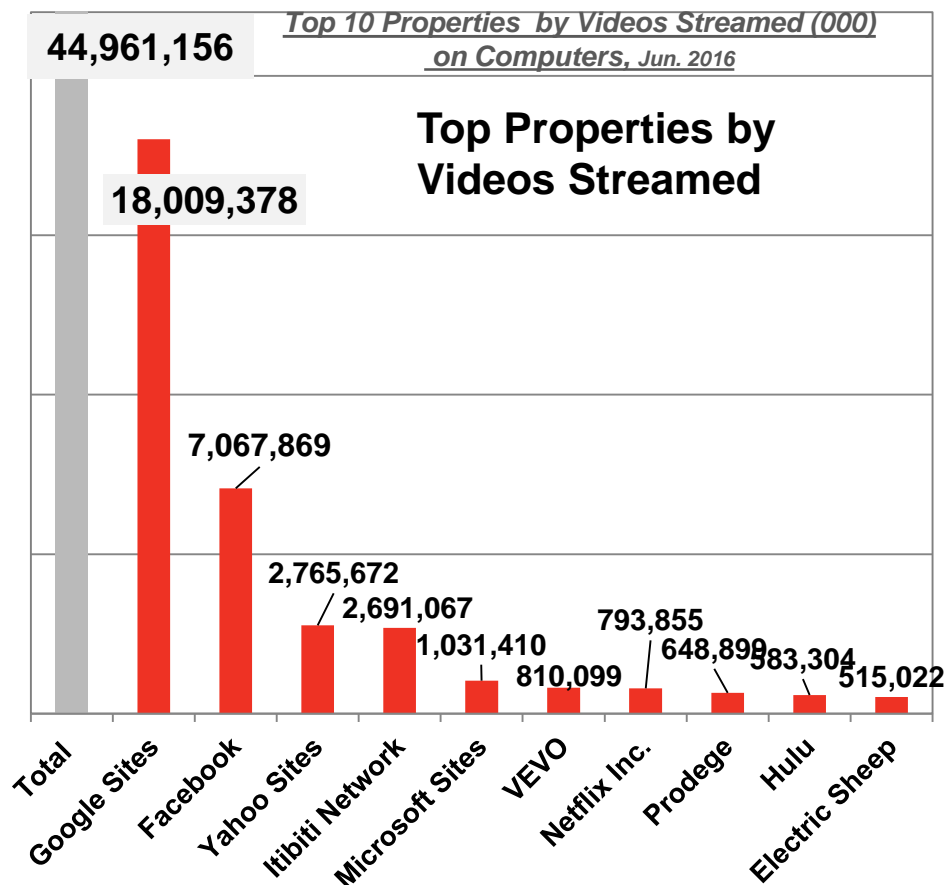


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Users Streamed the Most Videos at Google, Facebook and Yahoo and Spent the Most Time Streaming on Google, Netflix and Yahoo

- #1 streaming site Google had more than twice as many videos streamed as #2 site Facebook and more than 6x the #3 property Yahoo.
- Consumers spent 3x more time on Google videos than on #2 property Netflix and 5x more time than on #3 site Yahoo.

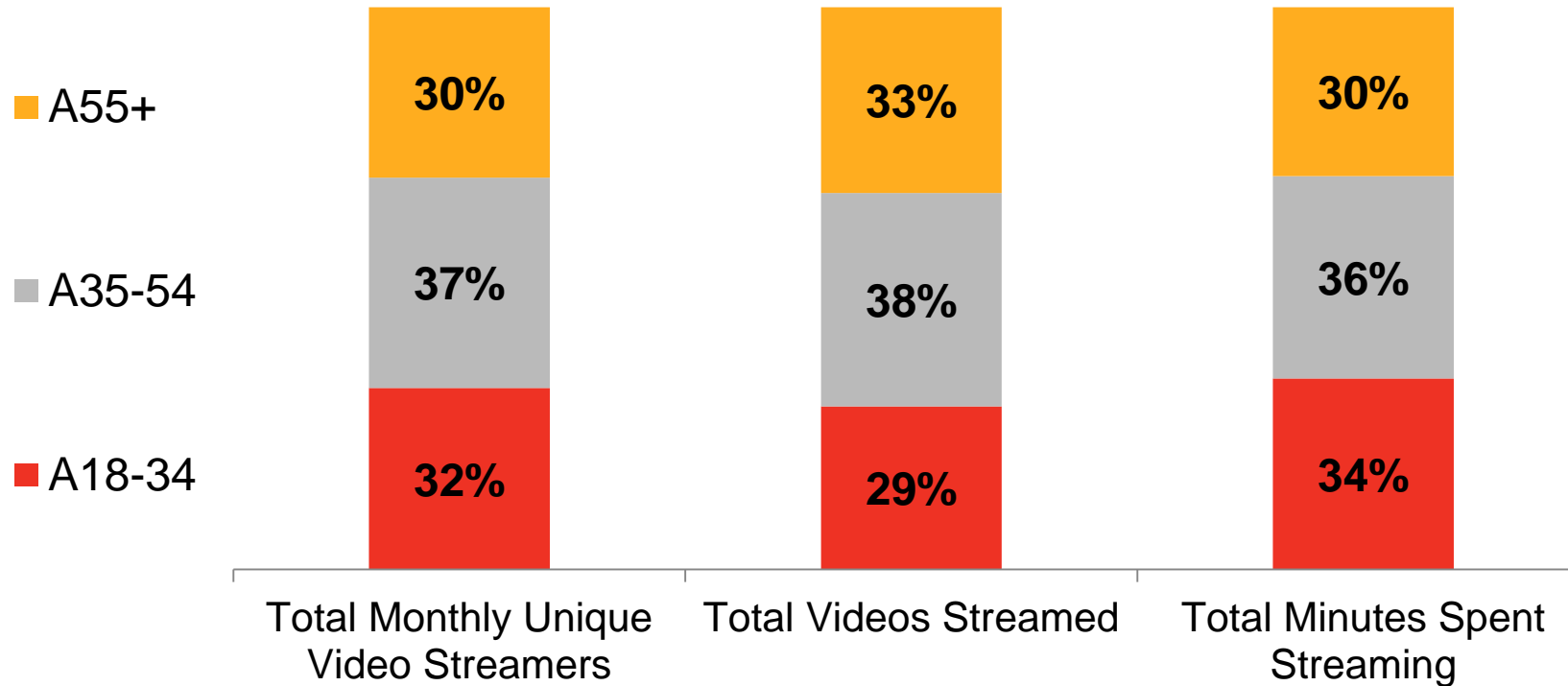


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Desktop Video Streamers at a Glance

- 232 million Americans streamed 45 billion videos for a total of 191 billion minutes on computers in June 2016
- On Computers, 35-54 Year Olds Stream the Most



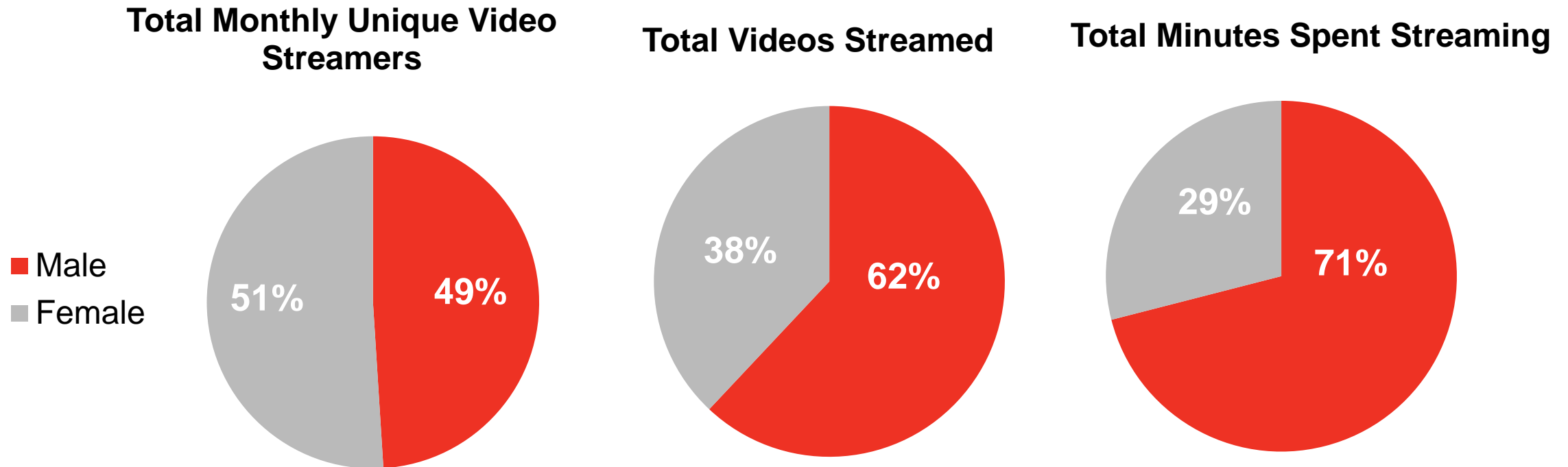
ComScore VideoMetrix June 2016, Total Audience, Home and Work. Doesn't include mobile.

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IAB Digital Usage Trend Report Mid Year 2016


On Computers, Men Stream More Videos for Longer

- 232 million Americans streamed 45 billion videos for a total of 191 billion minutes in June 2016
- Roughly equal numbers of men as women stream digital video on a computer but men account for 62% of videos streamed and 71% of time spent streaming.



ComScore VideoMetrix June 2016, Total Audience, Home and Work. Doesn't include mobile.
Effective with January 2016 data, the comScore audience product suite (Media Metrix MP, Media Metrix, Video Metrix, Mobile Metrix) underwent methodology and processing enhancements affecting all markets and all products.

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