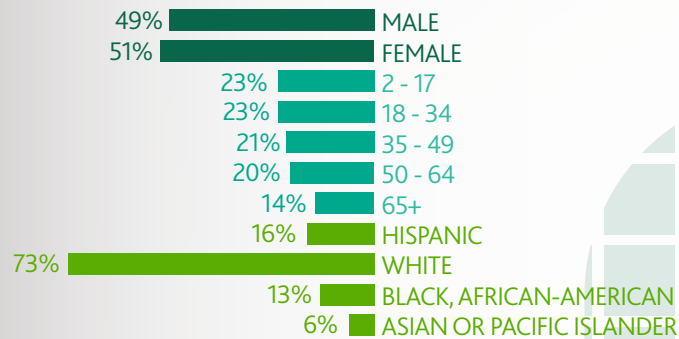
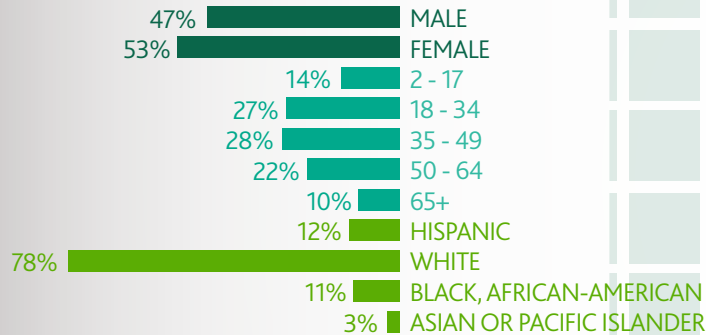


AN IN-DEPTH LOOK AT THE U.S. DIGITAL CONSUMER

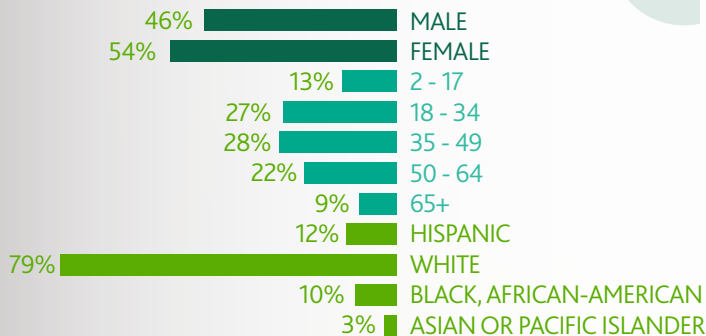
TV VIEWERS



ONLINE VIDEO VIEWERS



SOCIAL NETWORK/BLOG VISITORS



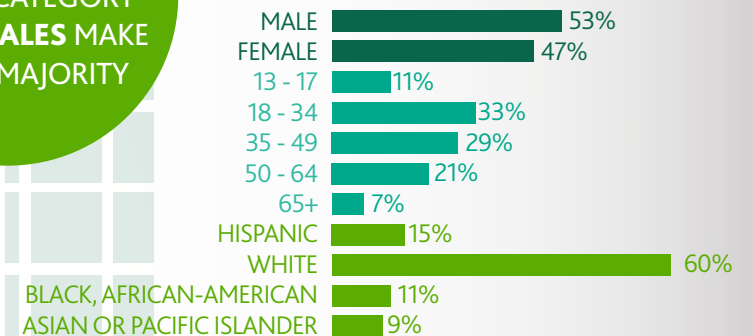
Audience Composition %

Read as: Forty-nine percent of U.S. TV viewers are male

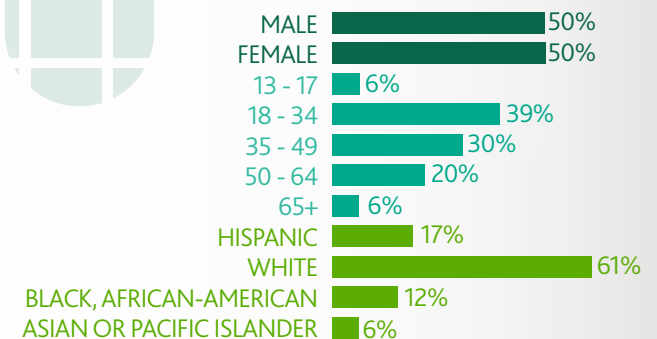
Source: Nielsen

TABLETS ARE THE ONLY
DIGITAL CATEGORY
WHERE **MALES** MAKE
UP THE MAJORITY

TABLET OWNERS



SMARTPHONE OWNERS



Audience Composition %

Read as: Fifty-three percent of U.S. tablet owners are male