



The Multiscreen Universe

The future of video advertising is here, and it's multiscreen

Mobile at a glance

NORTH AMERICA

50% of Americans own smartphones**

CENTRAL EASTERN EUROPE

155 MILLION people went online using a mobile in 2014, 30% more than in 2013***

EU5

185 MILLION smartphone users**

LATAM

1 IN 5 are smartphone users**

APAC

The world's largest smartphone market 951 MILLION smartphone users**



1.76 Billion smartphone users*



1 Billion tablet users by end of 2015**

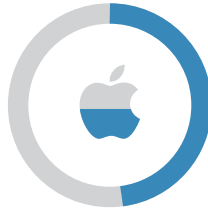
Let's Play

Video – the perfect format for multiscreen.

By 2018 **48.2%** of the global population will be online, largely due to the phenomenal growth of mobile phones in emerging markets.⁺



1 in 10 US mobile ads are video



48.5% of video ad impressions occur on iOS



53% of people watch mobile video at home[^]



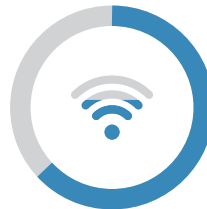
Mobile video consumption peaks between **4-6pm**[^]



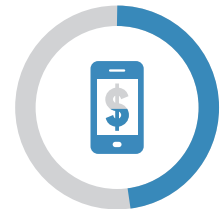
33% of people watch mobile video advertising every day[^]



29% of people watch mobile video while watching TV[^]



66% of people would rather use Wifi to view rich media content on their devices[^]



By 2018 mobile will capture **48%** of all video ad spend^{*}

⁺ Worldwide Internet and mobile users, Q4 2014 Complete Forecast [^] Teads, Gen Y Mobile Consumption Report, Censuswide, 2014 • eMarketer, 2014