



# Audience Insights: Demographic Trends in Mobile Video

February 2014

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# Summary & Methodology

## About Rhythm

Rhythm connects brand advertisers with highly engaged mobile audiences by selling and serving video, rich media and other immersive advertising formats. Rhythm has partnered with more than 50 premium media companies across a portfolio of 200+ properties to deliver brand advertising to targeted audiences. Premium media partners include NBC Universal, CBSi, ABC, Fox, Warner Bros., IAC, and Demand Media. More than 200 top brand advertisers run campaigns with Rhythm and achieve incredible engagement results, including P&G, Unilever, Pepsi, McDonald's, General Motors, Ford, AT&T, Verizon, Macy's, and Marriott.

## Study Methodology

Rhythm conducted five survey-based studies during Q1 2014, focusing on mobile video behaviors. Surveys were deployed across Rhythm's platform and were opt-in. All survey responses and demographic data points (including gender, age, household income, and marital status) were self-reported.

For questions about the data in this report or for recommendations for future reports, please contact us at [pr@rhythmnewmedia.com](mailto:pr@rhythmnewmedia.com).

# Rhythm's Total Audience Trends

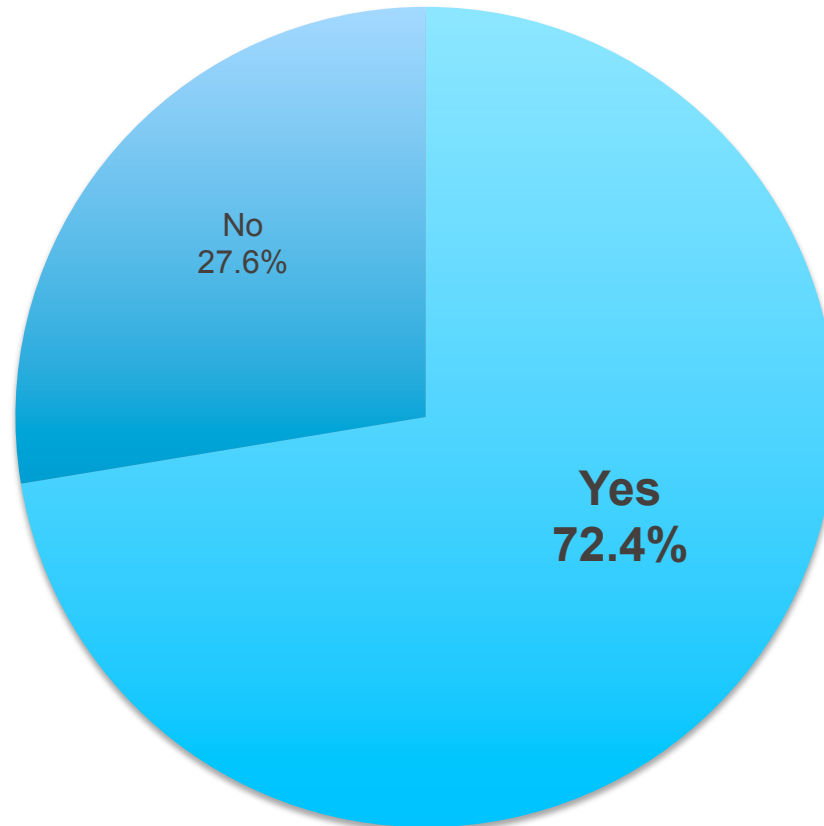
# Rhythm Audience & Mobile Video: Quick Hits

- **Smartphones are device of choice**
  - Watch more smartphone video (72.4%) than tablet video (61.9%)
- **Sports, short-form, and user-generated content enthusiasts**
  - Watch more sports, short-form video, and user-generated content on smartphones than average
- **Embrace fair-value exchange of mobile video**
  - More than three-quarters watch mobile video ads in exchange for free premium content (68.6%) and 30.9% watch ads happily
  - Most likely to interact with mobile video ads by visiting brand's website (51.3%)
- **Wi-Fi Nation**
  - Watch 61.1% of smartphone video and 80.0% of tablet video on Wi-Fi



# 72.4% of Rhythm Audience Watches Smartphone Video

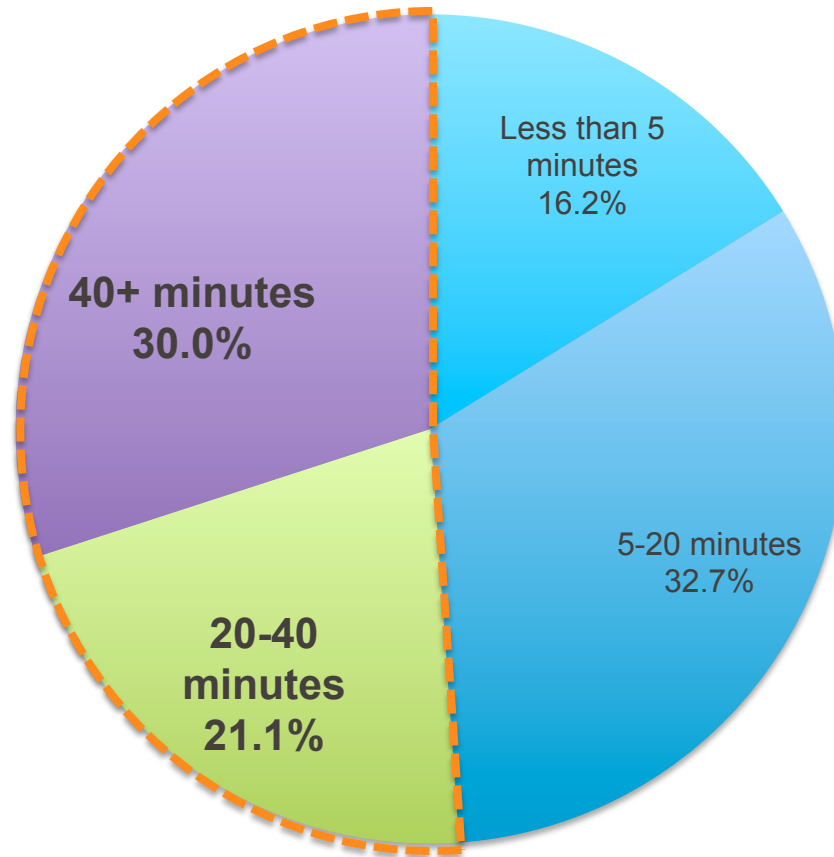
Do you watch video on your smartphone?  
(results of Rhythm Audience who own a smartphone)



*Source: Rhythm conducted the on-device survey among 1132 mobile users in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.*

# 51.1% of Video Watching Rhythm Audience Watches More than 20 Minutes of Smartphone Video/Week

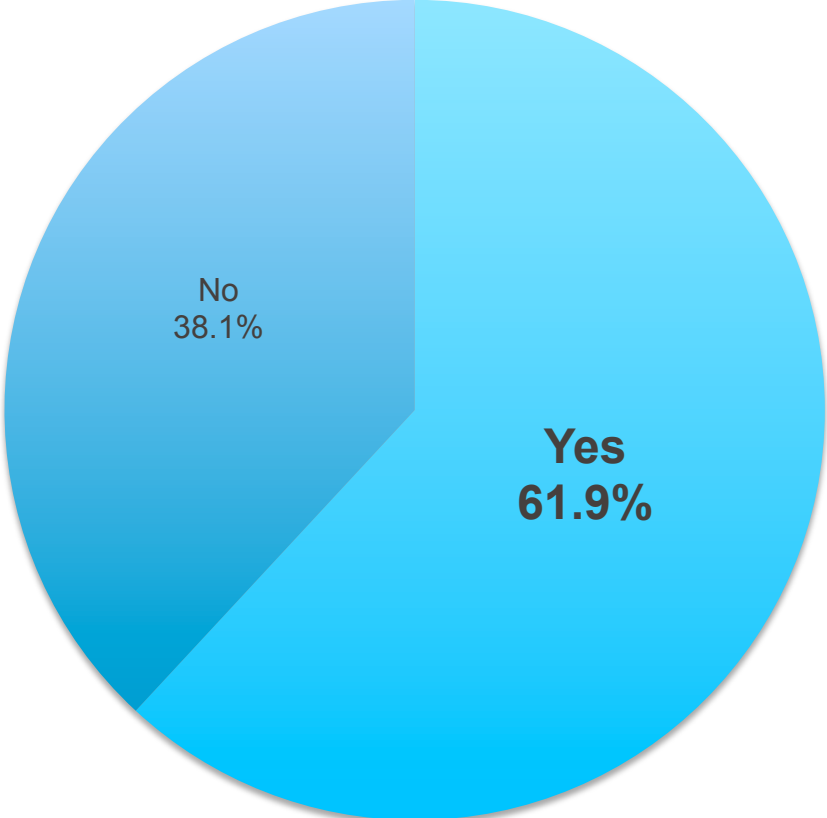
How much time per week do you spend watching video on your smartphone?  
(of Rhythm Audience who watch smartphone video)



Source: Rhythm conducted the on-device survey among 1132 mobile users in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 61.9% of Rhythm Audience Watches Tablet Video

Do you watch tablet video?  
*(of Rhythm Audience who own a tablet)*

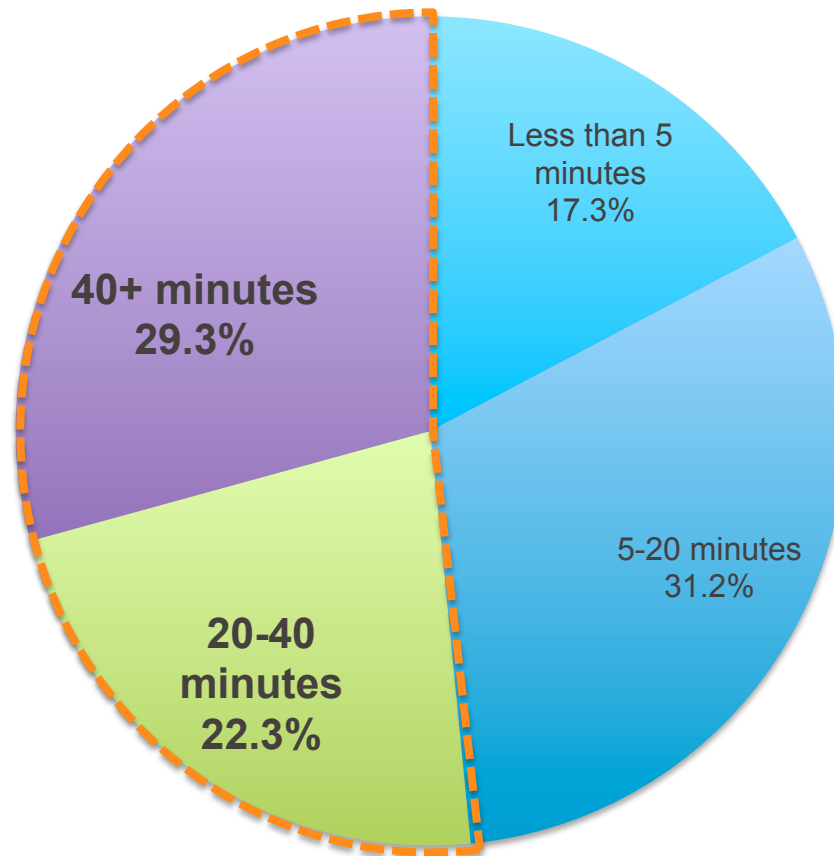


*Source: Rhythm conducted the on-device survey among 1132 mobile users in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.*



# 51.6% of Video Watching Rhythm Audience Watches More than 20 Minutes of Tablet Video/Week

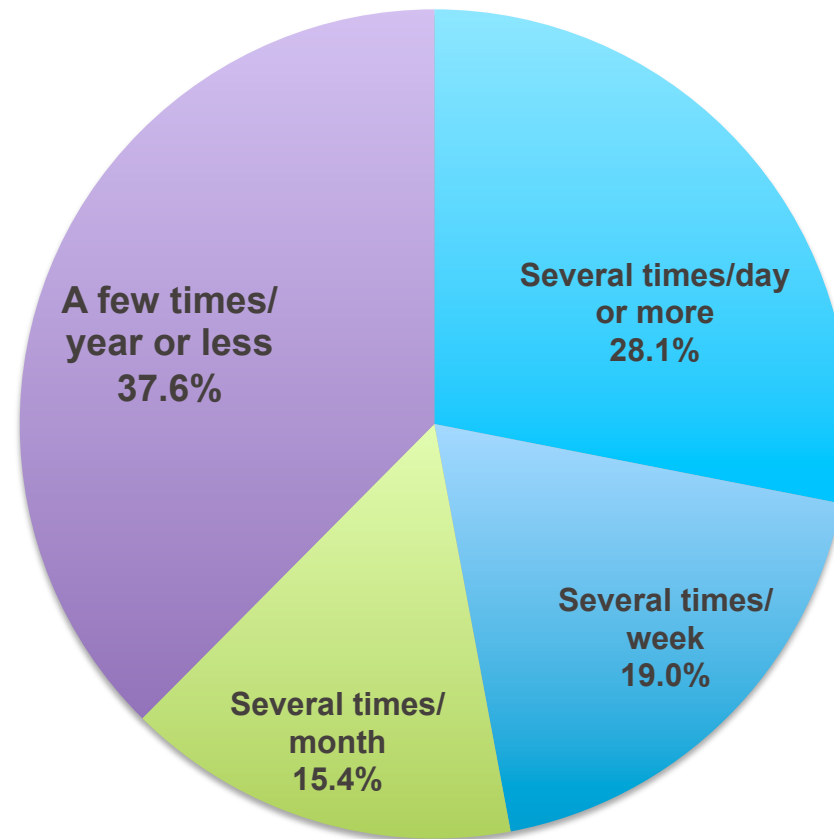
How much time per week do you spend watching mobile video on your tablet?  
*(of Rhythm Audience who watch tablet video)*



*Source: Rhythm conducted the on-device survey among 1132 mobile users in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.*

# Rhythm Audience Split Nearly Evenly Between Frequent Gamers, Occasional Gamers, and Non-Gamers

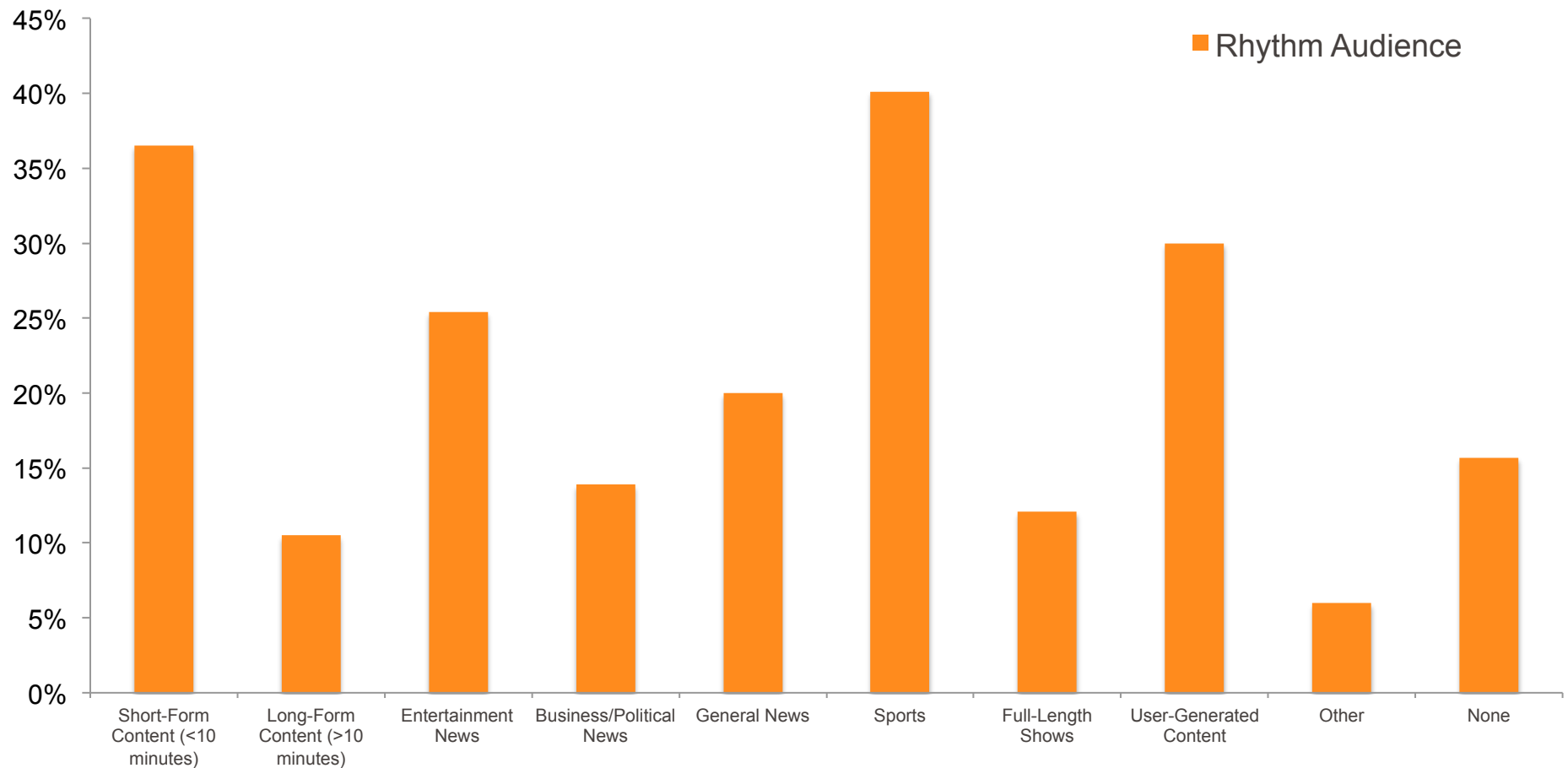
How often do you play games on your smartphone or tablet?



*Source: Rhythm conducted the on-device survey among 519 mobile users in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.*

# Rhythm Audience Watches Sports and Short-Form Video

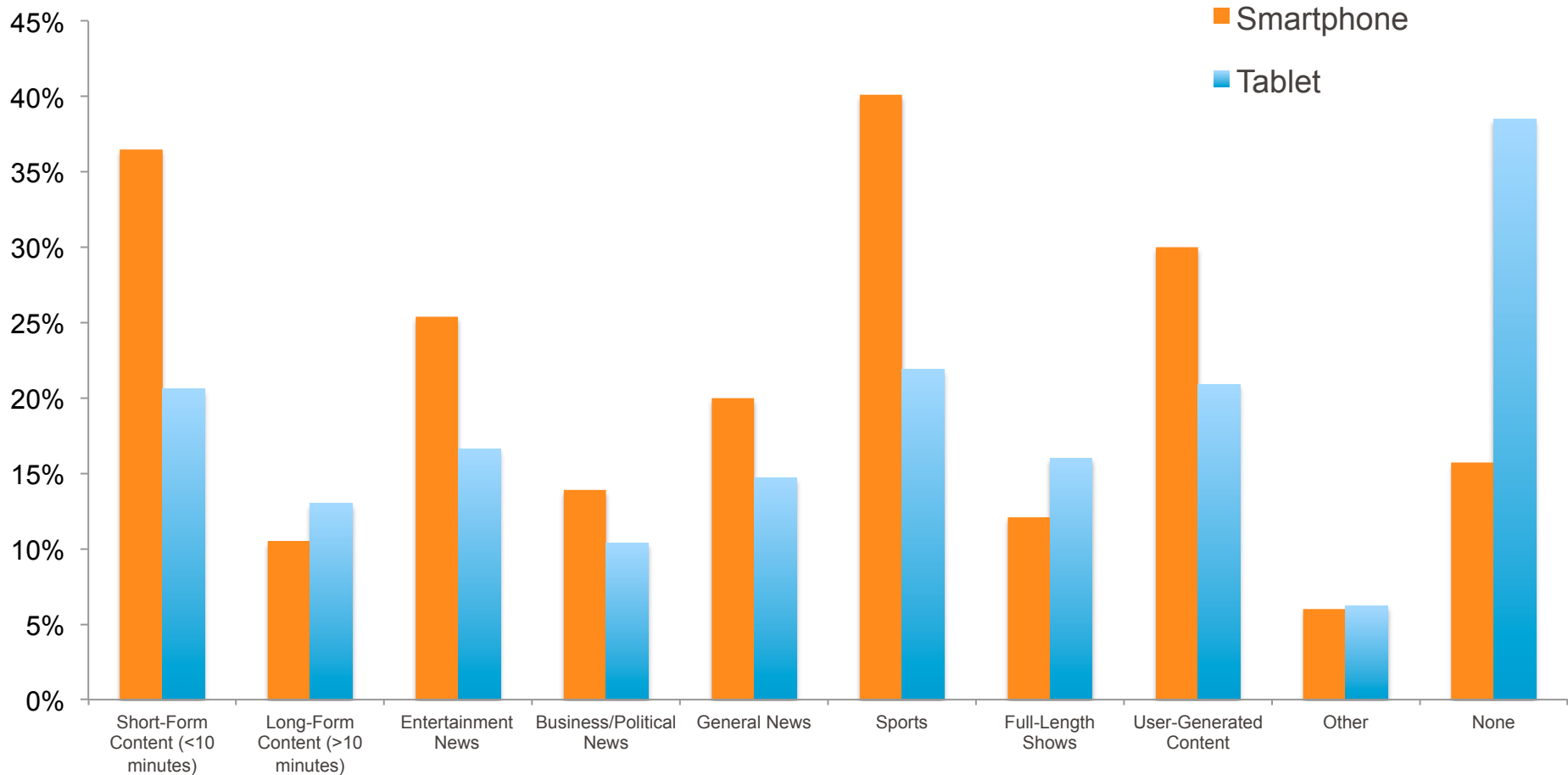
What types of video content do you watch most frequently on smartphone?



Source: Rhythm conducted the on-device survey among 519 mobile users in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Rhythm Audience Watches Significantly More Video on Smartphones than Tablets

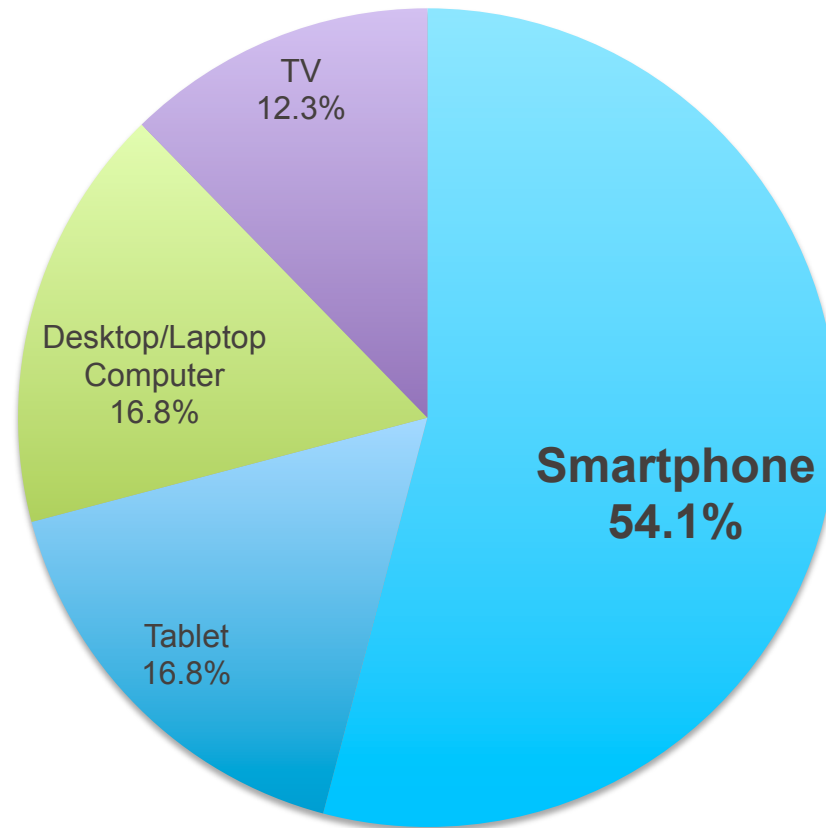
What types of video content do you watch most frequently on your tablet?



Source: Rhythm conducted the on-device survey among 519 mobile users in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Rhythm Audience Watches Majority of All Short-Form Content on Smartphones

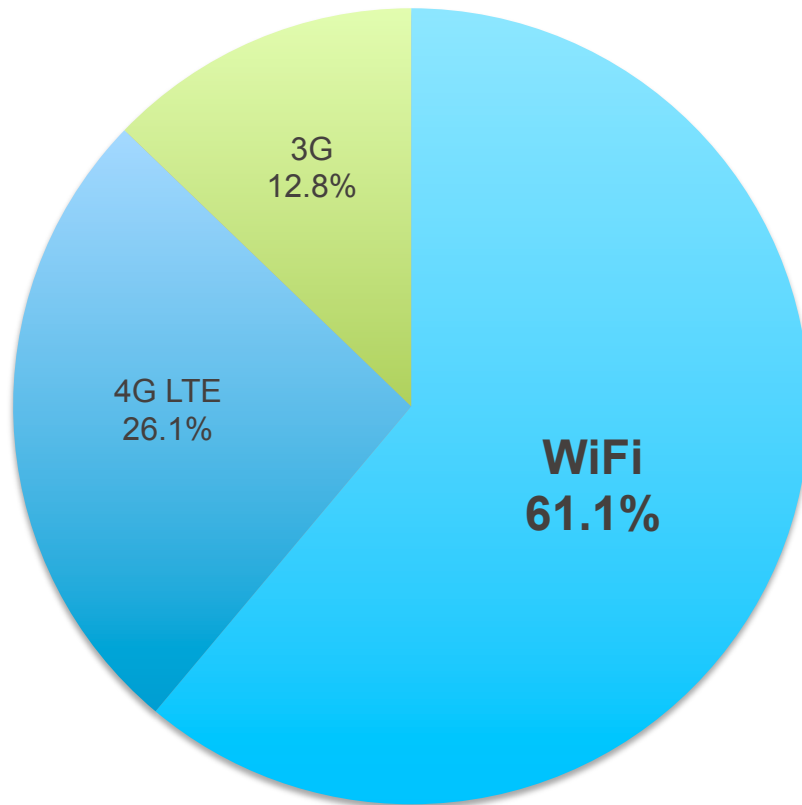
Which device do you use most often to watch short-form video (shorter than 10 minutes)?



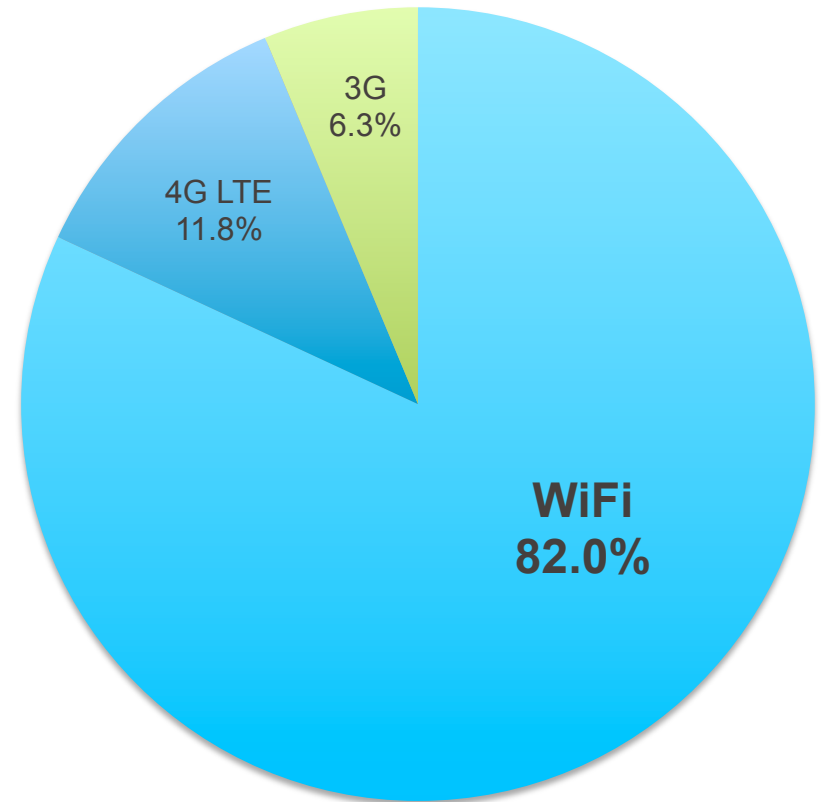
*Source: Rhythm conducted the on-device survey among 1373 mobile users in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.*

# Rhythm Audience Watches Vast Majority of Mobile Video on WiFi

When watching mobile video, how do you connect to the internet most of the time?



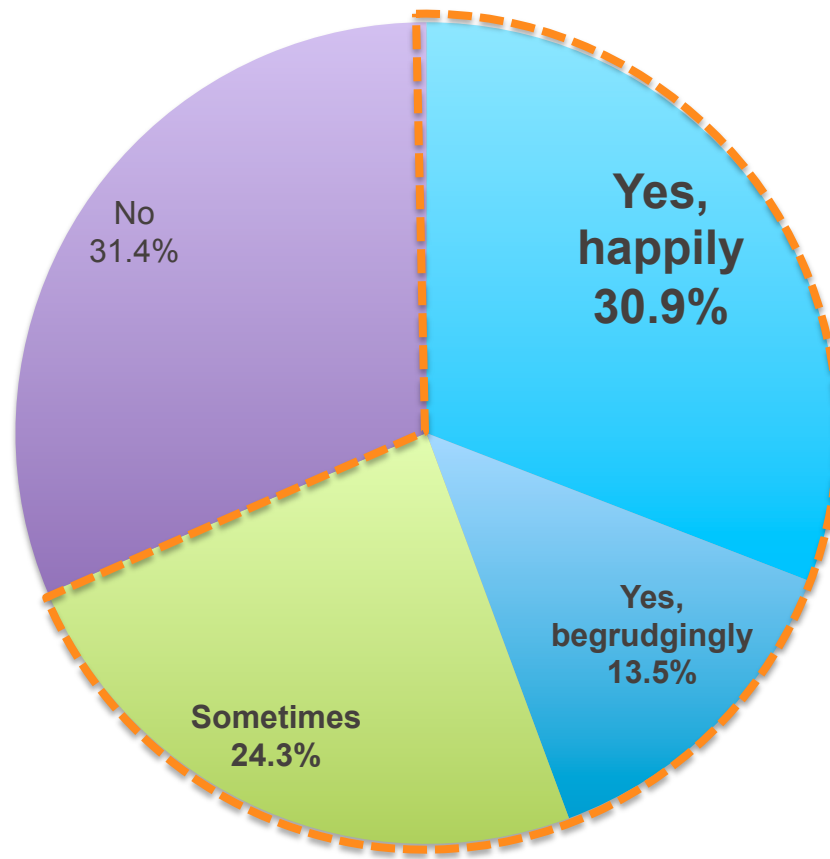
Smartphone



Tablet

# 68.6% of Rhythm Audience Watches Mobile Video Ads in Exchange for Free Premium Content; 30.9% Do So Happily

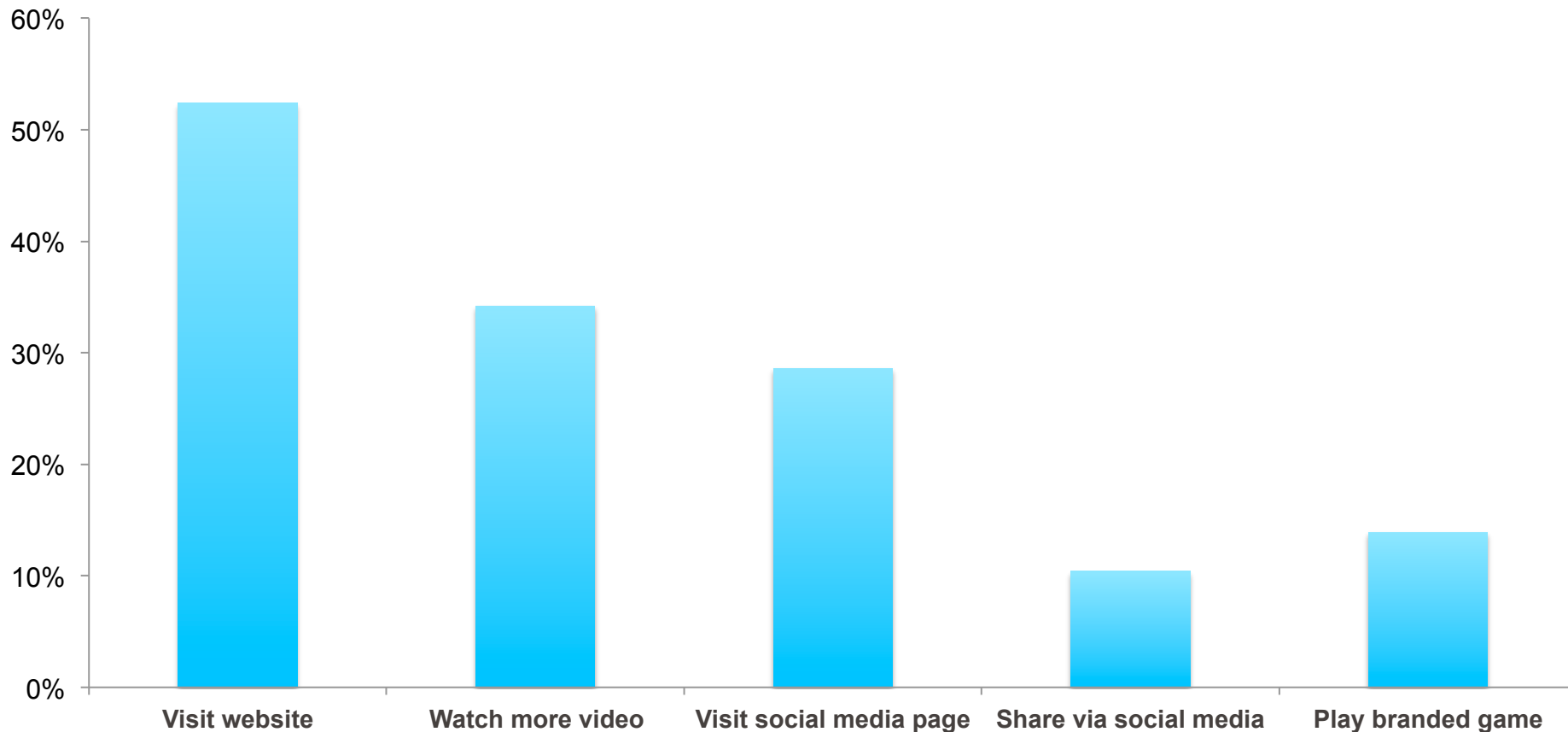
Will you watch a mobile video ad in exchange for free premium content (clips or full episodes)?



Source: Rhythm conducted the on-device survey among 1067 mobile users in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 45.9% of Rhythm Audience Likely to Interact with Mobile Video Ads; Majority Visit Website, Watch More Video

How are you most likely to interact with mobile video ads?  
(of Rhythm Audience who are likely to interact with mobile video ads)

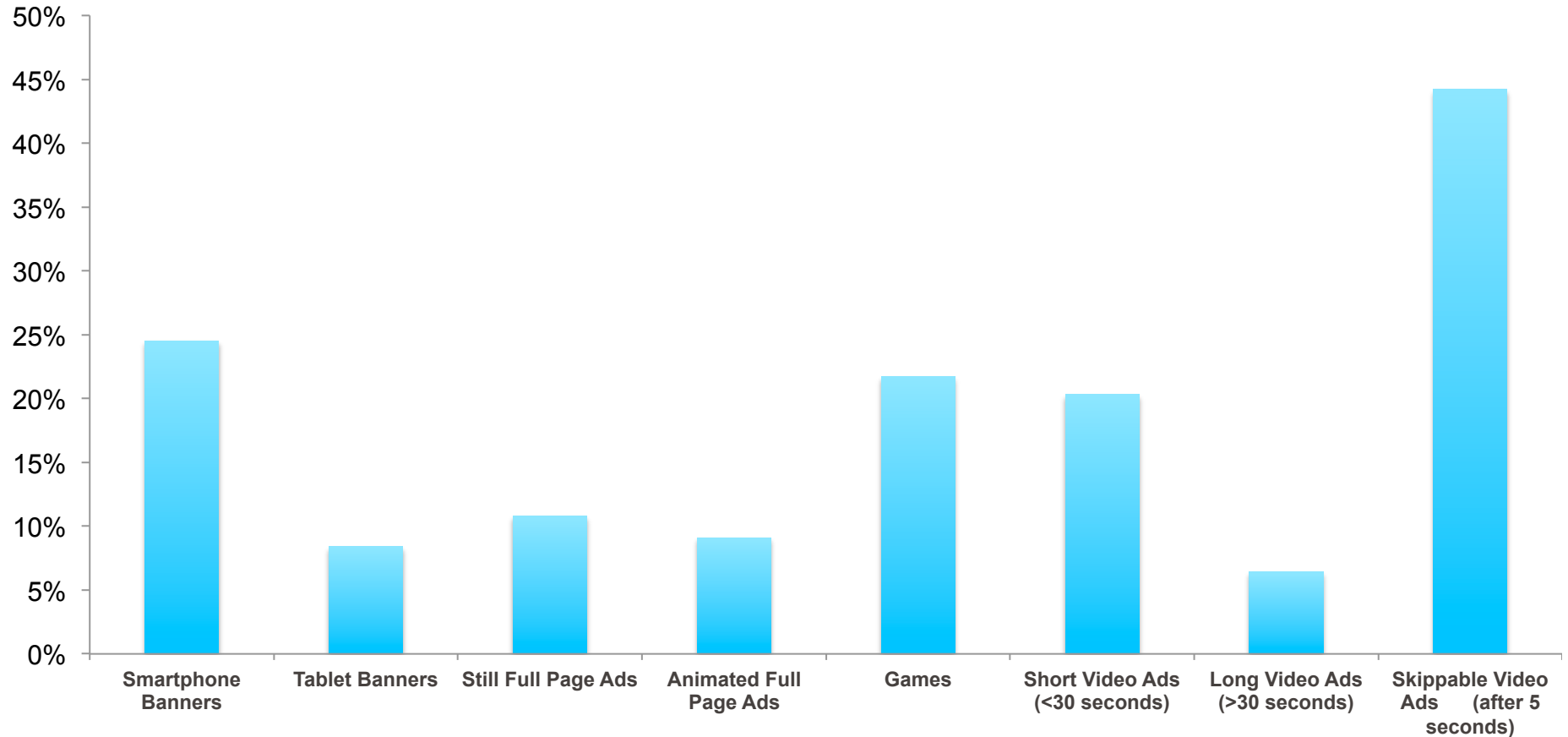


Source: Rhythm conducted the on-device survey among 1067 mobile users in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.



# Rhythm Audience Remembers Skippable Video Ads, Short Video Ads & Smartphone Banners

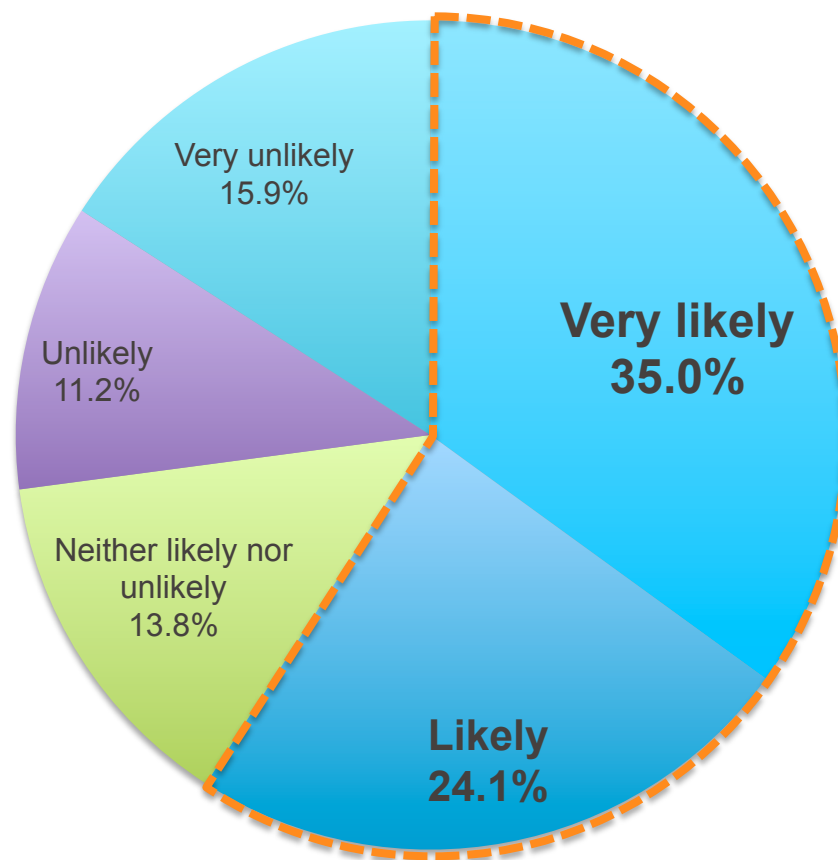
Which of the following ad types do you remember most?



Source: Rhythm conducted the on-device survey among 1067 mobile users in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 59.1% of Rhythm Audience Likely or Very Likely to Research Products on their Smartphone

How likely are you to research products you're interested in buying on your smartphone?

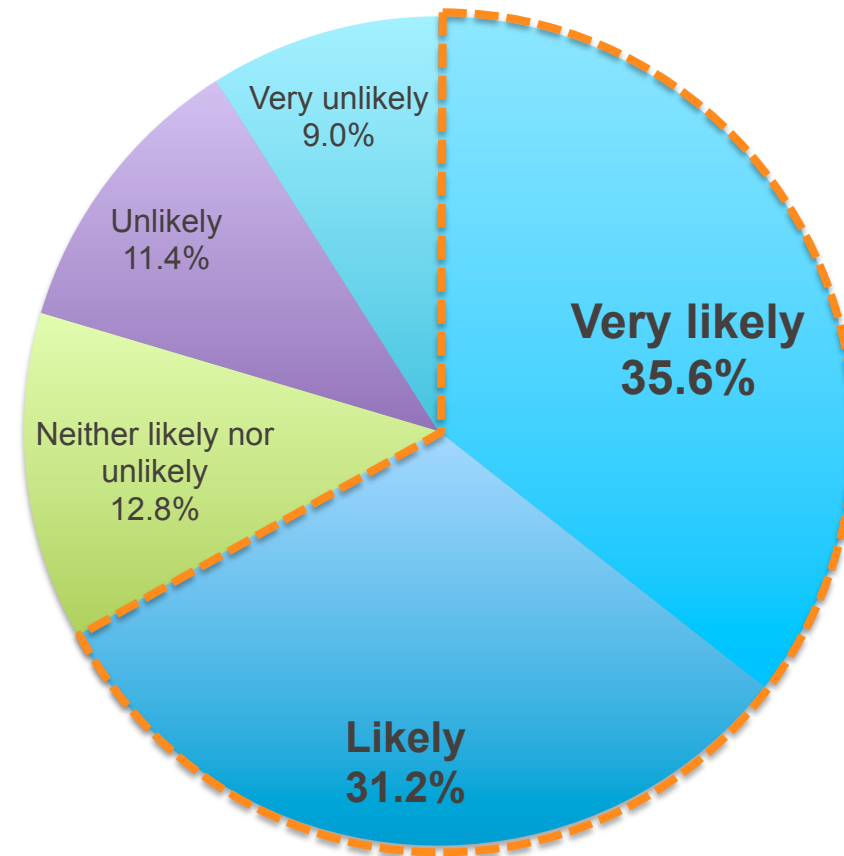


Source: Rhythm conducted the on-device survey among 1788 mobile users in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 66.8% of Rhythm Audience Who Research Products on their Smartphone Likely to Make Purchases on Device

How likely are you to make purchases from your smartphone?

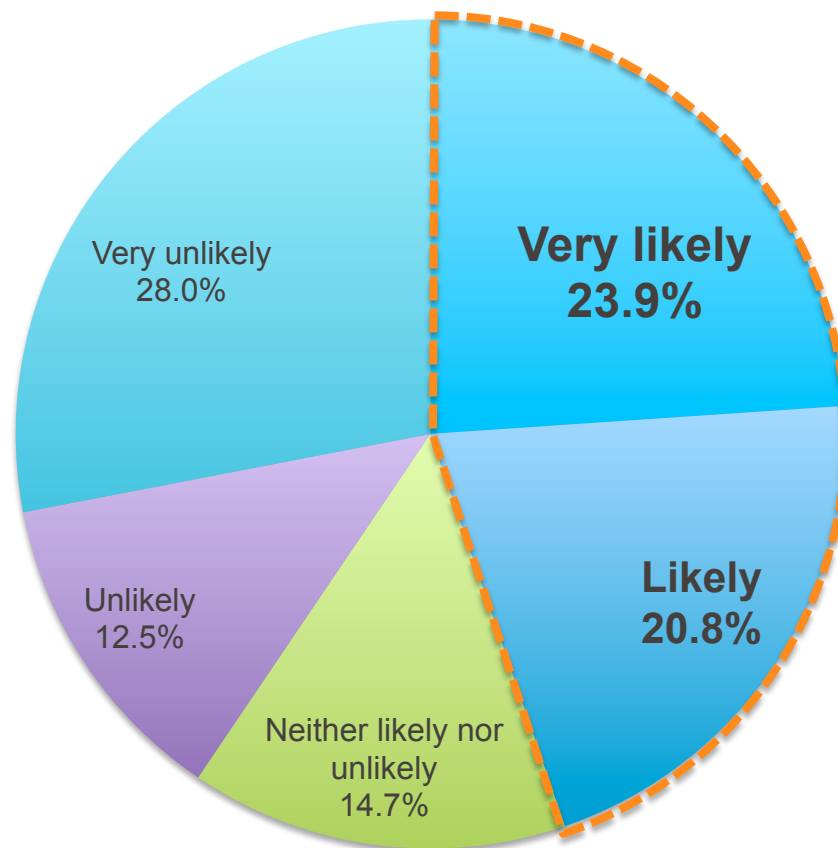
*(of Rhythm Audience who are likely/very likely to research products on their smartphones)*



*Source: Rhythm conducted the on-device survey among 1788 mobile users in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.*

# 44.7% of Rhythm Audience Very Likely or Likely to Research Products on their Tablet

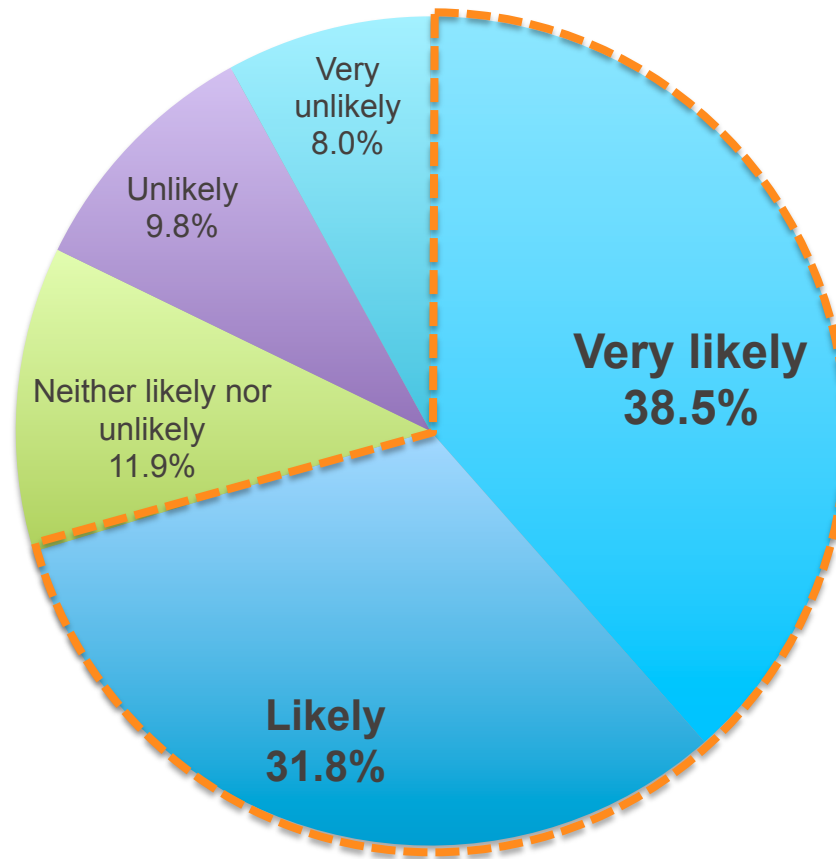
How likely are you to research products you're interested in buying on your tablet?



Source: Rhythm conducted the on-device survey among 1788 mobile users in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 70.3% of Rhythm Audience Who Research Products on their Tablet Likely to Make Purchases on Device

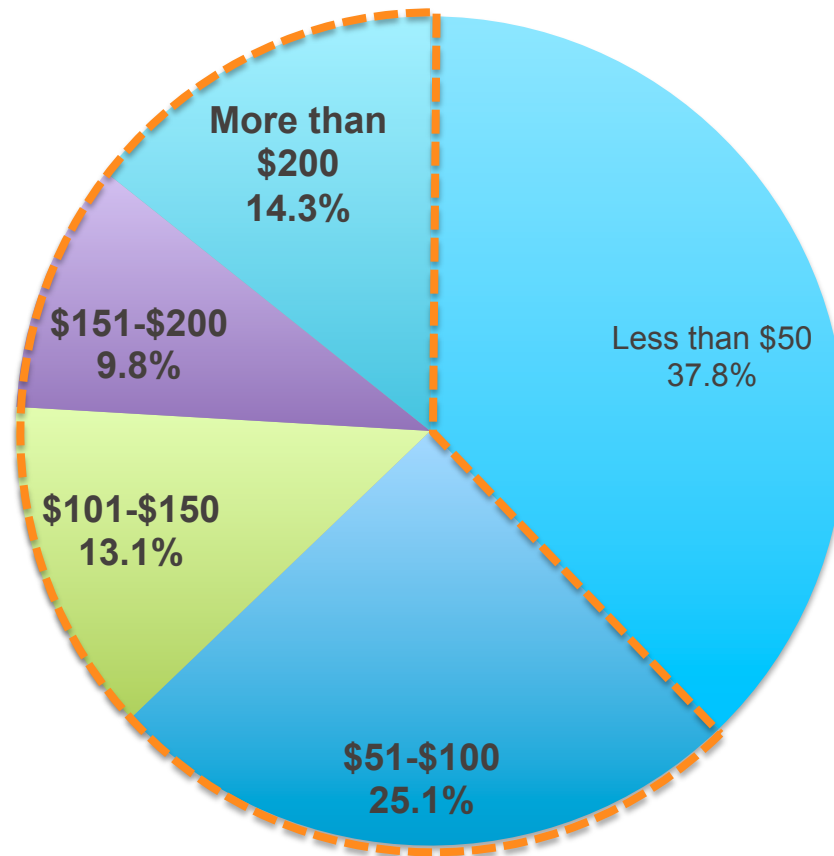
How likely are you to make purchases from your tablet?  
(of Rhythm Audience who are likely or very likely to research products on their tablets)



Source: Rhythm conducted the on-device survey among 1788 mobile users in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 65.9% of Rhythm Audience Makes Mobile Purchases; 62.2% Spend More Than \$50/Purchase

How much do you typically spend per purchase?  
(of Rhythm Audience who make purchases on their smartphones and tablets)



Source: Rhythm conducted the on-device survey among 1788 mobile users in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Adults 25-54

# Adults 25-54 & Mobile Video: Quick Hits

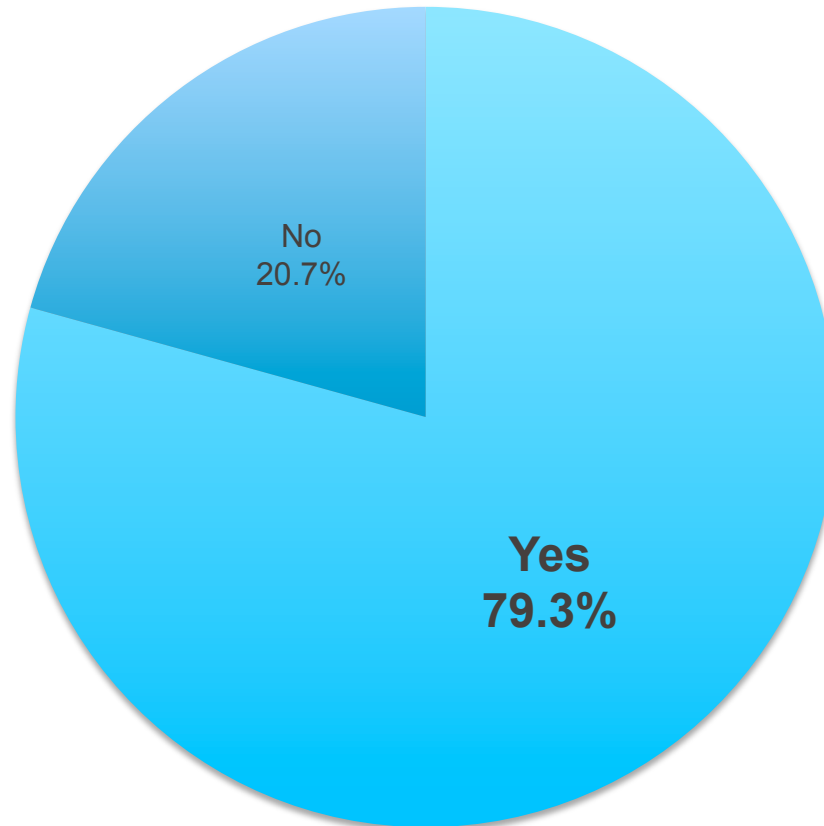
- **Smartphones are device of choice**
  - A significantly **higher percentage of adults watch smartphone video** (79.3%) than tablet video (67.3%)
  - Tend to **favor smartphones** for watching short-form content (60.9%)
- **Entertainment news, sports, and short-form content enthusiasts**
  - Watch more short-form content, entertainment news, general news, sports, and user-generated content than the average Rhythm audience
- **Embrace fair-value exchange of mobile video**
  - Vast majority **watch mobile video ads in exchange for free premium content** (72.6%) and many of those watch ads happily (34.2%)
  - Most likely to interact with mobile video ads by **visiting brand's website** (51.3%), watching more video (32.8%), and visiting social media (28.8%)





# 79.3% of Adults 25-54 Watch Smartphone Video

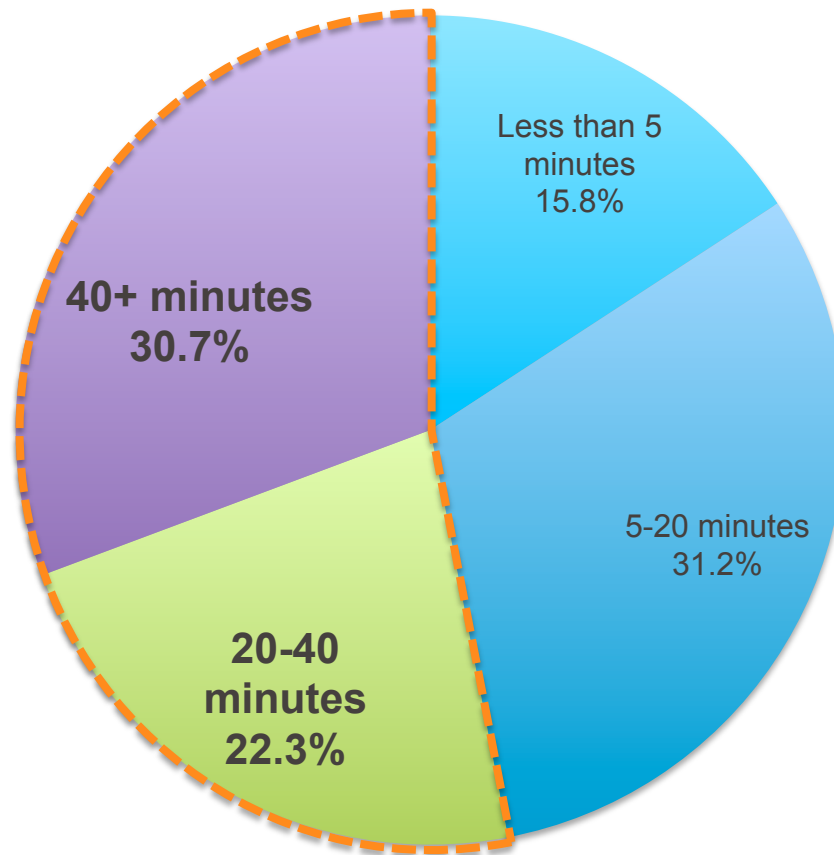
Do you watch video on your smartphone?  
(results of Adults 25-54 who own a smartphone)



Source: Rhythm conducted the on-device survey among 1113 mobile users (474 A25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 53% of Video Watching Adults 25-54 Watch More than 20 Minutes of Video/Week on Smartphones

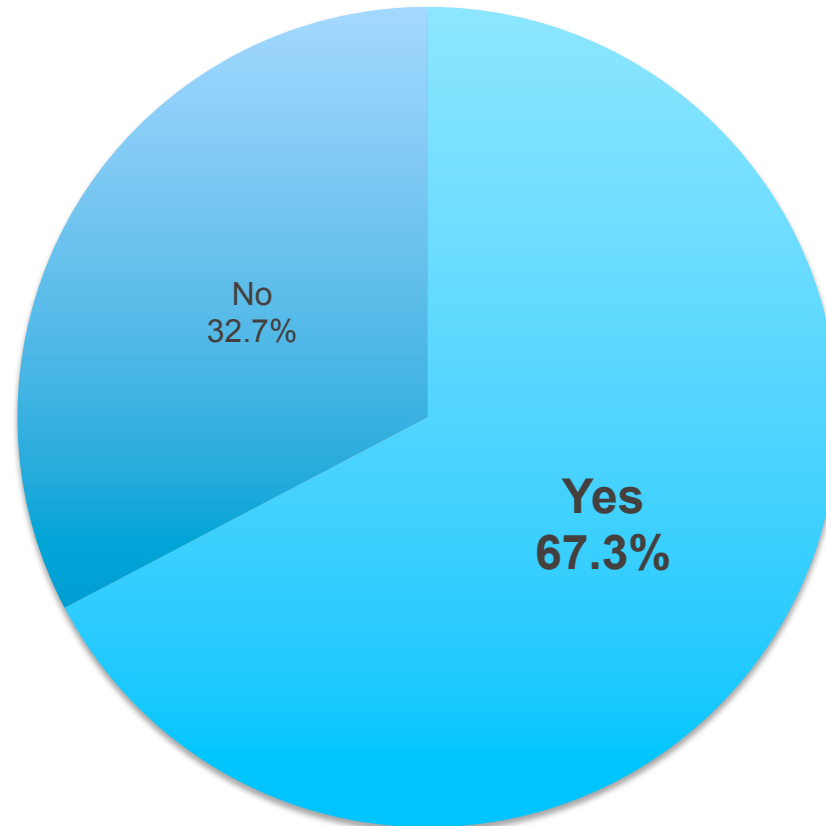
How much time per week do you spend watching video on your smartphone?  
(of Adults 25-54 who watch smartphone video)



Source: Rhythm conducted the on-device survey among 1113 mobile users (474 A25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 67.3% of Adults 25-54 Watch Tablet Video

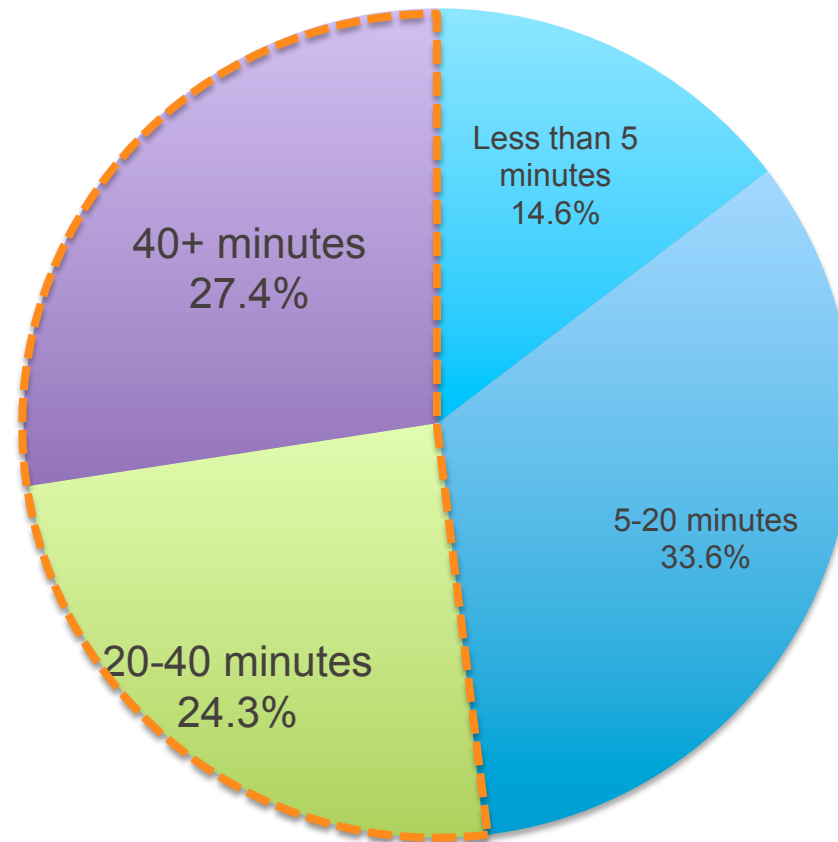
Do you watch tablet video?  
(of Adults 25-54 who own a tablet)



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# 51.7% of Video Watching Adults 25-54 Watch More than 20 Minutes of Video/Week on Tablets

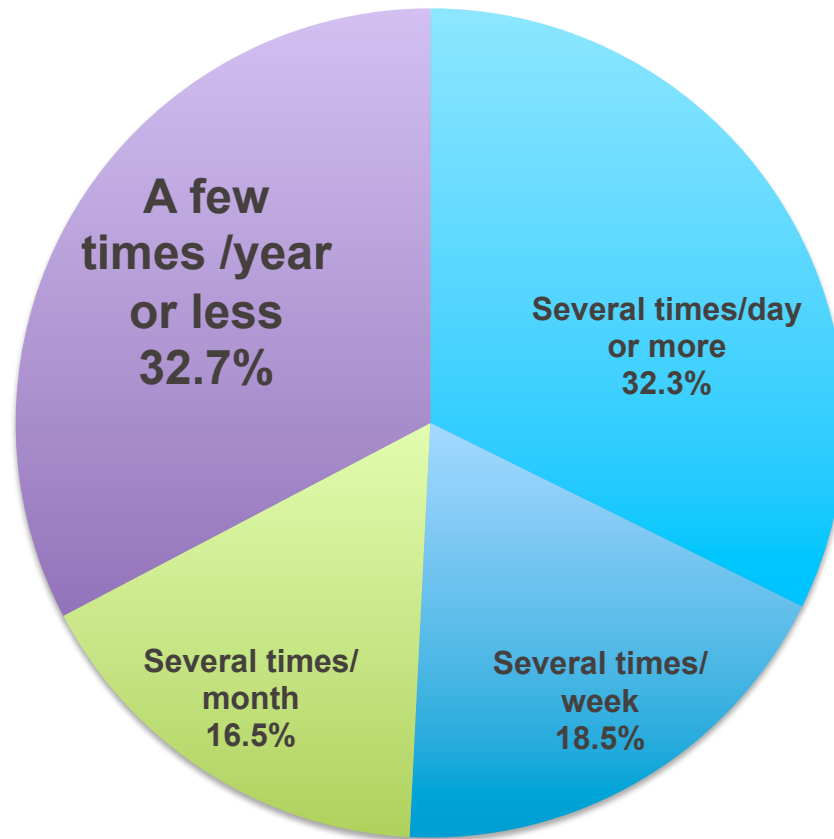
How much time per week do you spend watching mobile video on your tablet?  
*(of Adults 25-54 who watch tablet video)*



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# Adults 25-54 Split Nearly Evenly Between Frequent Gamers, Occasional Gamers, and Non-Gamers

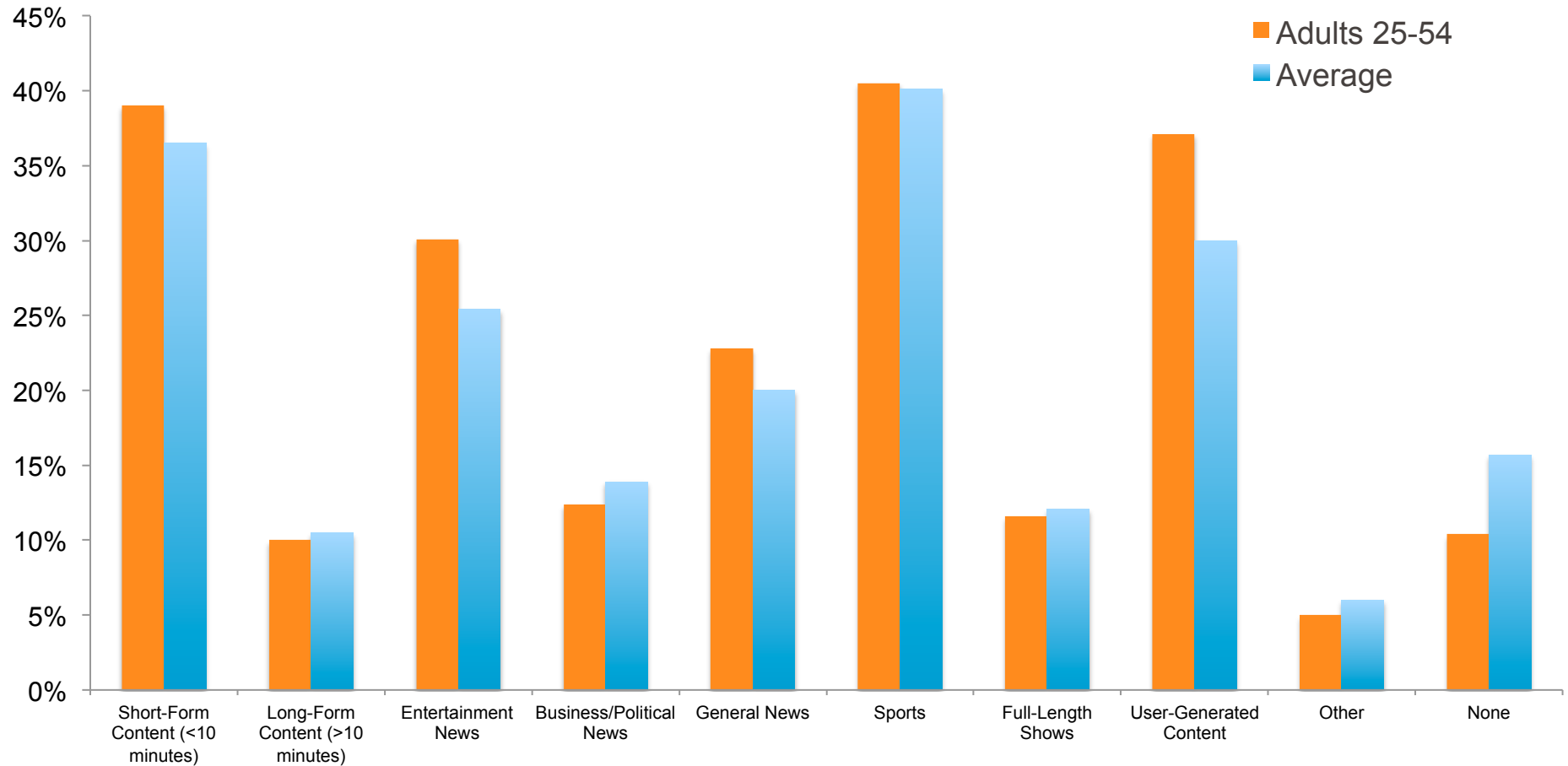
How often do you play games on your smartphone or tablet?



Source: Rhythm conducted the on-device survey among 518 mobile users (261 A25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Adults 25-54 Watch Sports, User-Generated Content, and Short-Form Video Most Frequently; Consistent with Average

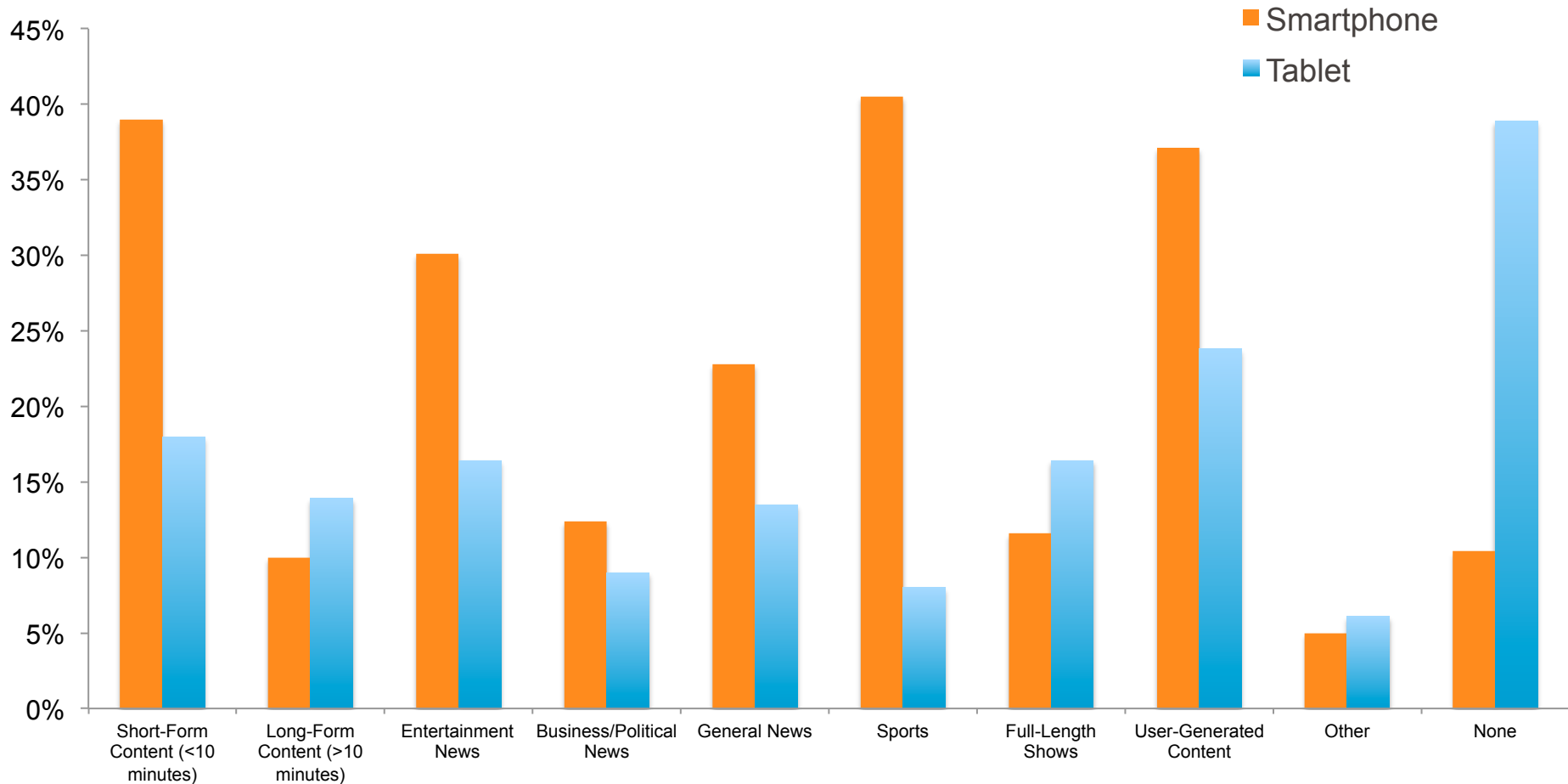
What types of video content do you watch most frequently on smartphone?



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# Adults 25-54 Watch Significantly More Video on Smartphones than Tablets

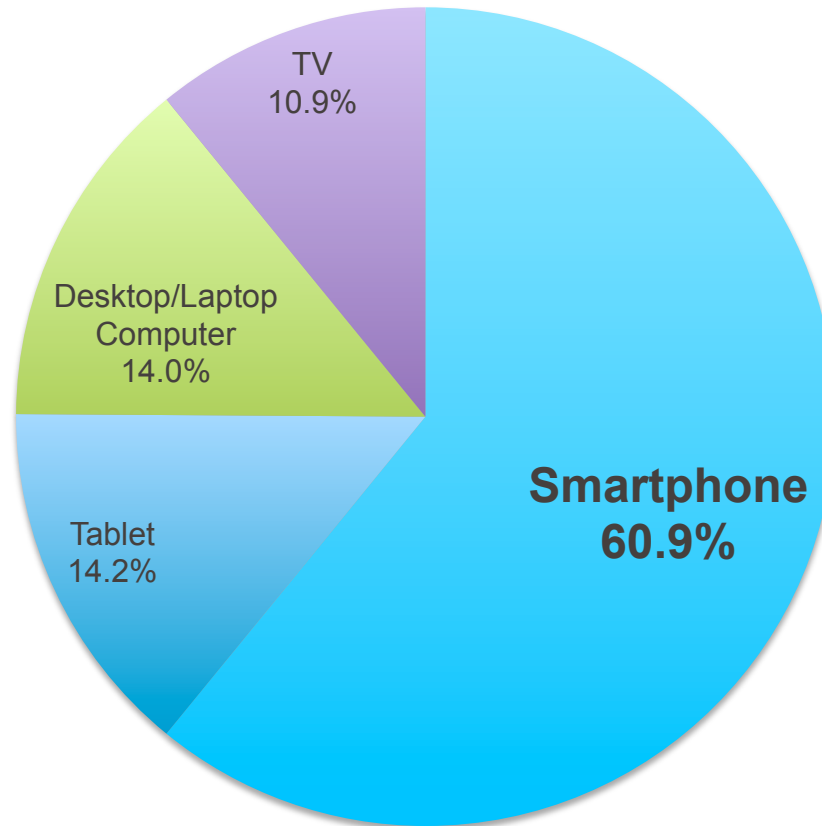
What types of video content do you watch most frequently on your tablet?



Source: Rhythm conducted the on-device survey among 518 mobile users (261 A25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Adults 25-54 Watch Majority of All Short-Form Content on Smartphones

Which device do you use most often to watch short-form video (shorter than 10 minutes)?

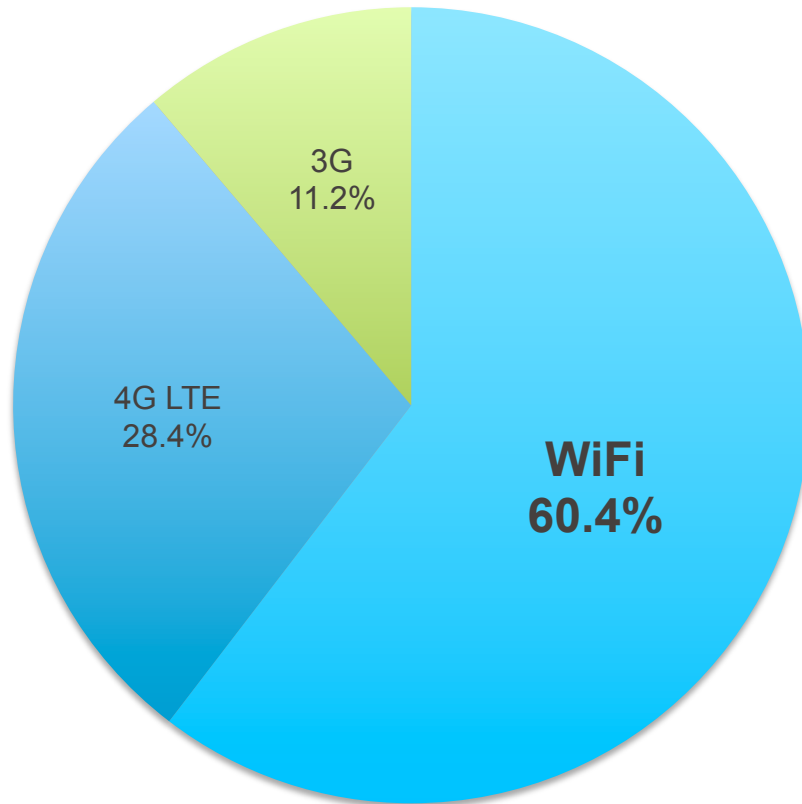


Source: Rhythm conducted the on-device survey among 1369 mobile users (832 A25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

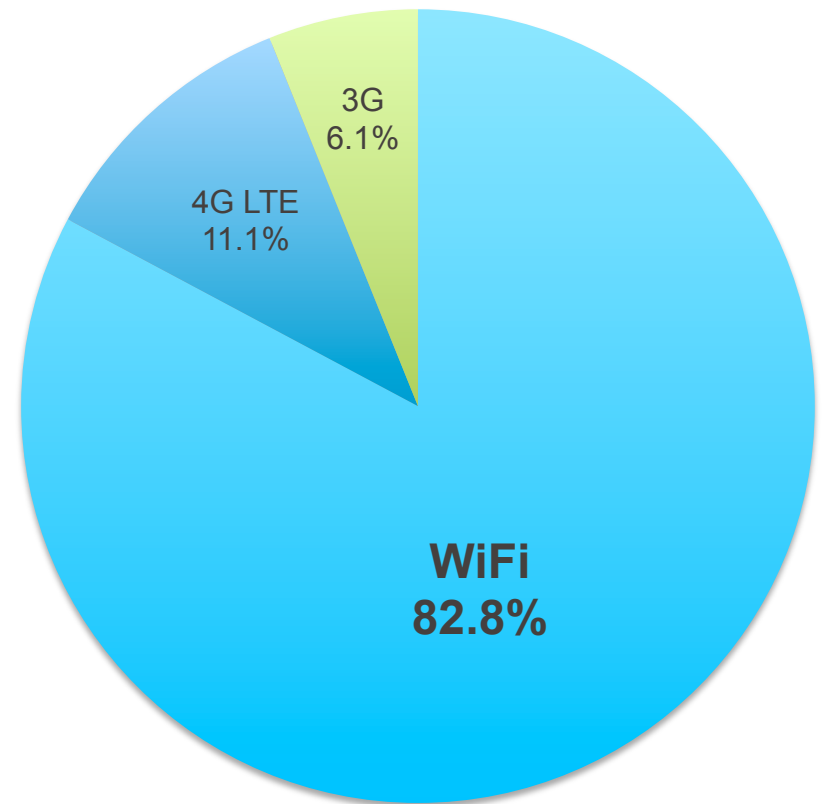


# Adults 25-54 Watch Vast Majority of Mobile Video on WiFi

When watching mobile video, how do you connect to the internet most of the time?



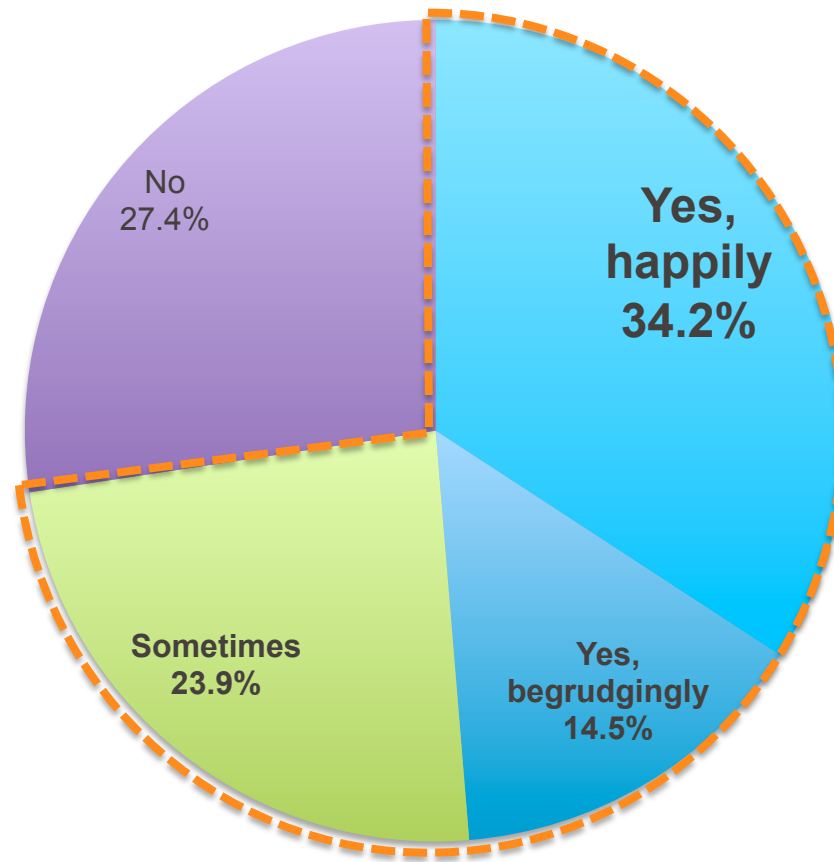
Smartphone



Tablet

# 72.6% of Adults 25-54 Watch Mobile Video Ads in Exchange for Free Premium Content; 34.2% Do So Happily

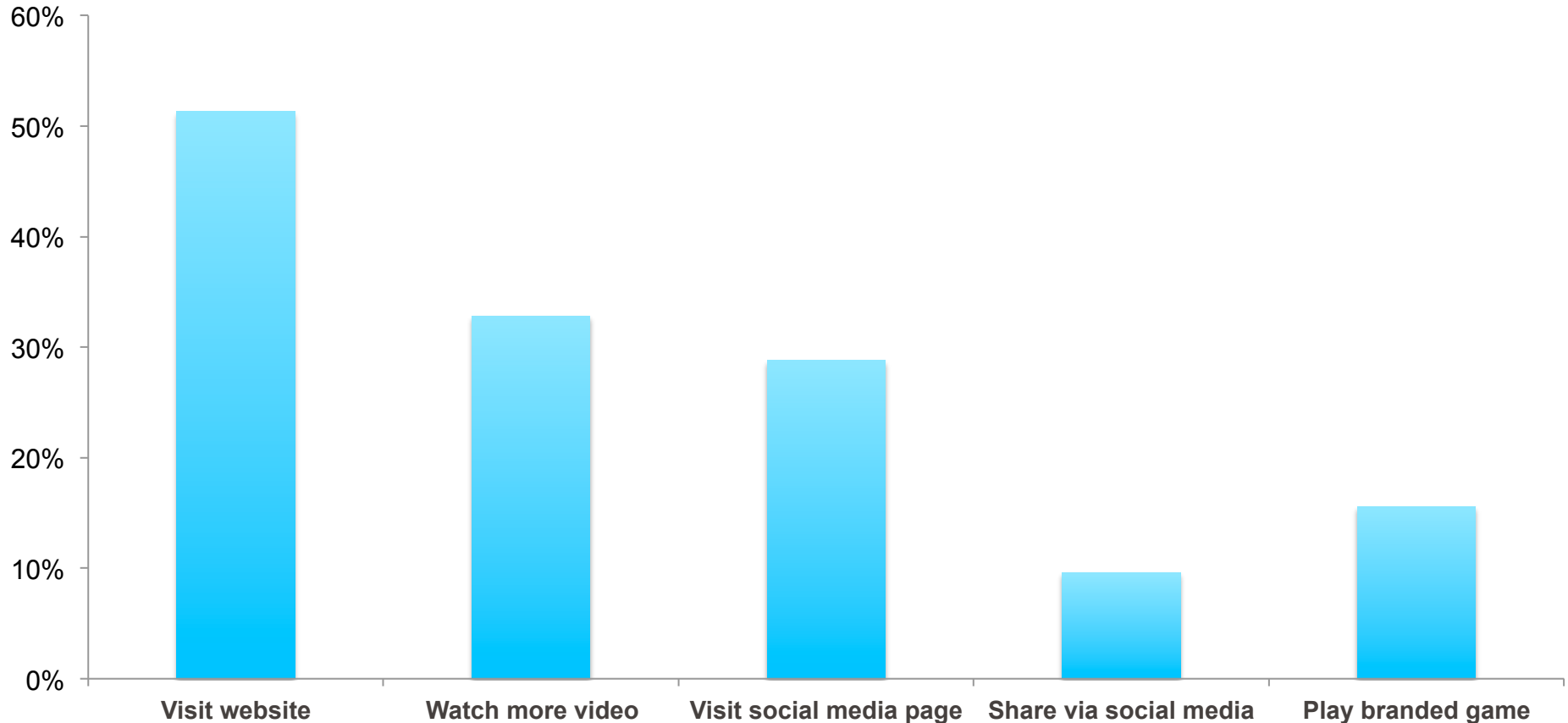
Will you watch a mobile video ad in exchange for free premium content (clips or full episodes)?



Source: Rhythm conducted the on-device survey among 1067 mobile users (600 A25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners

# Nearly Half of Adults 25-54 Likely to Interact with Mobile Video Ads; Majority Visit Website, Watch More Video

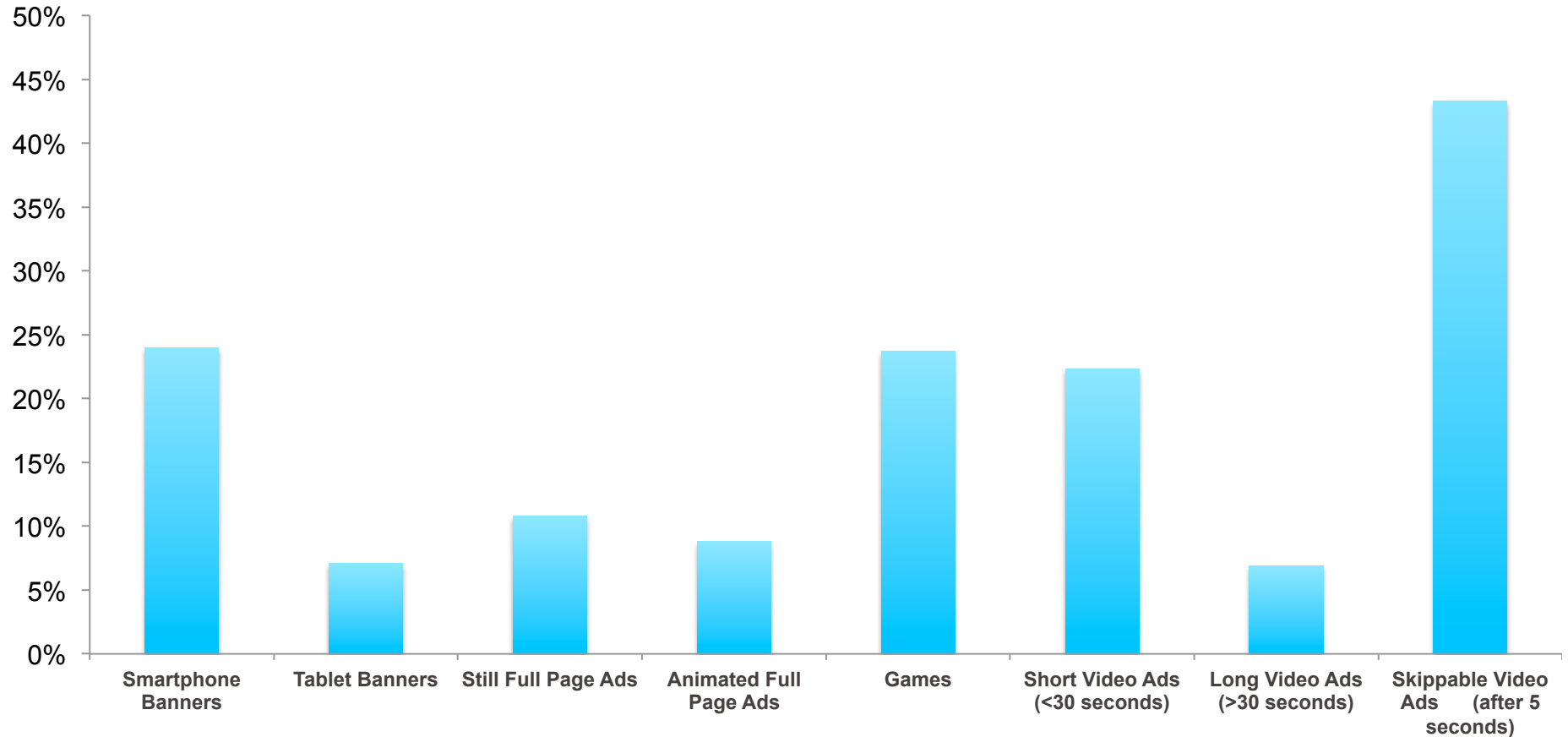
How are you most likely to interact with mobile video ads?  
(of Adults 25-54 who are likely to interact with mobile video ads)



Source: Rhythm conducted the on-device survey among 1067 mobile users (600 A25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners

# Adults 25-54 Remember Short Video Ads, Smartphone Banners & Skippable Video Ads

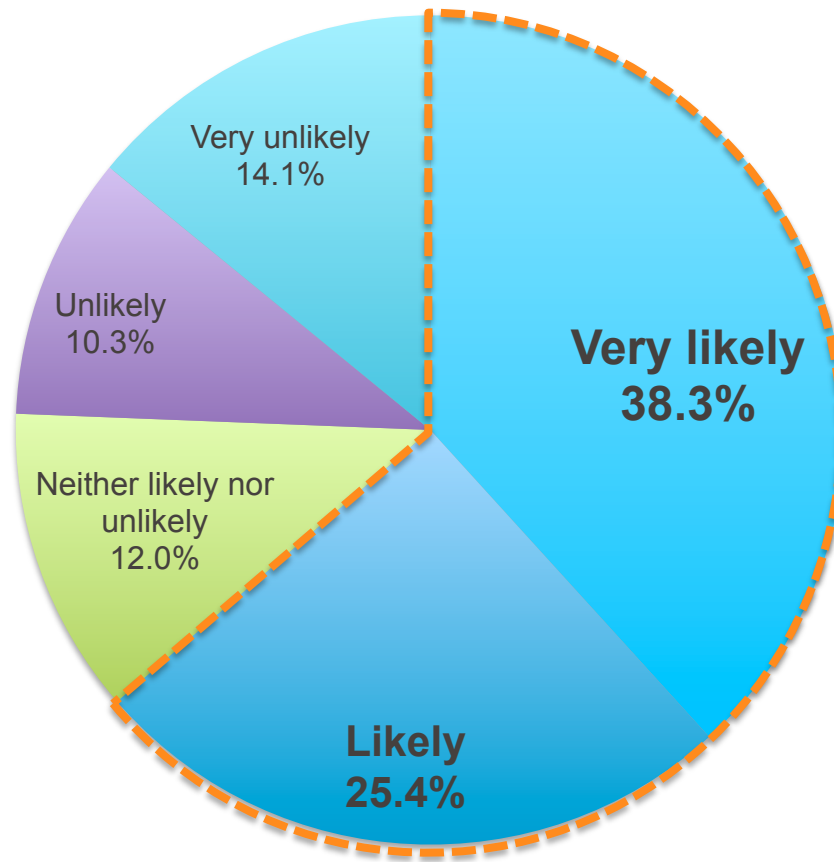
Which of the following ad types do you remember most?



Source: Rhythm conducted the on-device survey among 1067 mobile users (600 A25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners

# 63.7% of Adults 25-54 Likely or Very Likely to Research Products on their Smartphone

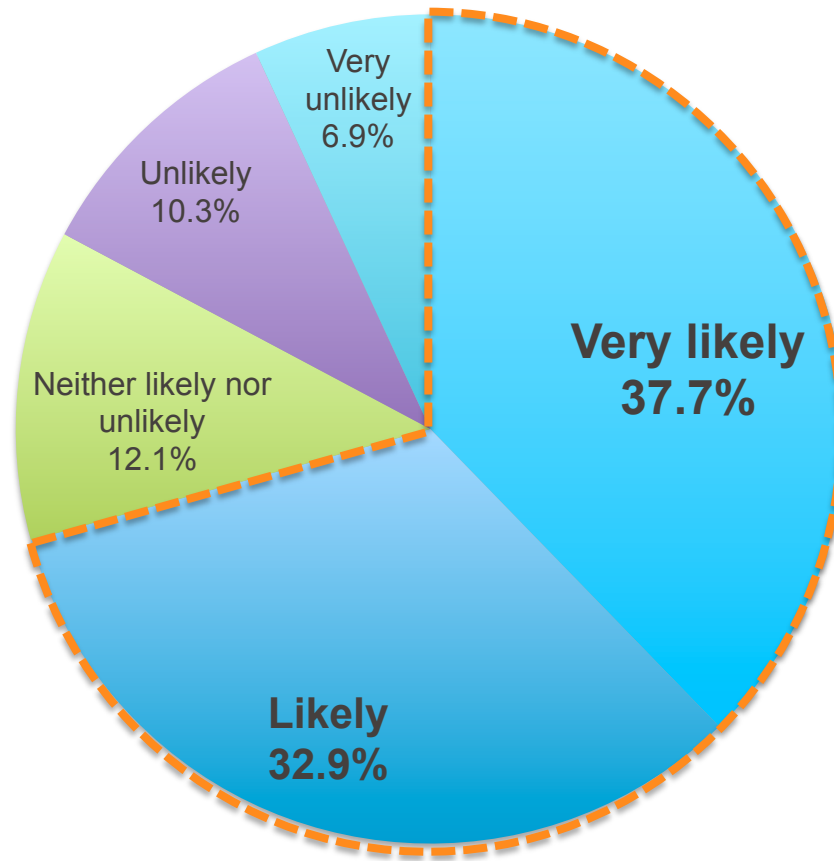
How likely are you to research products you're interested in buying on your smartphone?



Source: Rhythm conducted the on-device survey among 1788 mobile users (1006 A25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 70.6% of Adults 25-54 Who Research Products on their Smartphone Likely to Make Purchases on Device

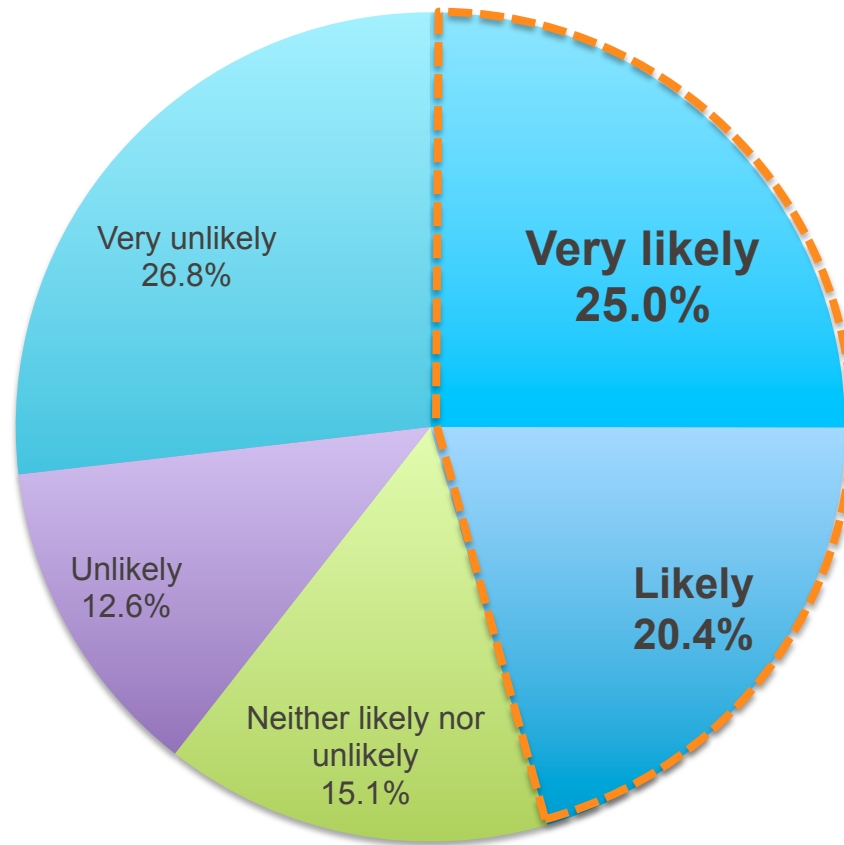
How likely are you to make purchases from your smartphone?  
(of Adults 25-54 who are likely/very likely to research products on their smartphones)



Source: Rhythm conducted the on-device survey among 1788 mobile users (1006 A25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 45.4% of Adults 25-54 Very Likely or Likely to Research Products on their Tablet

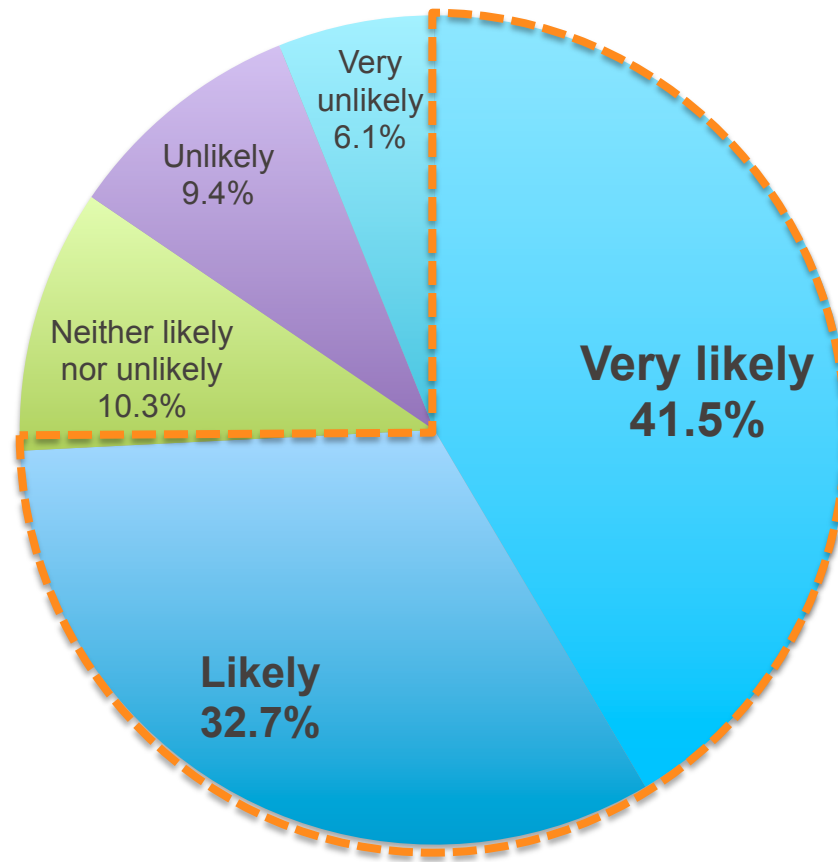
How likely are you to research products you're interested in buying on your tablet?



Source: Rhythm conducted the on-device survey among 1788 mobile users (1006 A25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 74.2% of Adults 25-54 Who Research Products on their Tablet Likely to Make Purchases on Device

How likely are you to make purchases from your tablet?  
(of Adults 25-54 who are likely or very likely to research products on their tablets)

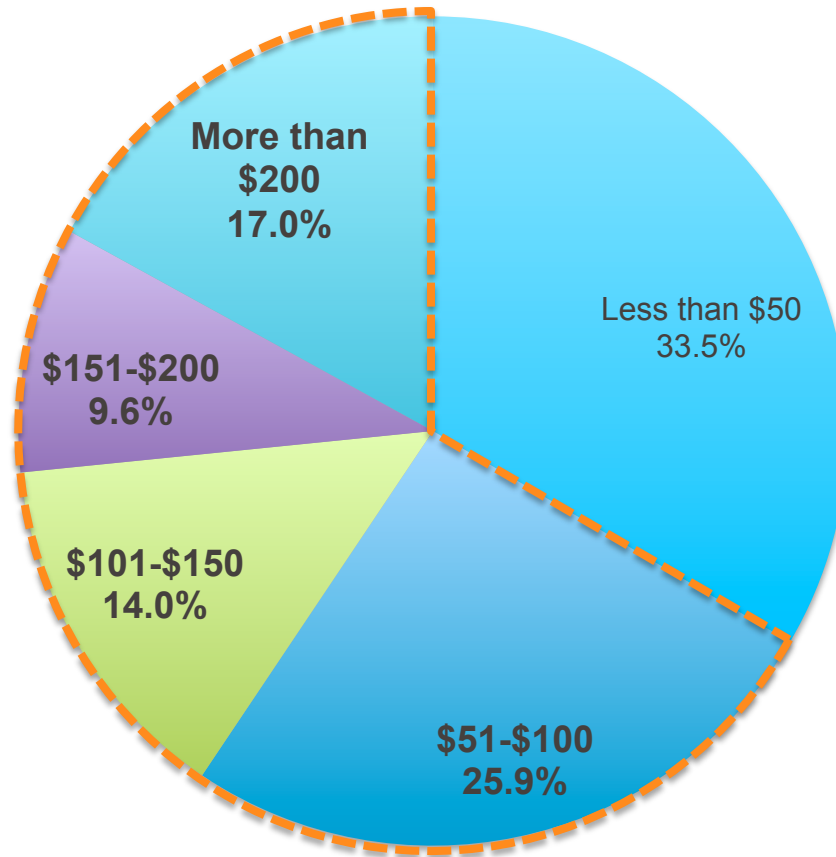


Source: Rhythm conducted the on-device survey among 1788 mobile users (1006 A25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.



# 68.9% of Adults 25-54 Make Mobile Purchases; 66.5% Spend More than \$50/Purchase

How much do you typically spend per purchase?  
(of Adults 25-54 who make purchases on their smartphones and tablets)



Source: Rhythm conducted the on-device survey among 1788 mobile users (1006 A25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Women 25-54

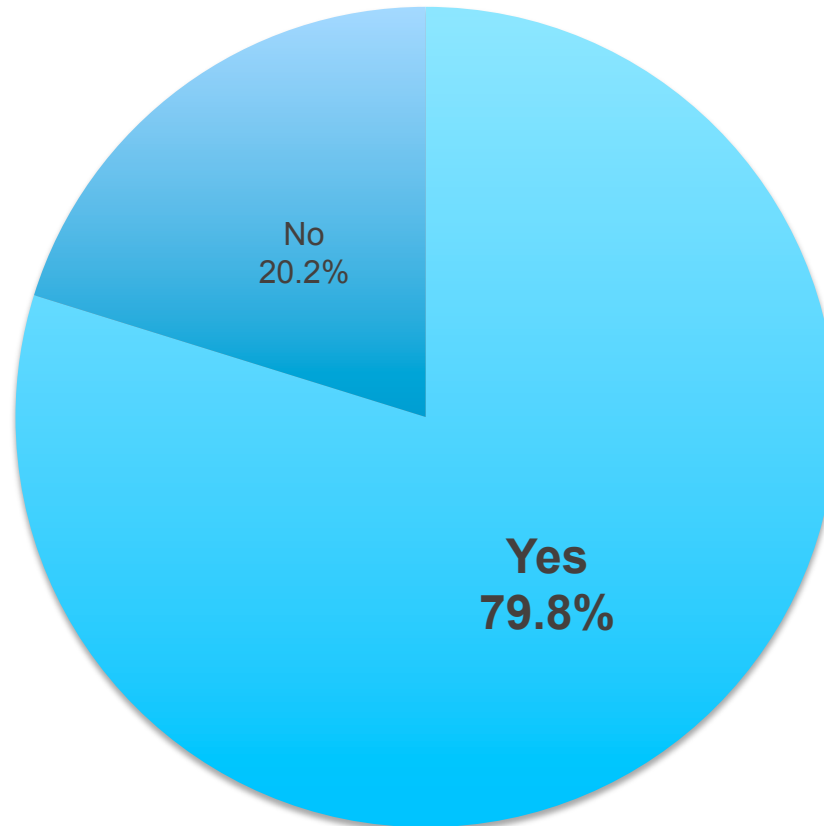
# Women 25-54 & Mobile Video: Quick Hits

- **Smartphones are device of choice; tablets close second**
  - A slightly higher percentage of woman watch **smartphone video (79.8%)** than tablet video (74.8%)
  - Tend to **favor smartphones** for watching short-form content (66.1%)
- **Frequent gamers**
  - **Play mobile games more frequently than any other demographic**, with 69.8% playing mobile games daily or weekly
- **Mobile buying power**
  - **Very likely to research products on their smartphones (70.4%) and make purchases on mobile devices (73.9%)**
- **Social savvy**
  - More likely than any other demographic to **visit a brand's social media page after watching a mobile video ad - 52% above Rhythm's average**



# 80% of Women 25-54 Watch Smartphone Video

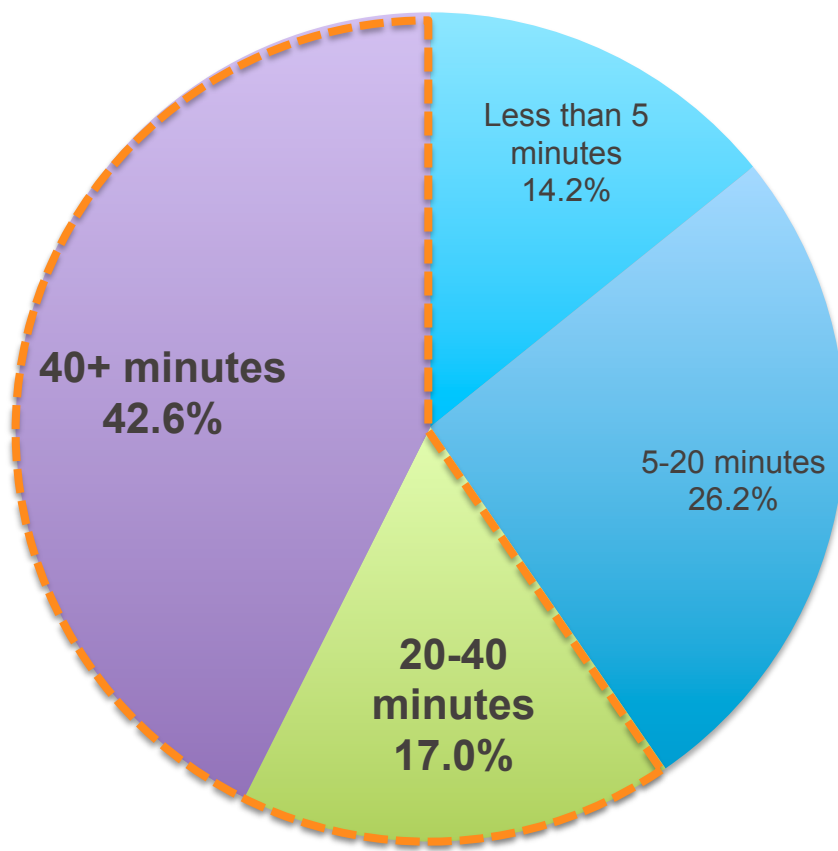
Do you watch video on your smartphone?  
*(results of women 25-54 who own a smartphone)*



*Source: Rhythm conducted the on-device survey among 1145 mobile device users (193 W25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.*

# 59.6% of Video Watching Women 25-54 Watch More than 20 Minutes of Video/Week on Smartphones

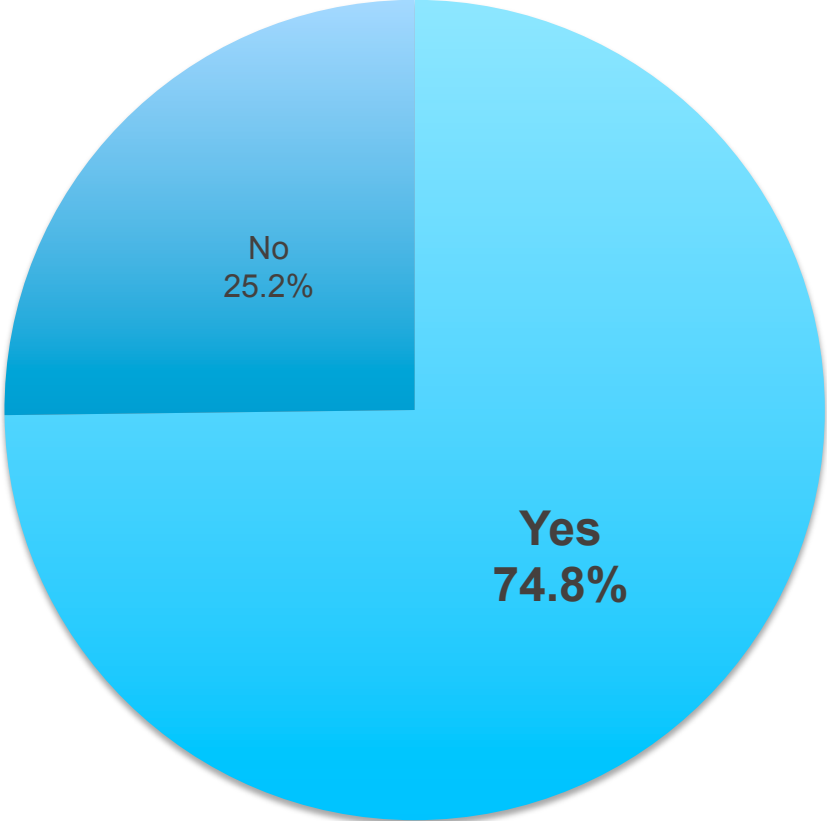
How much time per week do you spend watching video on your smartphone?  
(of women 25-54 who watch smartphone video)



Source: Rhythm conducted the on-device survey among 1145 mobile users (193 W25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 75% of Women 25-54 Watch Tablet Video

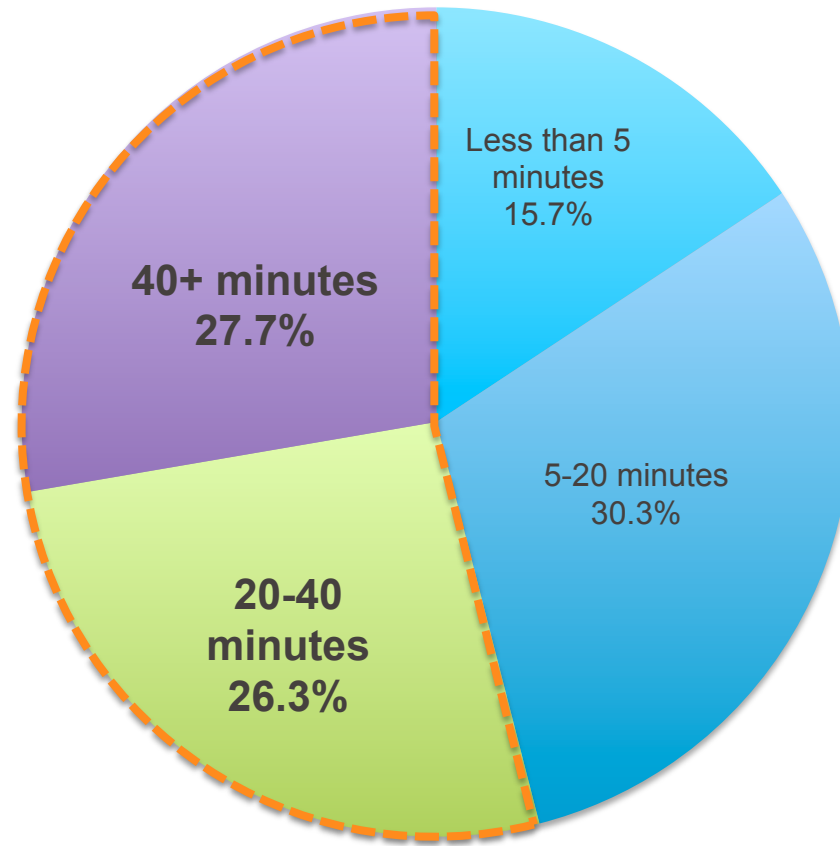
Do you watch tablet video?  
*(of women 25-54 who own a tablet)*



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# 54% of Video Watching Women 25-54 Watch More than 20 Minutes of Video/Week on Tablets

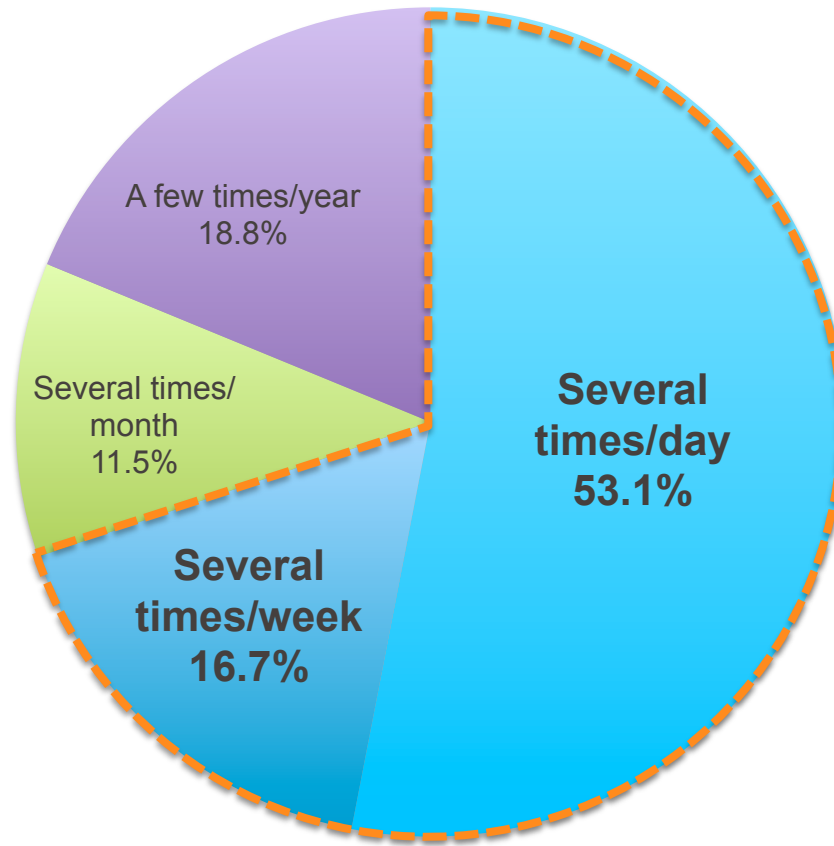
How much time per week do you spend watching mobile video on your tablet?  
*(of women 25-54 who watch tablet video)*



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# Majority of Women 25-54 are Frequent Gamers

How often do you play games on your smartphone or tablet?

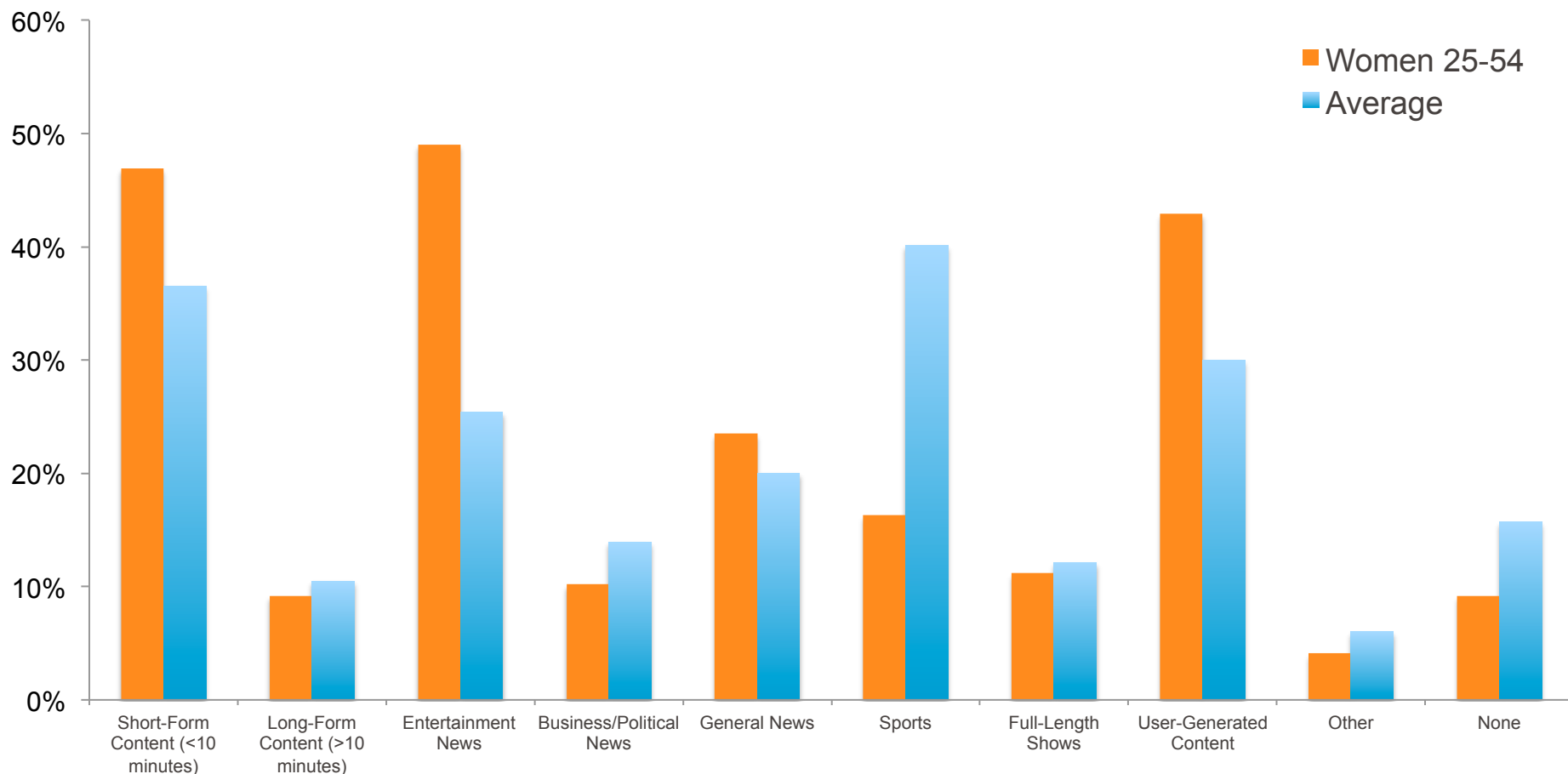


Source: Rhythm conducted the on-device survey among 519 mobile users (98 W25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.



# Women 25-54 Watch Significantly More Entertainment News, Short-Form & User-Generated Content than Average

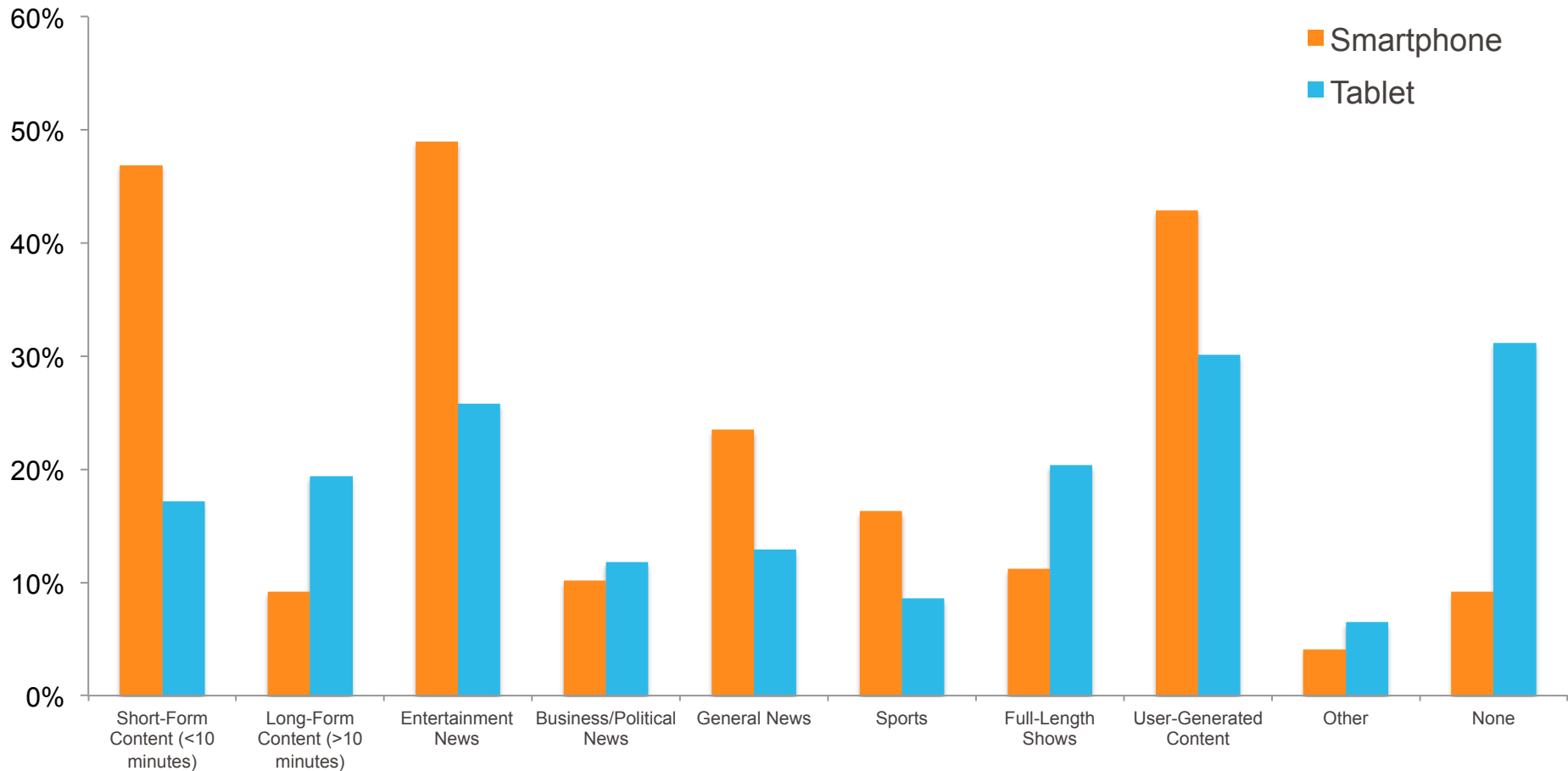
What types of video content do you watch most frequently on smartphone?



Source: Rhythm conducted the on-device survey among 519 mobile users (98 W25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Women 25-54 Watch Significantly More Video on Smartphones than Tablets

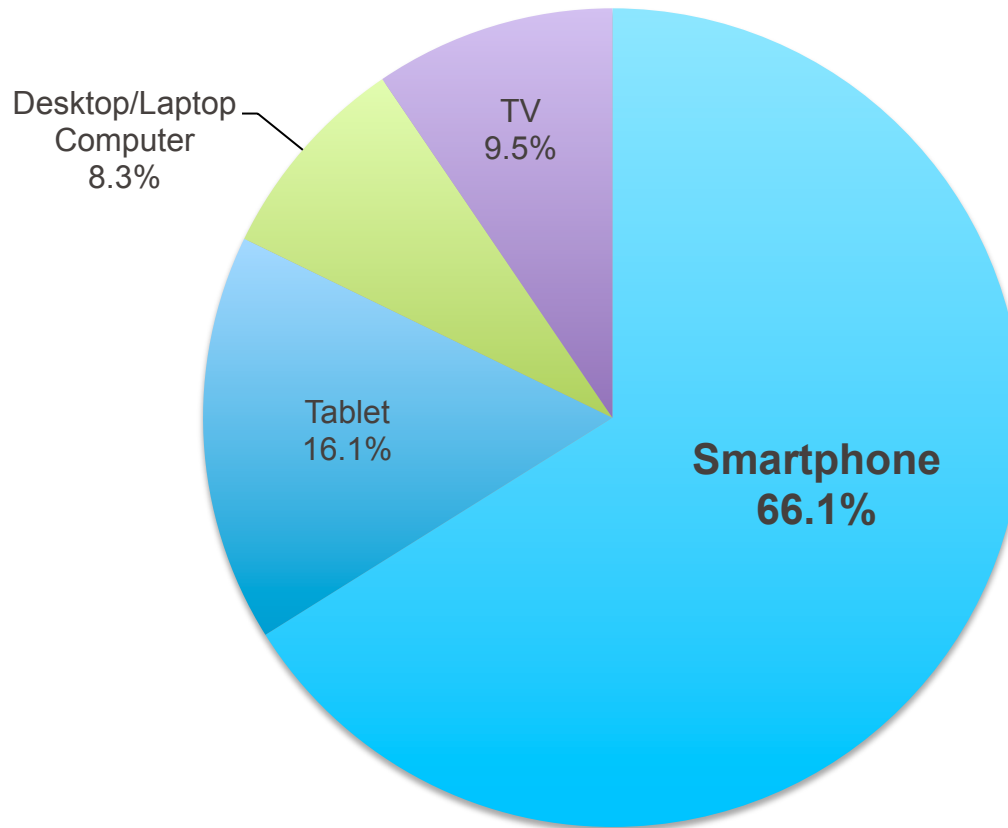
What types of video content do you watch most frequently on your tablet?



Source: Rhythm conducted the on-device survey among 519 mobile users (98 W25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Women 25-54 Watch The Majority of Their Short-Form Content on Smartphones

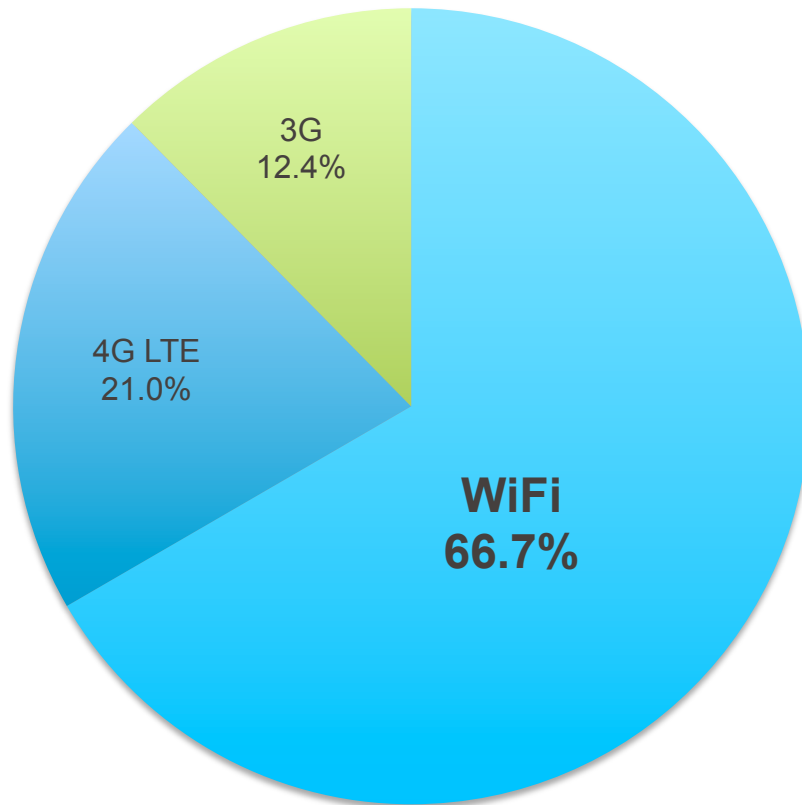
Which device do you use most often to watch short-form video (shorter than 10 minutes)?



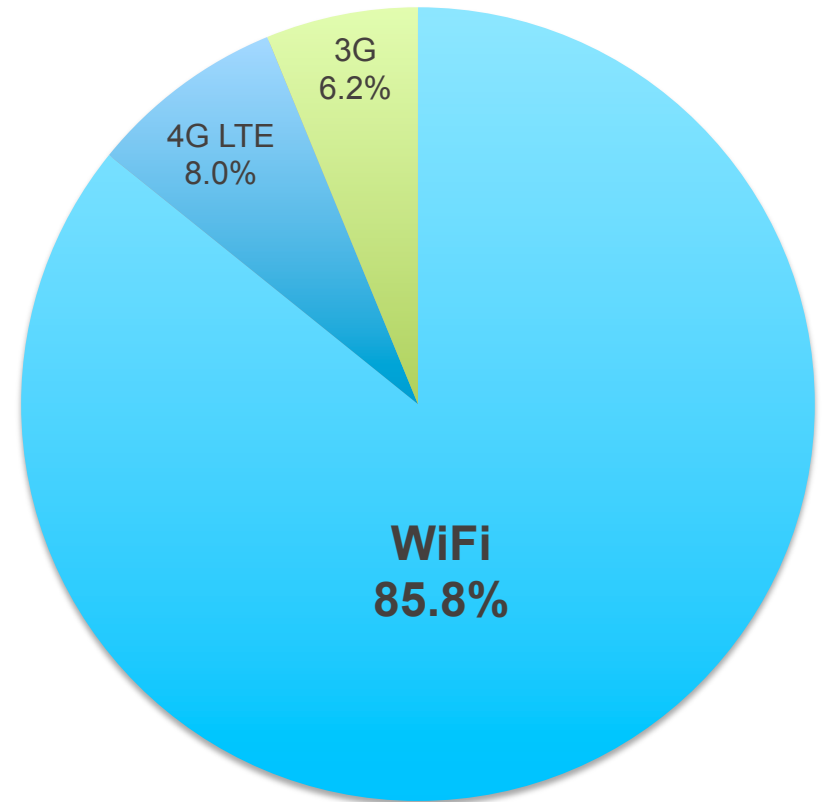
Source: Rhythm conducted the on-device survey among 1374 mobile users (247 W25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Women 25-54 Watch Vast Majority of Mobile Video on WiFi

When watching mobile video, how do you connect to the internet most of the time?



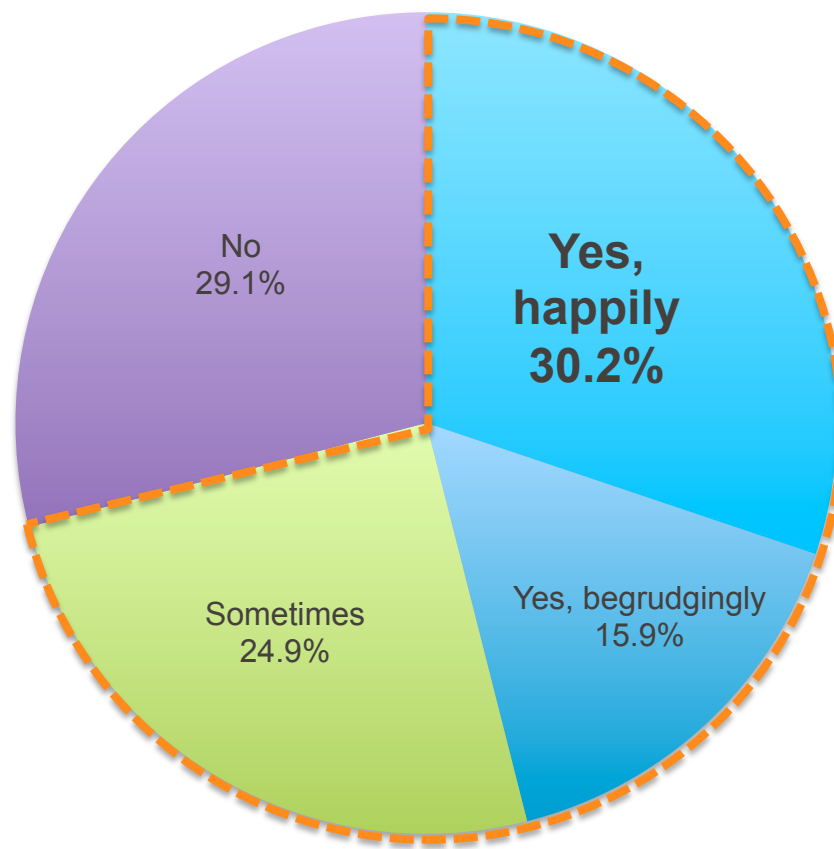
Smartphone



Tablet

# 70.9% of Women 25-54 Watch Mobile Video Ads in Exchange for Free Premium Content; 30.2% Do So Happily

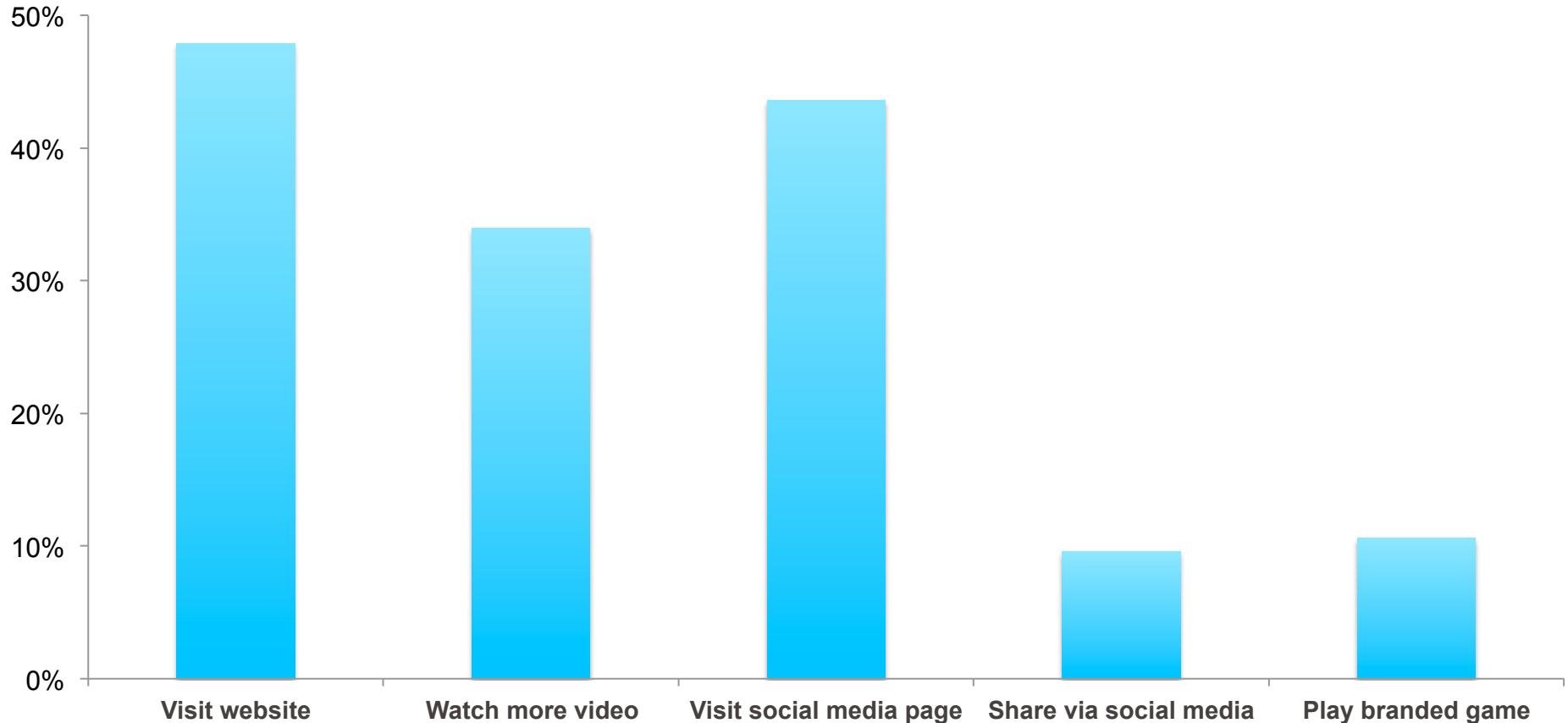
Will you watch a mobile video ad in exchange for free premium content (clips or full episodes)?



Source: Rhythm conducted the on-device survey among 1067 mobile users (190 W25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 46.8% of Women 25-54 Likely to Interact with Mobile Video Ads; Majority Visit Websites & Social Media Pages

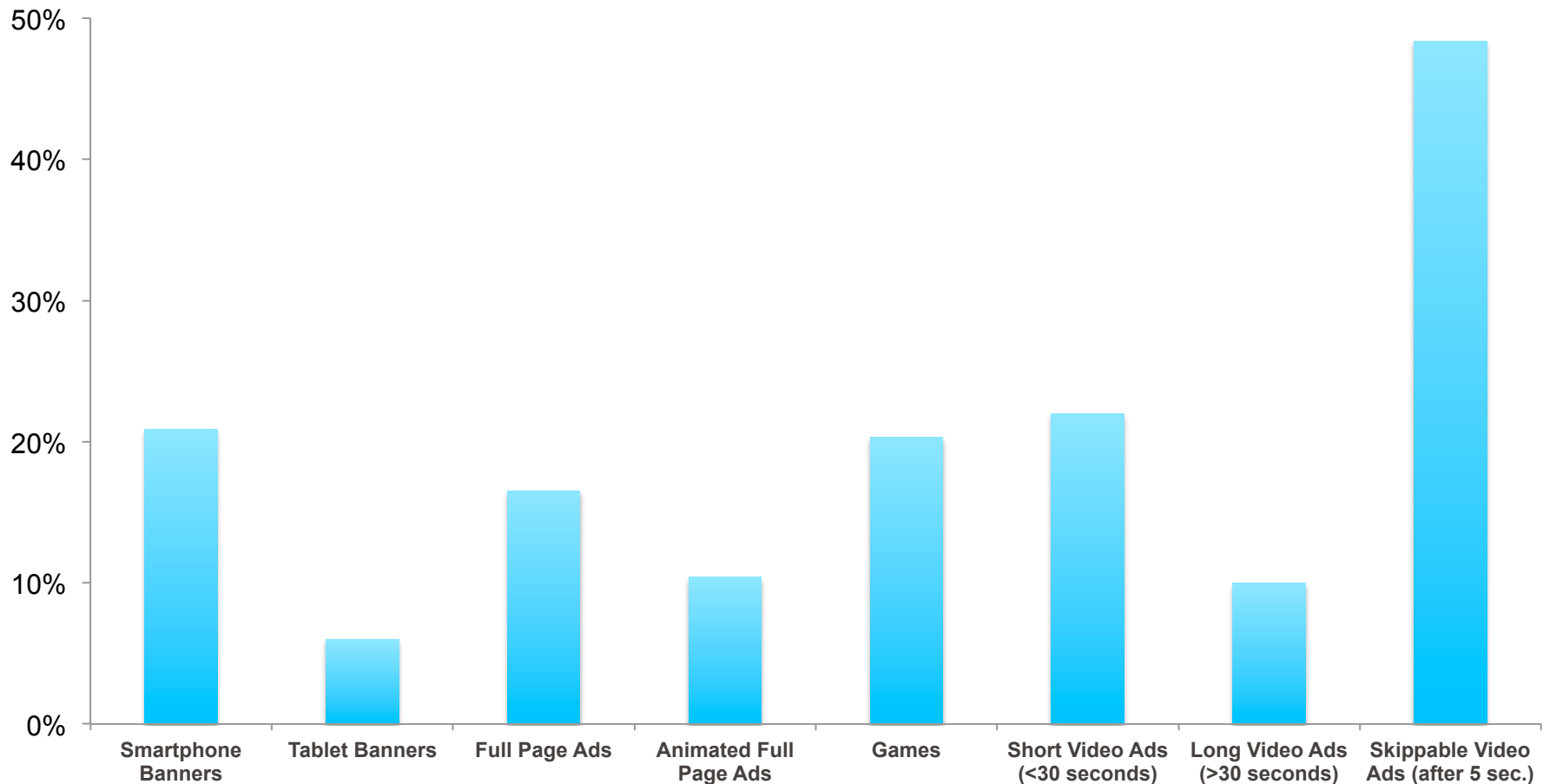
How are you most likely to interact with mobile video ads?  
(of women 25-54 who are likely to interact with mobile video ads)



Source: Rhythm conducted the on-device survey among 1067 mobile users (190 W25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Women 25-54 Remember Skippable Video Ads, Games, and Short Video Ads

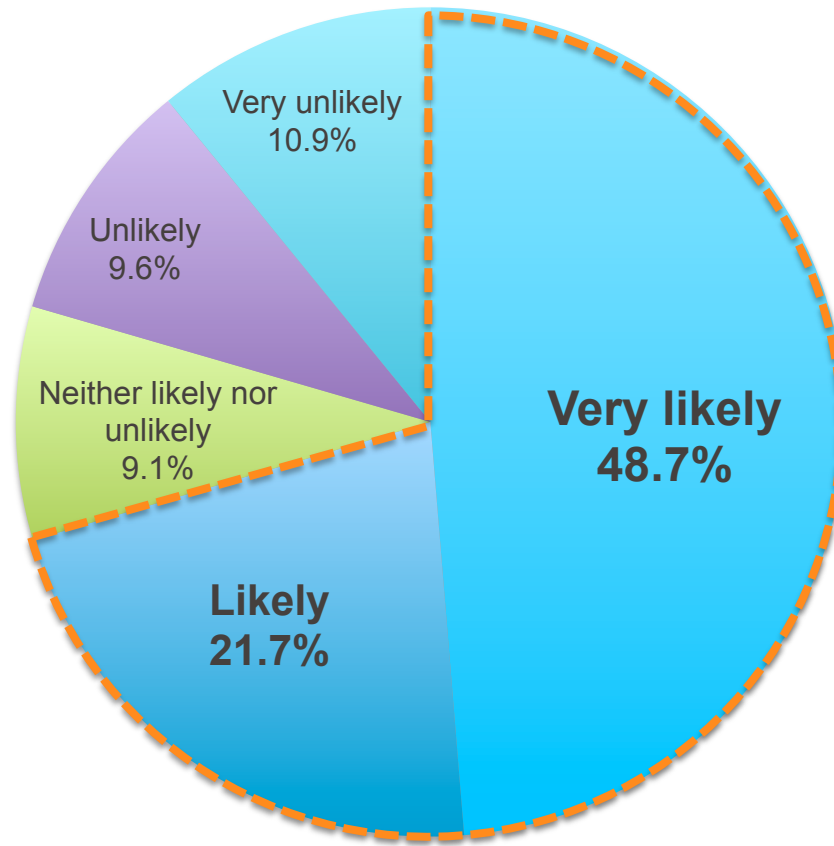
Which of the following ad types do you remember most?



Source: Rhythm conducted the on-device survey among 1067 mobile users (190 W25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 70.4% of Women 25-54 Likely or Very Likely to Research Products on their Smartphone

How likely are you to research products you're interested in buying on your smartphone?

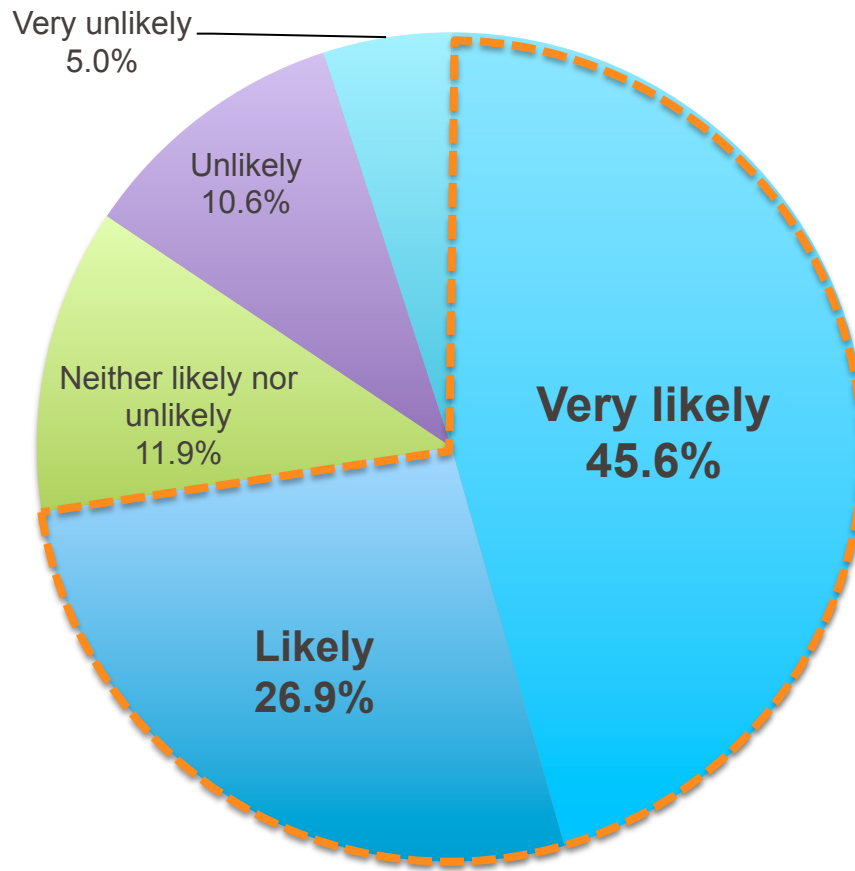


Source: Rhythm conducted the on-device survey among 1788 mobile users (237 W25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.



# 72.5% of Women 25-54 Who Research Products on their Smartphone Likely to Make Purchases on Device

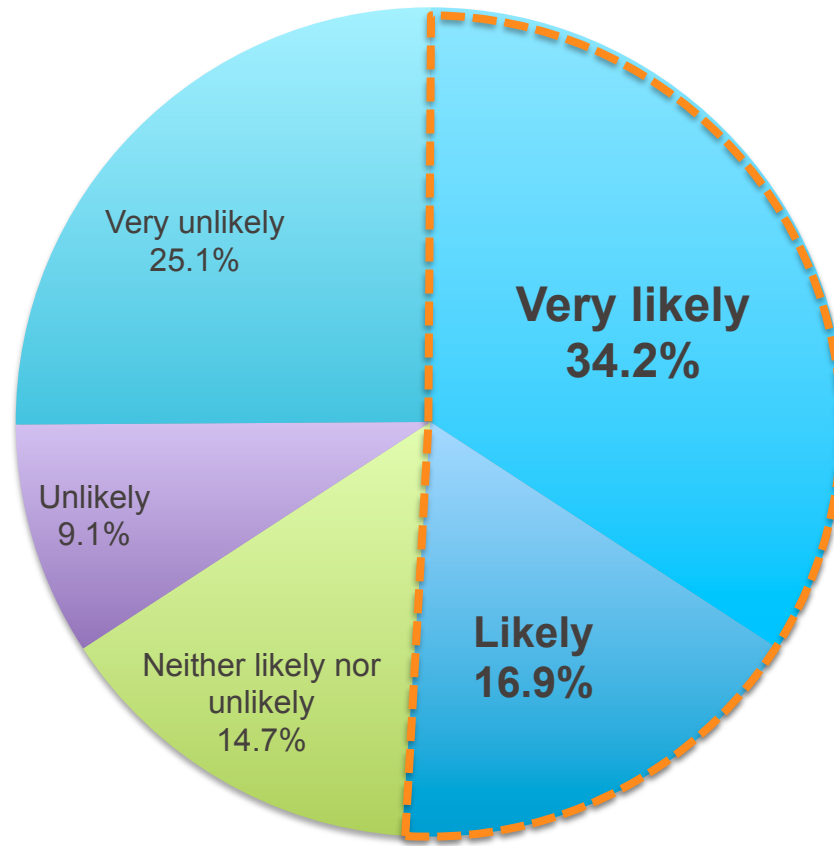
How likely are you to make purchases from your smartphone?  
(of women 25-54 who are likely/very likely to research products on their smartphones)



Source: Rhythm conducted the on-device survey among 1788 mobile users (237 W25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 50% of Women 25-54 Very Likely or Likely to Research Products on their Tablet

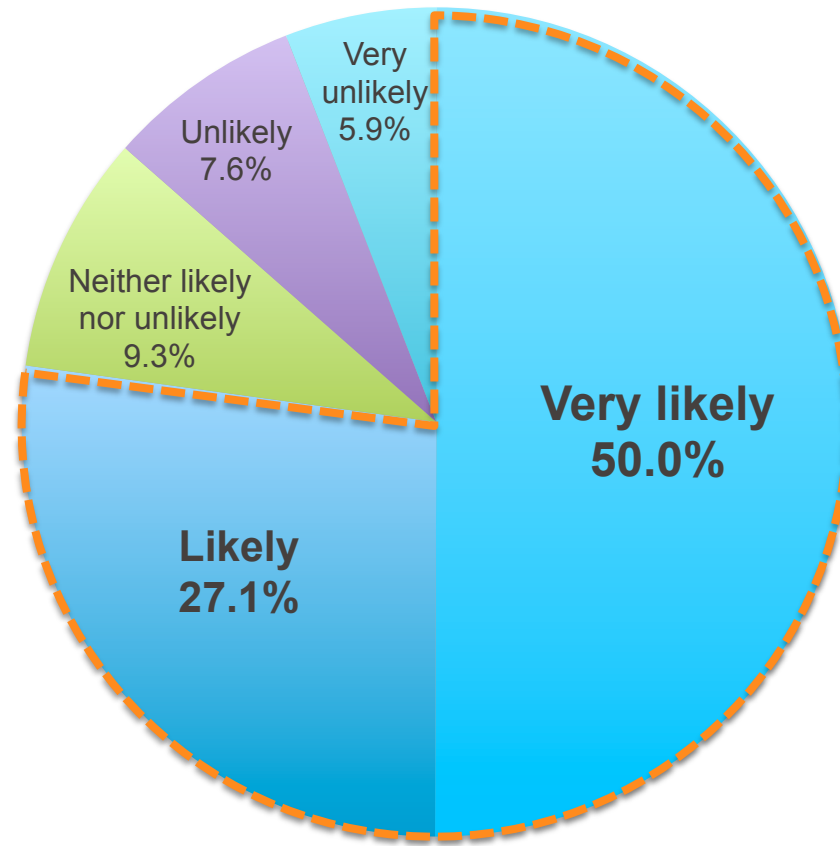
How likely are you to research products you're interested in buying on your tablet?



Source: Rhythm conducted the on-device survey among 1788 mobile users (237 W25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 77% of Women 25-54 Who Research Products on their Tablet Likely to Make Purchases on Device

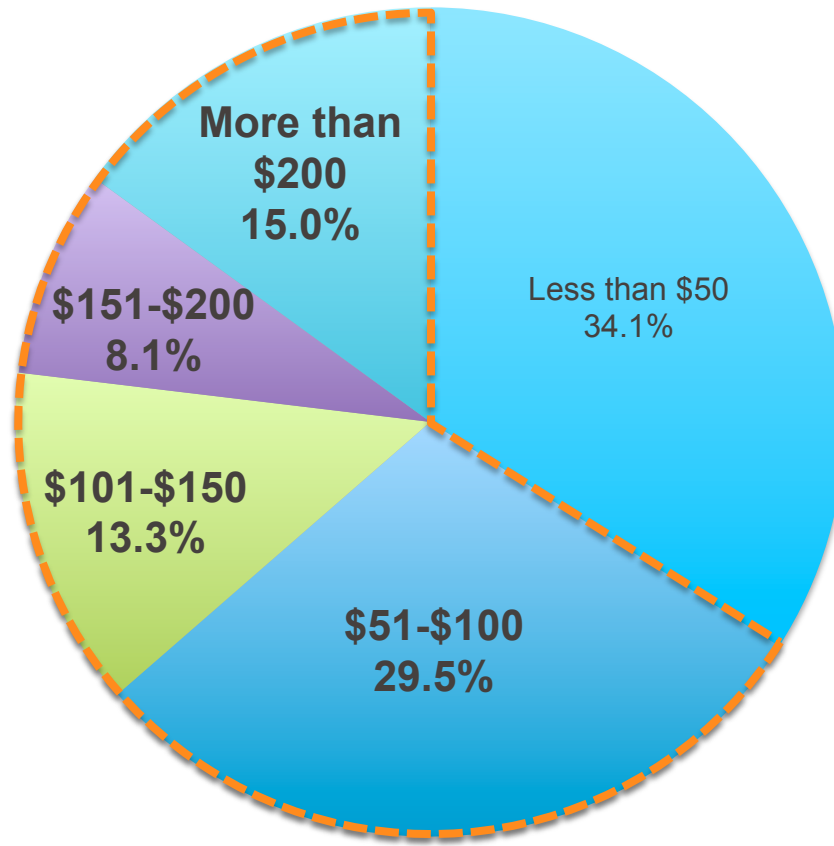
How likely are you to make purchases from your tablet?  
(of women 25-54 who are likely or very likely to research products on their tablets)



Source: Rhythm conducted the on-device survey among 1788 mobile users (237 W25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 74% of Women 25-54 Make Mobile Purchases; 66% Spend More Than \$50/Purchase

How much do you typically spend per purchase?  
(of women 25-54 who make purchases on their smartphones and tablets)



Source: Rhythm conducted the on-device survey among 1788 mobile users (237 W25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

**Men 25-54**

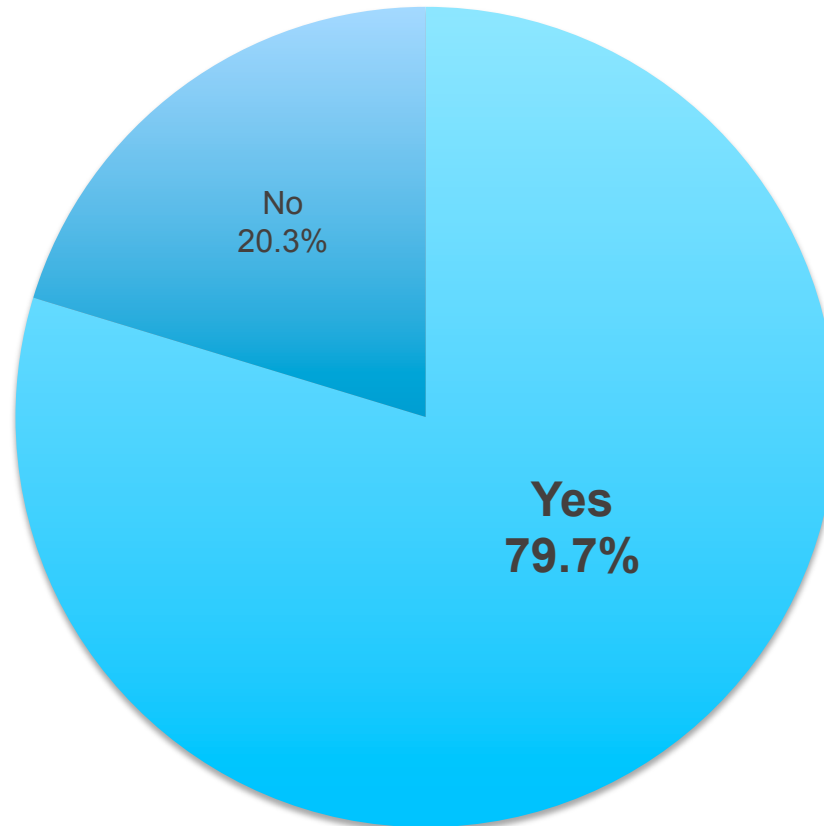
# Men 25-54 & Mobile Video: Quick Hits

- **Smartphones are device of choice**
  - Watch more smartphone video (79.7%) than tablet video (63.9%)
- **Sports, news, and user-generated content enthusiasts**
  - Watch sports, news, and user-generated content on smartphones than average
- **Embrace fair-value exchange of mobile video**
  - More than three-quarters watch mobile video ads in exchange for free premium content (73.4%) and 35.1% watch ads happily
- **Non-Gamers**
  - Play mobile games very infrequently
- **Mobile purchase power**
  - Likely to research products on their smartphones (61.8%) and make on-device purchases after researching (77.8%)



# 79.7% of Men 25-54 Watch Smartphone Video

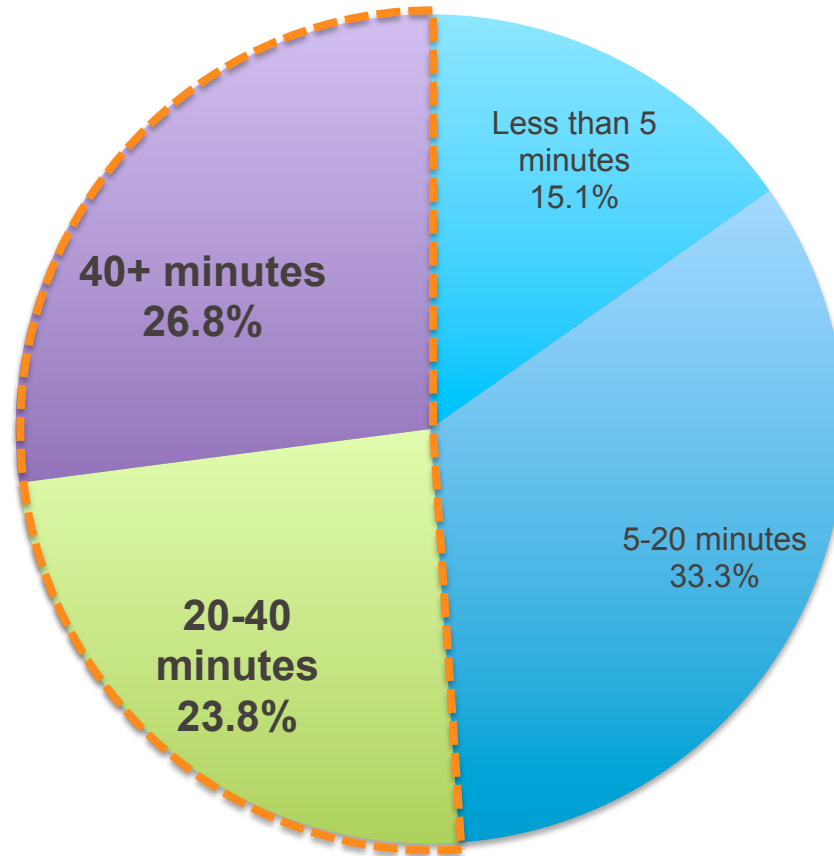
Do you watch video on your smartphone?  
(results of Men 25-54 who own a smartphone)



Source: Rhythm conducted the on-device survey among 1115 mobile users (451 M25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 50.6% of Video Watching Men 25-54 Watch More than 20 Minutes of Video/Week on Smartphones

How much time per week do you spend watching video on your smartphone?  
*(of Men 25-54 who watch smartphone video)*

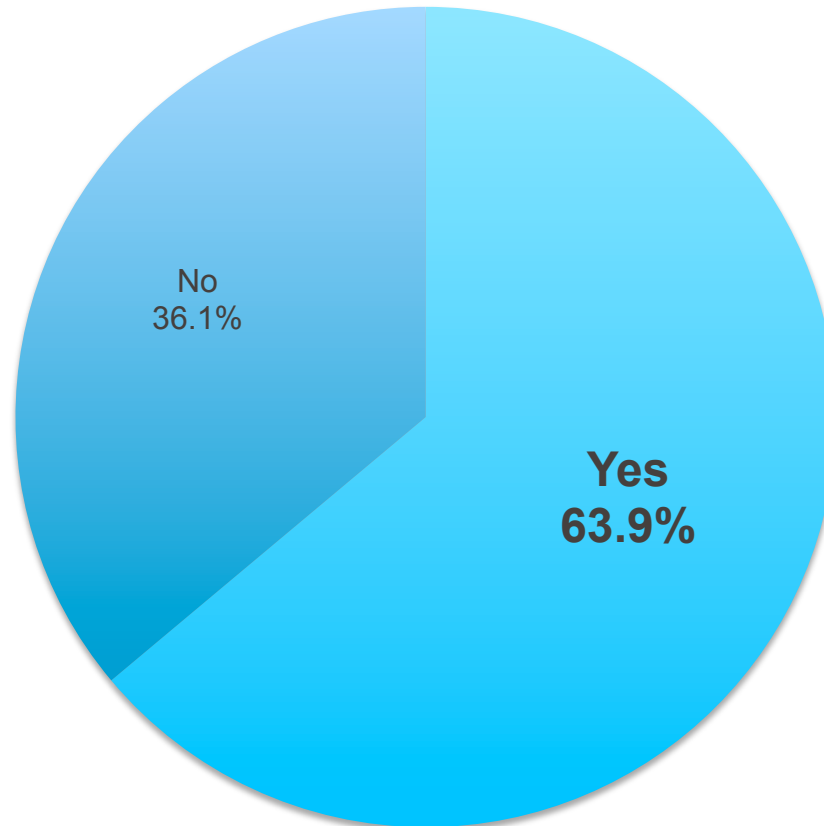


*Source: Rhythm conducted the on-device survey among 1115 mobile users (451 M25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.*



# 63.9% of Men 25-54 Watch Tablet Video

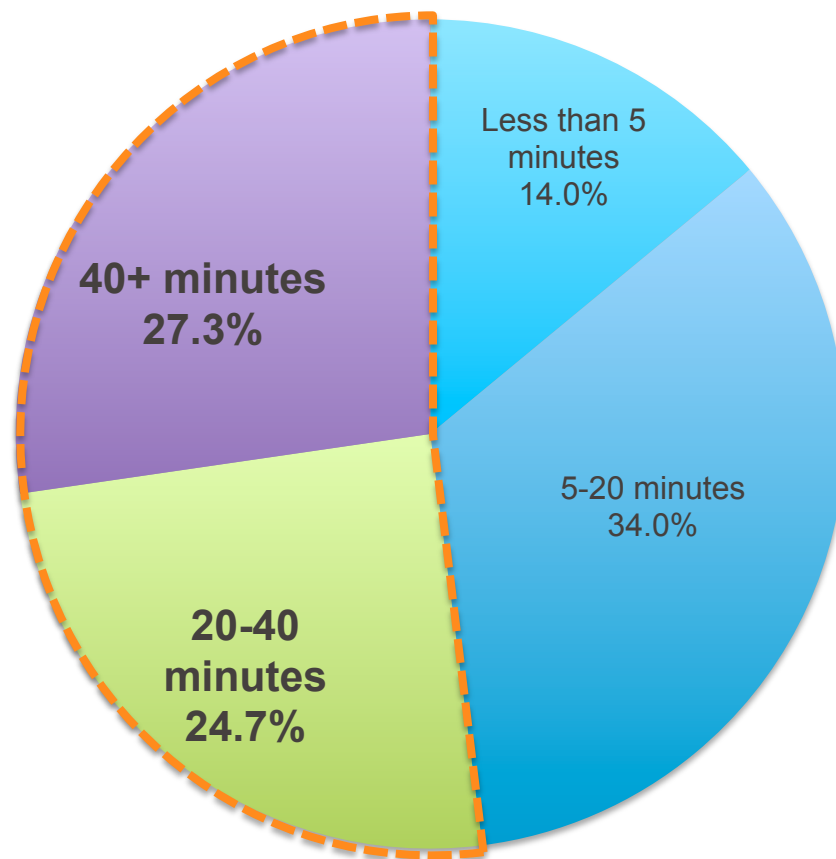
Do you watch tablet video?  
*(of Men 25-54 who own a tablet)*



*Source: Rhythm conducted the on-device survey among 1115 mobile users (451 M25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.*

# 52% of Video Watching Men 25-54 Watch More than 20 Minutes of Video/Week on Tablets

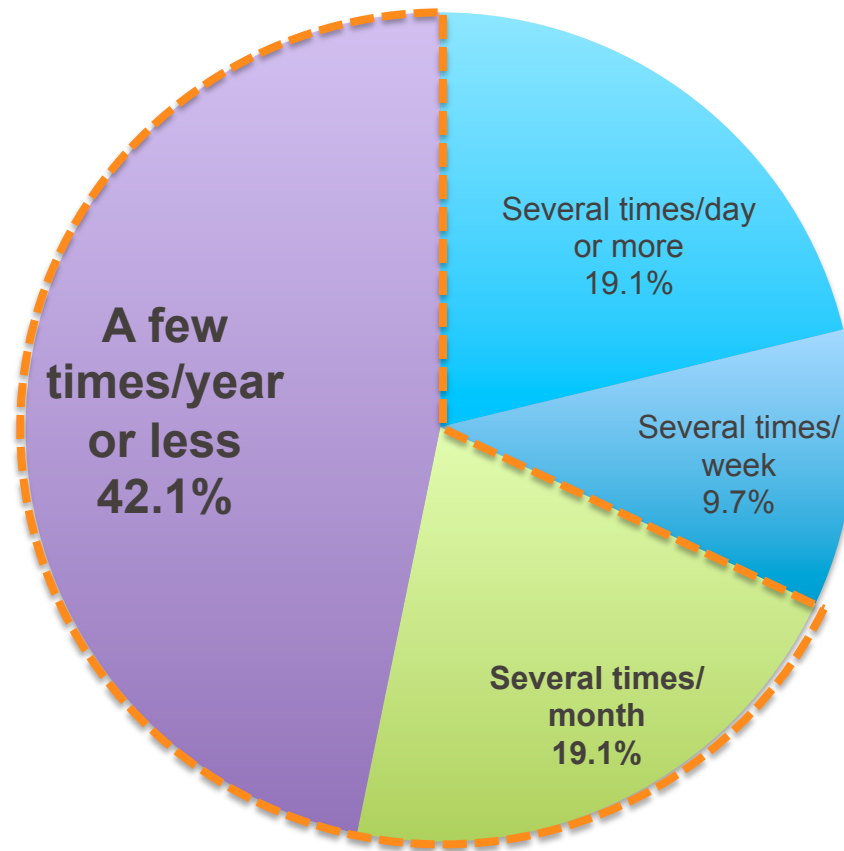
How much time per week do you spend watching mobile video on your tablet?  
*(of Men 25-54 who watch tablet video)*



Source: Rhythm conducted the on-device survey among 1115 mobile users (451 M25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Men 25-54 Not Frequent Mobile Gamers

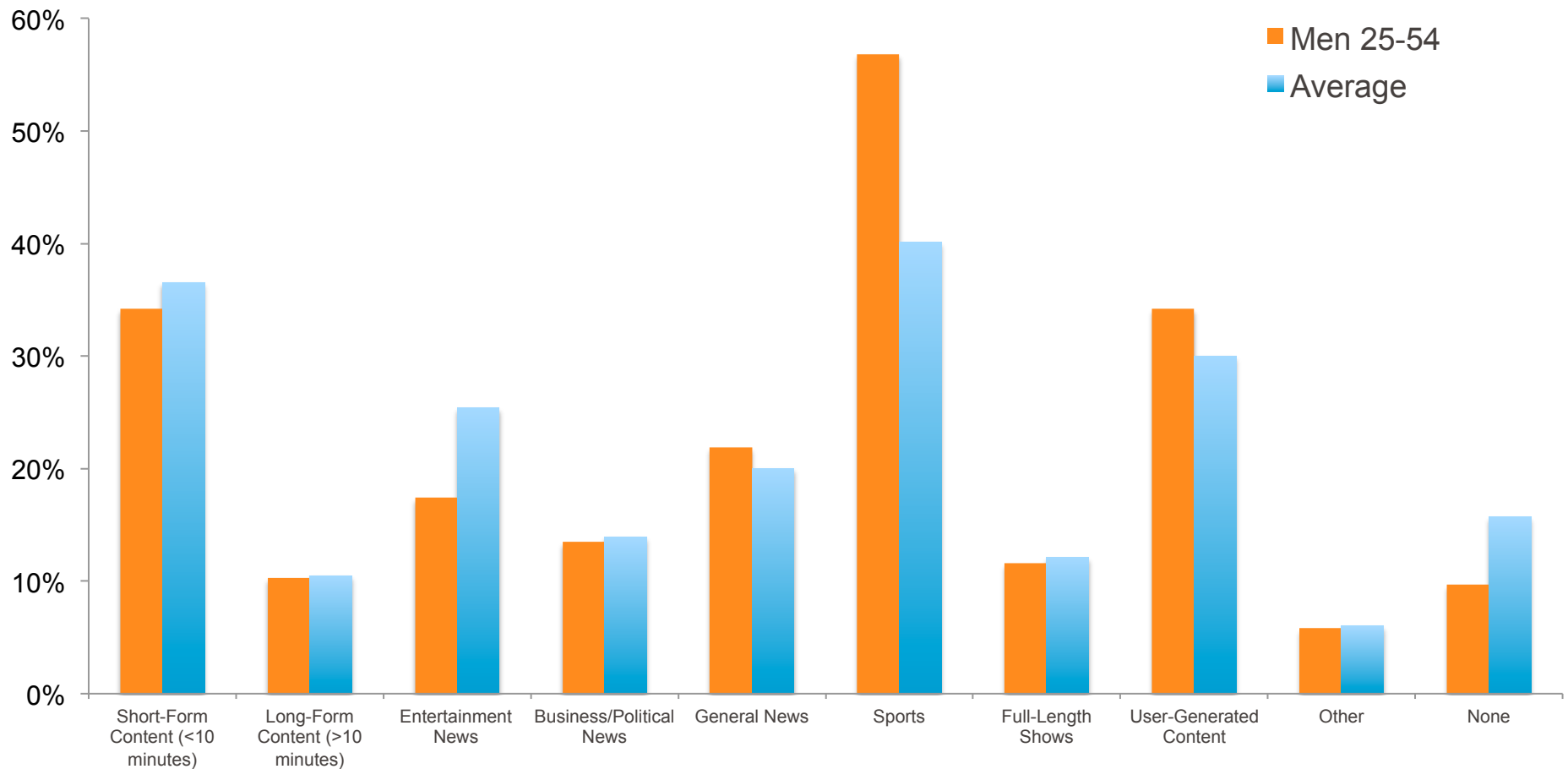
How often do you play games on your smartphone or tablet?



Source: Rhythm conducted the on-device survey among 519 mobile users (156 M25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Men Watch Significantly More Sports Than Average; Also Watch Short-Form & User-Generated Video

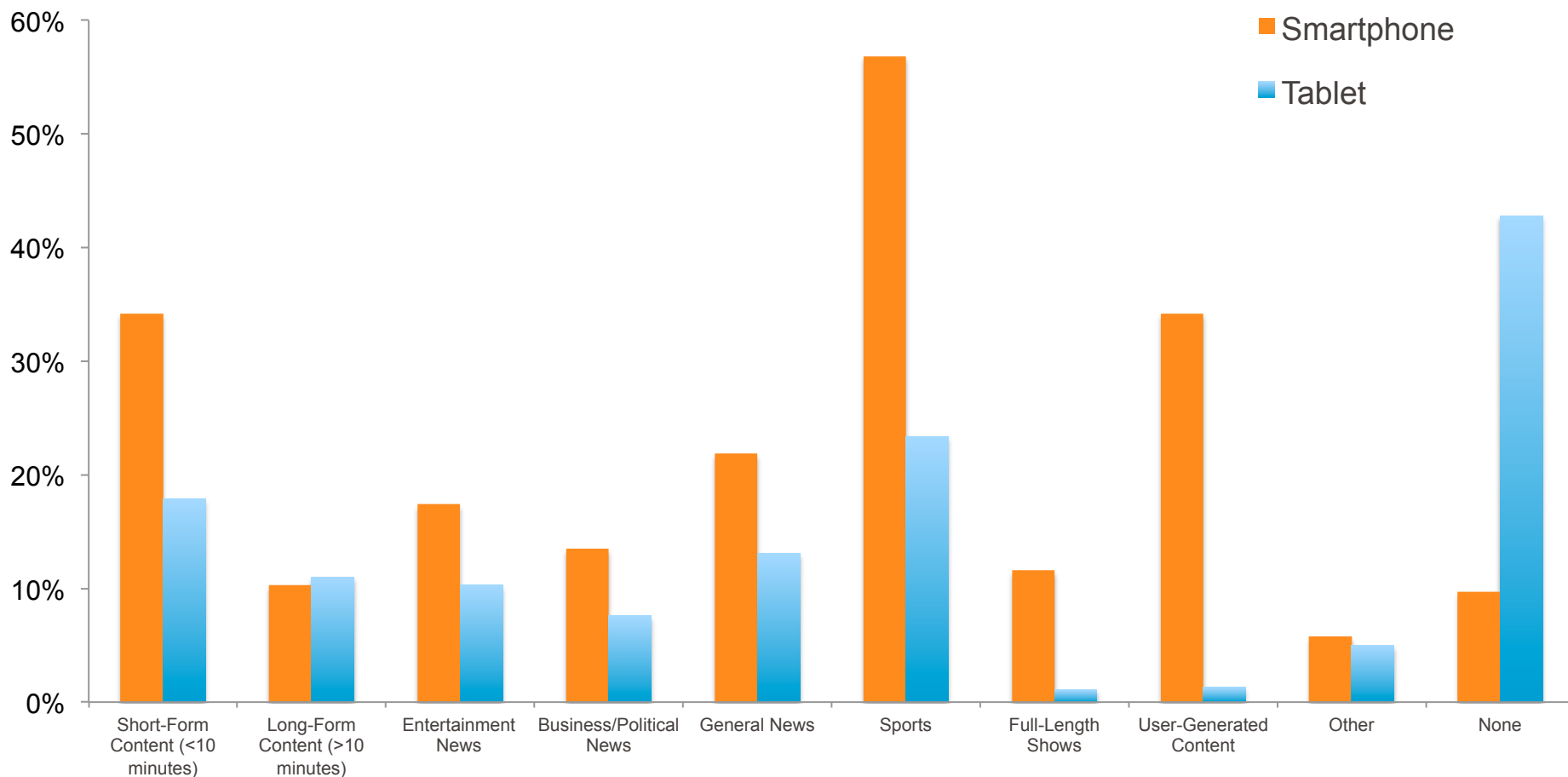
What types of video content do you watch most frequently on smartphone?



Source: Rhythm conducted the on-device survey among 519 mobile users (156 M25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Men 25-54 Watch Significantly More Video on Smartphones than Tablets

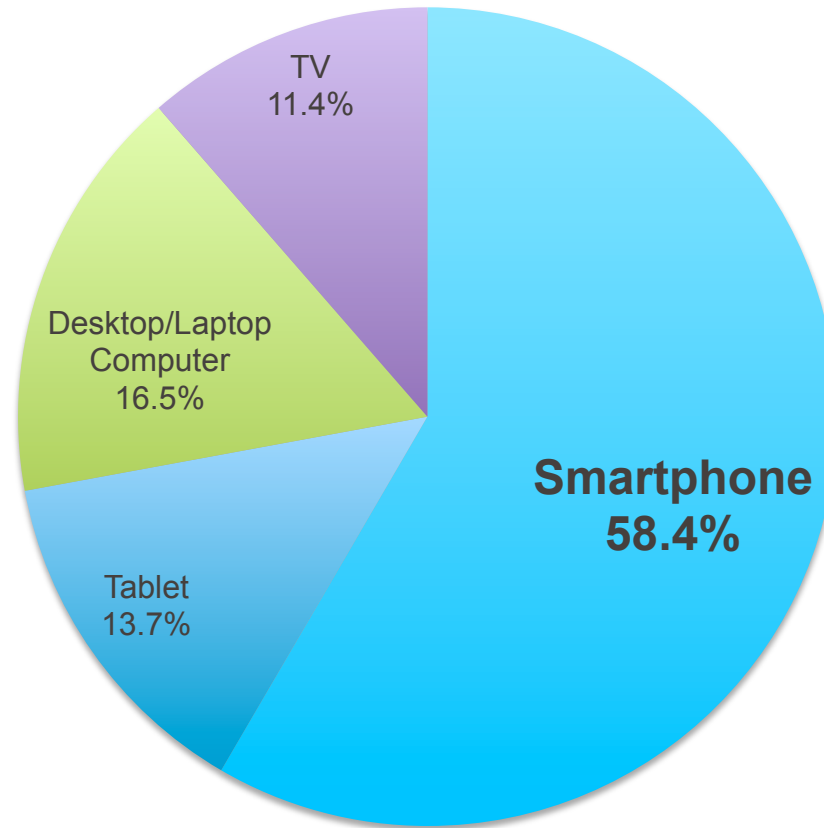
What types of video content do you watch most frequently on your tablet?



Source: Rhythm conducted the on-device survey among 519 mobile users (156 M25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Men 25-54 Watch Majority of All Short-Form Content on Smartphones

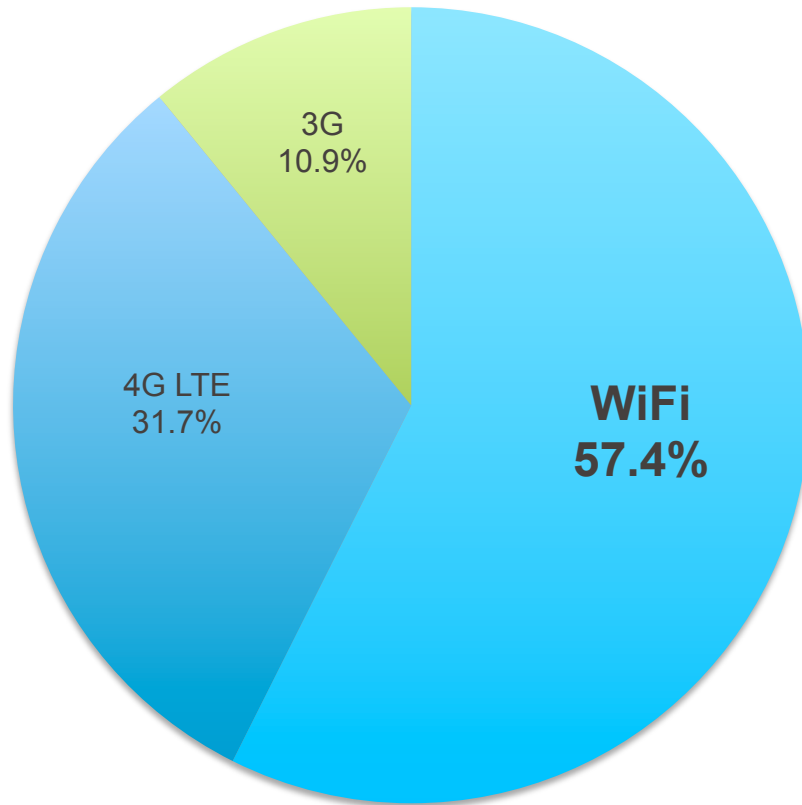
Which device do you use most often to watch short-form video (shorter than 10 minutes)?



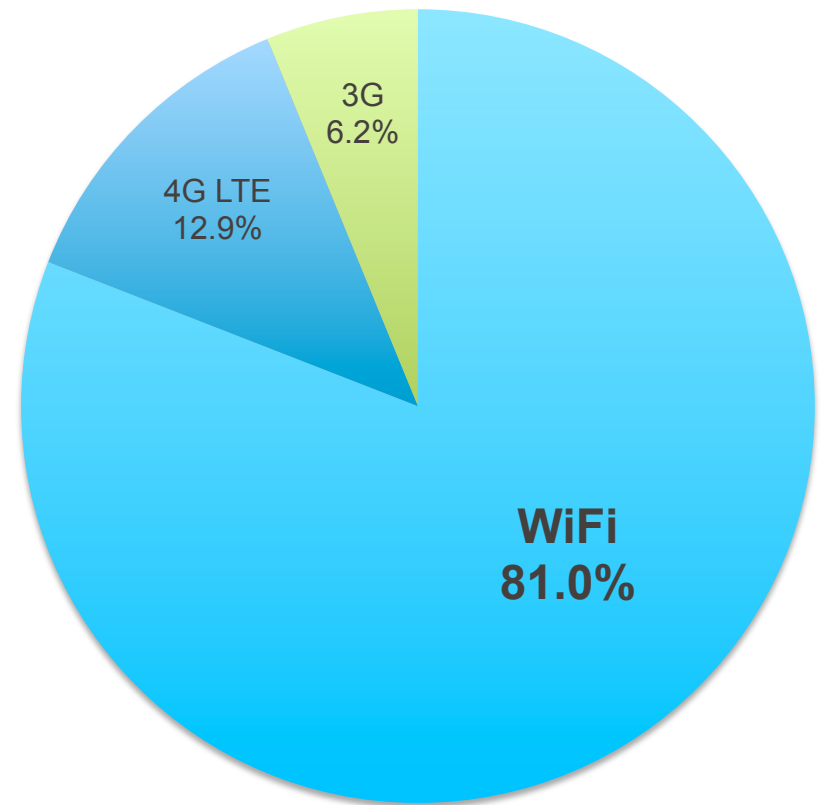
Source: Rhythm conducted the on-device survey among 1369 mobile users (582 M25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Men 25-54 Watch Vast Majority of Mobile Video on WiFi

When watching mobile video, how do you connect to the internet most of the time?



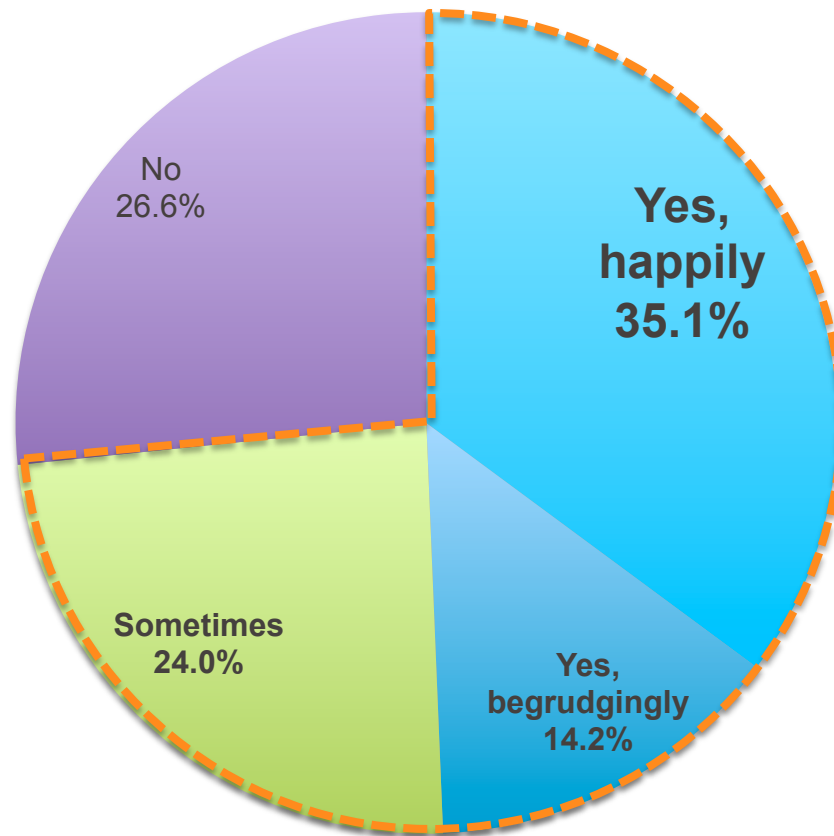
Smartphone



Tablet

# 73.4% of Men 25-54 Watch Mobile Video Ads in Exchange for Free Premium Content; 35.1% Do So Happily

Will you watch a mobile video ad in exchange for free premium content (clips or full episodes)?

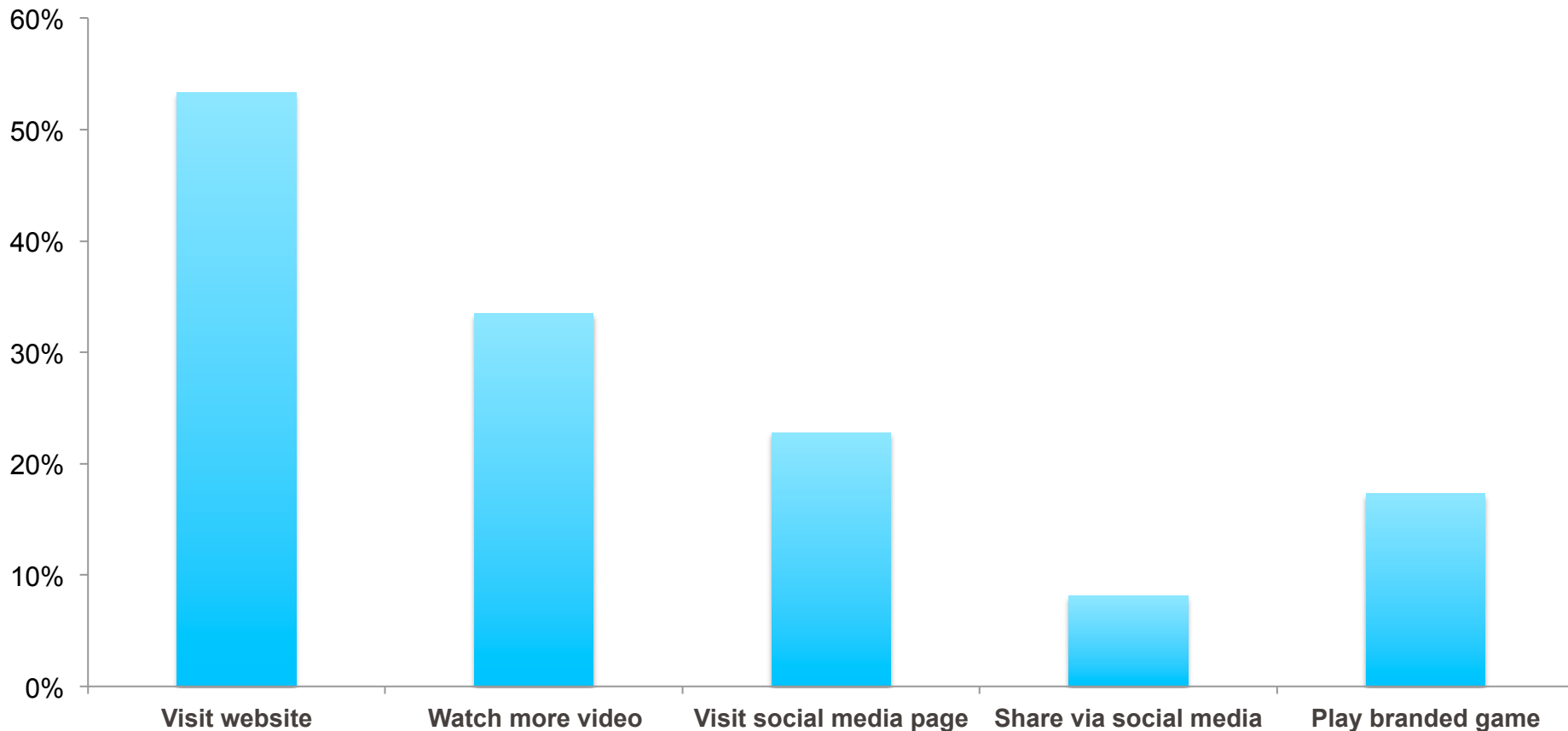


Source: Rhythm conducted the on-device survey among 1067 mobile users (389 M25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners



# Half of Men 25-54 Likely to Interact with Mobile Video Ads; Majority Visit Website, Watch More Video

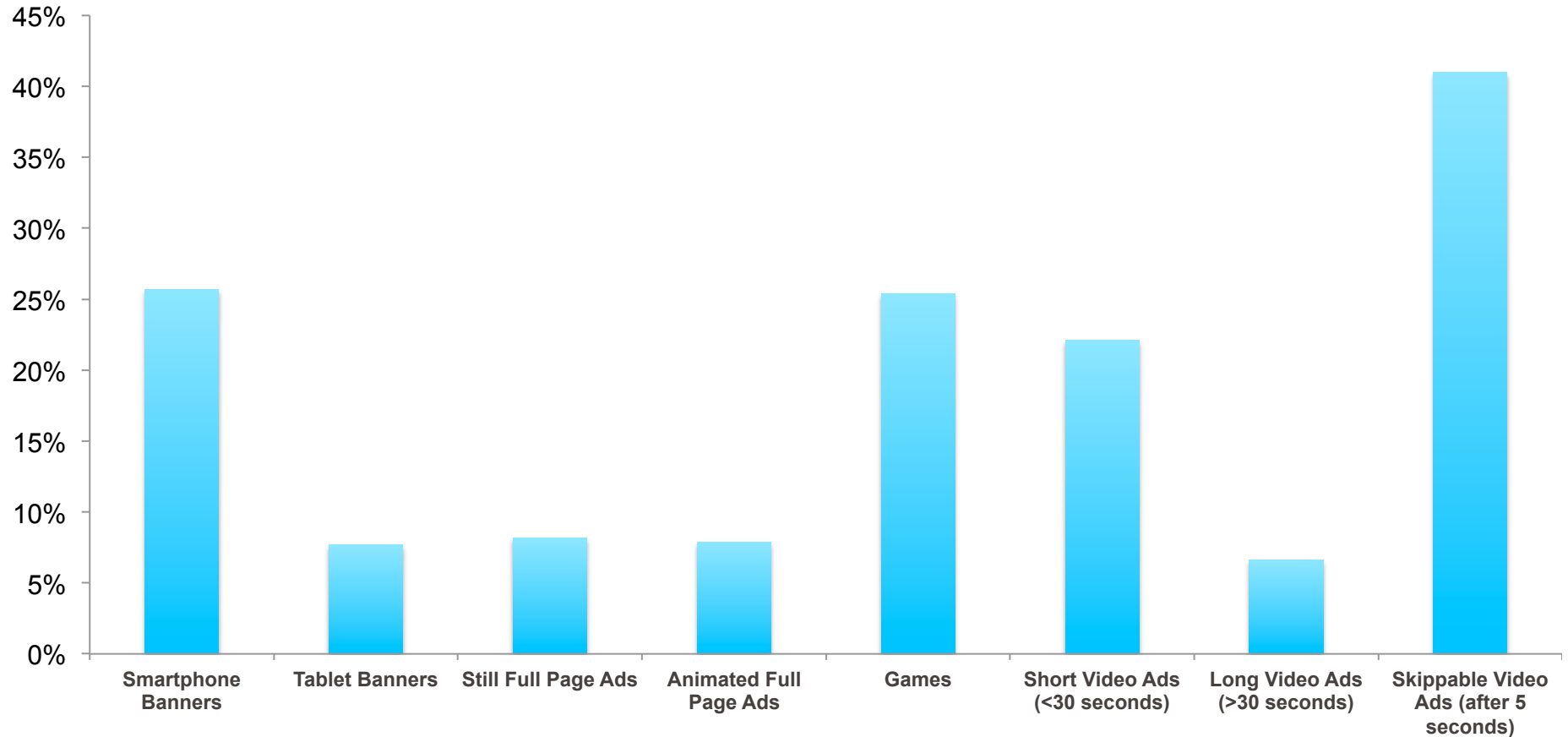
How are you most likely to interact with mobile video ads?  
*(of Men 25-54 who are likely to interact with mobile video ads)*



Source: Rhythm conducted the on-device survey among 1067 mobile users (389 M25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners

# Men 25-54 Remember Skippable Video Ads, Games & Short Video Ads Best

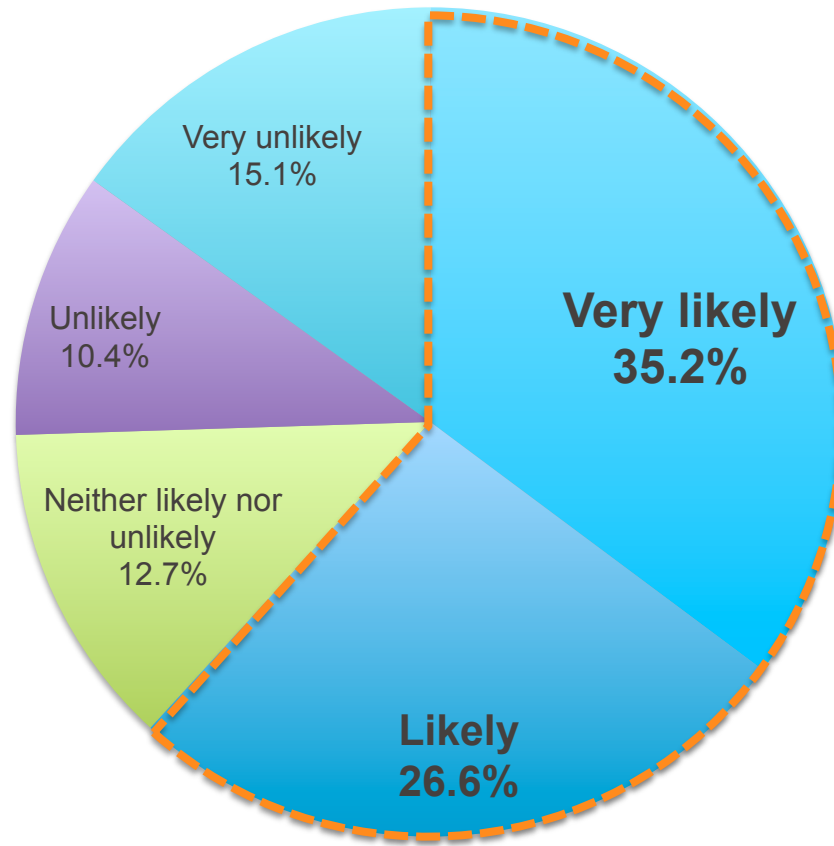
Which of the following ad types do you remember most?



Source: Rhythm conducted the on-device survey among 1067 mobile users (389 M25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners

# 61.8% of Men 25-54 Likely or Very Likely to Research Products on their Smartphone

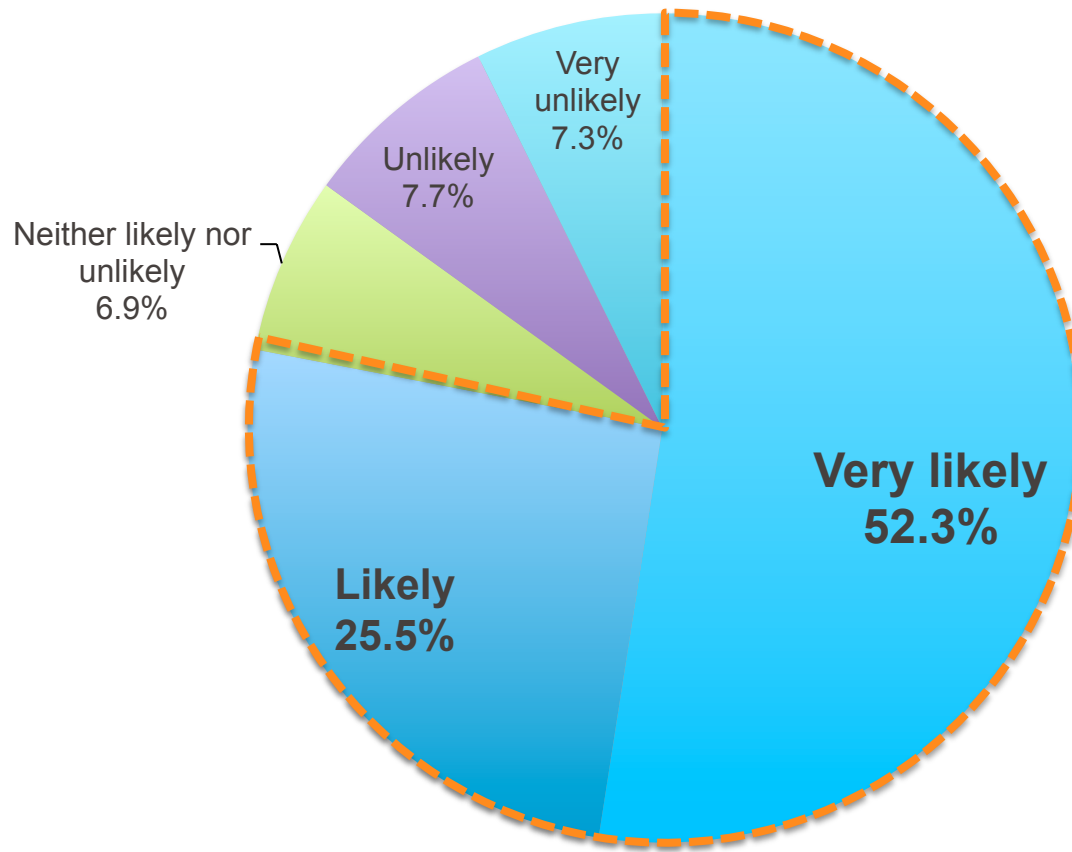
How likely are you to research products you're interested in buying on your smartphone?



Source: Rhythm conducted the on-device survey among 1788 mobile users (754 M25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 77.8% of Men 25-54 Who Research Products on their Smartphone Likely to Make Purchases on Device

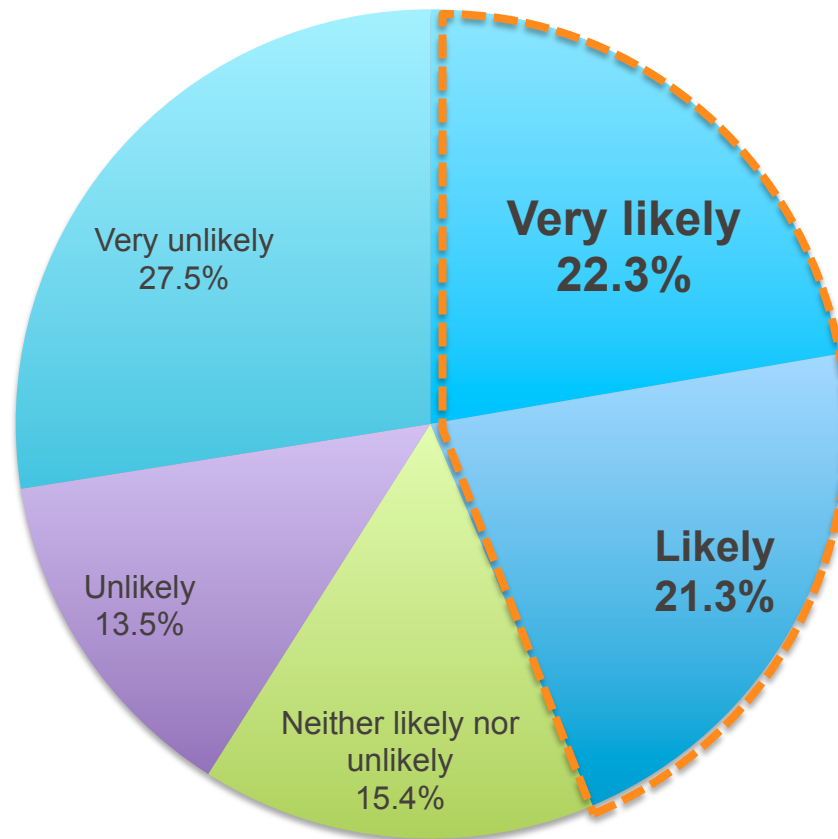
How likely are you to make purchases from your smartphone?  
(of Men 25-54 who are likely/very likely to research products on their smartphones)



Source: Rhythm conducted the on-device survey among 1788 mobile users (754 M25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 43.6% of Men 25-54 Very Likely or Likely to Research Products on their Tablet

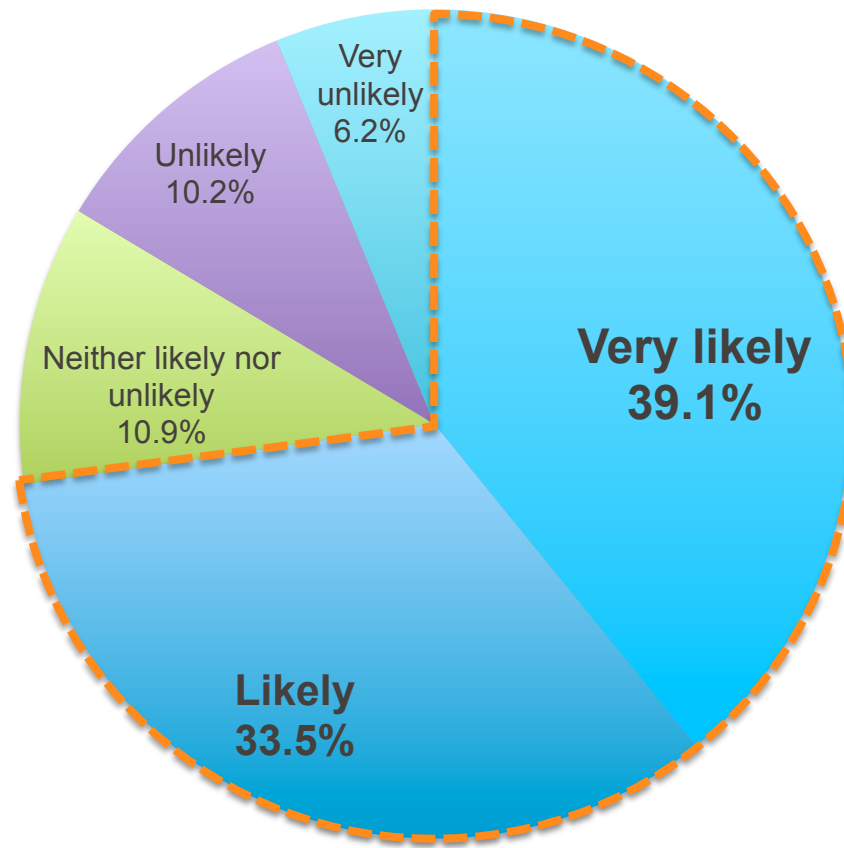
How likely are you to research products you're interested in buying on your tablet?



Source: Rhythm conducted the on-device survey among 1788 mobile users (754 M25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 72.6% of Men 25-54 Who Research Products on their Tablet Likely to Make Purchases on Device

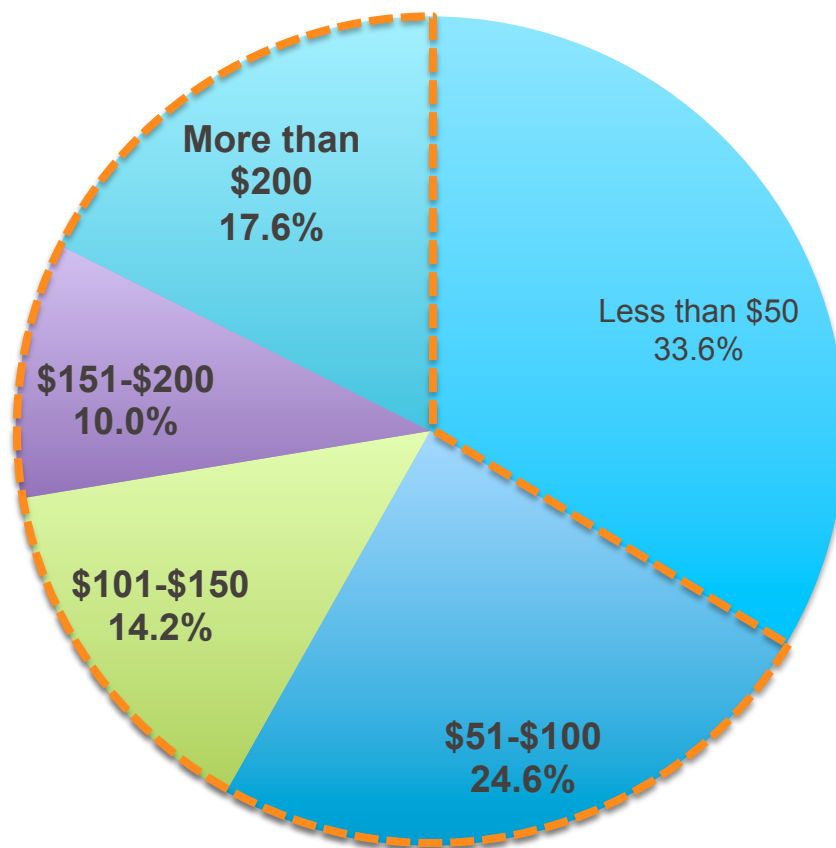
How likely are you to make purchases from your tablet?  
(of Men 25-54 who are likely or very likely to research products on their tablets)



Source: Rhythm conducted the on-device survey among 1788 mobile users (754 M25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 66.9% of Men 25-54 Make Mobile Purchases; 41.8% Spend More than \$100/Purchase

How much do you typically spend per purchase?  
(of Men 25-54 who make purchases on their smartphones and tablets)



Source: Rhythm conducted the on-device survey among 1788 mobile users (754 M25-54) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Millennials



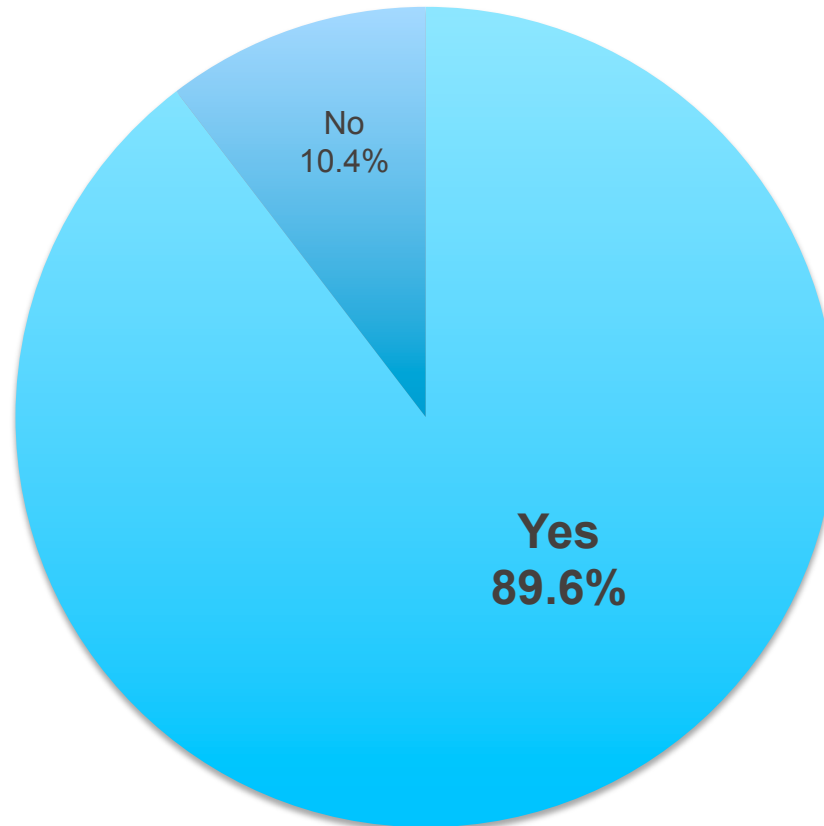
# Millennials & Mobile Video: Quick Hits

- **Mobile video fanatics on smartphone and tablet**
  - Watch more smartphone video (89.6%) and tablet video (76.8%) than any other demographic
- **Short-form content, entertainment news, and user-generated content enthusiasts**
  - Watch more short-form content, entertainment news, and user-generated content on smartphones than average
- **Embrace fair-value exchange of mobile video**
  - More than three-quarters watch mobile video ads in exchange for free premium content (77.0%) and 34.8% watch ads happily
- **Frequent gamers**
  - Play mobile games frequently, with 60.2% playing mobile games daily or weekly



# 89.6% of Millennials Watch Smartphone Video

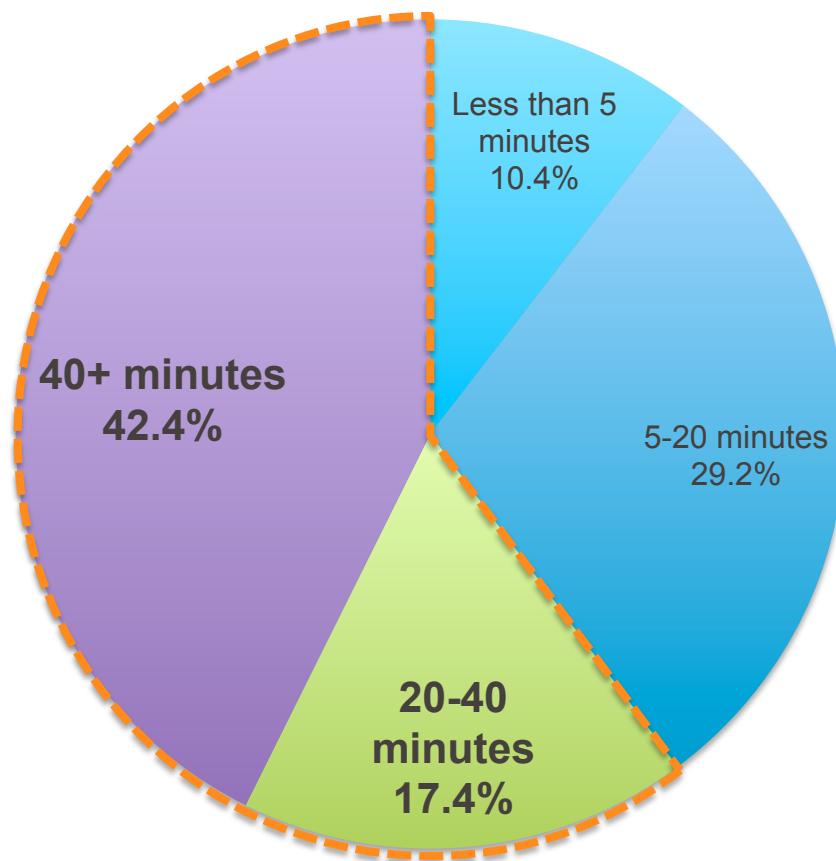
Do you watch video on your smartphone?  
(results of Millennials who own a smartphone)



Source: Rhythm conducted the on-device survey among 1144 mobile users (174 Millennials) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 59.8% of Video Watching Millennials Watch More than 20 Minutes of Video/Week on Smartphones

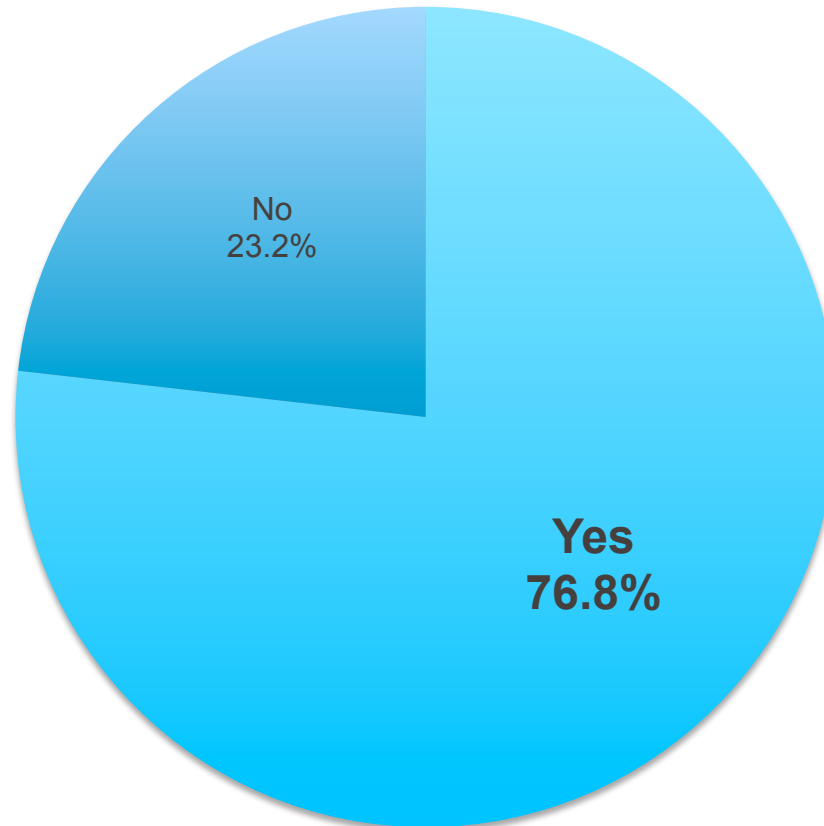
How much time per week do you spend watching video on your smartphone?  
*(of Millennials who watch smartphone video)*



Source: Rhythm conducted the on-device survey among 1144 mobile users (174 Millennials) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 76.8% of Millennials Watch Tablet Video

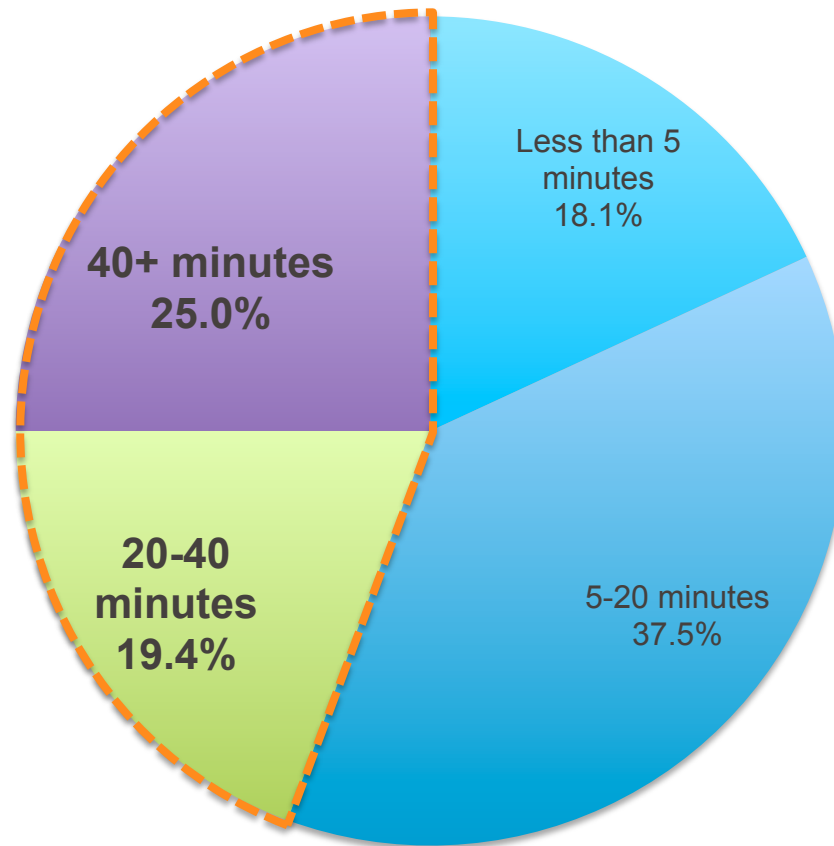
Do you watch tablet video?  
(of Millennials who own a tablet)



Source: Rhythm conducted the on-device survey among 1144 mobile users (174 Millennials) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 41.4% of Video Watching Millennials Watch More than 20 Minutes of Video/Week on Tablets

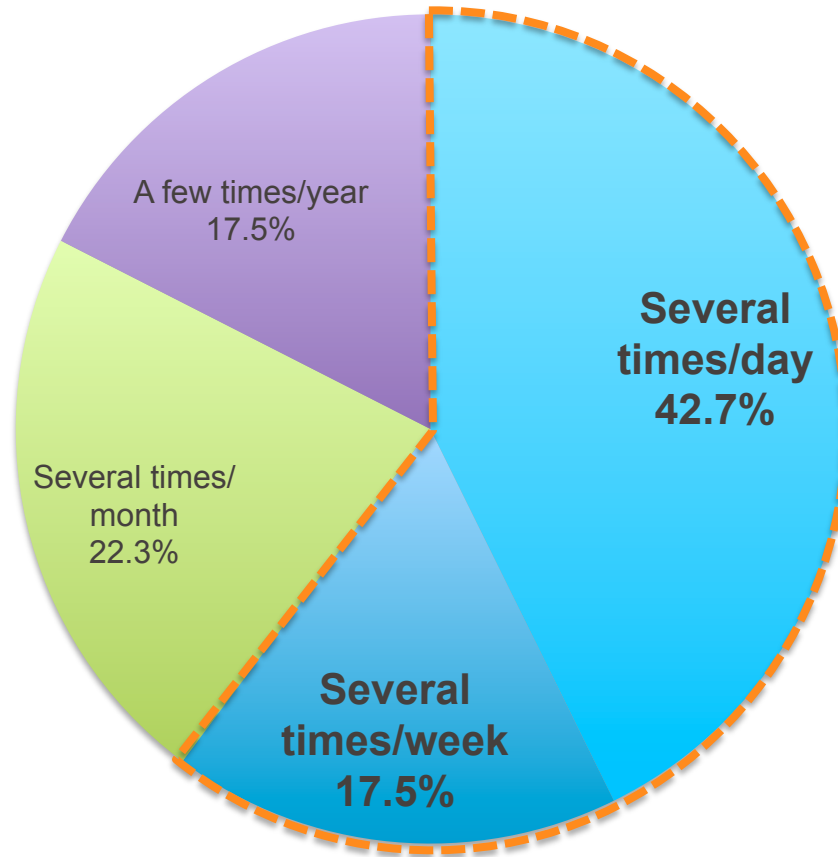
How much time per week do you spend watching mobile video on your tablet?  
*(of Millennials who watch tablet video)*



Source: Rhythm conducted the on-device survey among 1144 mobile users (174 Millennials) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Majority of Millennials are Frequent Gamers

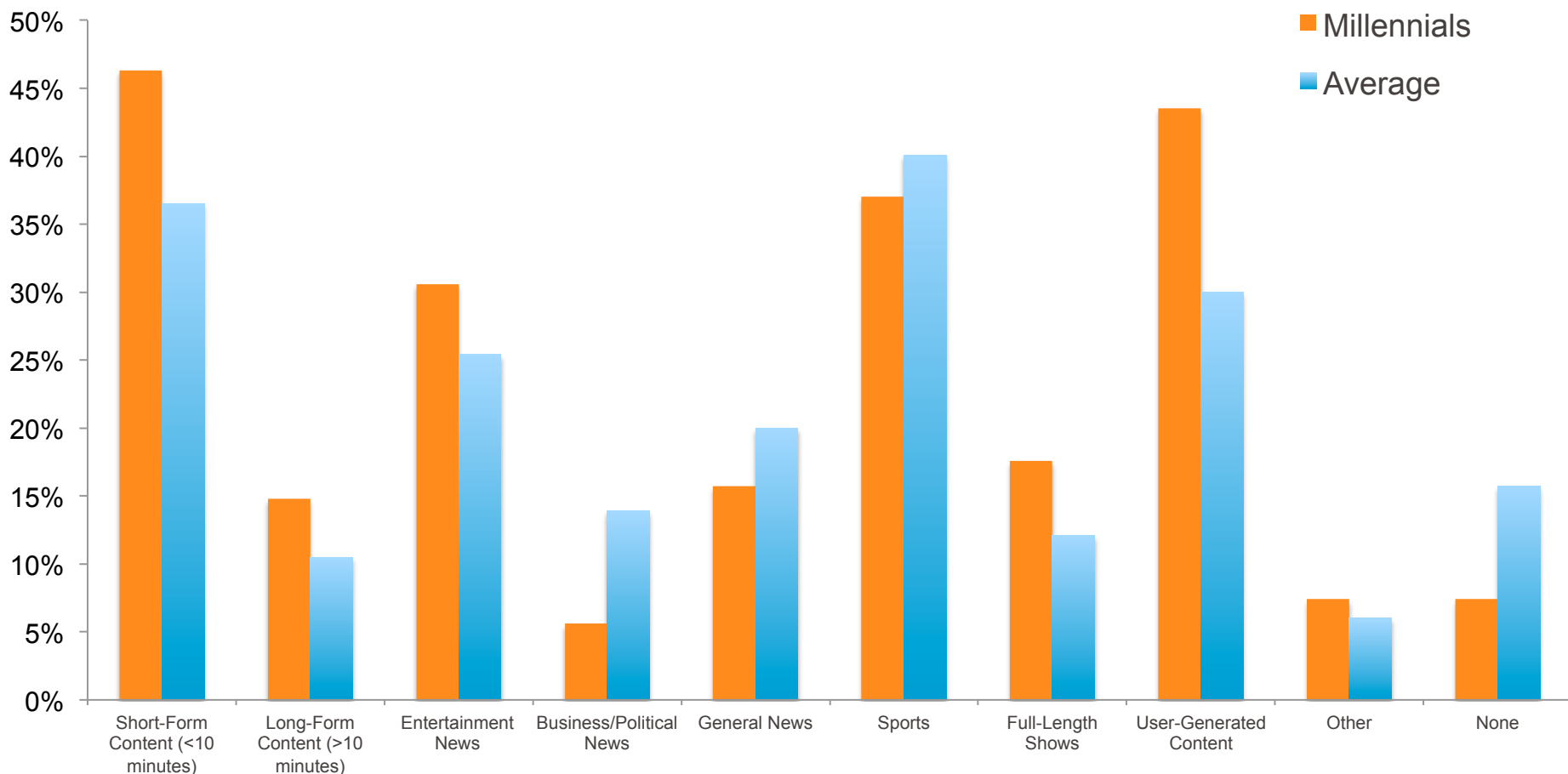
How often do you play games on your smartphone or tablet?



Source: Rhythm conducted the on-device survey among 519 mobile users (109 Millennials) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Millennials Watch Significantly More User-Generated & Short-Form Content than Average

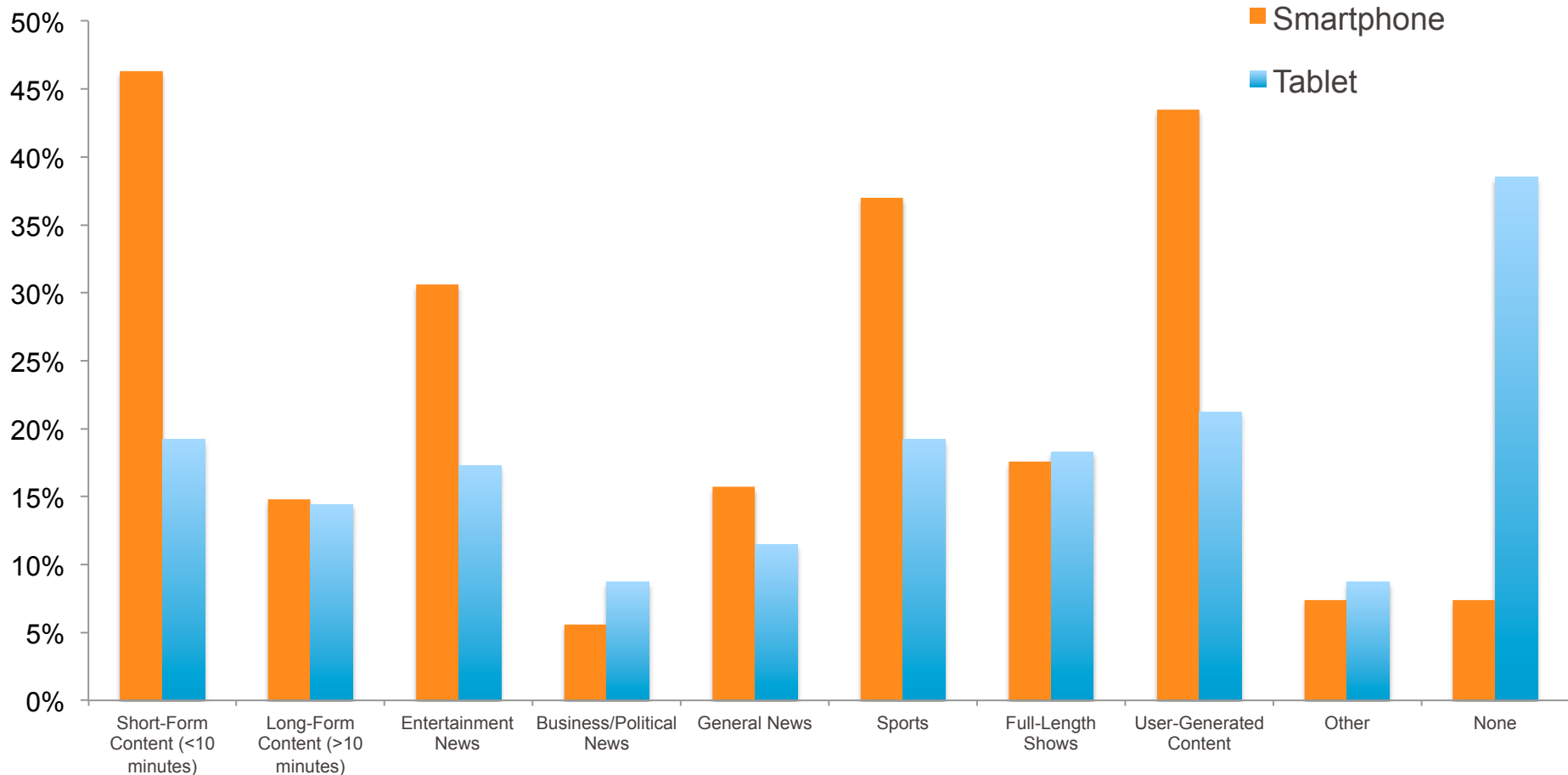
What types of video content do you watch most frequently on smartphone?



Source: Rhythm conducted the on-device survey among 519 mobile users (109 Millennials) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Millennials Watch Significantly More Video on Smartphones than Tablets

What types of video content do you watch most frequently on your tablet?

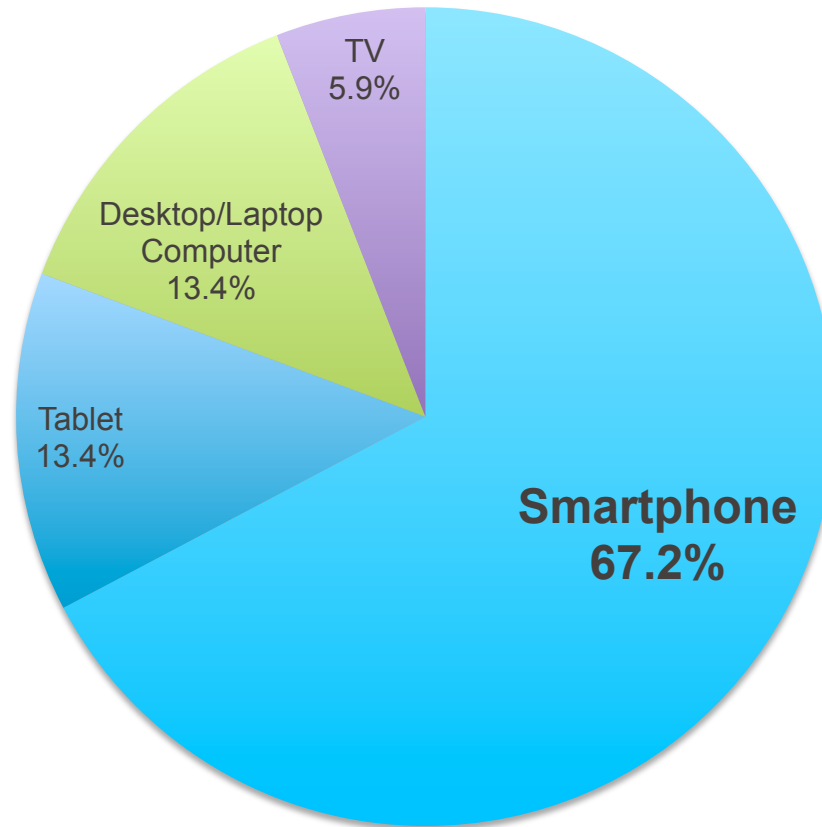


Source: Rhythm conducted the on-device survey among 519 mobile users (109 Millennials) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.



# Millennials Watch Majority of All Short-Form Content on Smartphones

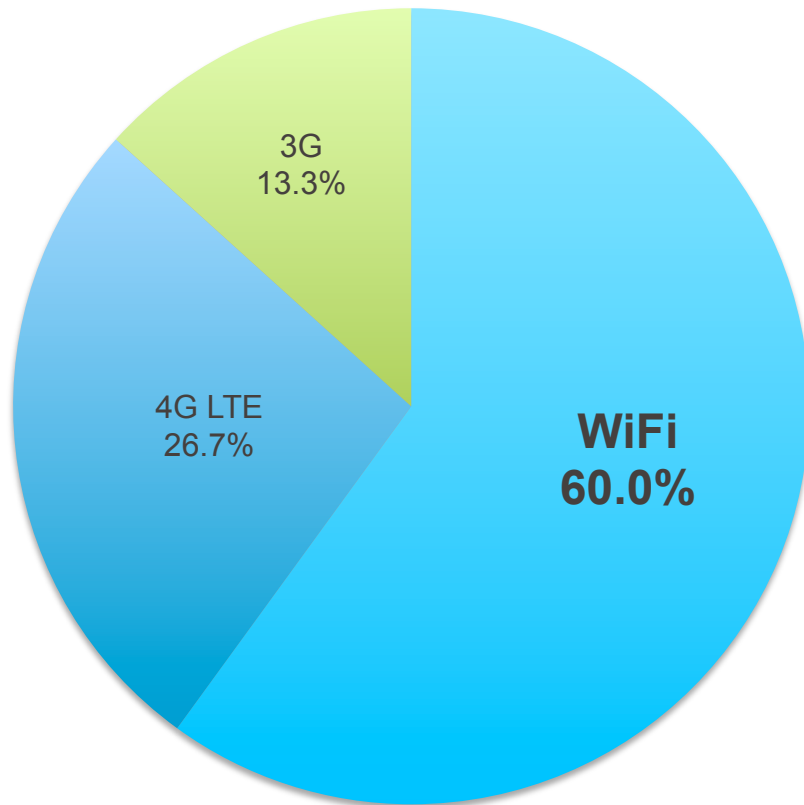
Which device do you use most often to watch short-form video (shorter than 10 minutes)?



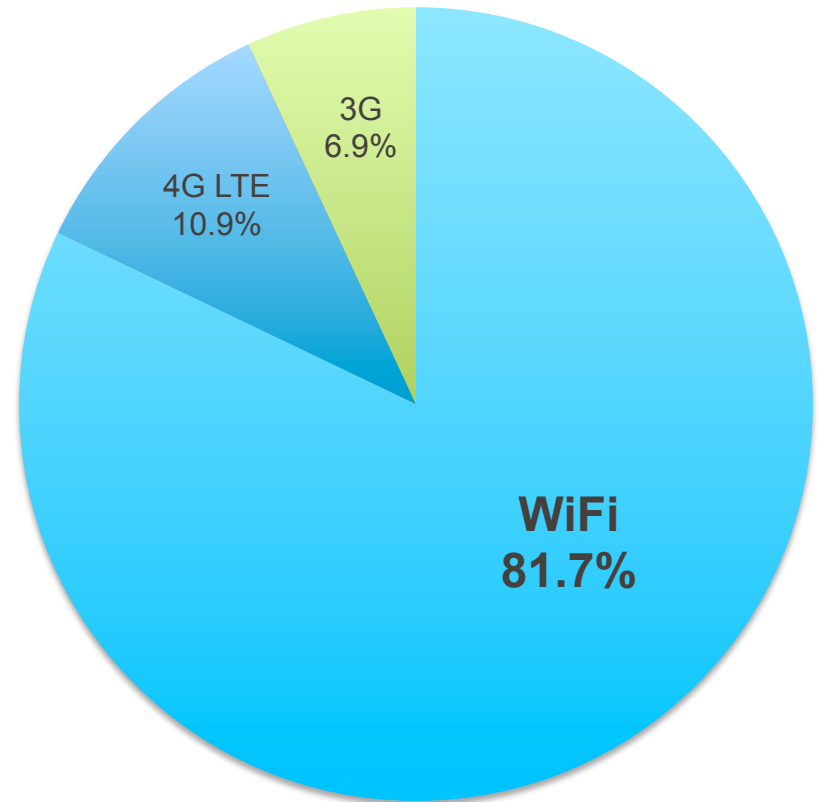
Source: Rhythm conducted the on-device survey among 1374 mobile users (242 Millennials) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Millennials Watch Vast Majority of Mobile Video on WiFi

When watching mobile video, how do you connect to the internet most of the time?



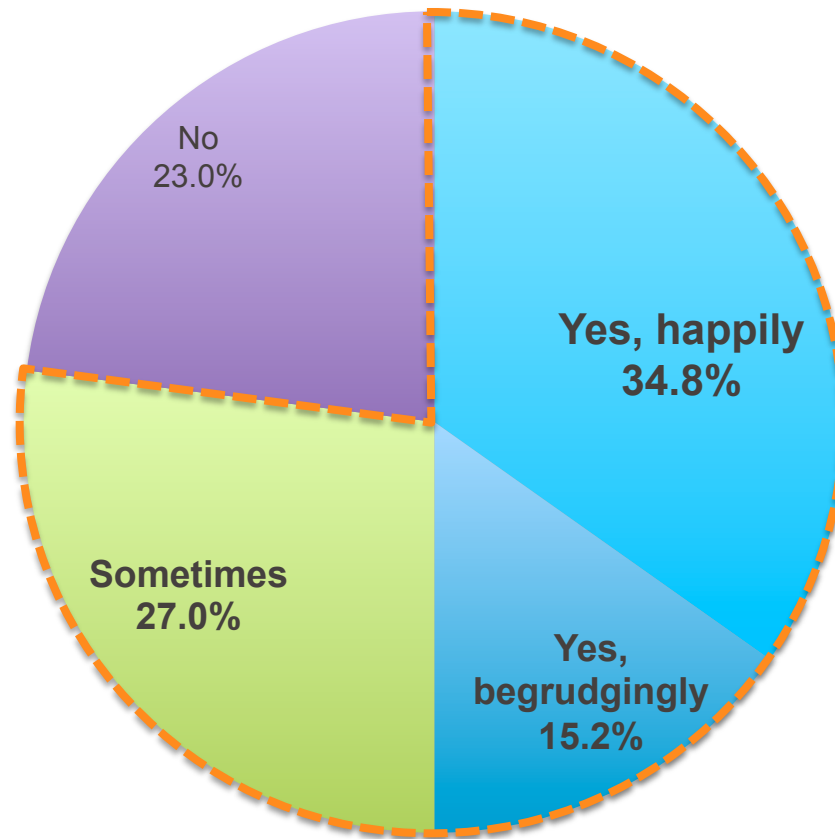
Smartphone



Tablet

# 77% of Millennials Watch Mobile Video Ads in Exchange for Free Premium Content; 34.8% Do So Happily

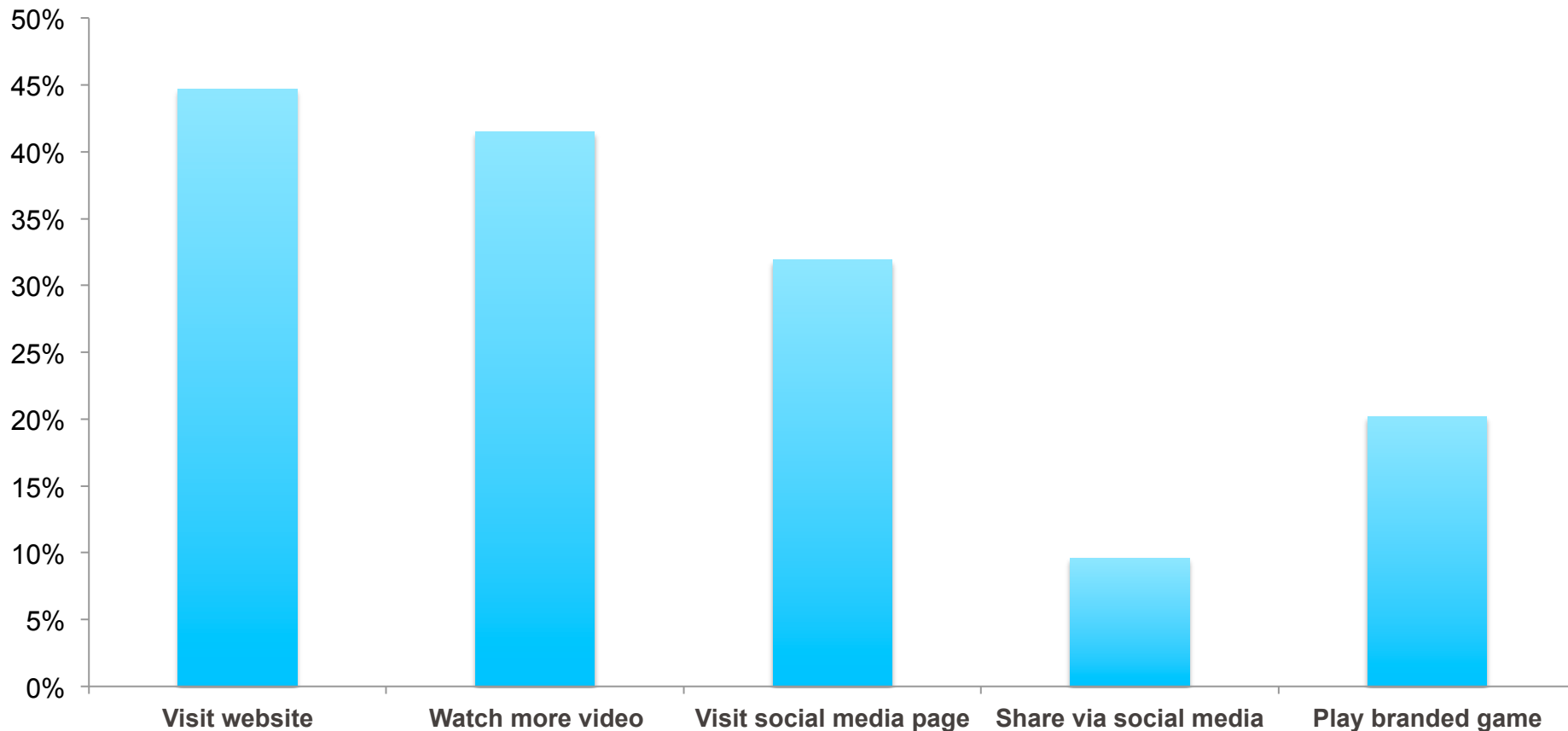
Will you watch a mobile video ad in exchange for free premium content (clips or full episodes)?



Source: Rhythm conducted the on-device survey among 1067 mobile users (186 Millennials) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 51.4% of Millennials Likely to Interact with Mobile Video Ads; Majority Visit Websites, Watch More Video

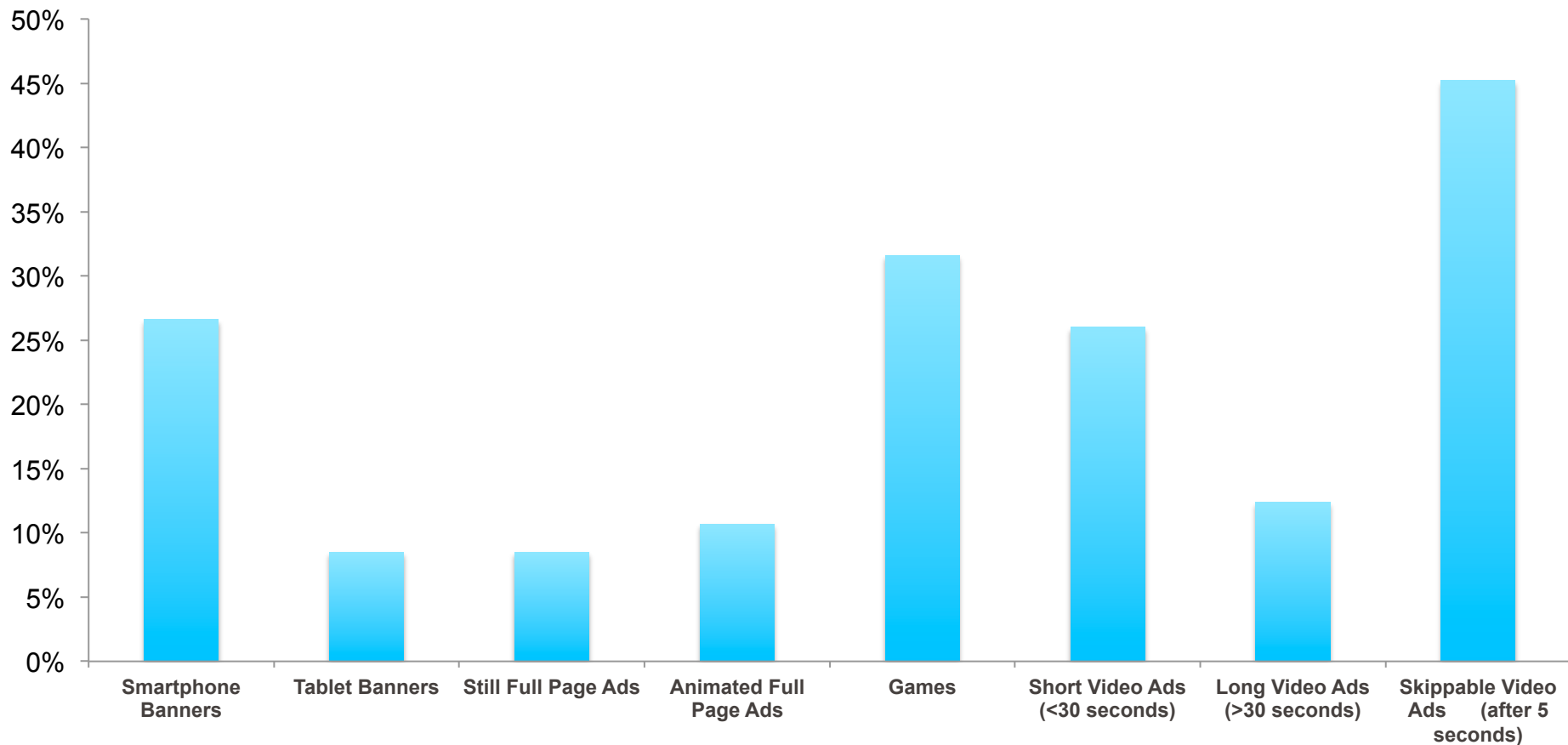
How are you most likely to interact with mobile video ads?  
(of Millennials who are likely to interact with mobile video ads)



Source: Rhythm conducted the on-device survey among 1067 mobile users (186 Millennials) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Millennials Remember Skippable Video Ads, Games, and Short Video Ads

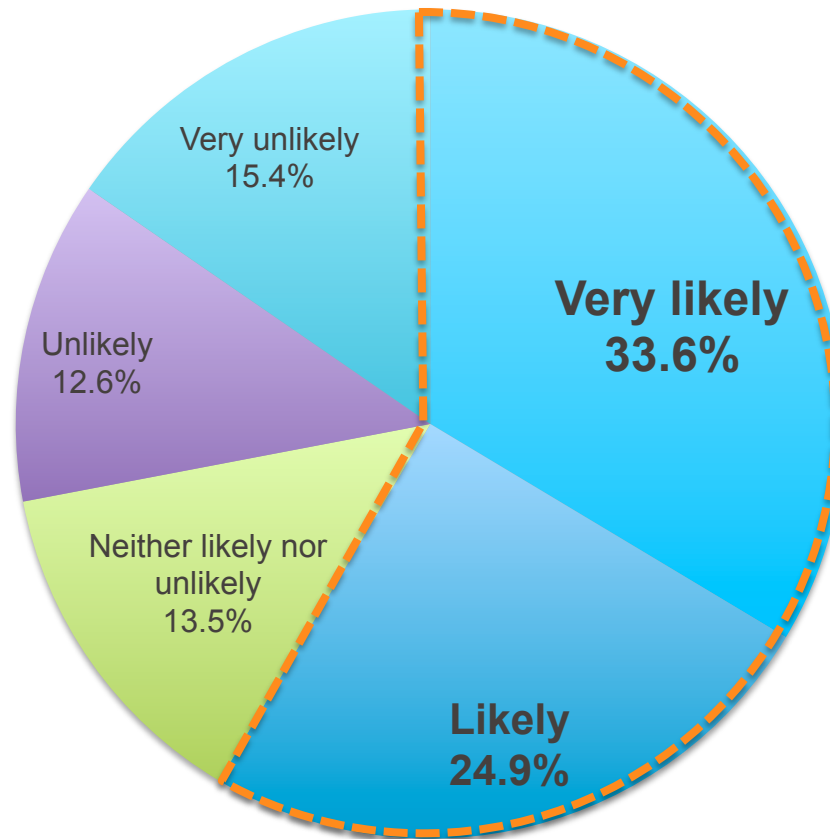
Which of the following ad types do you remember most?



Source: Rhythm conducted the on-device survey among 1067 mobile users (186 Millennials) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 58.5% of Millennials Likely or Very Likely to Research Products on their Smartphone

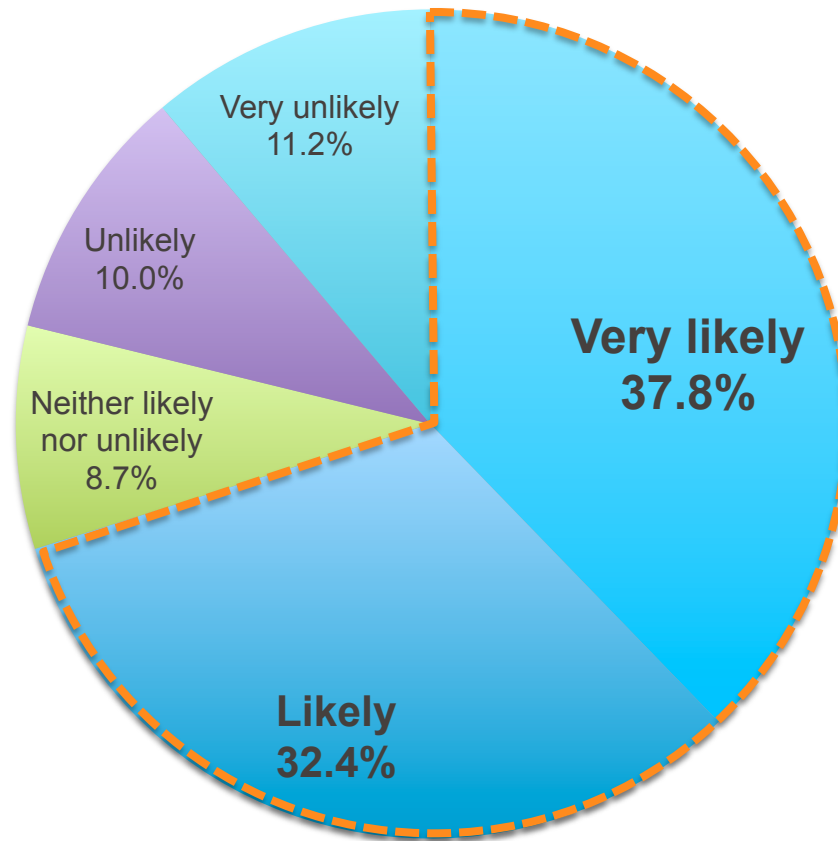
How likely are you to research products you're interested in buying on your smartphone?



Source: Rhythm conducted the on-device survey among 1788 mobile users (434 Millennials) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 70.2% of Millennials Who Research Products on their Smartphone Likely to Make Purchases on Device

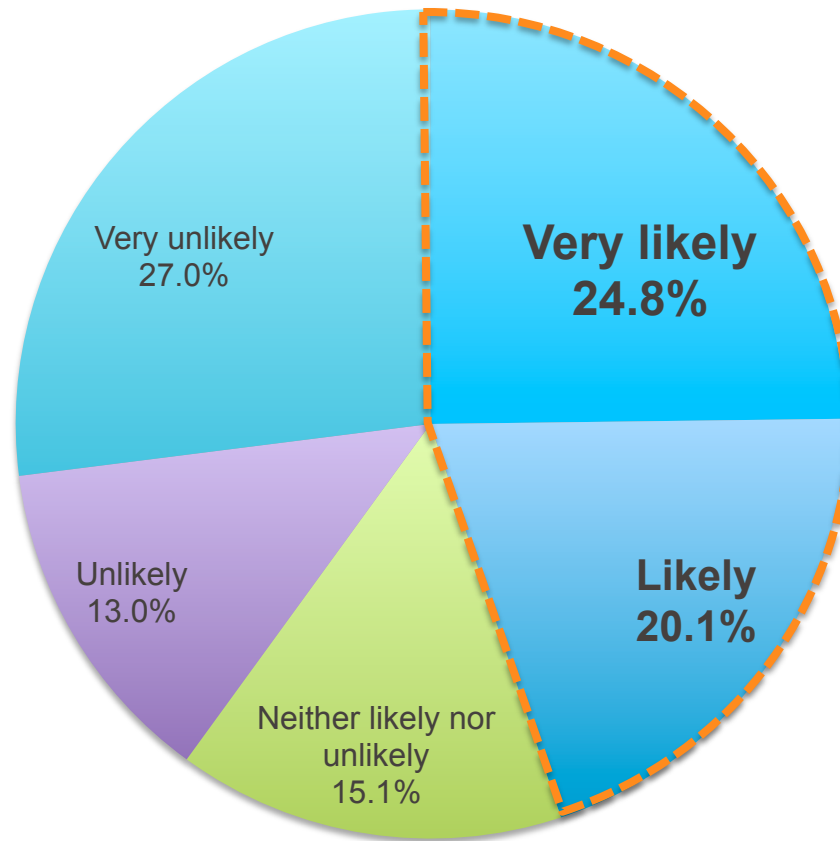
How likely are you to make purchases from your smartphone?  
(of Millennials who are likely/very likely to research products on their smartphones)



Source: Rhythm conducted the on-device survey among 1788 mobile users (434 Millennials) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 44.9% of Millennials Very Likely or Likely to Research Products on their Tablet

How likely are you to research products you're interested in buying on your tablet?

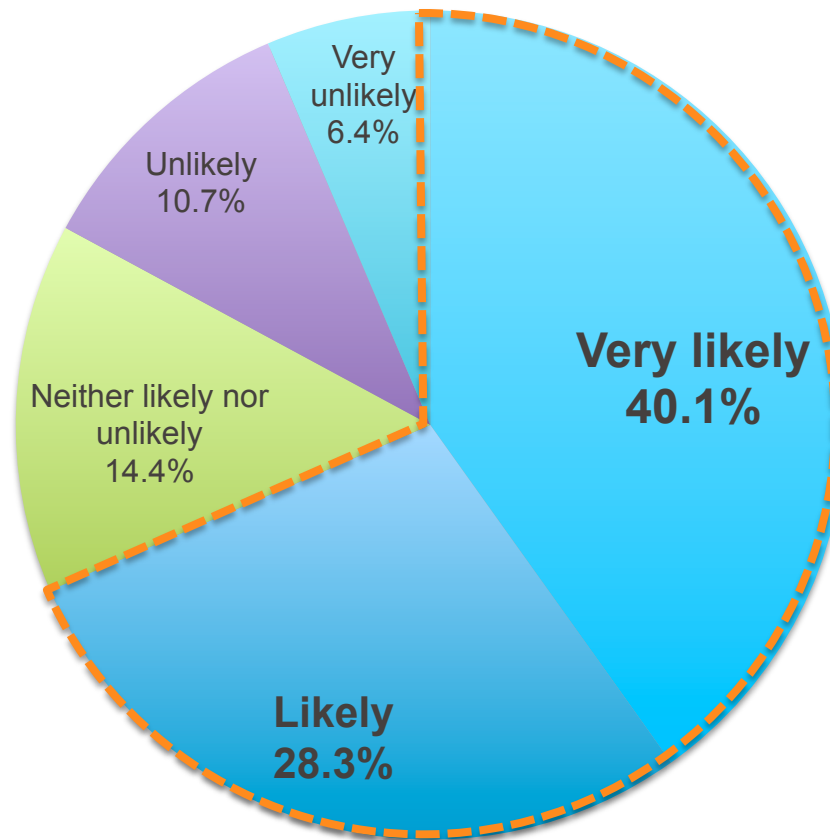


Source: Rhythm conducted the on-device survey among 1788 mobile users (434 Millennials) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.



# 68.4% of Millennials Who Research Products on their Tablet Likely to Make Purchases on Device

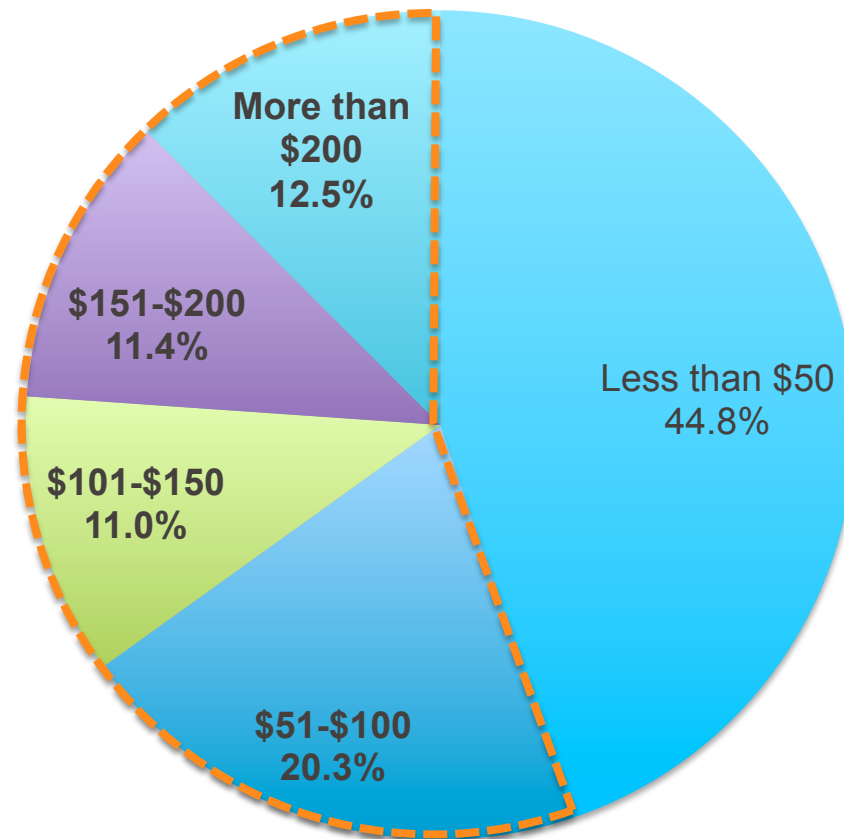
How likely are you to make purchases from your tablet?  
(of Millennials who are likely or very likely to research products on their tablets)



Source: Rhythm conducted the on-device survey among 1788 mobile users (434 Millennials) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 66.4% of Millennials Make Mobile Purchases; 55.2% Spend More Than \$50/Purchase

How much do you typically spend per purchase?  
(of Millennials who make purchases on their smartphones and tablets)



Source: Rhythm conducted the on-device survey among 1788 mobile users (434 Millennials) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Baby Boomers

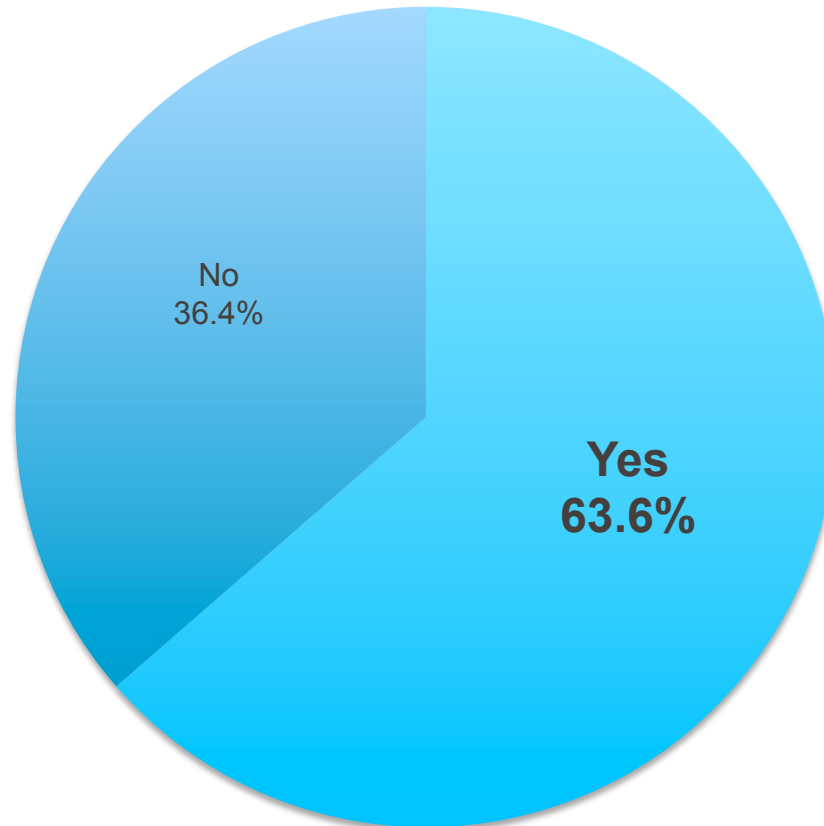
# Baby Boomers & Mobile Video: Quick Hits

- **Smartphones are device of choice**
  - Watch more smartphone video (63.6%) than tablet video (56.0%)
- **Preference for premium, professionally-produced content**
  - Watch more business news, political news, general news, and sports than average
  - Watch less user-generated content than average
- **Embrace fair-value exchange of mobile video**
  - Majority watch mobile video ads in exchange for free premium content (65.1%) and 27.3% watch ads happily
  - Interact with mobile video ads by visiting brand's website (56.8%)



# 63.6% of Baby Boomers Watch Smartphone Video

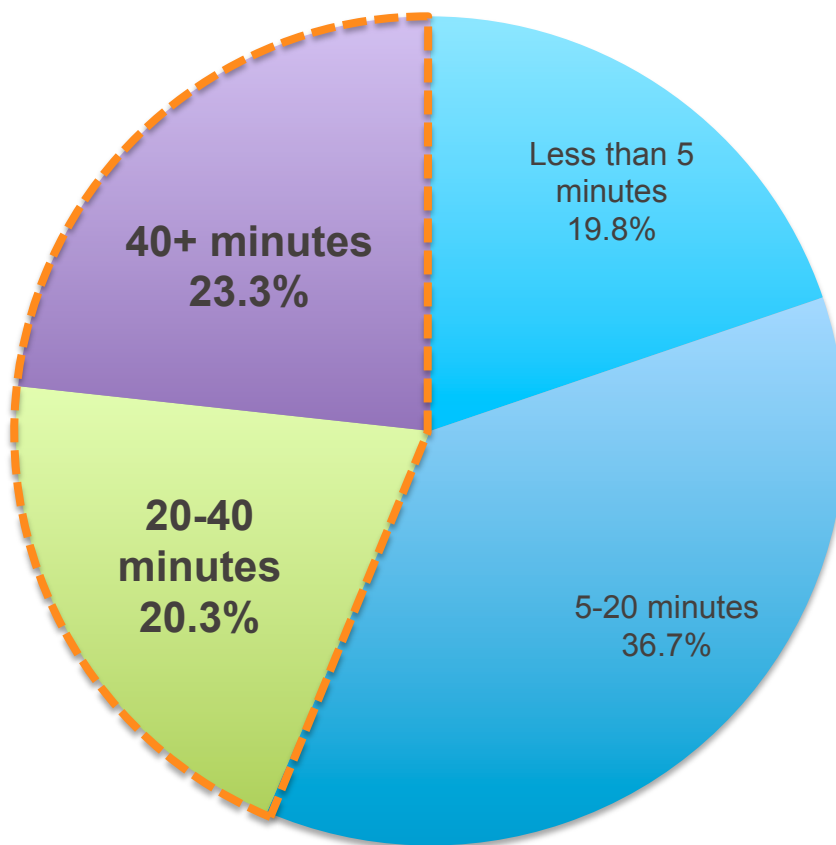
Do you watch video on your smartphone?  
(results of Baby Boomers who own a smartphone)



Source: Rhythm conducted the on-device survey among 1144 mobile users (627 Boomers) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 43.6% of Video Watching Baby Boomers Watch More than 20 Minutes of Video/Week on Smartphones

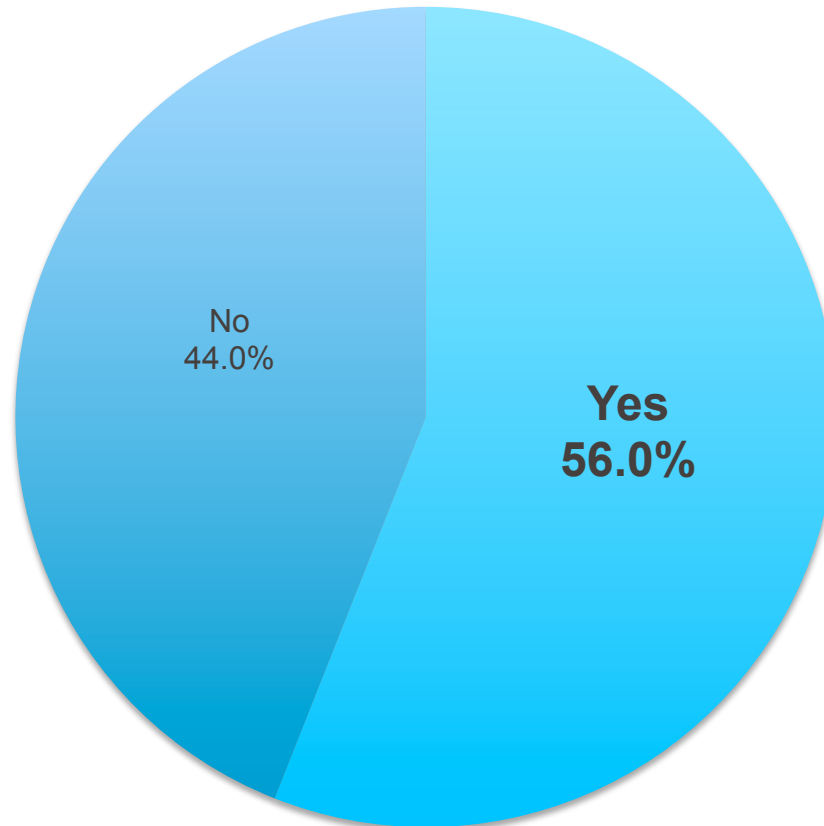
How much time per week do you spend watching video on your smartphone?  
*(of Baby Boomers who watch smartphone video)*



Source: Rhythm conducted the on-device survey among 1144 mobile users (627 Boomers) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 56% of Baby Boomers Watch Tablet Video

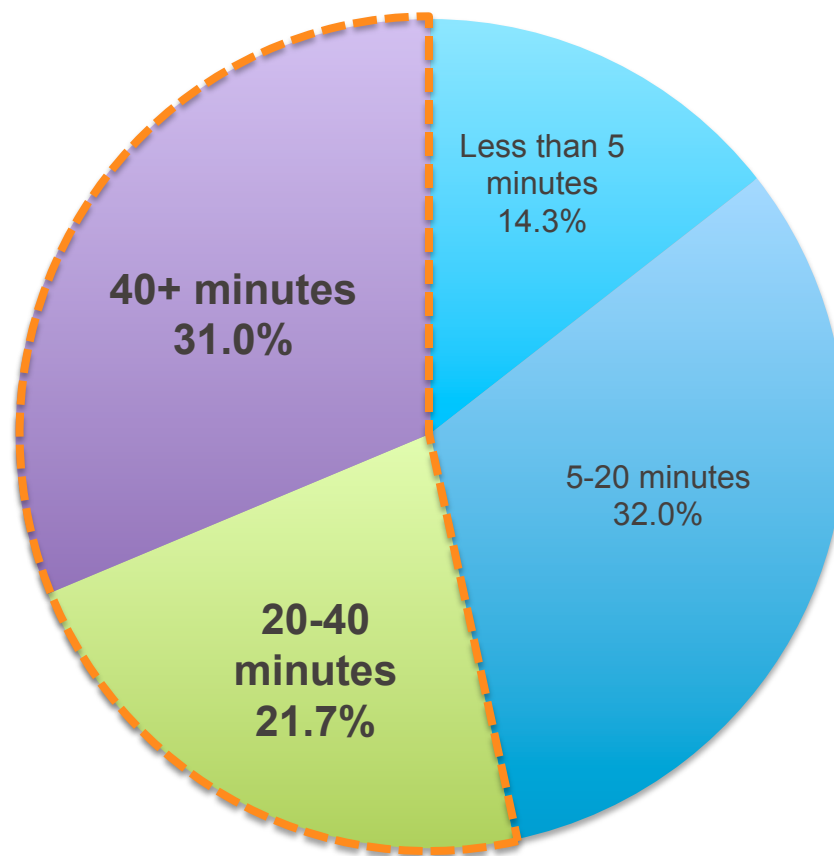
Do you watch tablet video?  
*(of Baby Boomers who own a tablet)*



*Source: Rhythm conducted the on-device survey among 1144 mobile users (627 Boomers) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.*

# 52.7% of Video Watching Baby Boomers Watch More than 20 Minutes of Video/Week on Tablets

How much time per week do you spend watching mobile video on your tablet?  
*(of Baby Boomers who watch tablet video)*

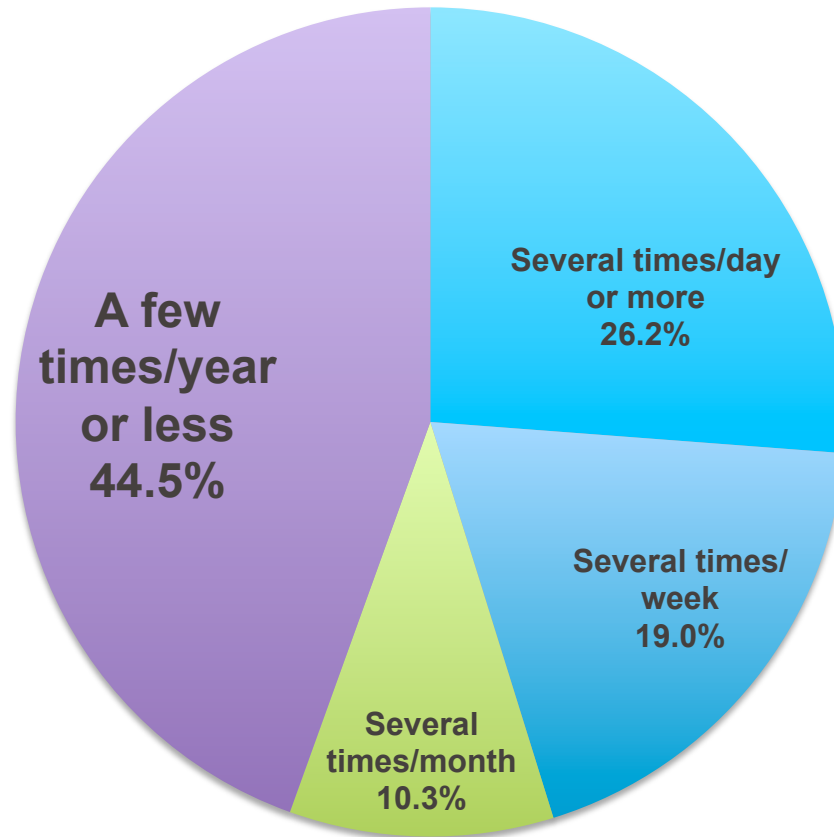


Source: Rhythm conducted the on-device survey among 1144 mobile users (627 Boomers) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.



# Majority of Baby Boomers Do Not Play Mobile Games Frequently

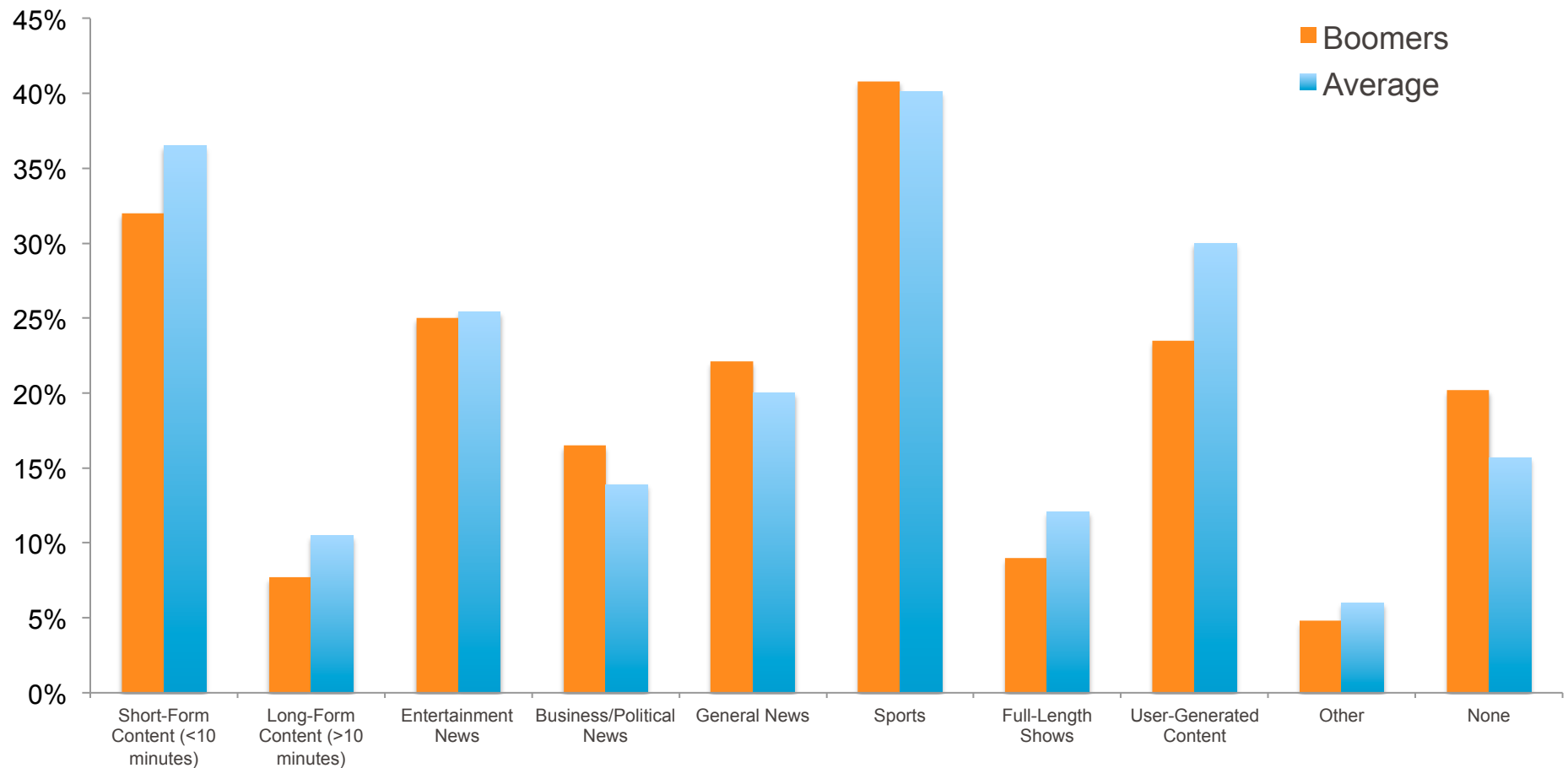
How often do you play games on your smartphone or tablet?



Source: Rhythm conducted the on-device survey among 519 mobile users (278 Boomers) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Baby Boomers Prefer Premium, Professionally-Produced Mobile Content Over User-Generated Content

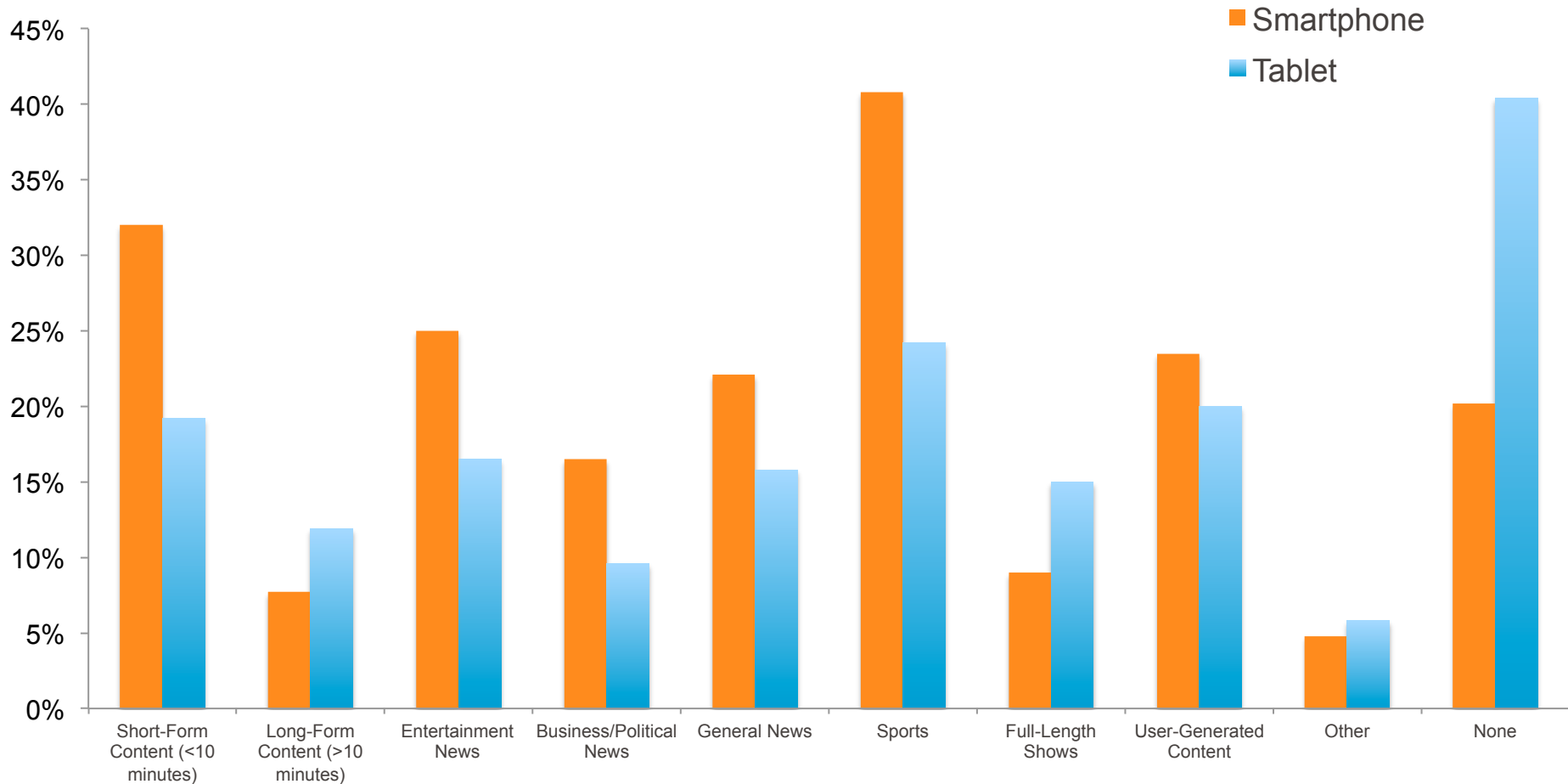
What types of video content do you watch most frequently on smartphone?



Source: Rhythm conducted the on-device survey among 519 mobile users (278 Boomers) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Baby Boomers Watch More Video on Smartphones than Tablets; Watch More Full-Length Content on Tablets

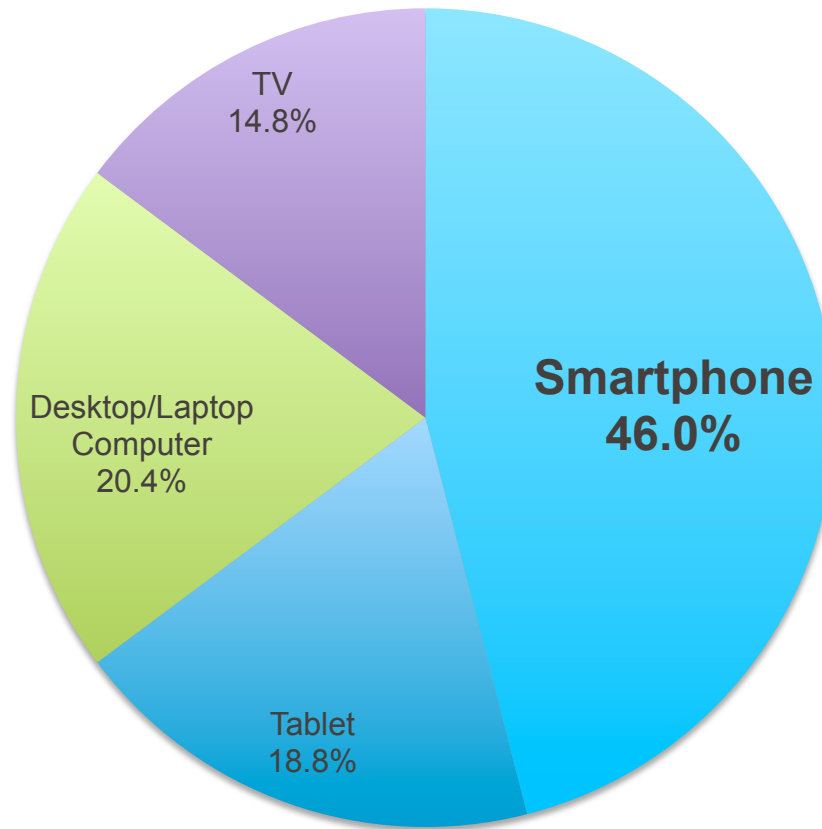
What types of video content do you watch most frequently on your tablet?



Source: Rhythm conducted the on-device survey among 519 mobile users (278 Boomers) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Baby Boomers Watch Nearly Half of All Short-Form Content on Smartphones

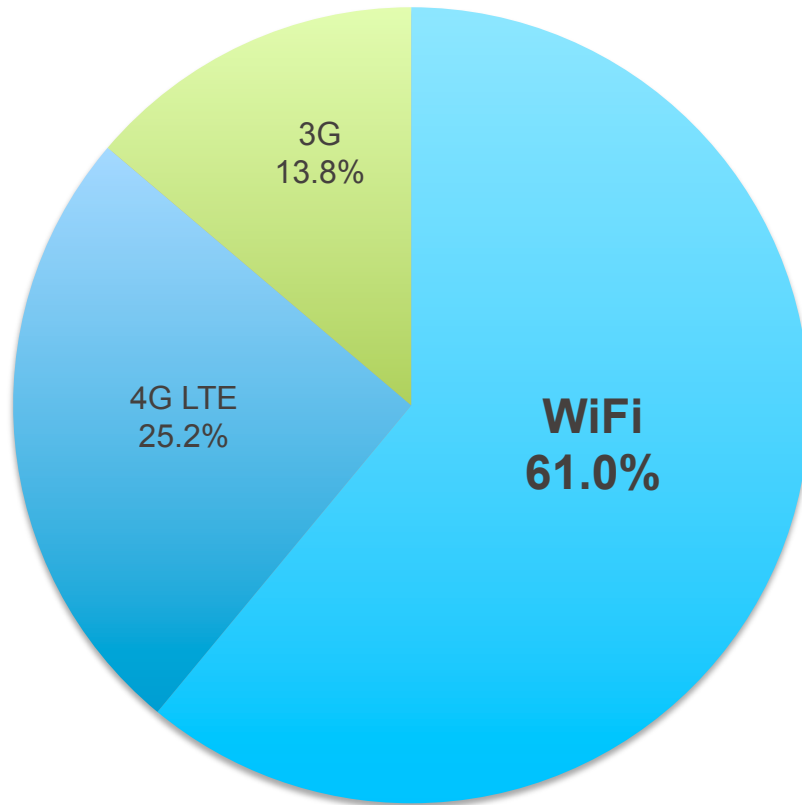
Which device do you use most often to watch short-form video (shorter than 10 minutes)?



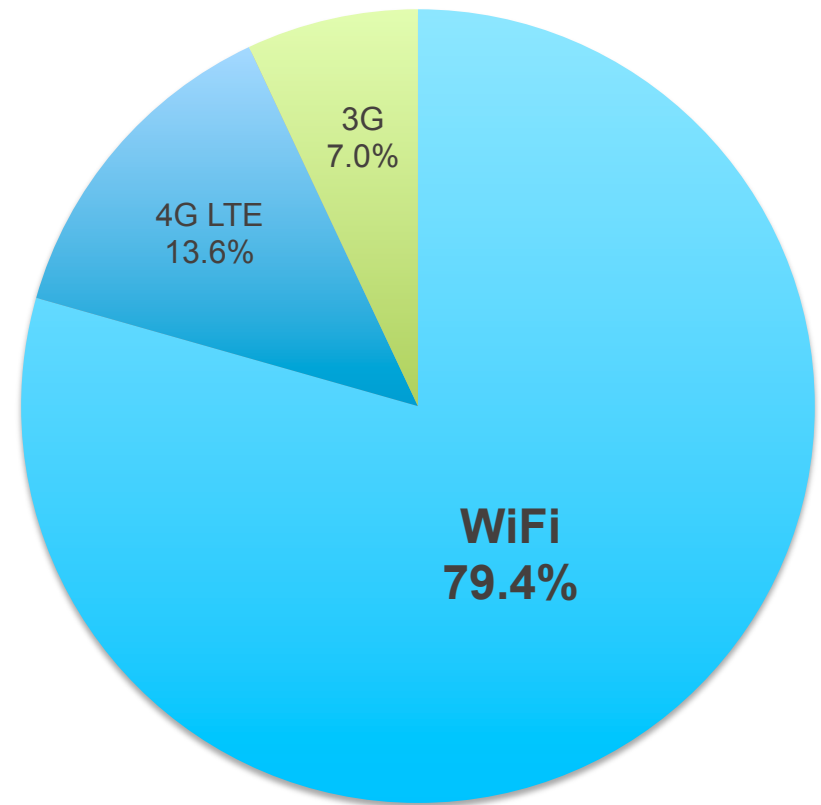
*Source: Rhythm conducted the on-device survey among 1374 mobile users (793 Boomers) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.*

# Baby Boomers Watch Vast Majority of Mobile Video on WiFi

When watching mobile video, how do you connect to the internet most of the time?



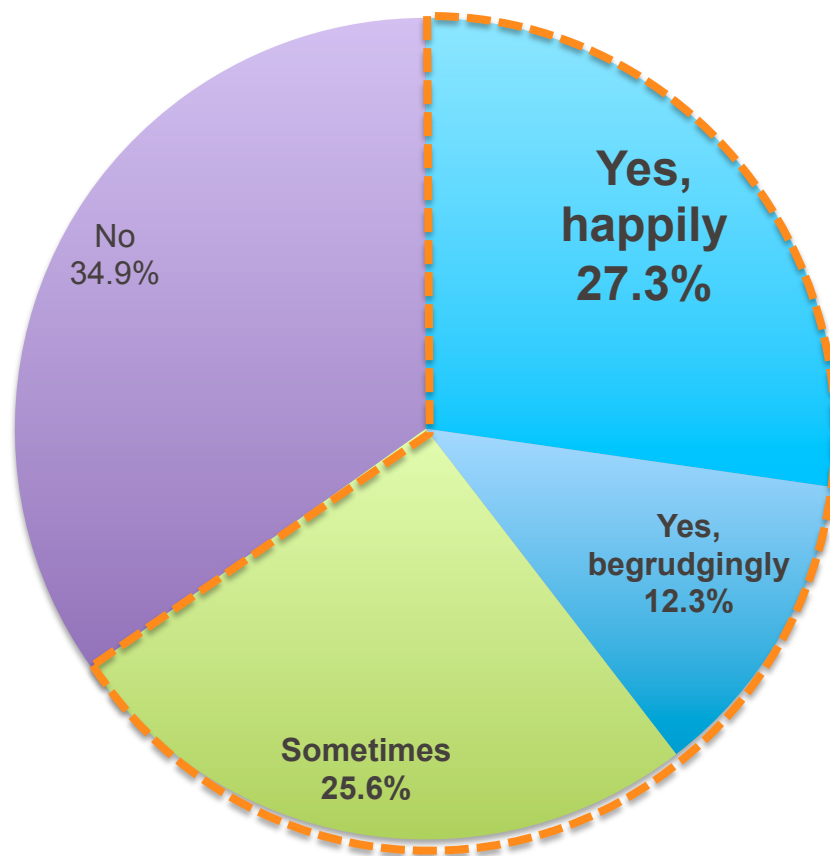
Smartphone



Tablet

# 65.1% of Baby Boomers Watch Mobile Video Ads in Exchange for Free Premium Content; 27.3% Do So Happily

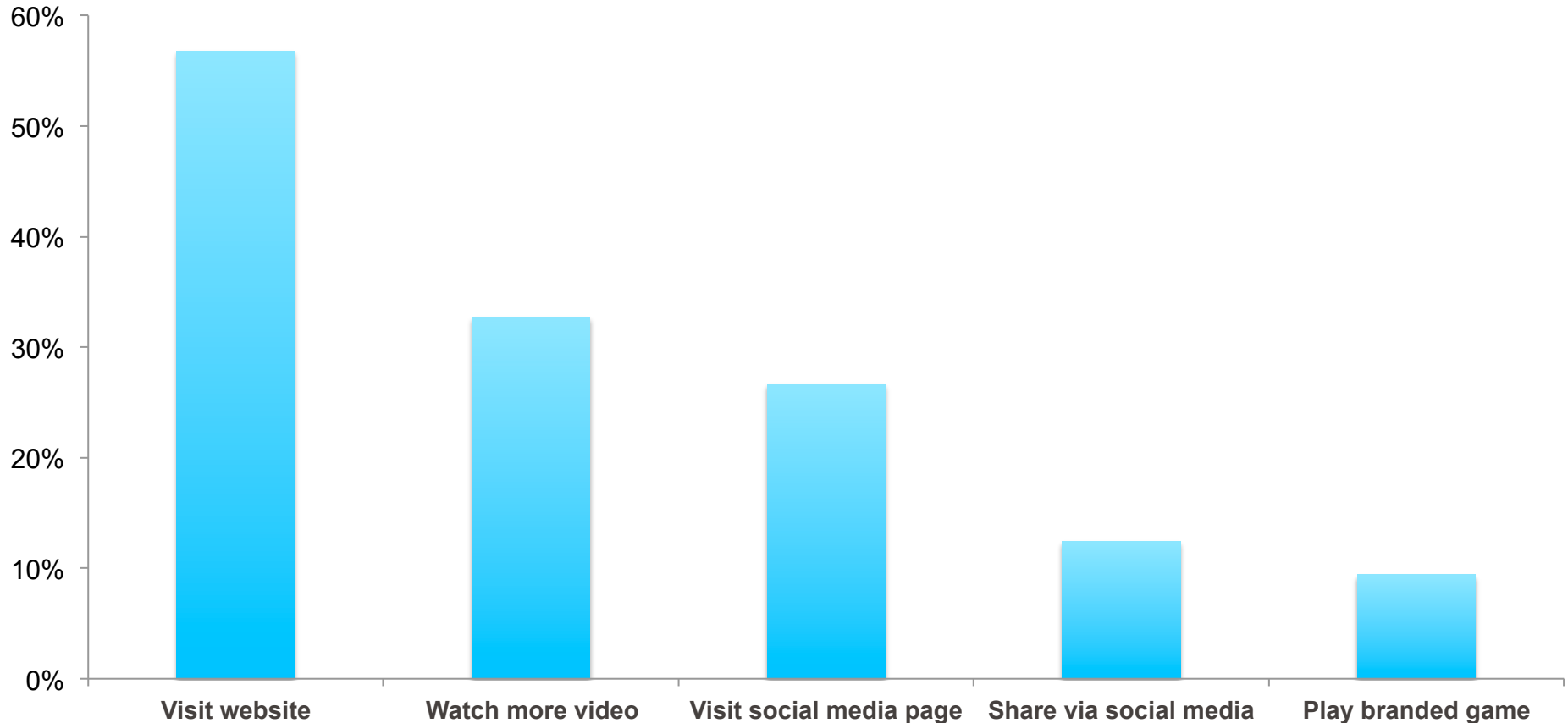
Will you watch a mobile video ad in exchange for free premium content (clips or full episodes)?



Source: Rhythm conducted the on-device survey among 1067 mobile users (606 Boomers) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 42.4% of Baby Boomers Likely to Interact with Mobile Video Ads; Majority Interact by Visiting Websites

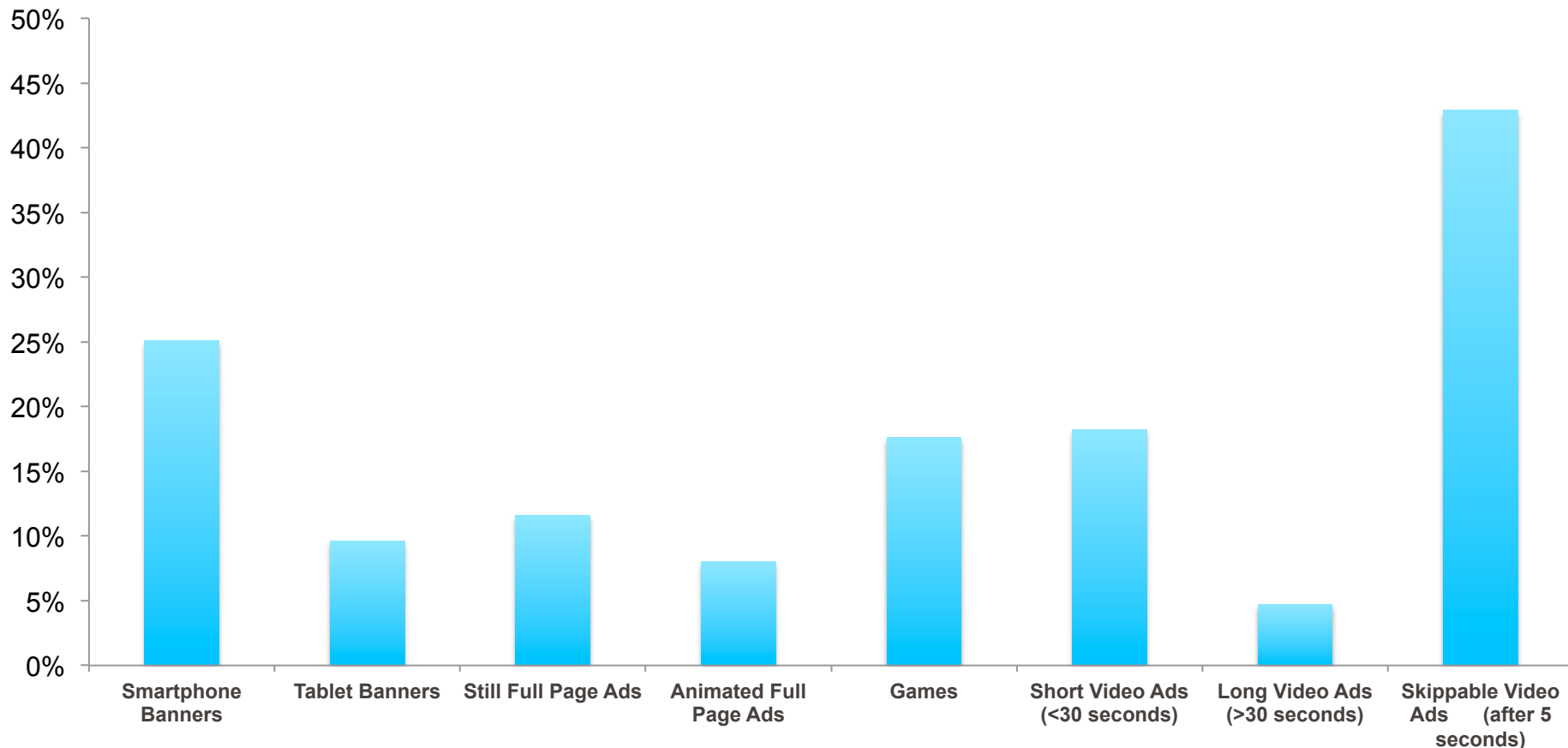
How are you most likely to interact with mobile video ads?  
(of Baby Boomers who are likely to interact with mobile video ads)



Source: Rhythm conducted the on-device survey among 1067 mobile users (606 Boomers) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Baby Boomers Remember Skippable Video Ads, Smartphone Banners, and Short Video Ads

Which of the following ad types do you remember most?

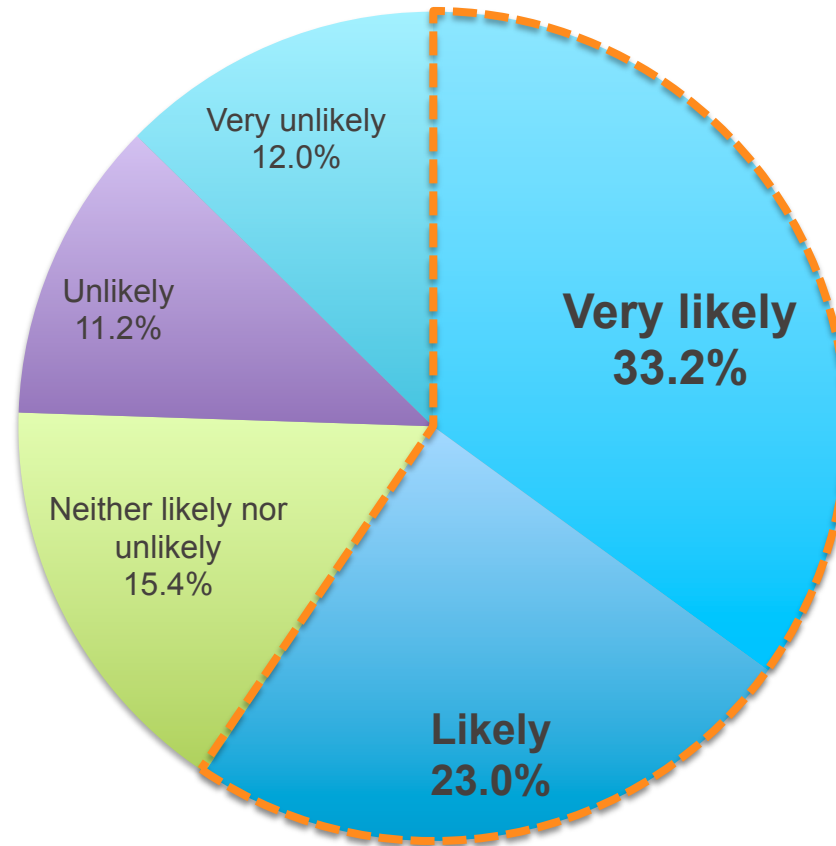


Source: Rhythm conducted the on-device survey among 1067 mobile users (606 Boomers) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.



# 56.2% of Baby Boomers Likely or Very Likely to Research Products on their Smartphone

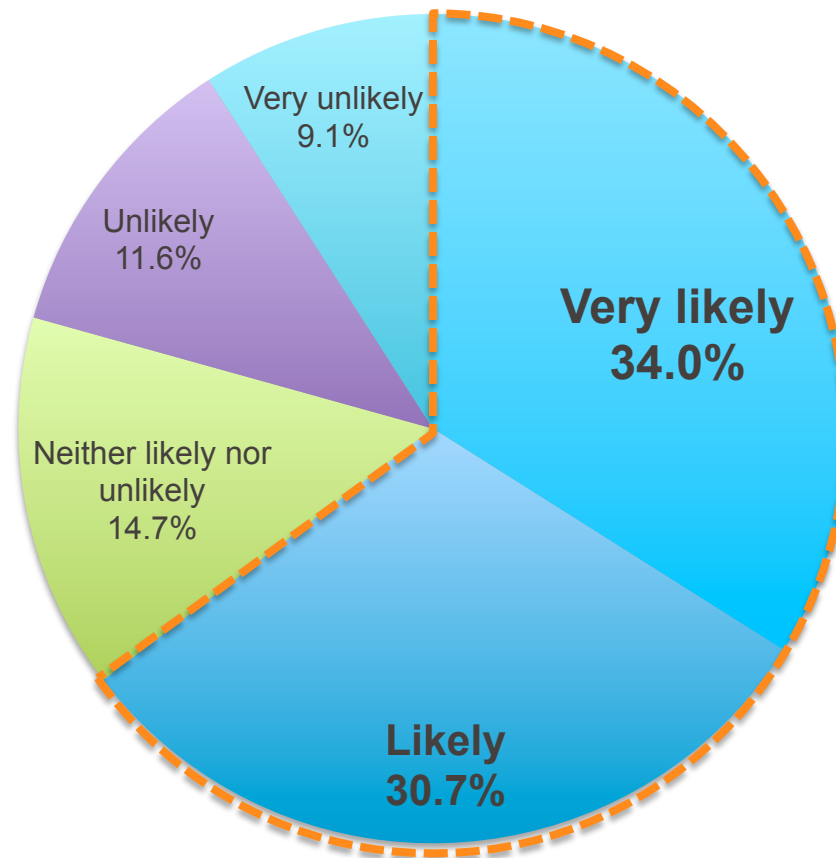
How likely are you to research products you're interested in buying on your smartphone?



Source: Rhythm conducted the on-device survey among 1788 mobile users (839 Boomers) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 64.7% of Baby Boomers Who Research Products on Smartphones Very Likely or Likely to Make Purchases There

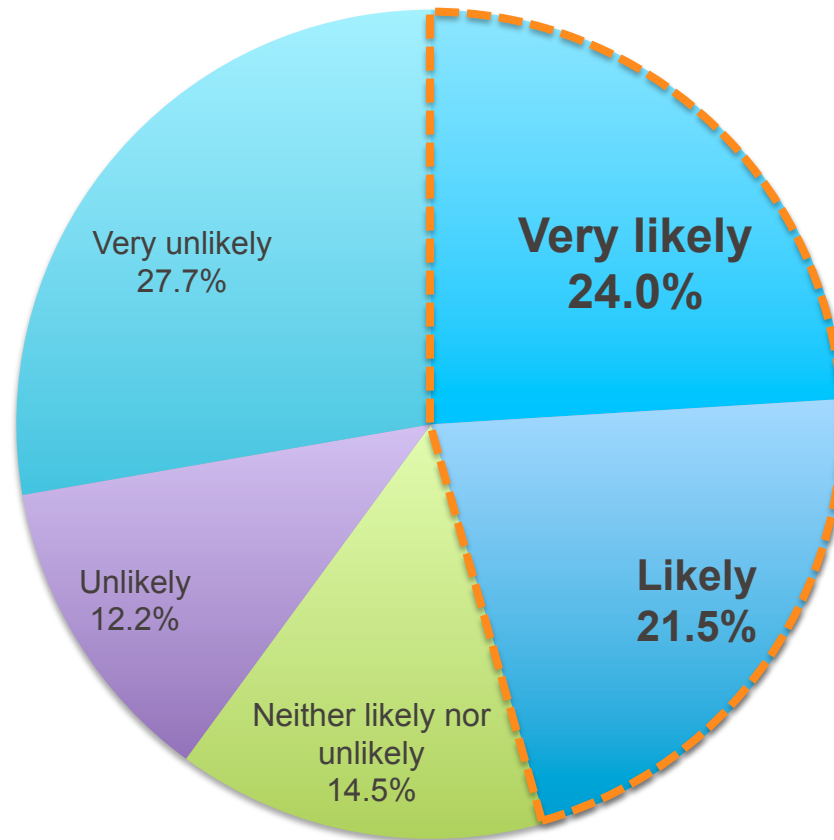
How likely are you to make purchases from your smartphone?  
(of Baby Boomers who are likely/very likely to research products on their smartphones)



Source: Rhythm conducted the on-device survey among 1788 mobile users (839 Boomers) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 45.5% of Baby Boomers Very Likely or Likely to Research Products on their Tablet

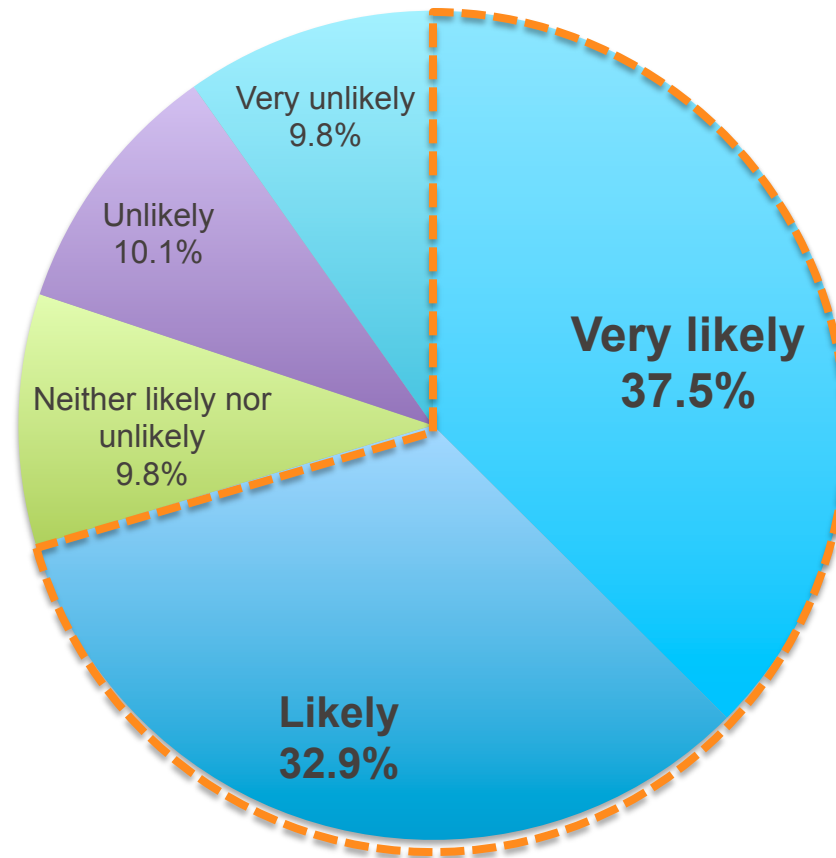
How likely are you to research products you're interested in buying on your tablet?



Source: Rhythm conducted the on-device survey among 1788 mobile users (839 Boomers) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 70.4% of Baby Boomers Who Research Products on their Tablet Very Likely or Likely to Make Purchases There

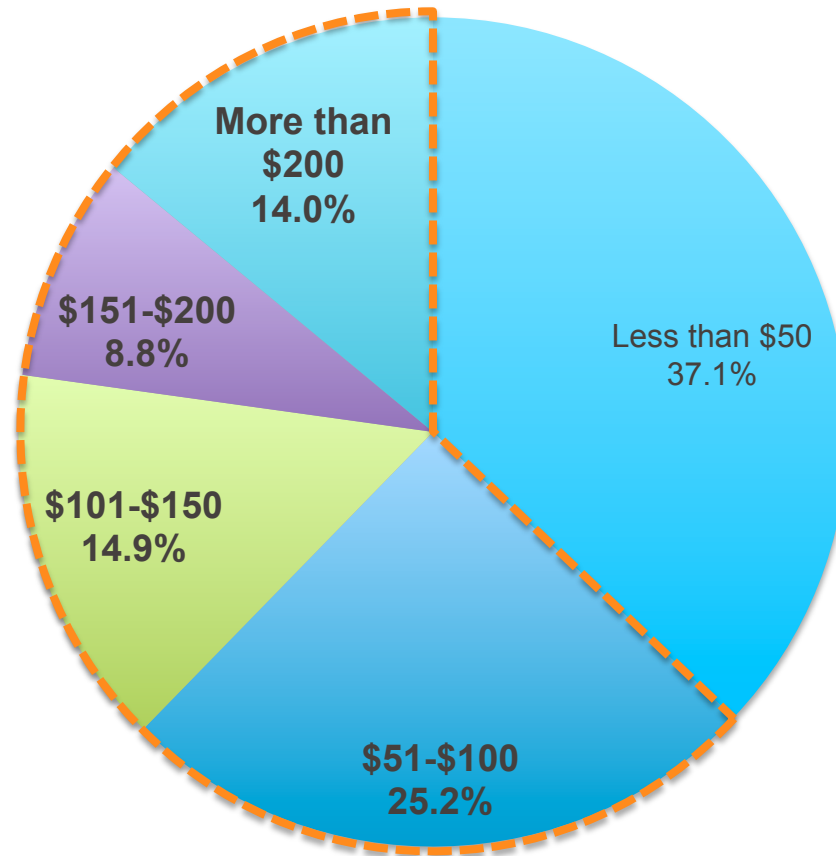
How likely are you to make purchases from your tablet?  
(of Baby Boomers who are likely or very likely to research products on their tablets)



Source: Rhythm conducted the on-device survey among 1788 mobile users (839 Boomers) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 64% of Baby Boomers Make Purchases on Smartphones & Tablets, Spend More than \$50 per Purchase

How much do you typically spend per purchase?  
(of Baby Boomers who make purchases on their smartphones and tablets)



Source: Rhythm conducted the on-device survey among 1788 mobile users (839 Boomers) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

**Moms**

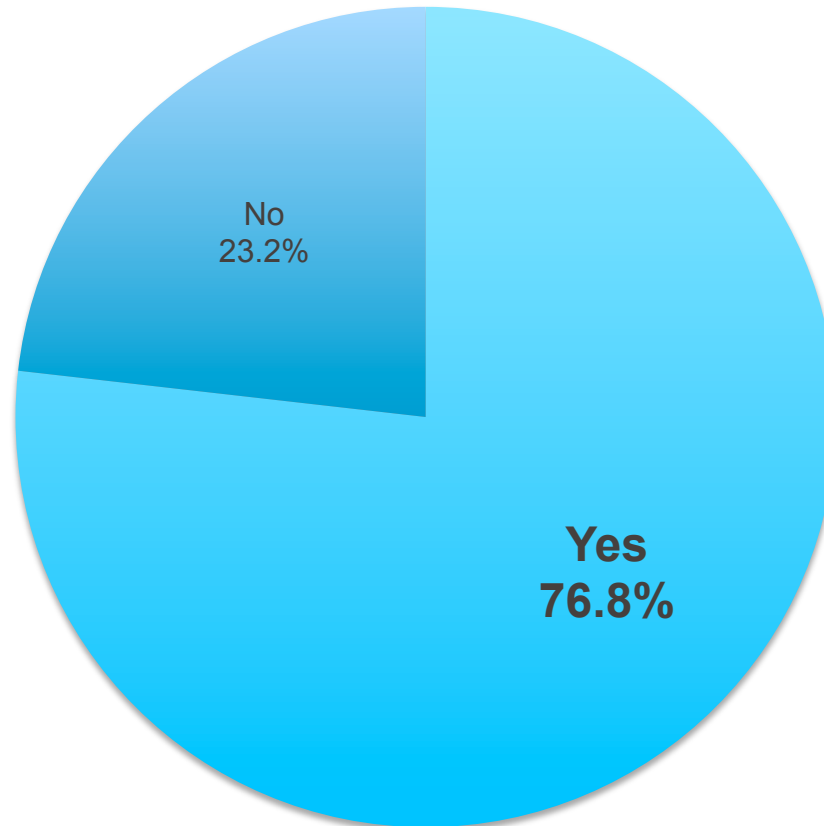
# Moms & Mobile Video: Quick Hits

- **Smartphones are device of choice and tablets are a close second**
  - Watch slightly more smartphone video (76.8%) than tablet video (73.5%)
- **Embrace fair-value exchange of mobile video**
  - More than three-quarters watch mobile video ads in exchange for free premium content (65.9%) and 26.5% watch ads happily
- **Frequent Gamers**
  - Play mobile games frequently, with 67.1% of moms playing mobile games daily or weekly
- **Mobile purchase power**
  - Three-quarters (75%) make on-device purchases



# 76.8% of Moms Watch Smartphone Video

Do you watch video on your smartphone?  
*(results of Moms who own a smartphone)*

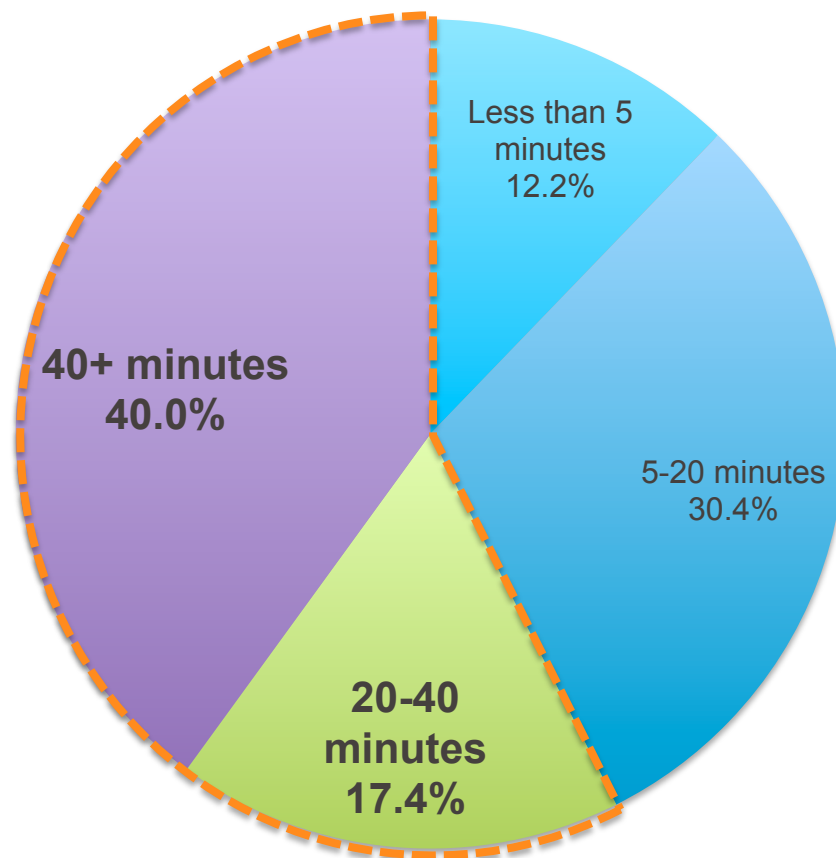


*Source: Rhythm conducted the on-device survey among 1144 mobile users (167 Moms) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.*



# 57.4% of Video Watching Moms Watch More than 20 Minutes of Smartphone Video/Week

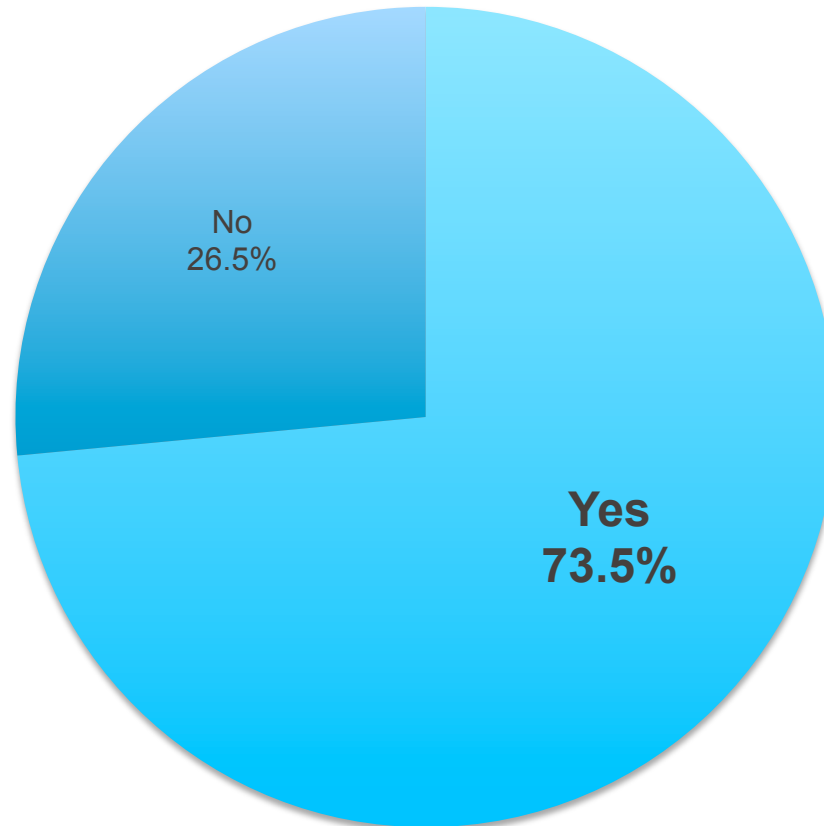
How much time per week do you spend watching video on your smartphone?  
*(of Moms who watch smartphone video)*



Source: Rhythm conducted the on-device survey among 1144 mobile users (167 Moms) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 73.5% of Moms Watch Tablet Video

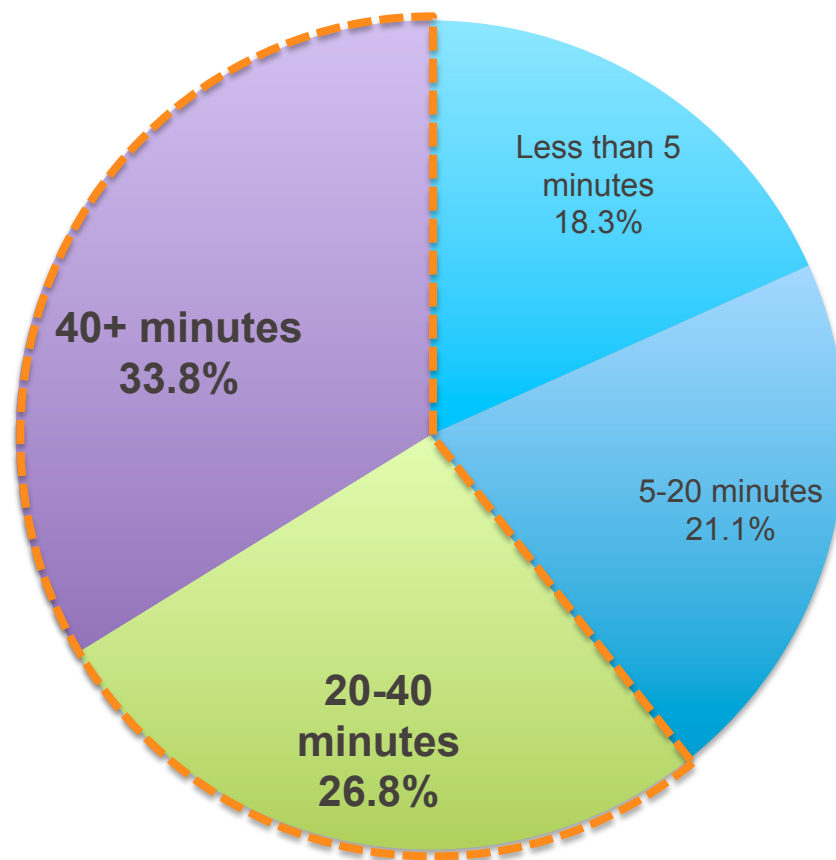
Do you watch tablet video?  
*(of Moms who own a tablet)*



*Source: Rhythm conducted the on-device survey among 1144 mobile users (167 Moms) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.*

# 60.6% of Video Watching Moms Watch More than 20 Minutes of Tablet Video/Week

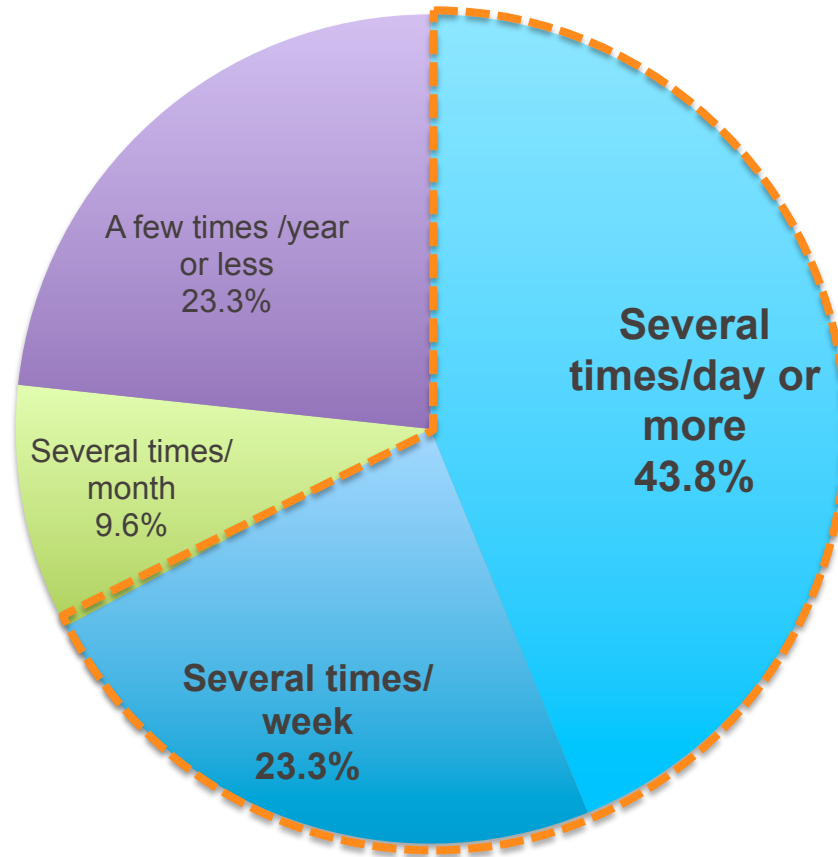
How much time per week do you spend watching mobile video on your tablet?  
*(of Moms who watch tablet video)*



Source: Rhythm conducted the on-device survey among 1144 mobile users (167 Moms) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Majority of Moms are Frequent Mobile Gamers

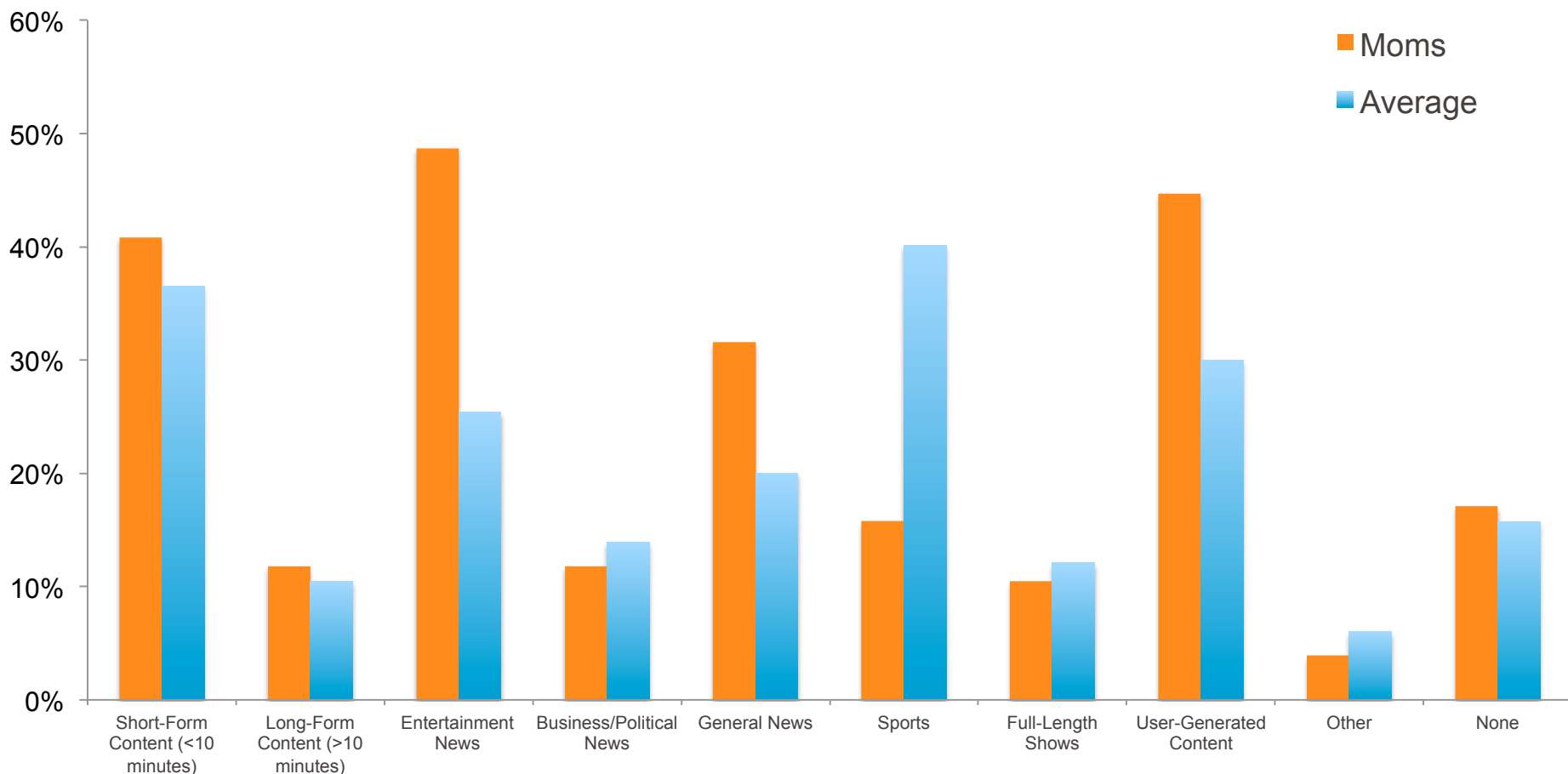
How often do you play games on your smartphone or tablet?



Source: Rhythm conducted the on-device survey among 519 mobile users (76 Moms) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Moms Watch Significantly More Entertainment News Than Average; Also Watch Short-Form & User-Generated Video

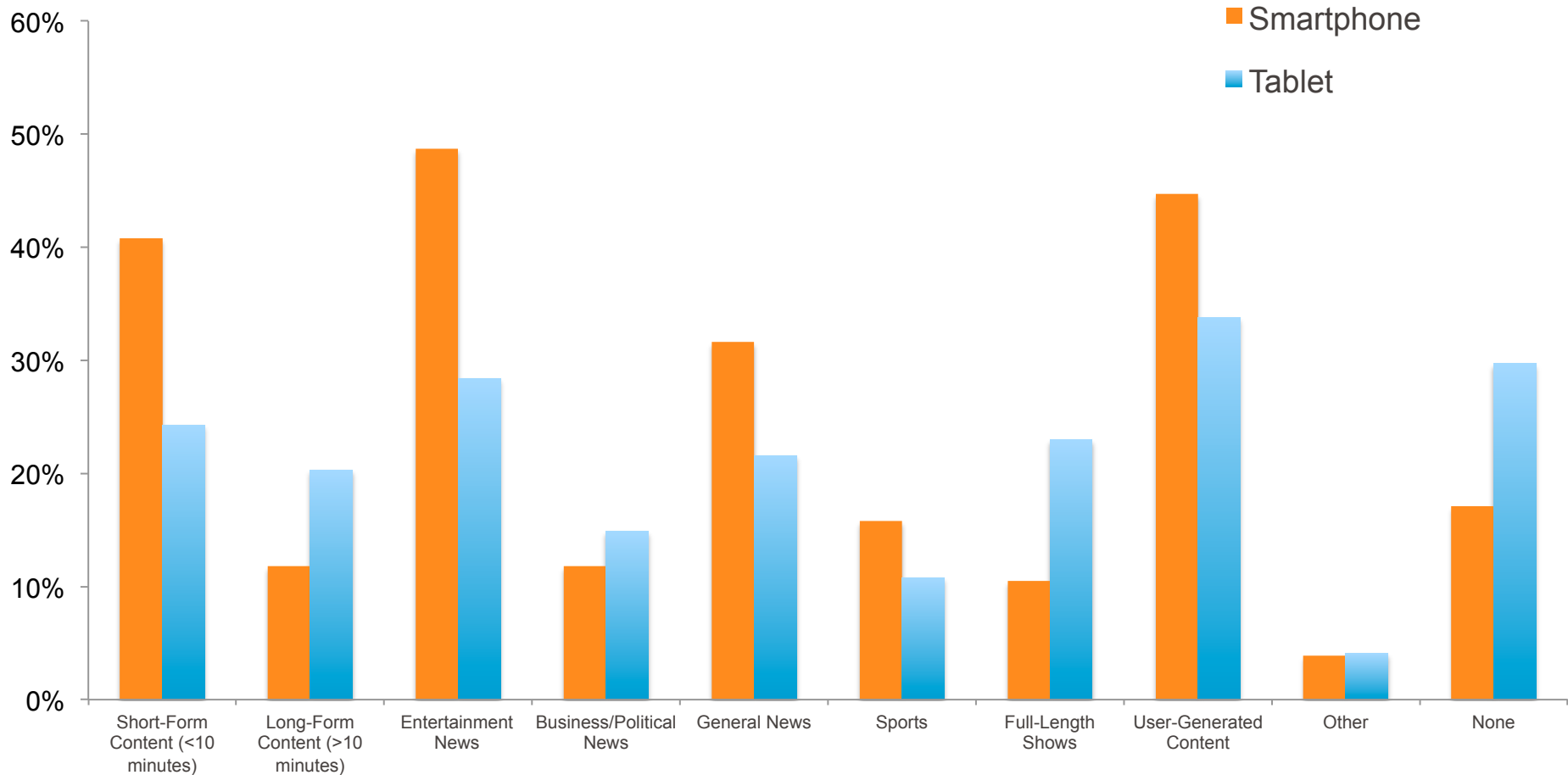
What types of video content do you watch most frequently on smartphone?



Source: Rhythm conducted the on-device survey among 519 mobile users (76 Moms) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Moms Watch Significantly More Video on Smartphones than Tablets; Watch More Full-Length Shows on Tablet

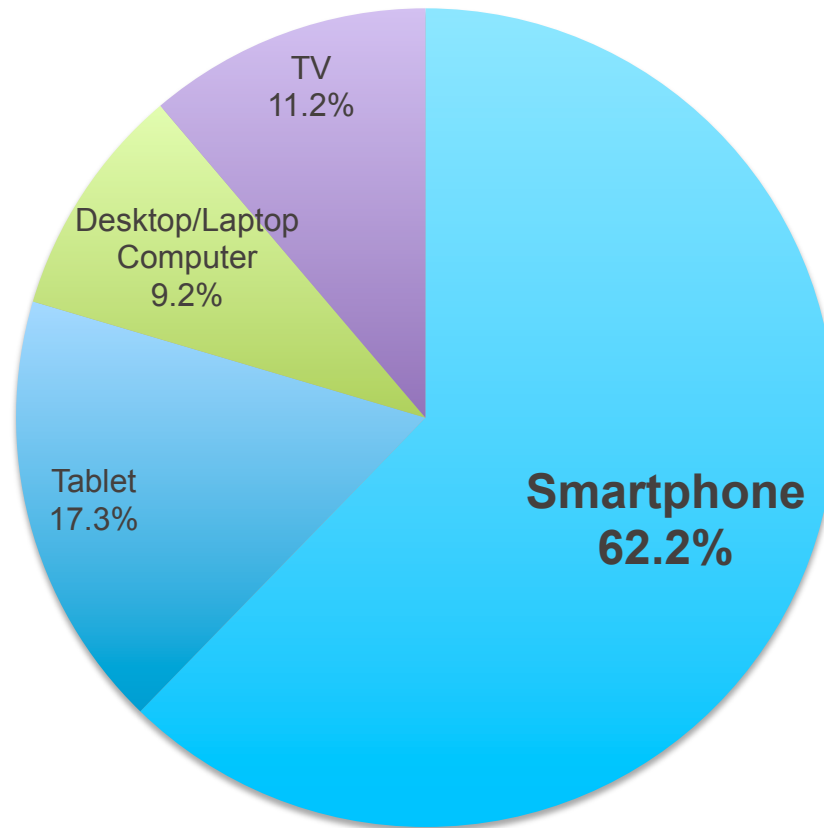
What types of video content do you watch most frequently on your tablet?



Source: Rhythm conducted the on-device survey among 519 mobile users (76 Moms) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Moms Watch Majority of All Short-Form Content on Smartphones

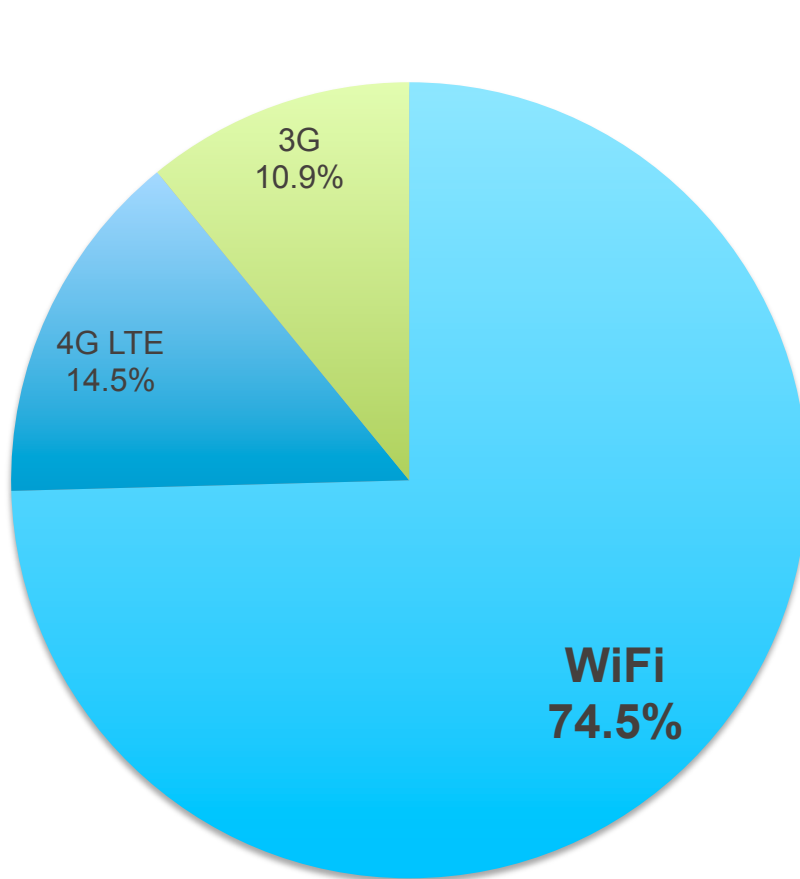
Which device do you use most often to watch short-form video (shorter than 10 minutes)?



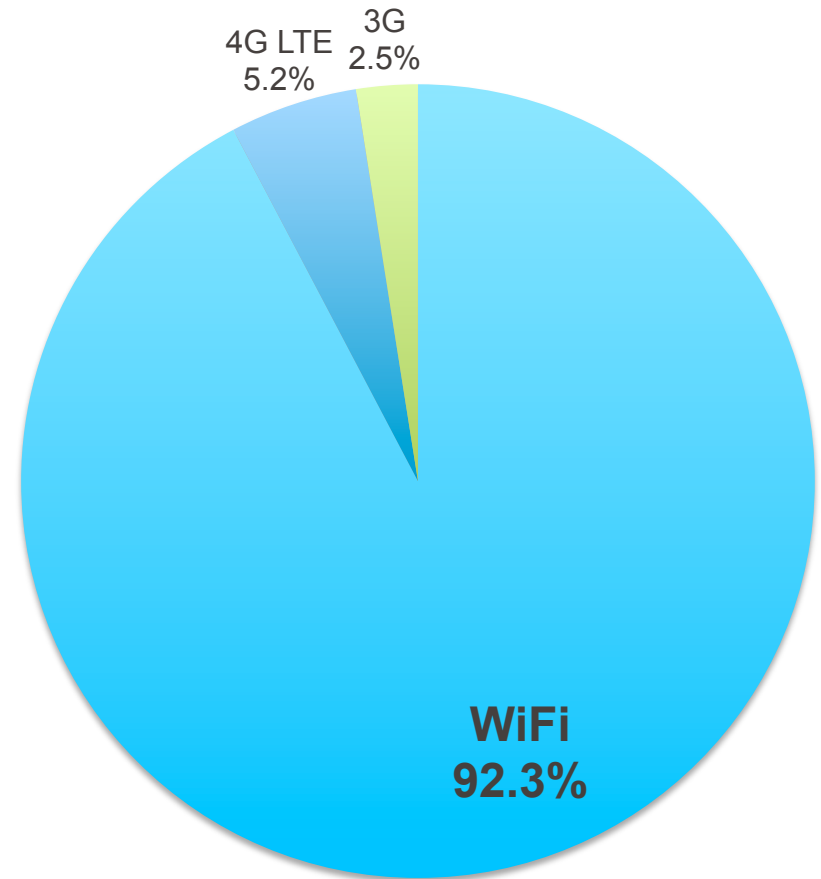
Source: Rhythm conducted the on-device survey among 1373 mobile users (203 Moms) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Moms Watch Vast Majority of Mobile Video on WiFi

When watching mobile video, how do you connect to the internet most of the time?



Smartphone

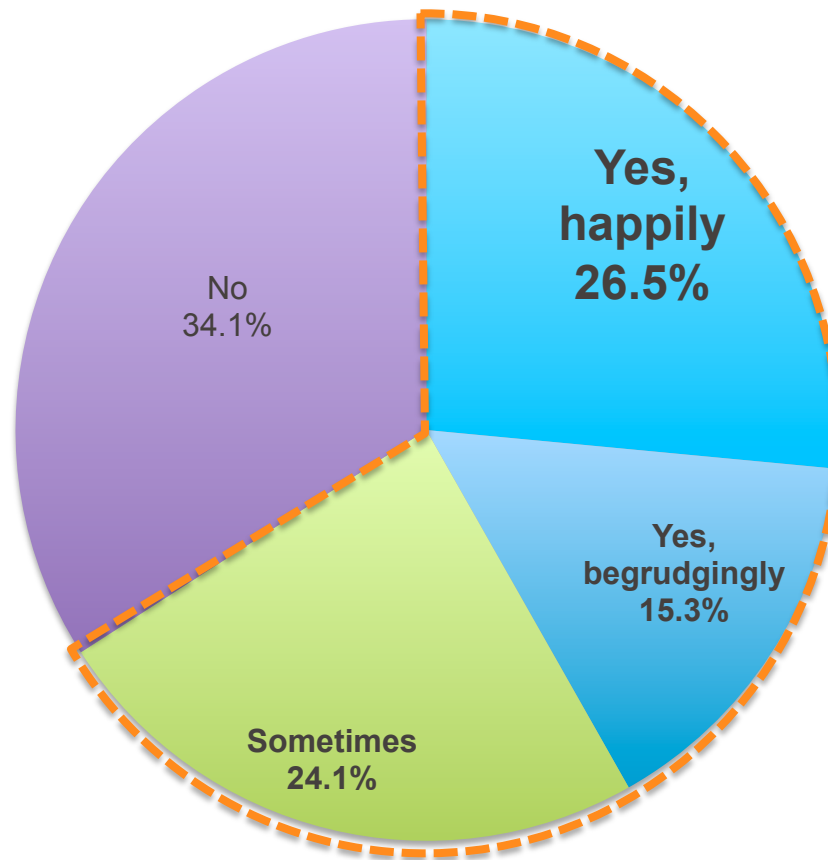


Tablet



# 65.9% of Moms Watch Mobile Video Ads in Exchange for Free Premium Content; 26.5% Do So Happily

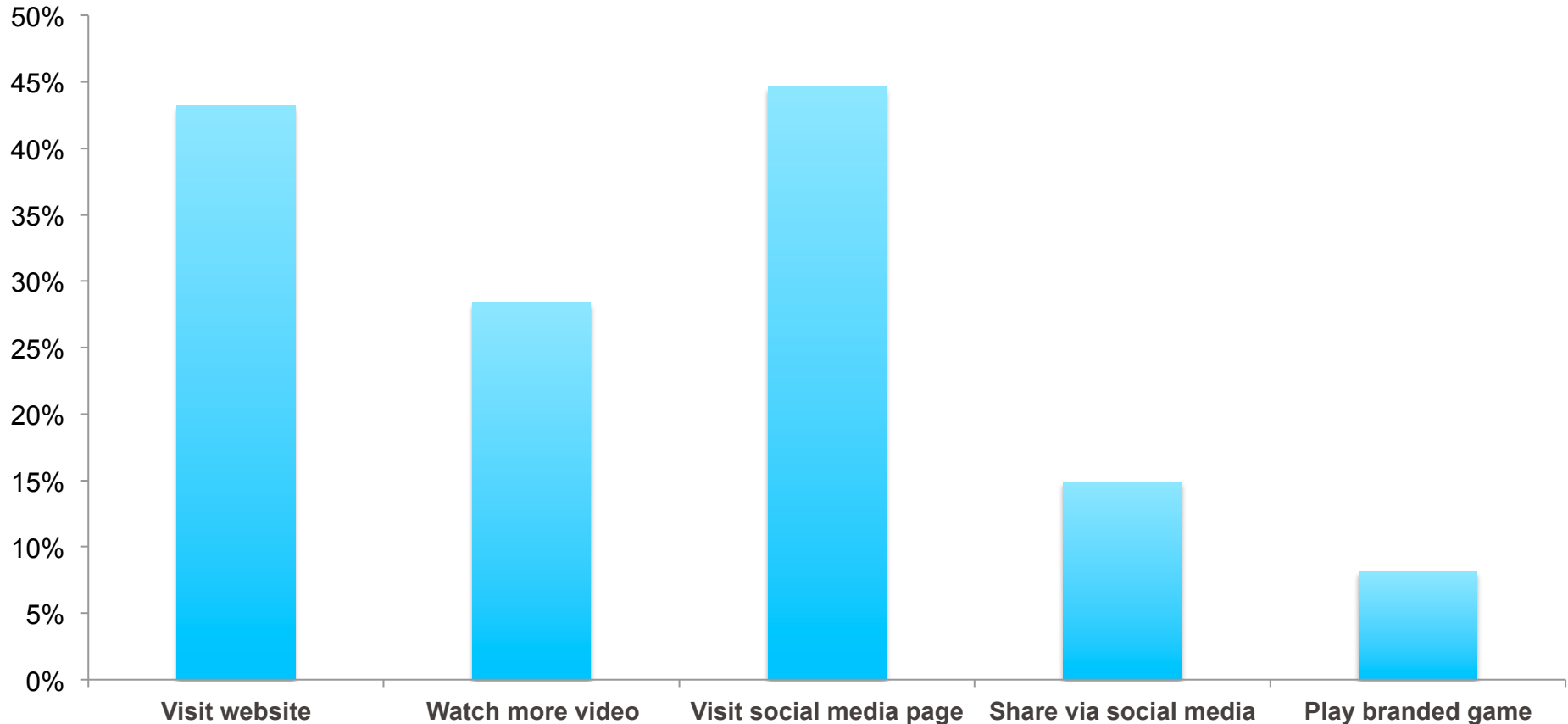
Will you watch a mobile video ad in exchange for free premium content (clips or full episodes)?



Source: Rhythm conducted the on-device survey among 1067 mobile users (175 Moms) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 41.3% of Moms Likely to Interact with Mobile Video Ad; Majority Visit Social Media Pages & Websites

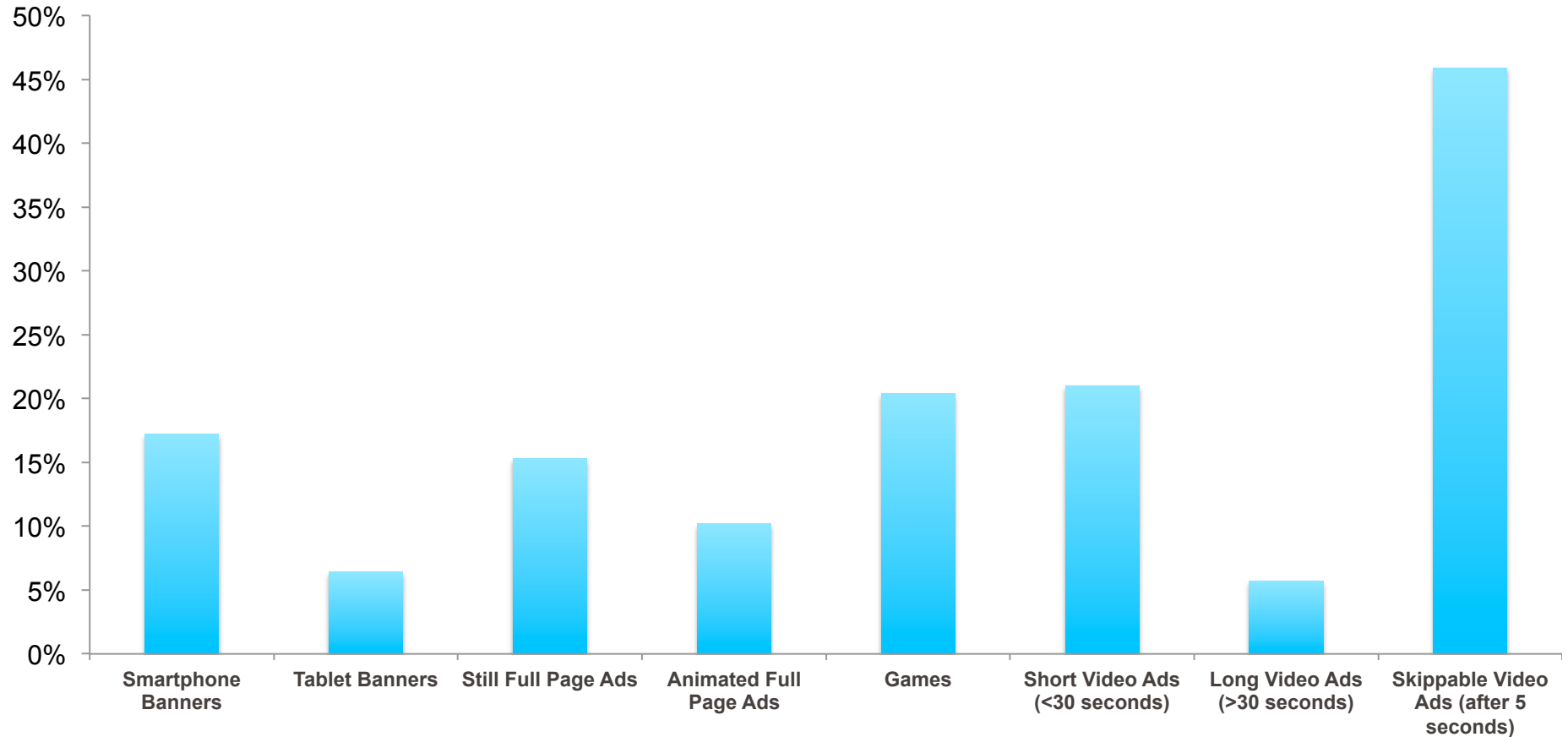
How are you most likely to interact with mobile video ads?  
*(of Moms who are likely to interact with mobile video ads)*



*Source: Rhythm conducted the on-device survey among 1067 mobile users (175 Moms) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.*

# Moms Remember Skippable Video Ads, Short Video Ads & Games Best

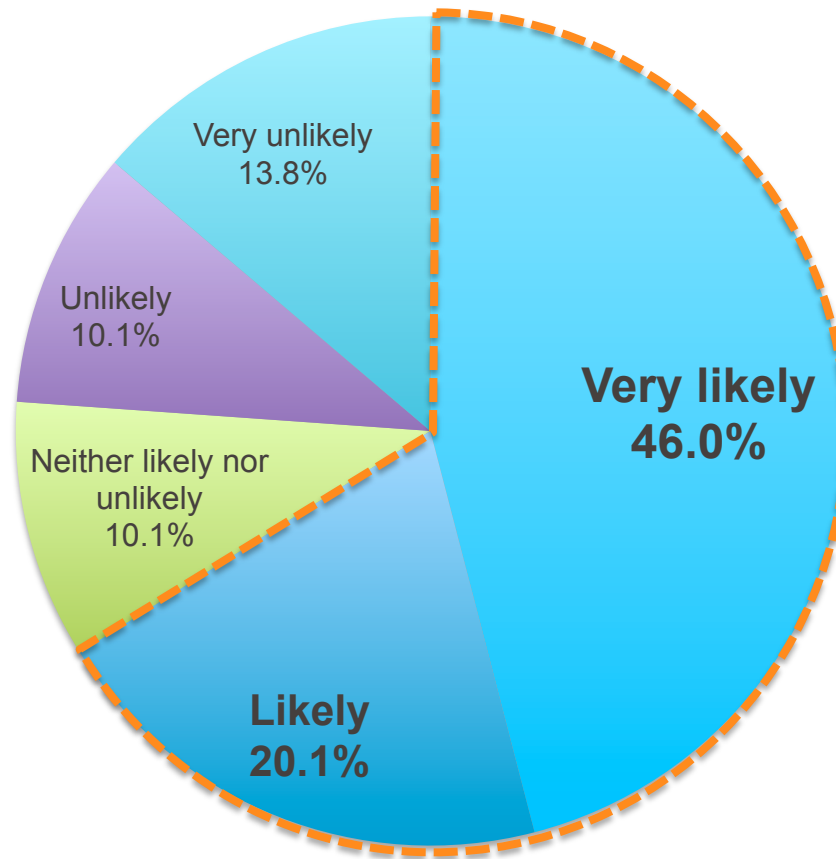
Which of the following ad types do you remember most?



Source: Rhythm conducted the on-device survey among 1067 mobile users (175 Moms) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 66.1% of Moms Likely or Very Likely to Research Products on their Smartphone

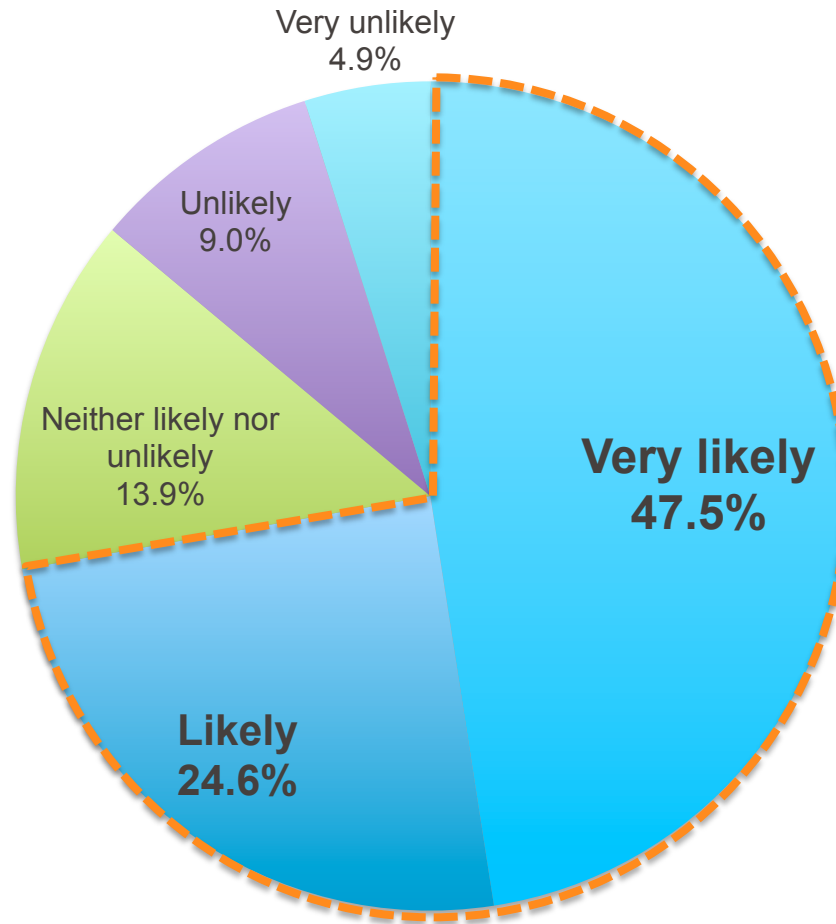
How likely are you to research products you're interested in buying on your smartphone?



Source: Rhythm conducted the on-device survey among 1788 mobile users (196 Moms) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 72.1% of Moms Who Research Products on their Smartphone Likely to Make Purchases on Device

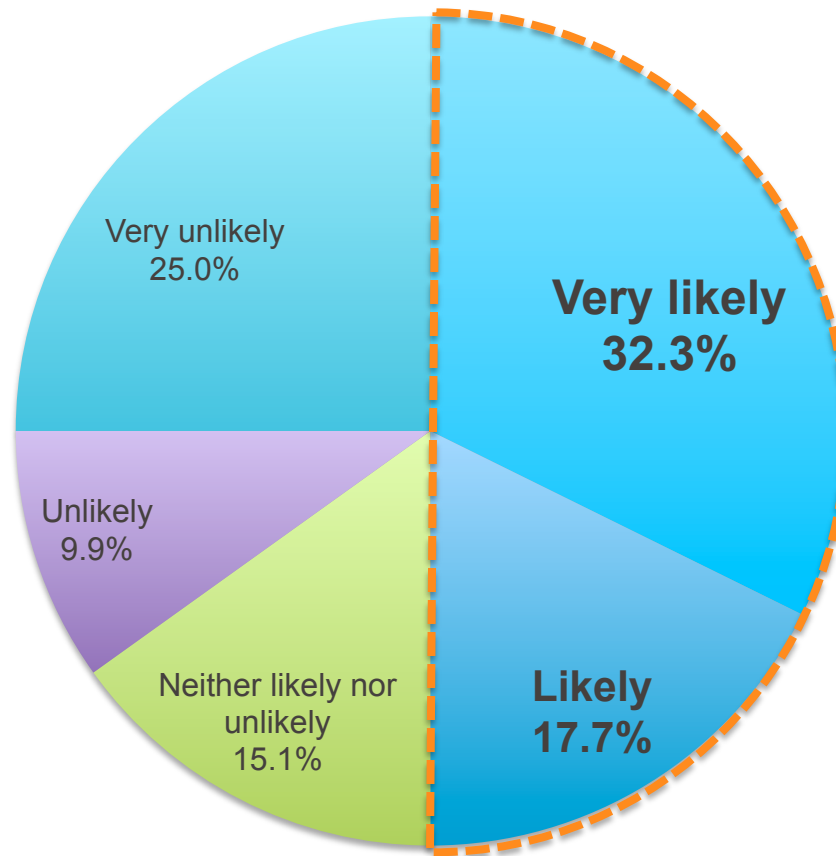
How likely are you to make purchases from your smartphone?  
(of Moms who are likely/very likely to research products on their smartphones)



Source: Rhythm conducted the on-device survey among 1788 mobile users (196 Moms) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 50% of Moms Very Likely or Likely to Research Products on their Tablet

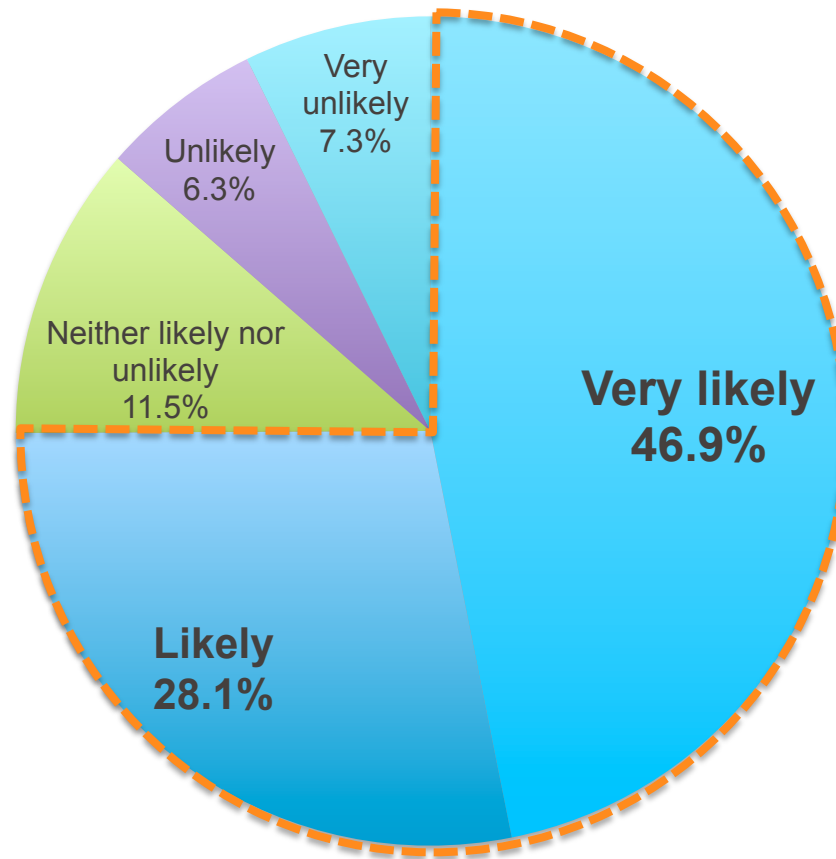
How likely are you to research products you're interested in buying on your tablet?



Source: Rhythm conducted the on-device survey among 1788 mobile users (196 Moms) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 75% of Moms Who Research Products on their Tablet Likely to Make Purchases on Device

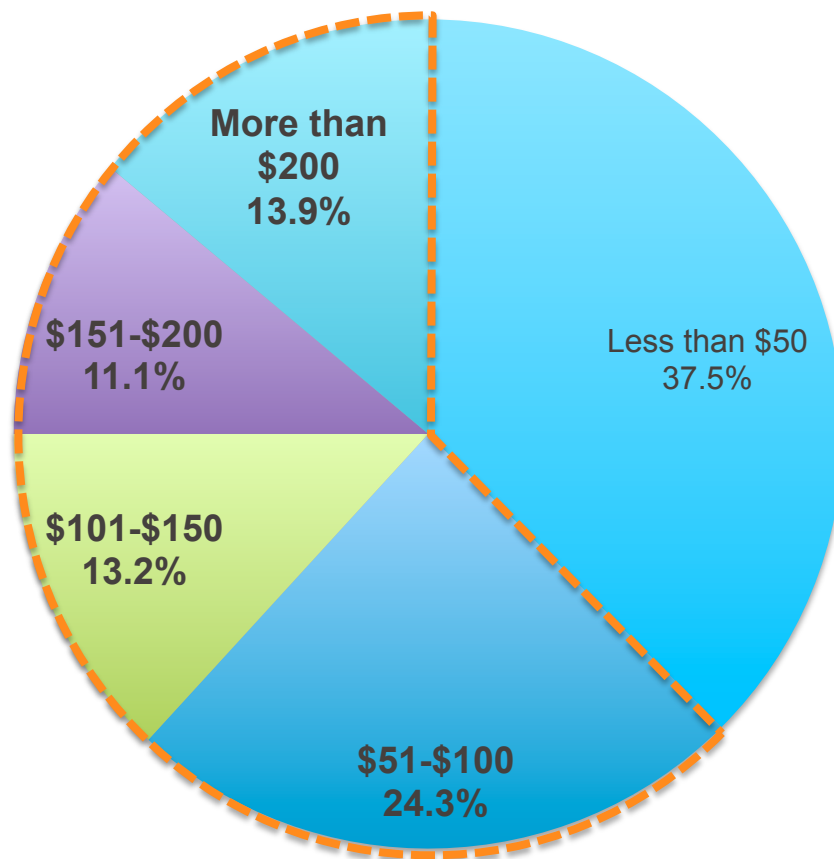
How likely are you to make purchases from your tablet?  
(of Moms who are likely or very likely to research products on their tablets)



Source: Rhythm conducted the on-device survey among 1788 mobile users (196 Moms) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 75% of Moms Make Mobile Purchases; 38.2% Spend More than \$100 per Purchase

How much do you typically spend per purchase?  
(of Moms who make purchases on their smartphones and tablets)



Source: Rhythm conducted the on-device survey among 1788 mobile users (196 Moms) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.



# Luxury Consumers

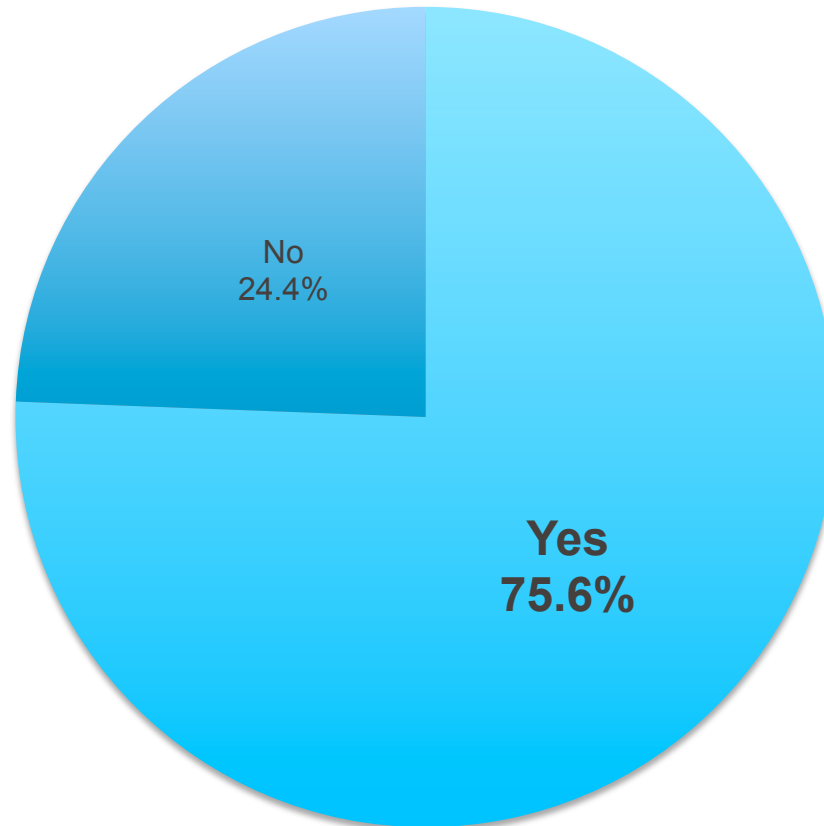
# Luxury Consumers & Mobile Video: Quick Hits

- **Smartphones are device of choice with tablets a close second**
  - Watch **4% more smartphone** and **14% more tablet video** than average
  - Tend to **favor smartphones** for watching short-form content (52.4%)
- **News and premium content enthusiasts**
  - Watch more entertainment, political, business, and general news than average long-form video, entertainment news, general news, sports, full-length shows, and user-generated content on smartphones than average
- **Embrace fair-value exchange of mobile video**
  - Nearly three-quarters **watch mobile video ads in exchange for free premium content** (72.7%) and 29.4% watch ads happily



# 75.6% of Luxury Consumers Watch Smartphone Video

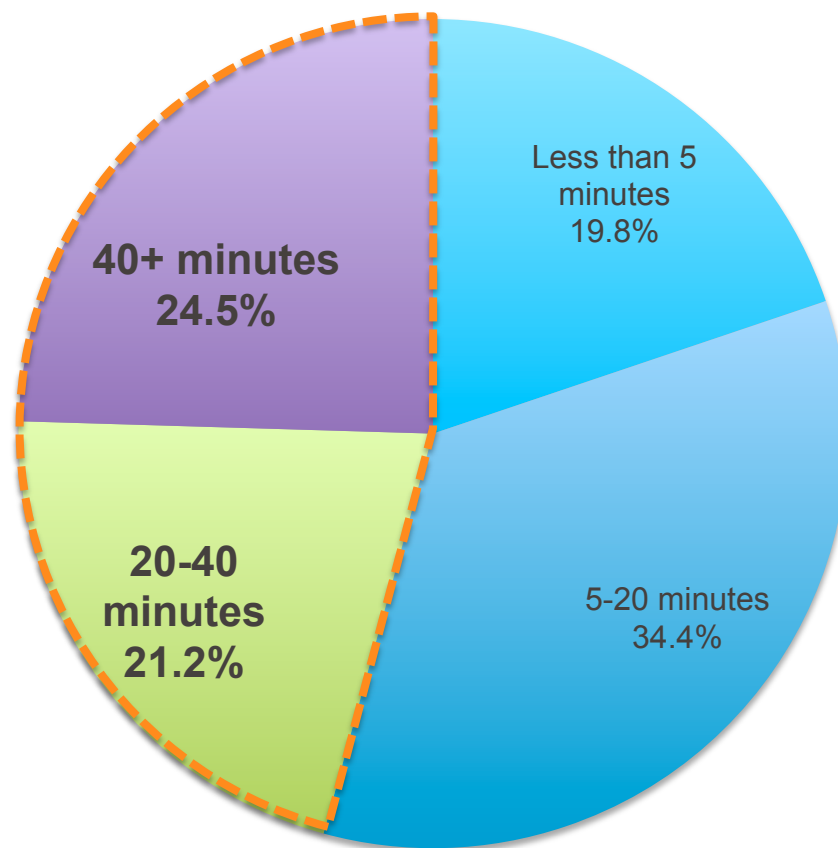
Do you watch video on your smartphone?  
(results of *Luxury Consumers who own a smartphone*)



Source: Rhythm conducted the on-device survey among 1144 mobile users (208 Luxury) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 45.7% of Video Watching Luxury Consumers Watch More than 20 Minutes of Video/Week on Smartphones

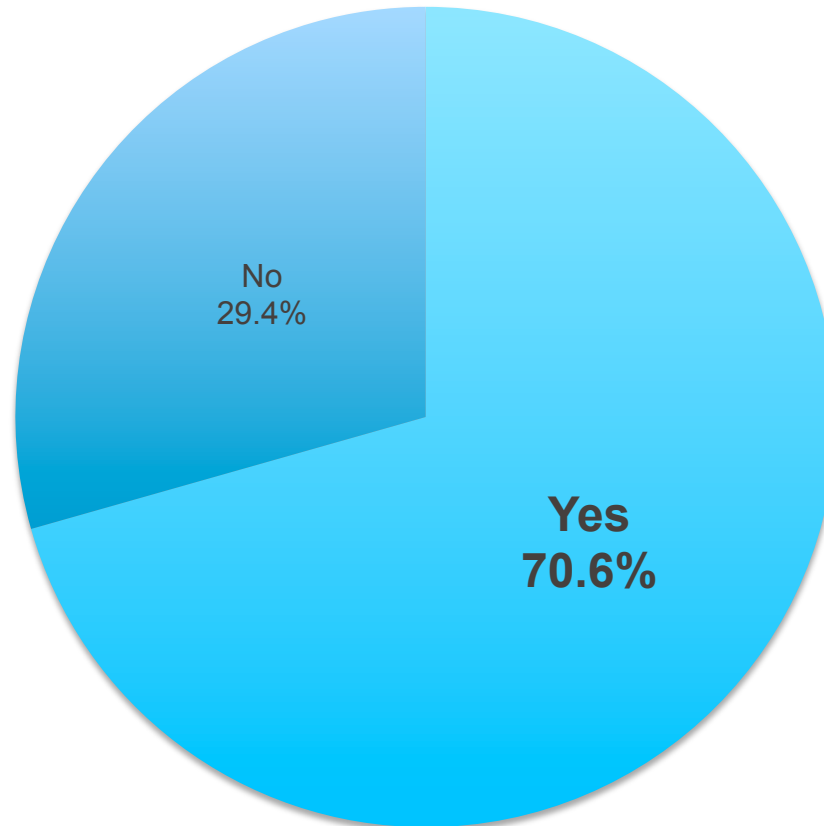
How much time per week do you spend watching video on your smartphone?  
(of Luxury Consumers who watch smartphone video)



Source: Rhythm conducted the on-device survey among 1144 mobile users (208 Luxury) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 70.6% of Luxury Consumers Watch Video on their Tablet

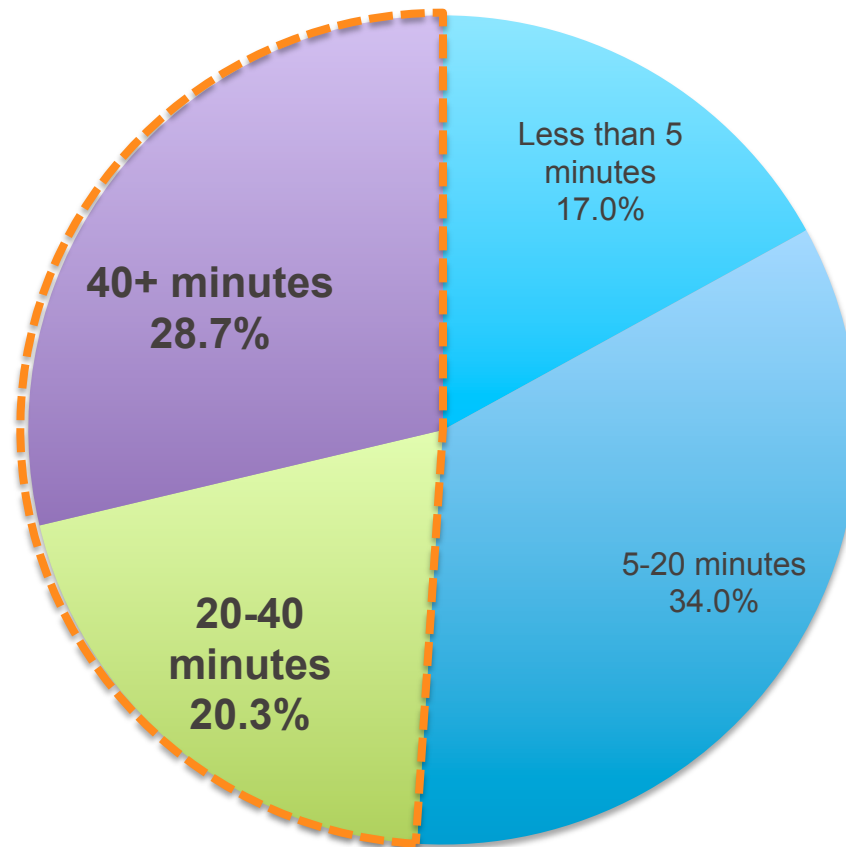
Do you watch tablet video?  
(of Luxury Consumers who own a tablet)



Source: Rhythm conducted the on-device survey among 1144 mobile users (208 Luxury) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 49% of Video Watching Luxury Consumers Watch More than 20 Minutes of Video/Week on Tablets

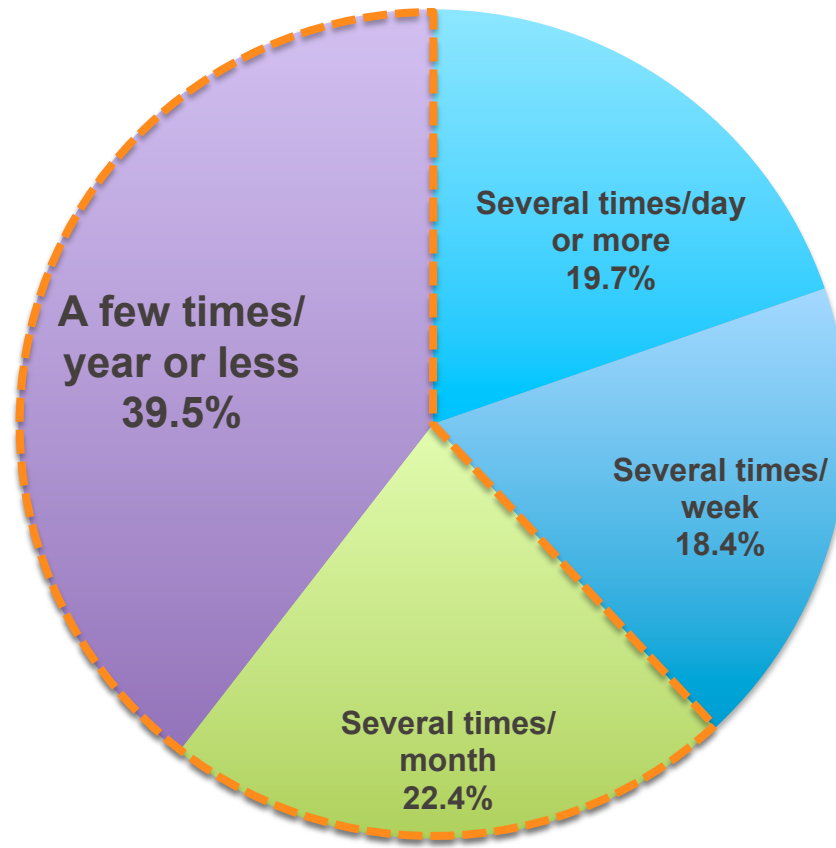
How much time per week do you spend watching mobile video on your tablet?  
*(of Luxury Consumers who watch tablet video)*



Source: Rhythm conducted the on-device survey among 1144 mobile users (208 Luxury) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Majority of Luxury Consumers Do Not Play Mobile Games Often

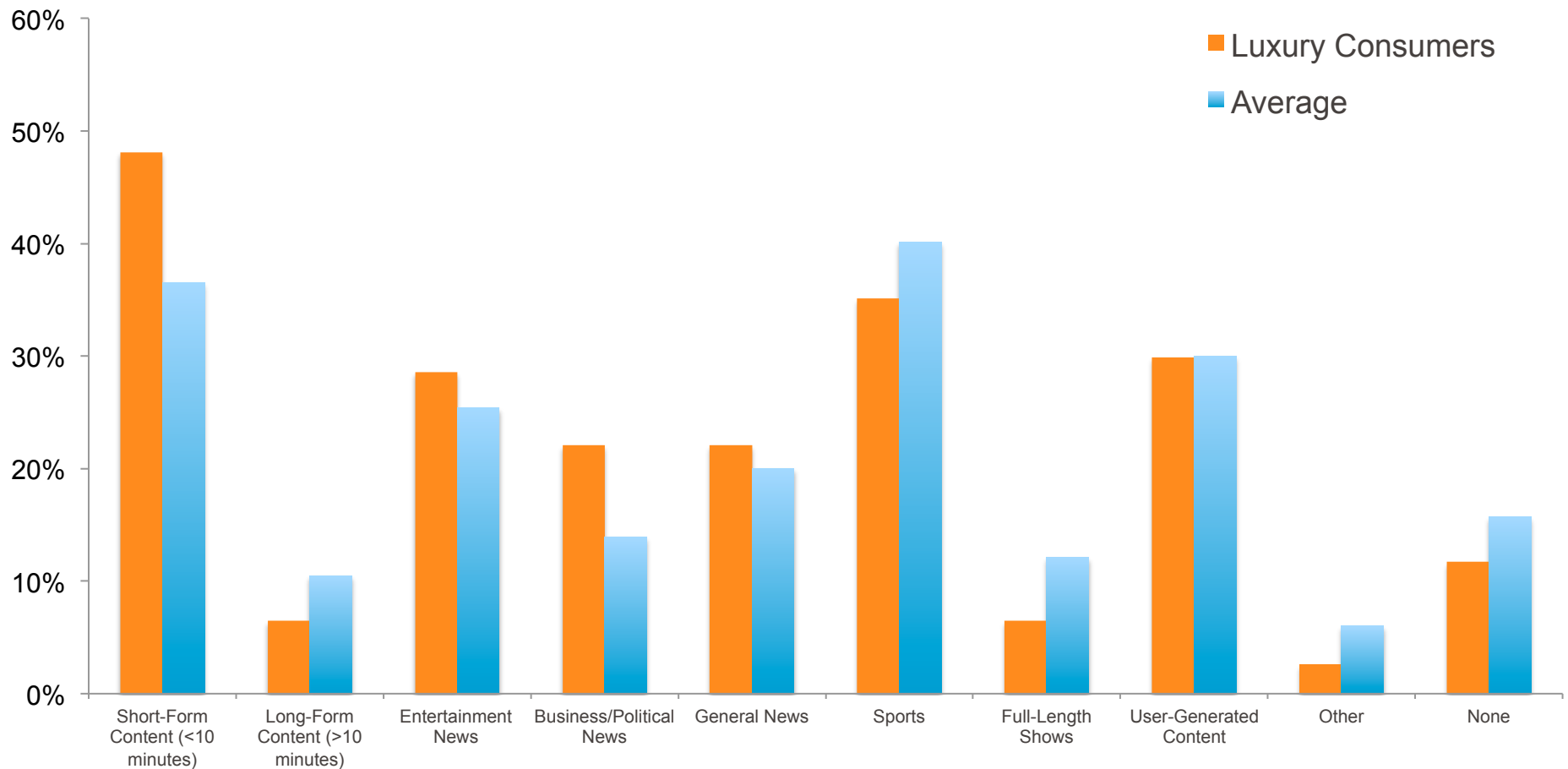
How often do you play games on your smartphone or tablet?



Source: Rhythm conducted the on-device survey among 519 mobile users (78 Luxury) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Luxury Consumers Watch Significantly More Short-Form Content than Average, Especially All Forms of News

What types of video content do you watch most frequently on smartphone?

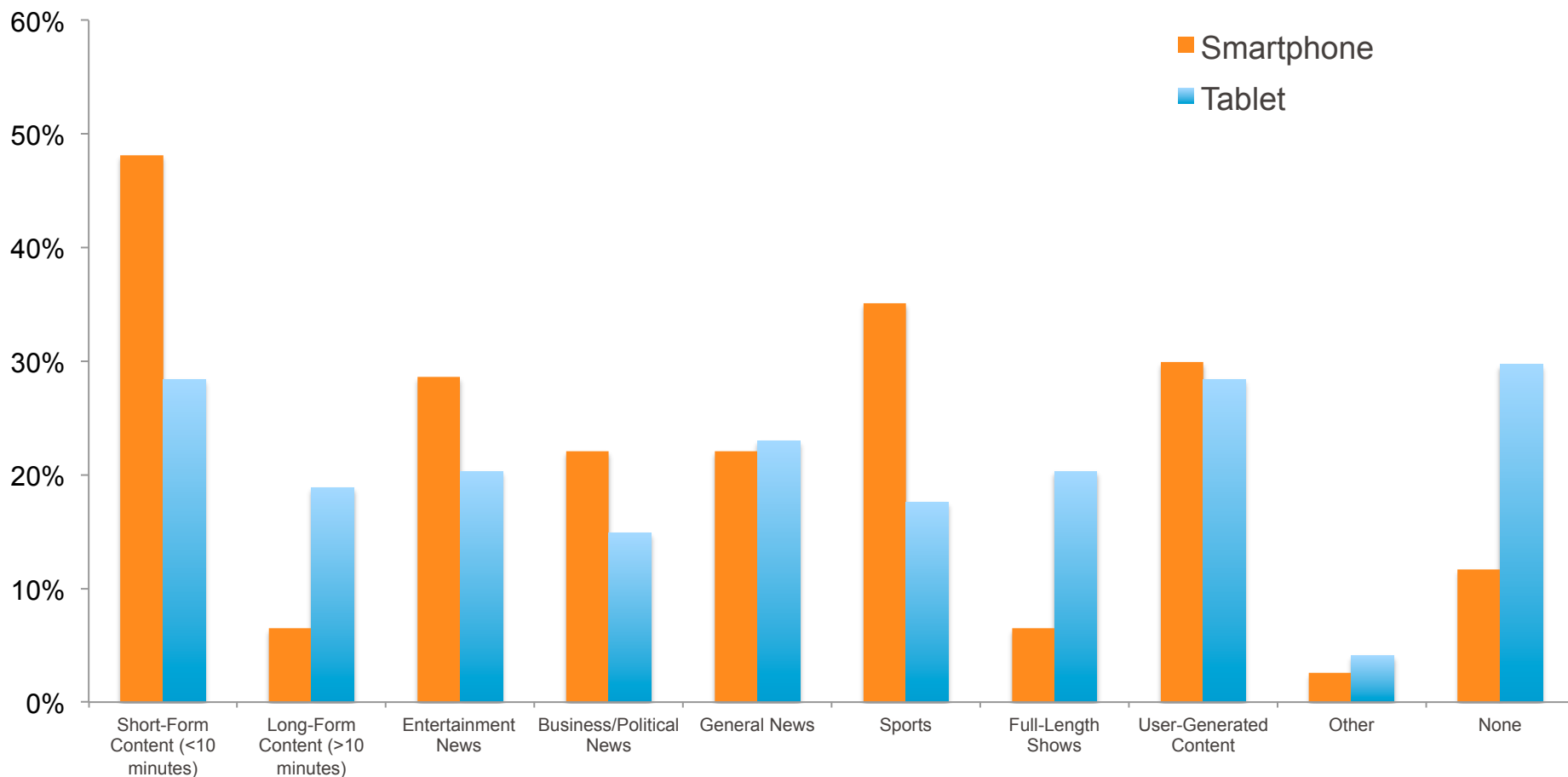


Source: Rhythm conducted the on-device survey among 519 mobile users (78 Luxury) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.



# Luxury Consumers Watch Significantly More Video on Smartphones than Tablets

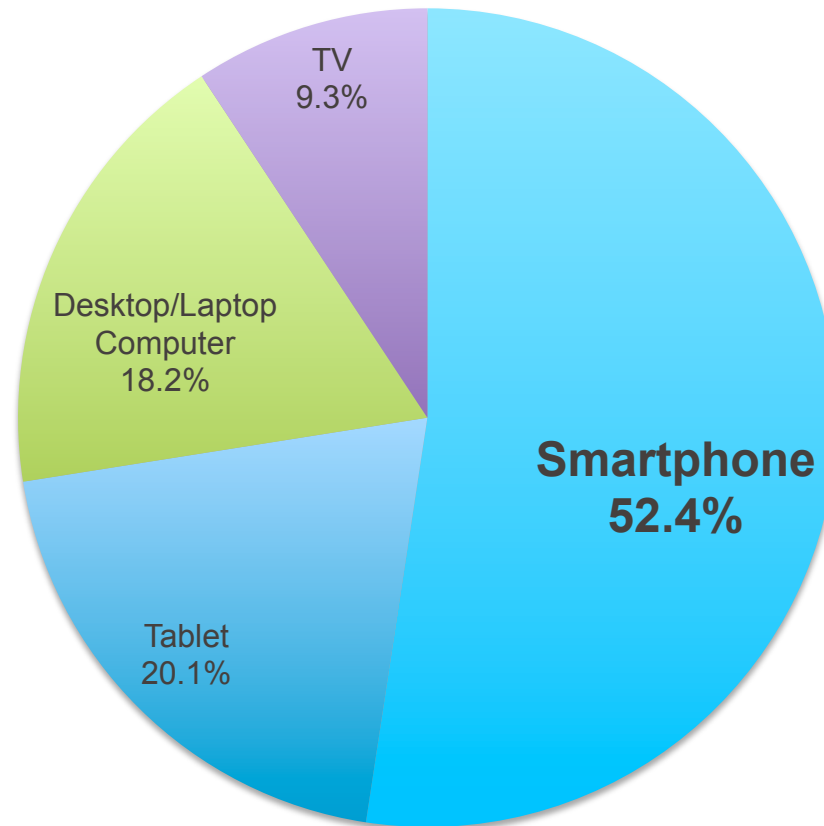
What types of video content do you watch most frequently on your tablet?



Source: Rhythm conducted the on-device survey among 519 mobile users (78 Luxury) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Luxury Consumers Watch Majority of All Short-Form Content on Smartphones

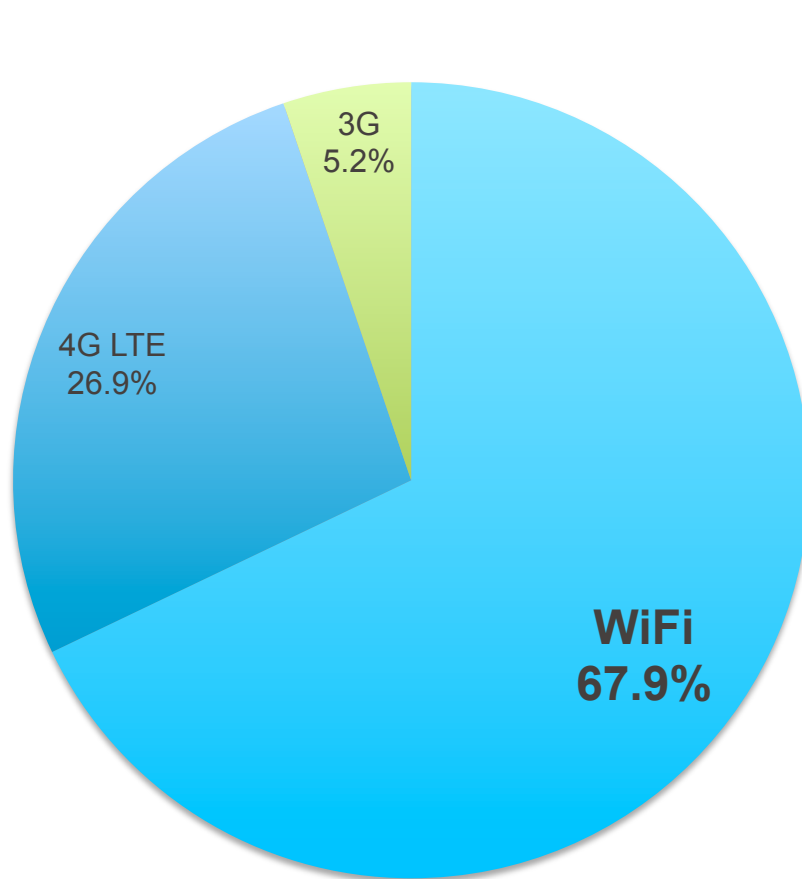
Which device do you use most often to watch short-form video (shorter than 10 minutes)?



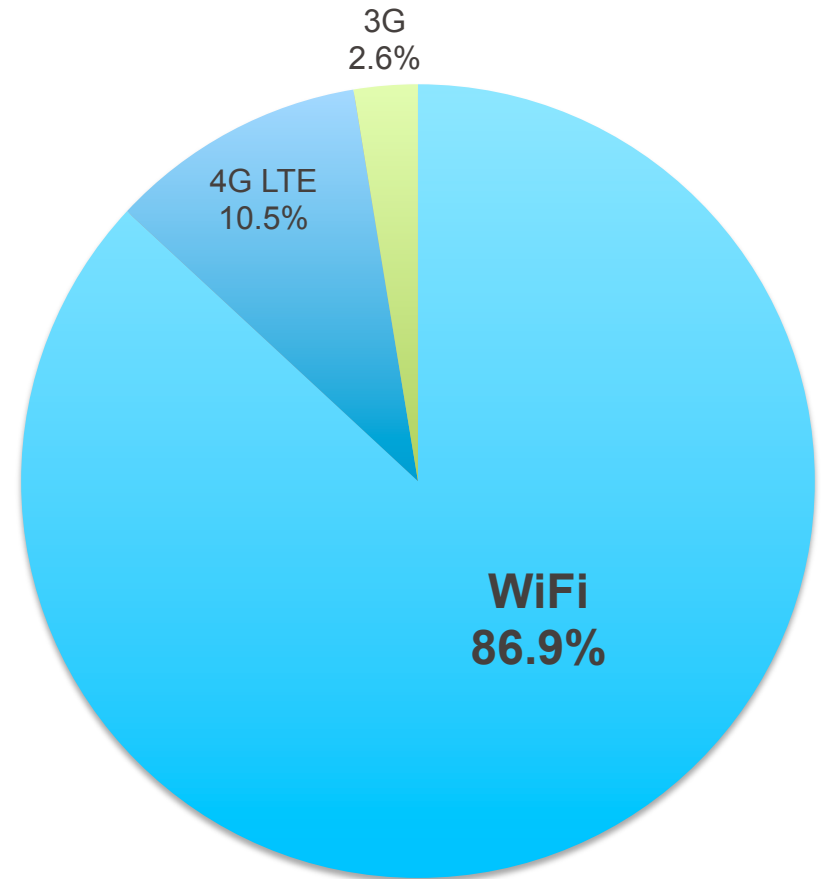
Source: Rhythm conducted the on-device survey among 1374 mobile users (271 Luxury) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Luxury Consumers Watch Vast Majority of Mobile Video on WiFi

When watching mobile video, how do you connect to the internet most of the time?



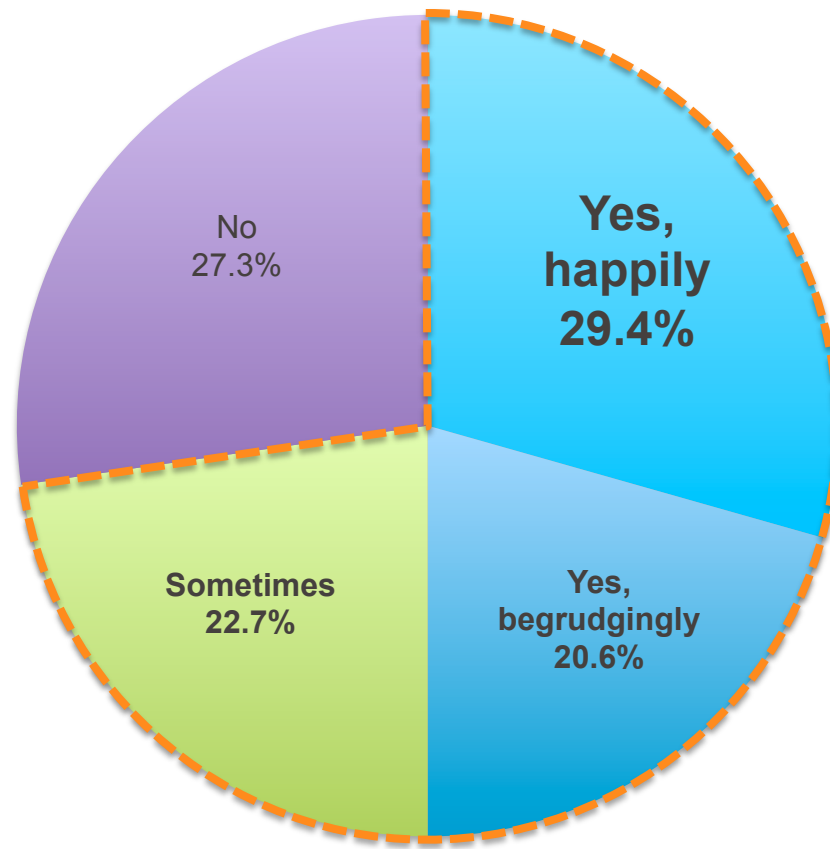
Smartphone



Tablet

# 72.7% of Luxury Consumers Watch Mobile Video Ads in Exchange for Free Premium Content; 29.4% Do So Happily

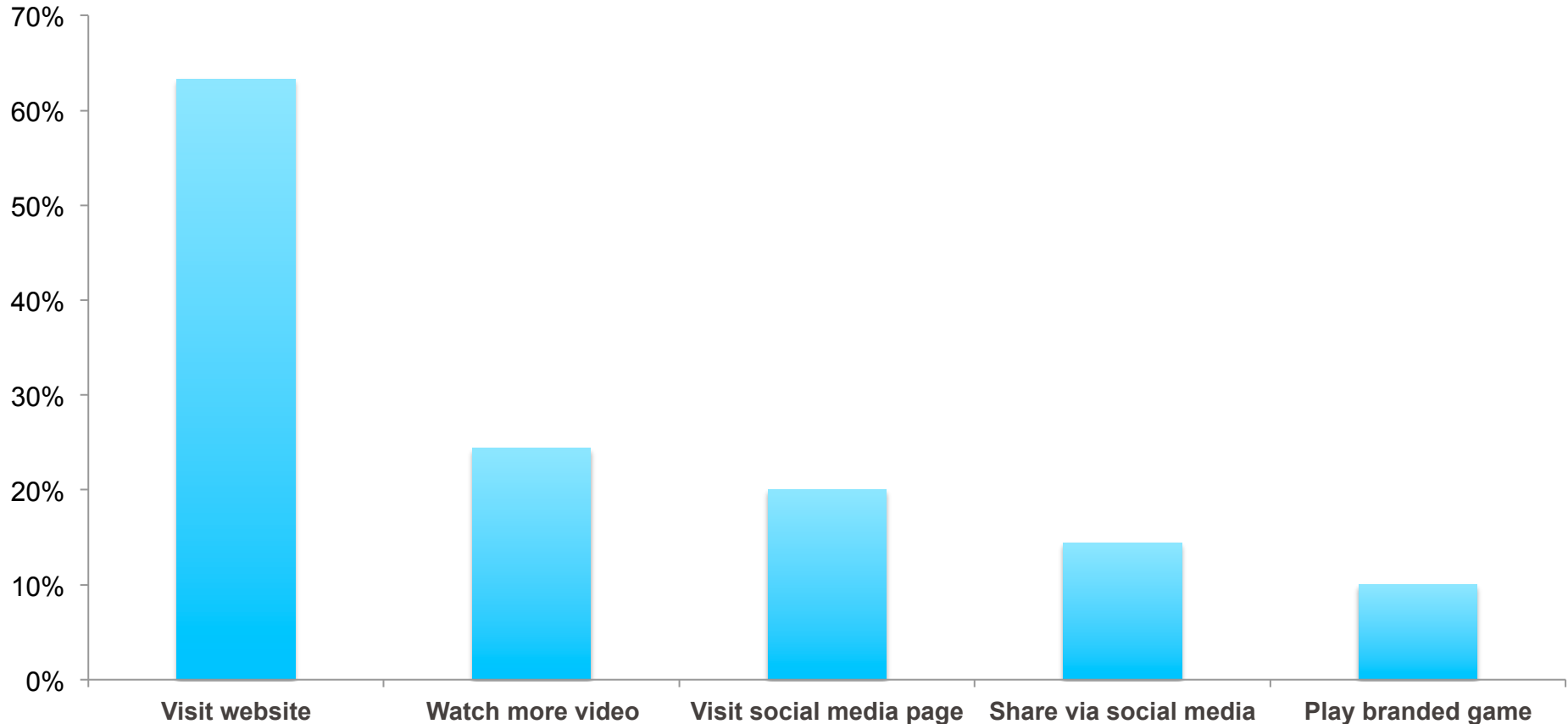
Will you watch a mobile video ad in exchange for free premium content (clips or full episodes)?



Source: Rhythm conducted the on-device survey among 1067 mobile users (195 Luxury) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Nearly Half of Luxury Consumers Likely to Interact with Mobile Video Ad; Majority Visit Websites, Watch More Video

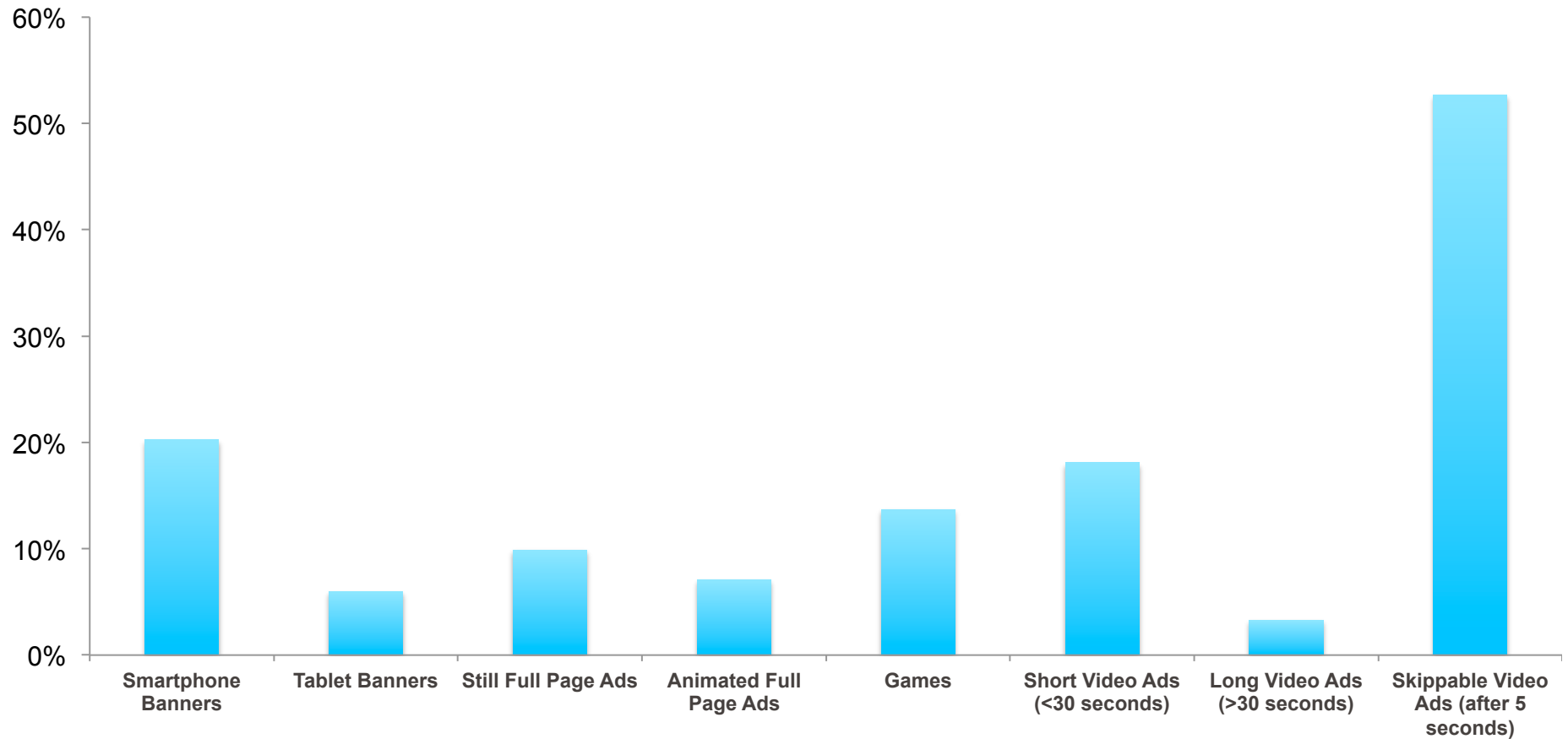
How are you most likely to interact with mobile video ads?  
(of Luxury Consumers who are likely to interact with mobile video ads)



Source: Rhythm conducted the on-device survey among 1067 mobile users (195 Luxury) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Luxury Consumers Remember Skippable Video Ads

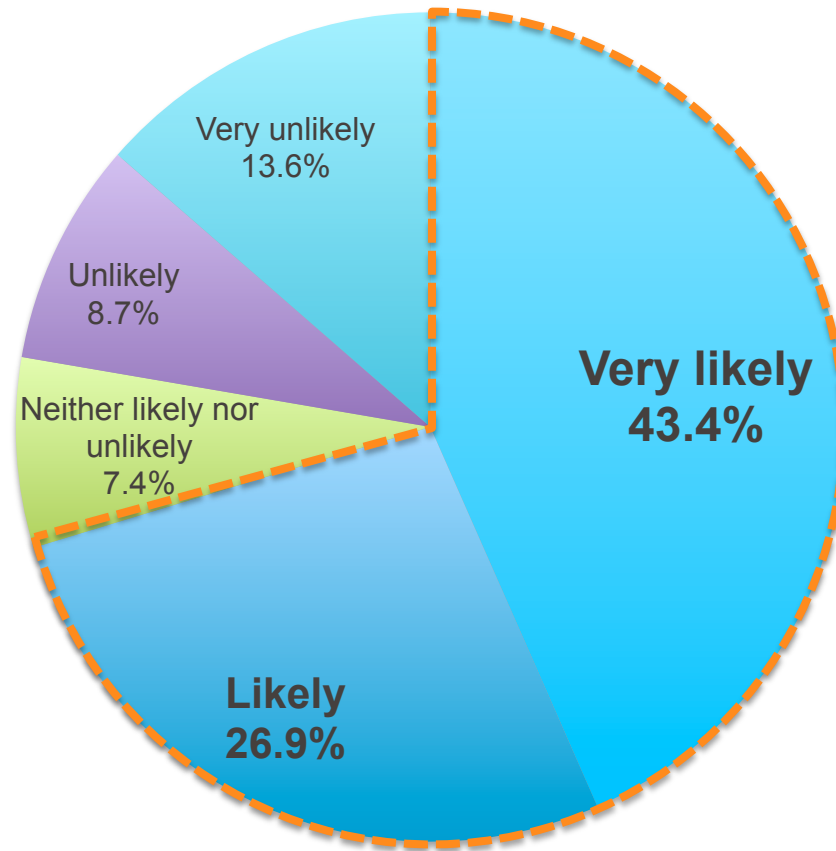
Which of the following ad types do you remember most?



Source: Rhythm conducted the on-device survey among 1067 mobile users (195 Luxury) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 70.3% of Luxury Consumers Likely or Very Likely to Research Products on their Smartphone

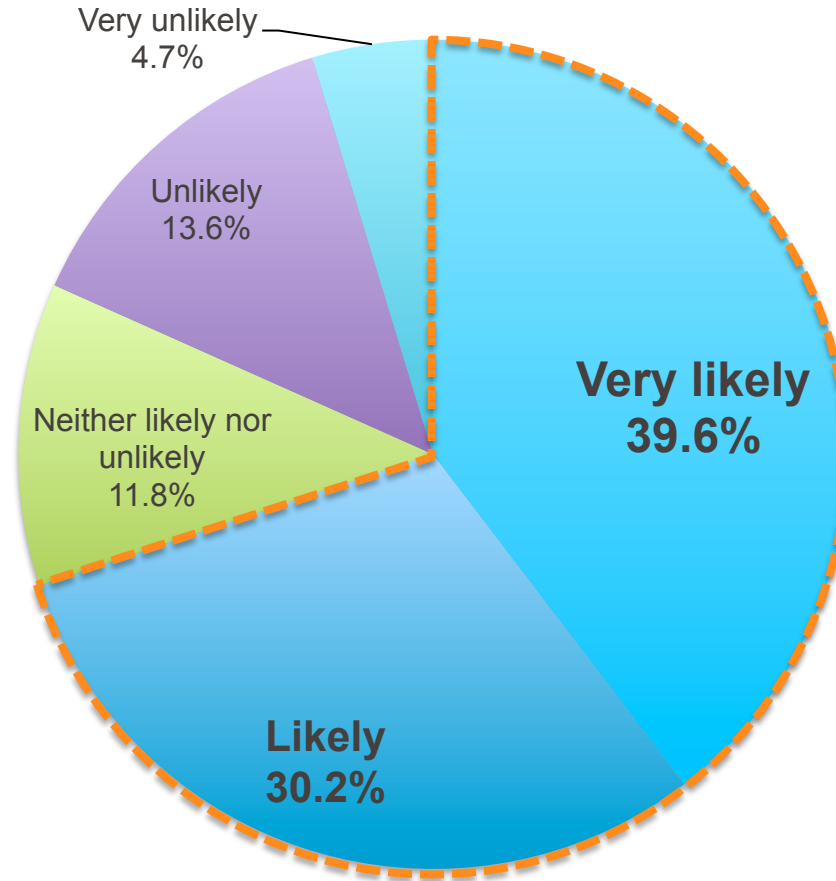
How likely are you to research products you're interested in buying on your smartphone?



Source: Rhythm conducted the on-device survey among 1788 mobile users (247 Luxury) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 69.8% of Luxury Consumers Who Research Products on their Smartphone Likely to Make Purchases on Device

How likely are you to make purchases from your smartphone?  
(of Luxury Consumers who are likely/very likely to research products on their smartphones)

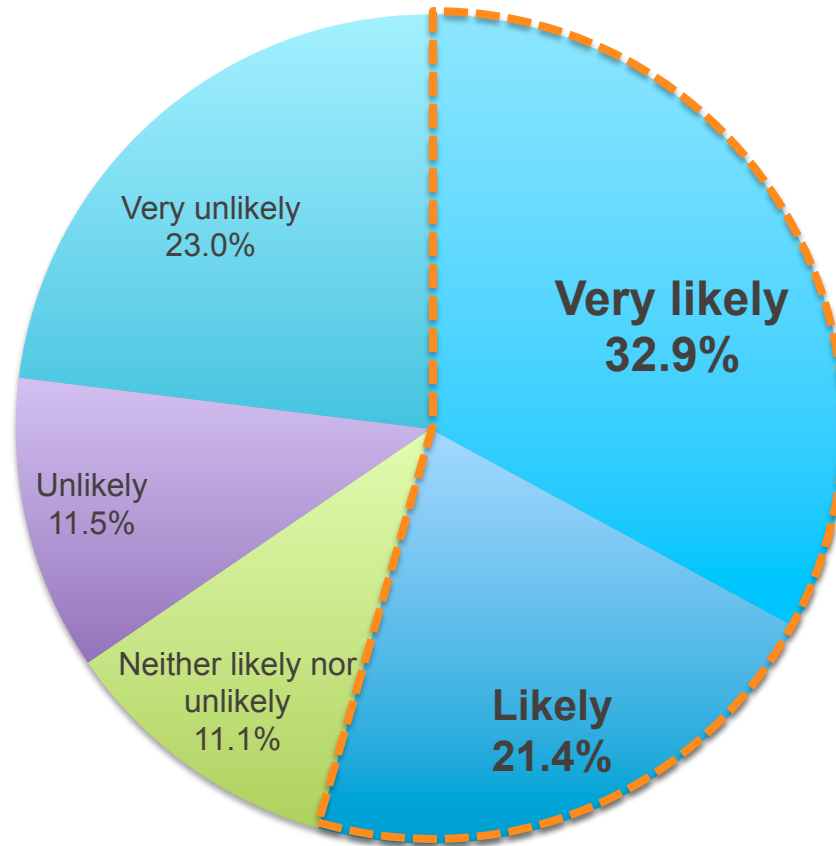


Source: Rhythm conducted the on-device survey among 1788 mobile users (247 Luxury) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.



# 54.3% of Luxury Consumers Very Likely or Likely to Research Products on their Tablet

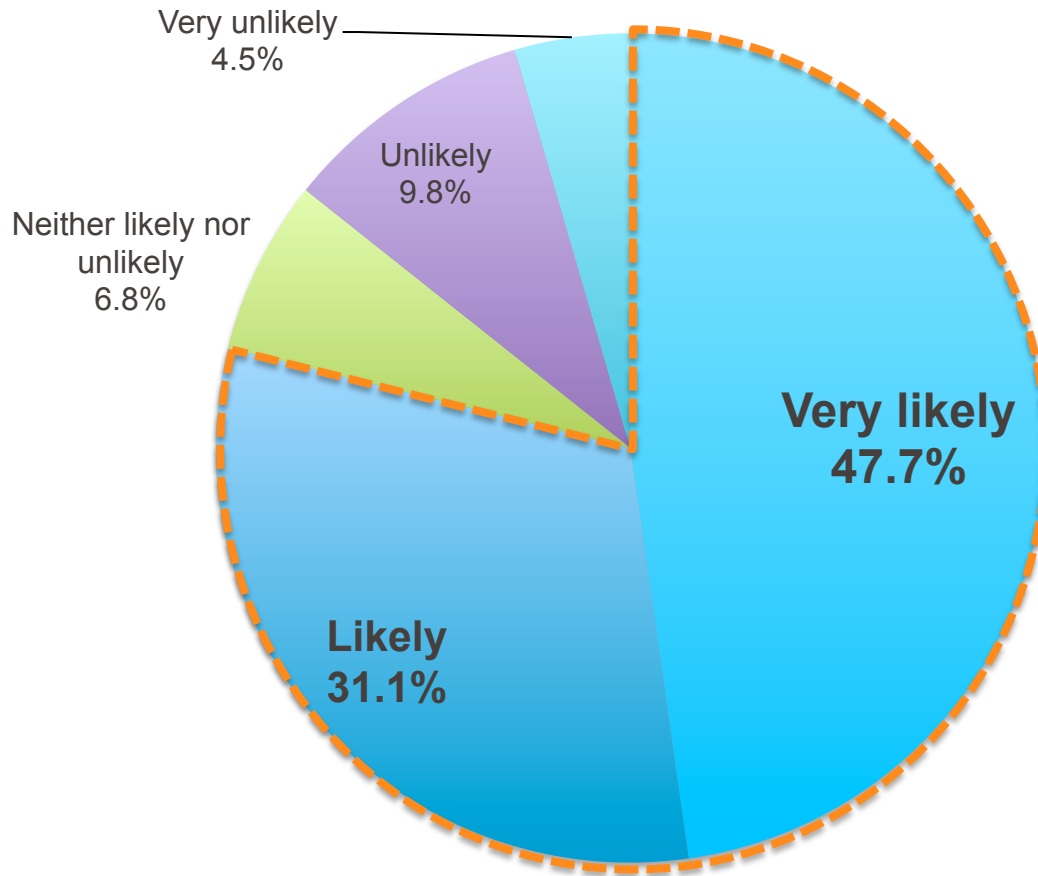
How likely are you to research products you're interested in buying on your tablet?



Source: Rhythm conducted the on-device survey among 1788 mobile users (247 Luxury) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 78.8% of Luxury Consumers Who Research Products on their Tablet Likely to Make Purchases on Device

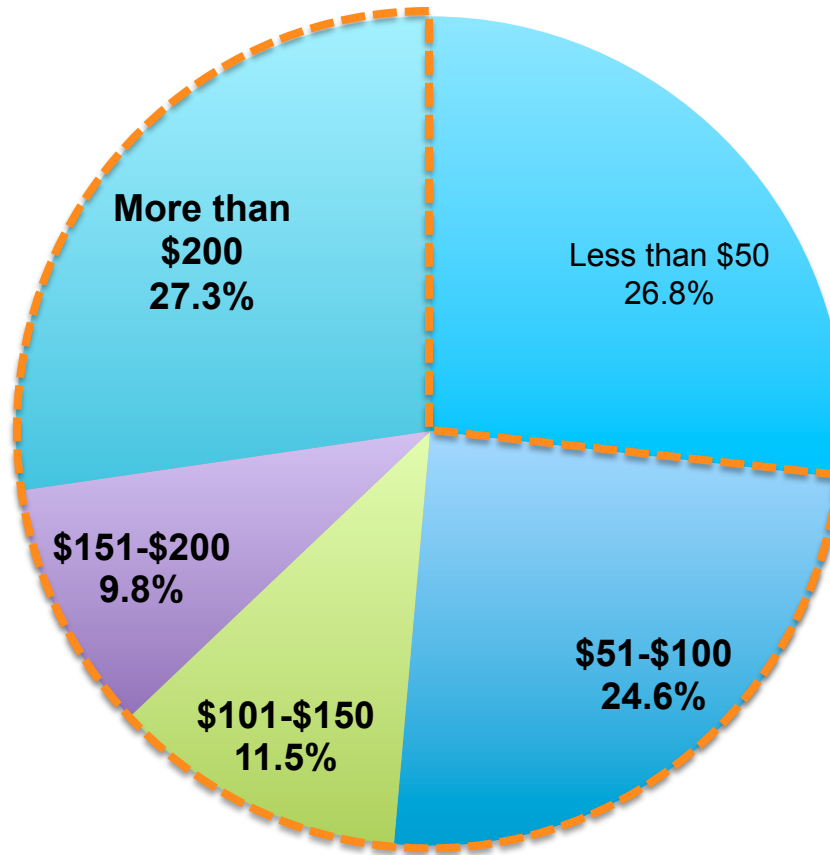
How likely are you to make purchases from your tablet?  
(of Luxury Consumers who are likely or very likely to research products on their tablets)



Source: Rhythm conducted the on-device survey among 1788 mobile users (247 Luxury) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 74.4% of Luxury Consumers Make Purchases on Mobile; 48.6% Spend More than \$100 per Purchase

How much do you typically spend per purchase?  
(of Luxury Consumers who make purchases on their smartphones and tablets)



Source: Rhythm conducted the on-device survey among 1788 mobile users (247 Luxury) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Hispanics

# Hispanics & Mobile Video: Quick Hits

- **Avid smartphone and tablet video watchers**

- Watch **12% more smartphone and 13% more tablet video** than average
- Tend to **favor smartphones** for watching short-form content (57%)

- **News watchers**

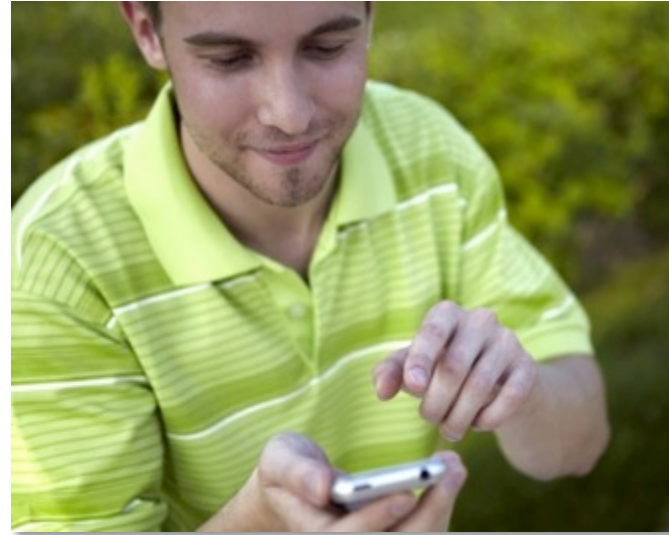
- Watch more entertainment news, general news, and user-generated content than average

- **Embrace fair-value exchange of mobile video**

- Nearly three-quarters **watch mobile video ads in exchange for free premium content** (70.1%) and 33.3% watch ads happily

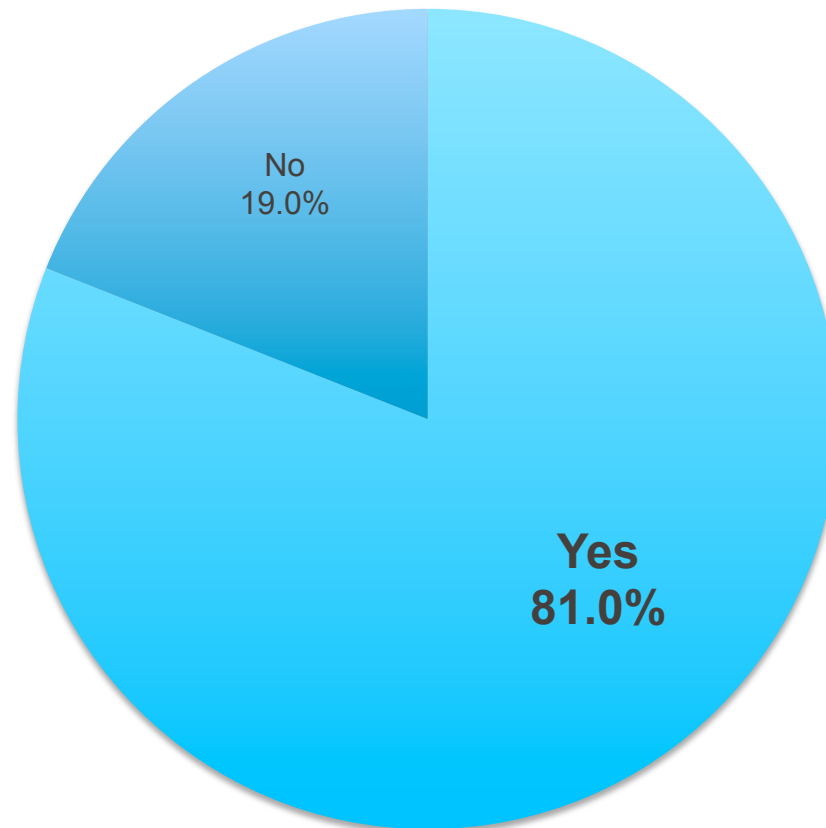
- **Mobile spenders**

- 76.3% **make purchases on their smartphones and tablets**



# 81% of Hispanics Watch Smartphone Video

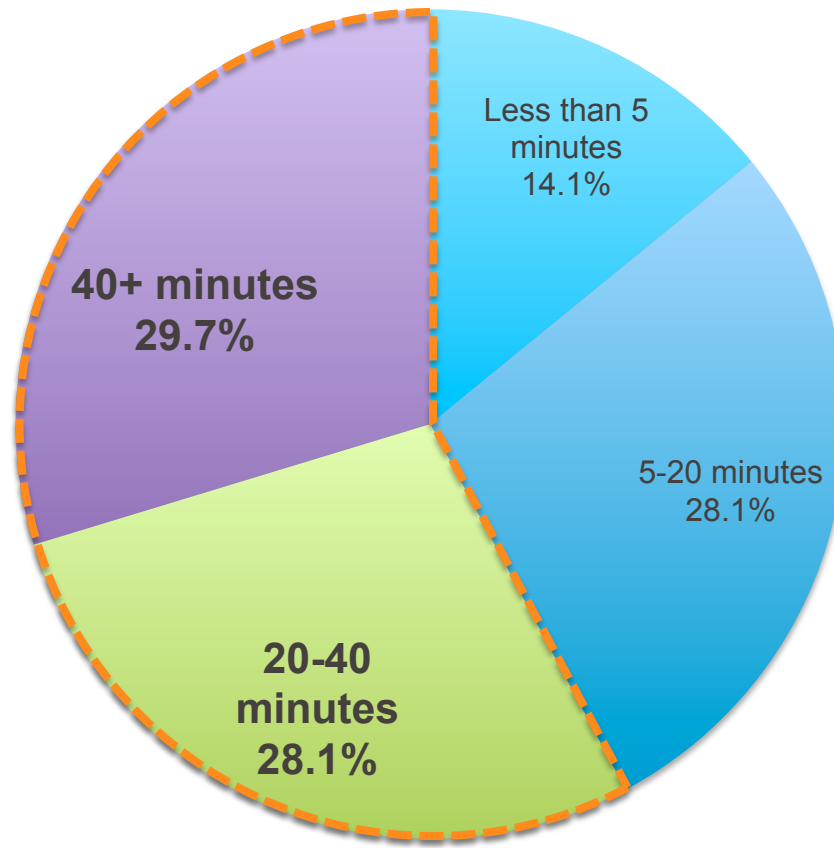
Do you watch video on your smartphone?  
*(results of Hispanics who own a smartphone)*



*Source: Rhythm conducted the on-device survey among 1145 mobile users (87 Hispanic) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.*

# 57.8% of Video Watching Hispanics Watch More than 20 Minutes of Video/Week on Smartphones

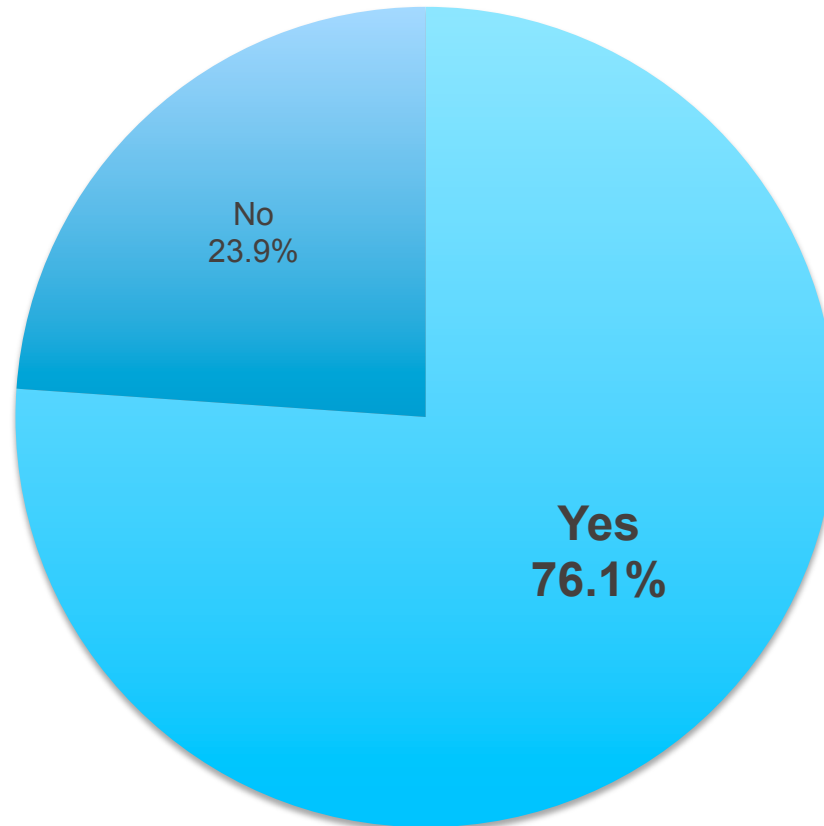
How much time per week do you spend watching video on your smartphone?  
(of Hispanics who watch smartphone video)



Source: Rhythm conducted the on-device survey among 1145 mobile users (87 Hispanic) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 76.1% of Hispanics Watch Tablet Video

Do you watch tablet video?  
*(of Hispanics who own a tablet)*

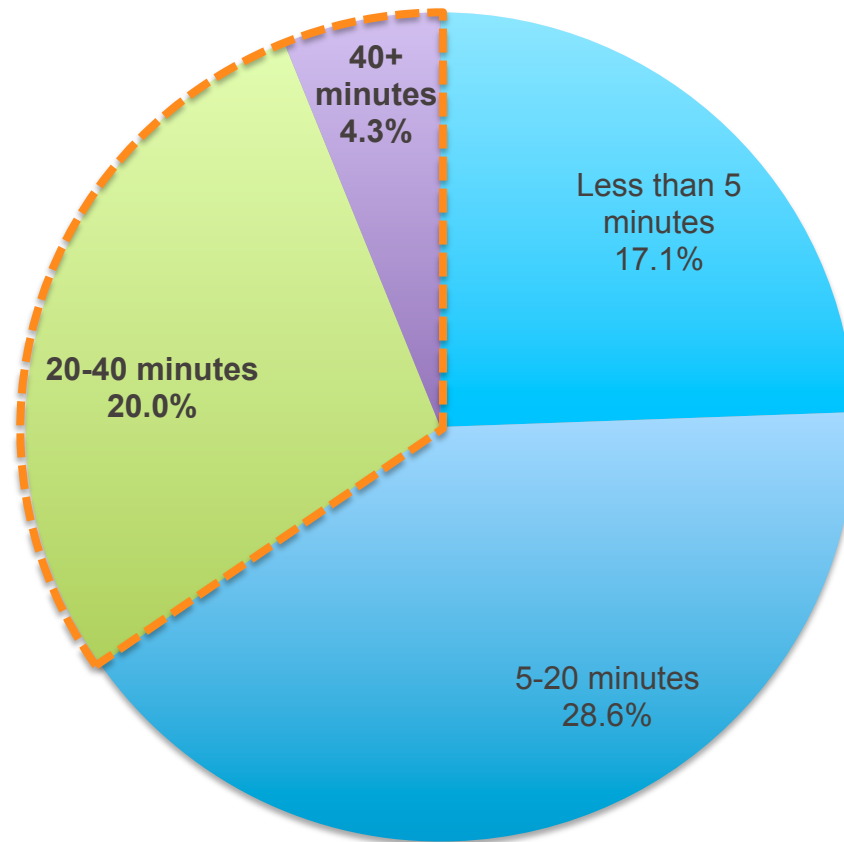


*Source: Rhythm conducted the on-device survey among 1145 mobile users (87 Hispanic) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.*



# 24% of Video Watching Hispanics Watch More than 20 Minutes of Video/Week

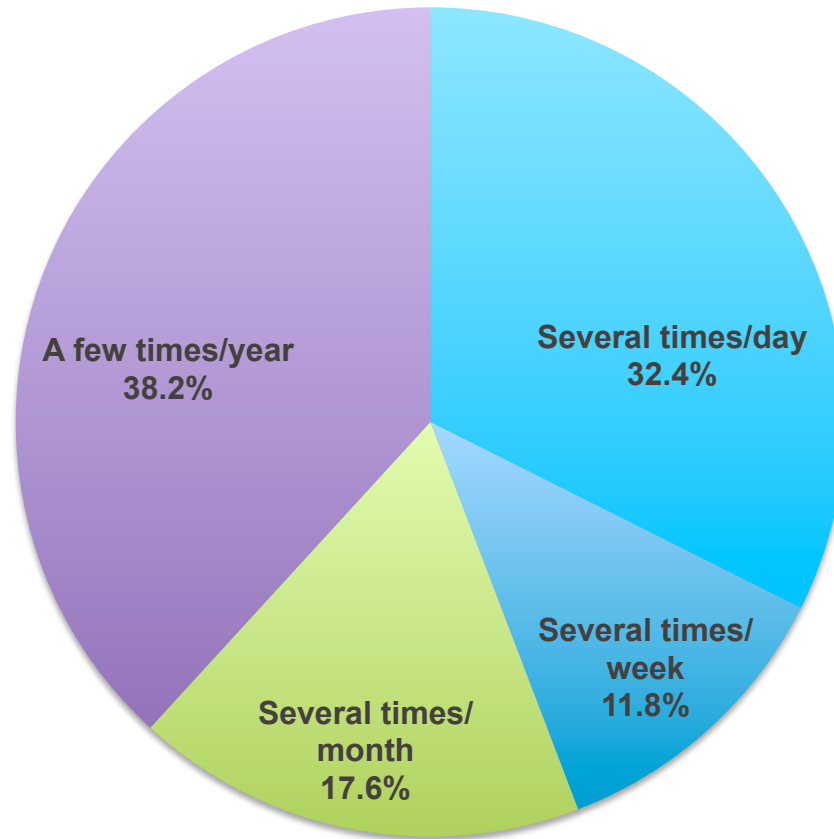
How much time per week do you spend watching mobile video on your tablet?  
(of Hispanics who watch tablet video)



Source: Rhythm conducted the on-device survey among 1145 mobile users (87 Hispanic) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Hispanics Nearly Evenly Split Between Frequent Gamers, Occasional Gamers & Non-Gamers

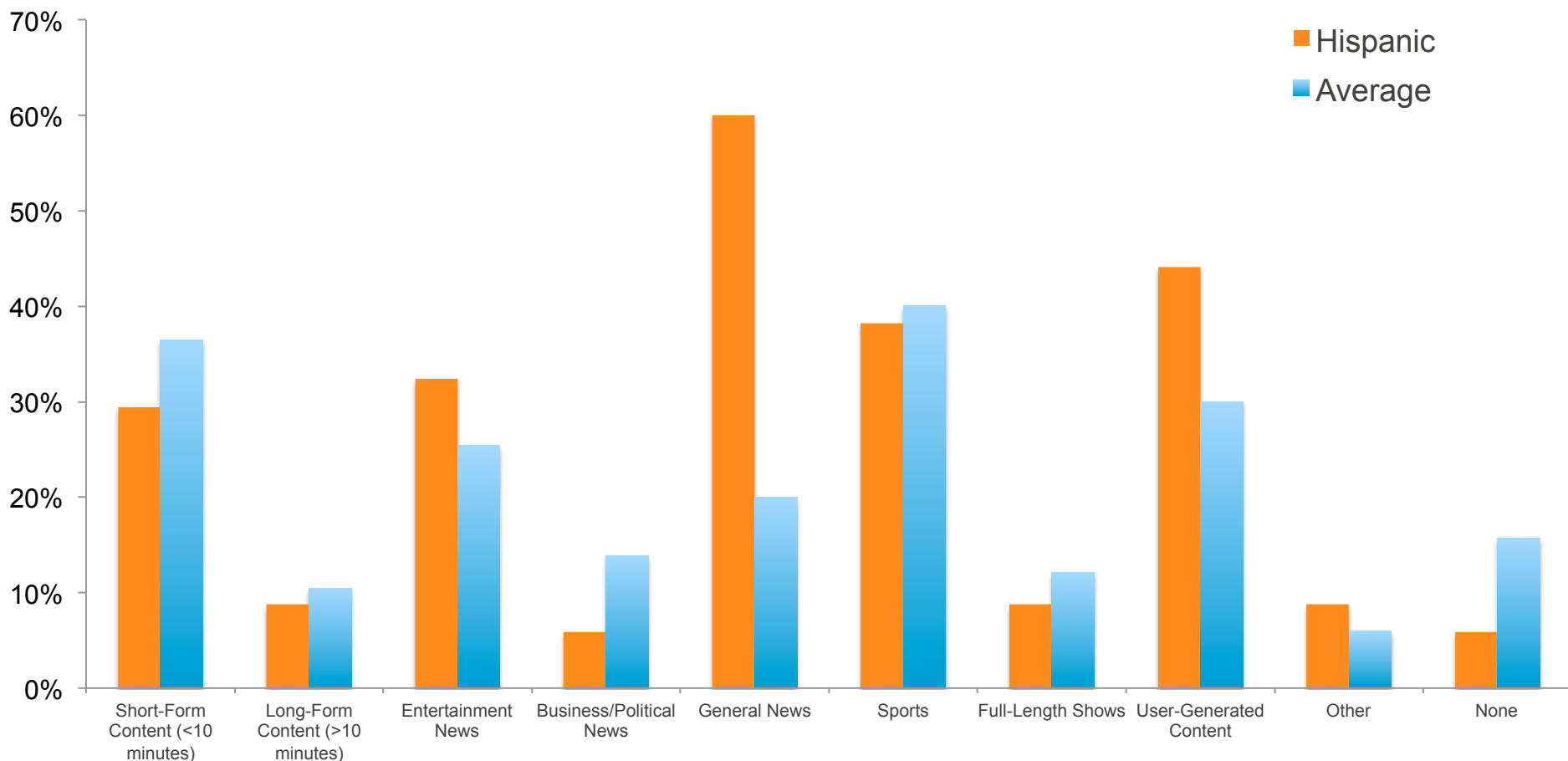
How often do you play games on your smartphone or tablet?



*Source: Rhythm conducted the on-device survey among 519 mobile users (36 Hispanic) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.*

# Hispanics Watch More News & User-Generated Content than Average

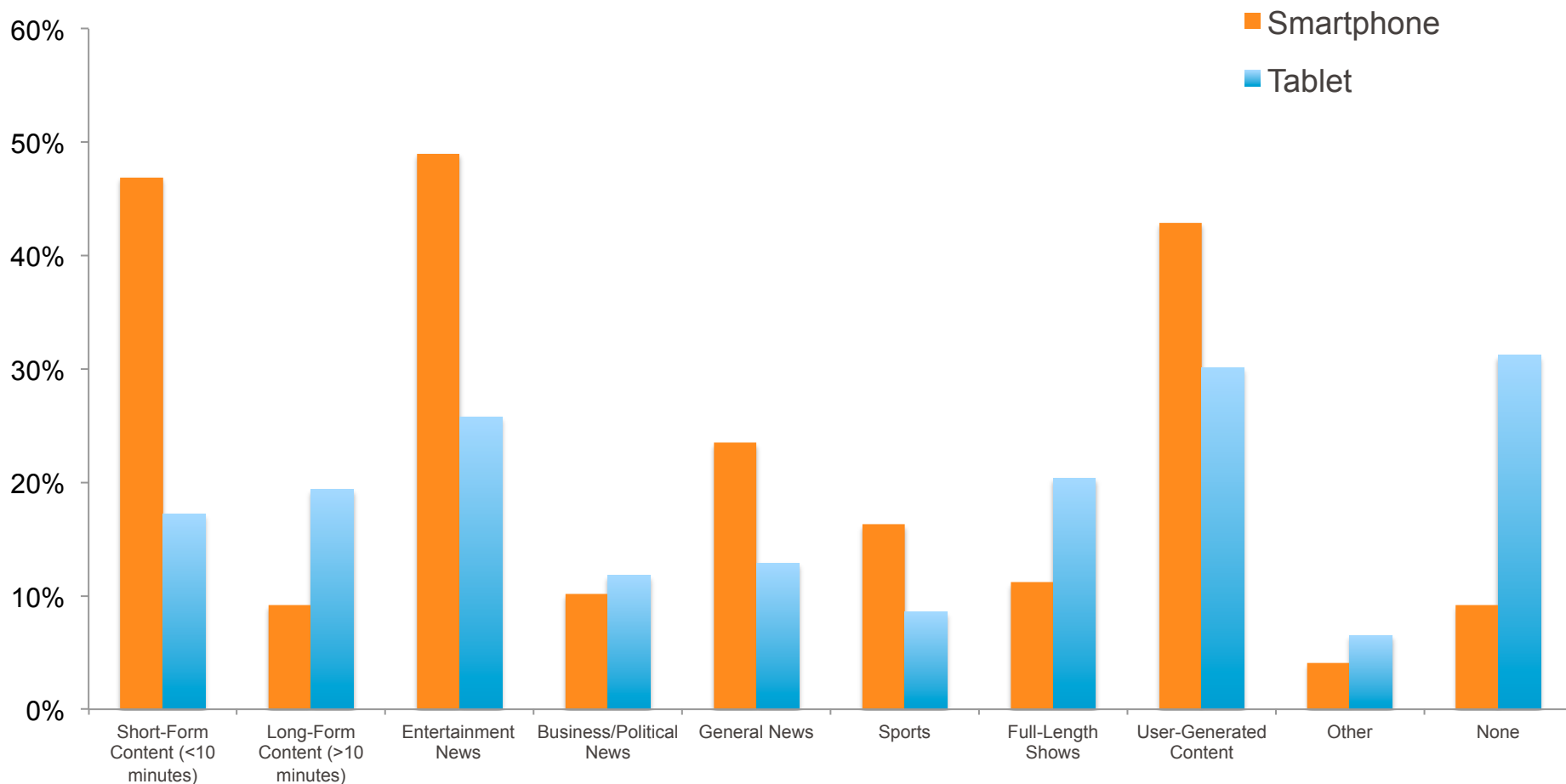
What types of video content do you watch most frequently on smartphone?



Source: Rhythm conducted the on-device survey among 519 mobile users (36 Hispanic) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Hispanics Watch Significantly More Video on Smartphones than Tablets

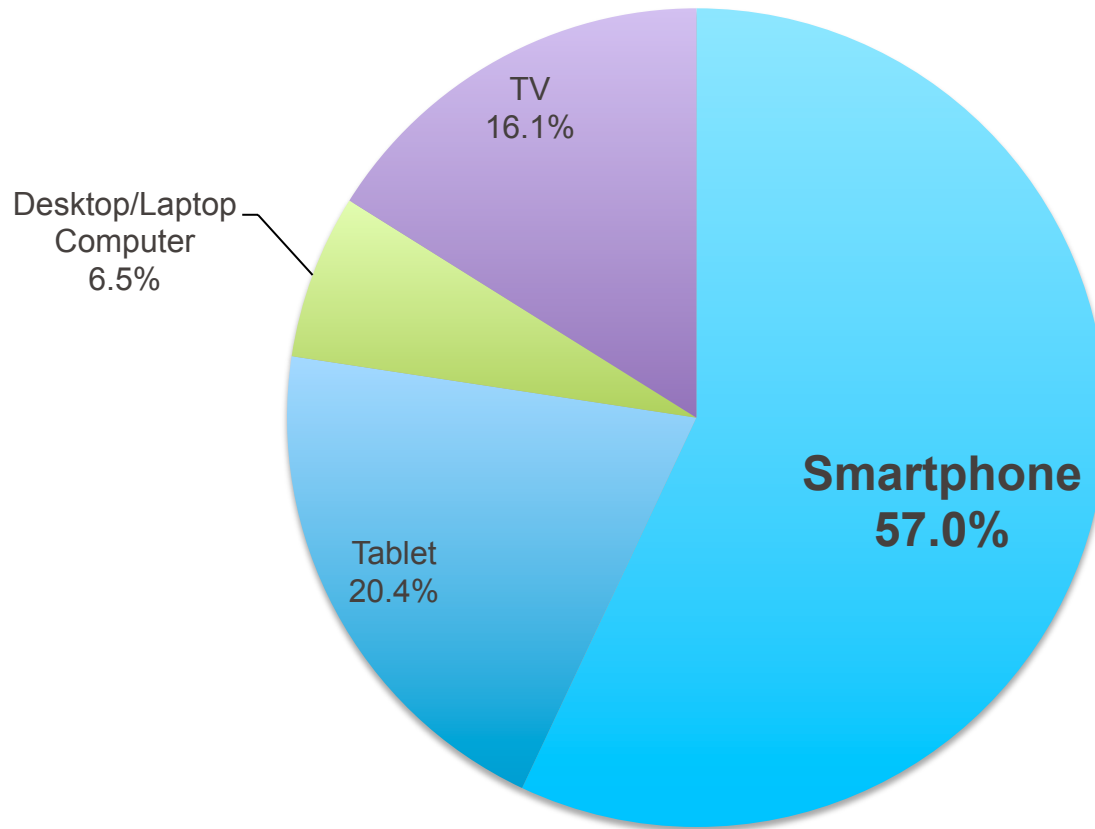
What types of video content do you watch most frequently on your tablet?



Source: Rhythm conducted the on-device survey among 519 mobile users (36 Hispanic) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Hispanics Watch Majority of All Short-Form Content on Smartphones

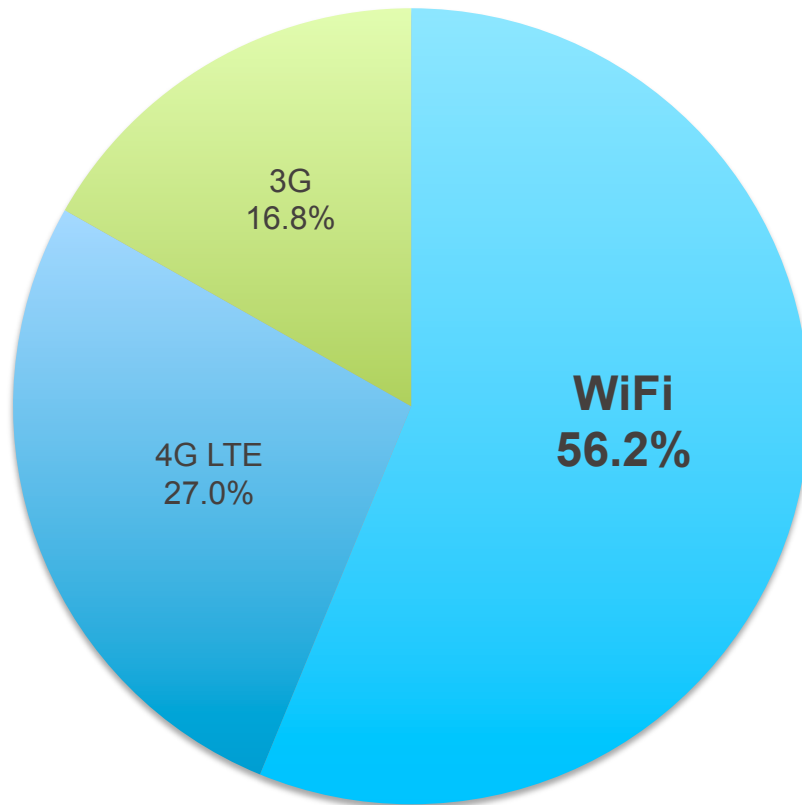
Which device do you use most often to watch short-form video (shorter than 10 minutes)?



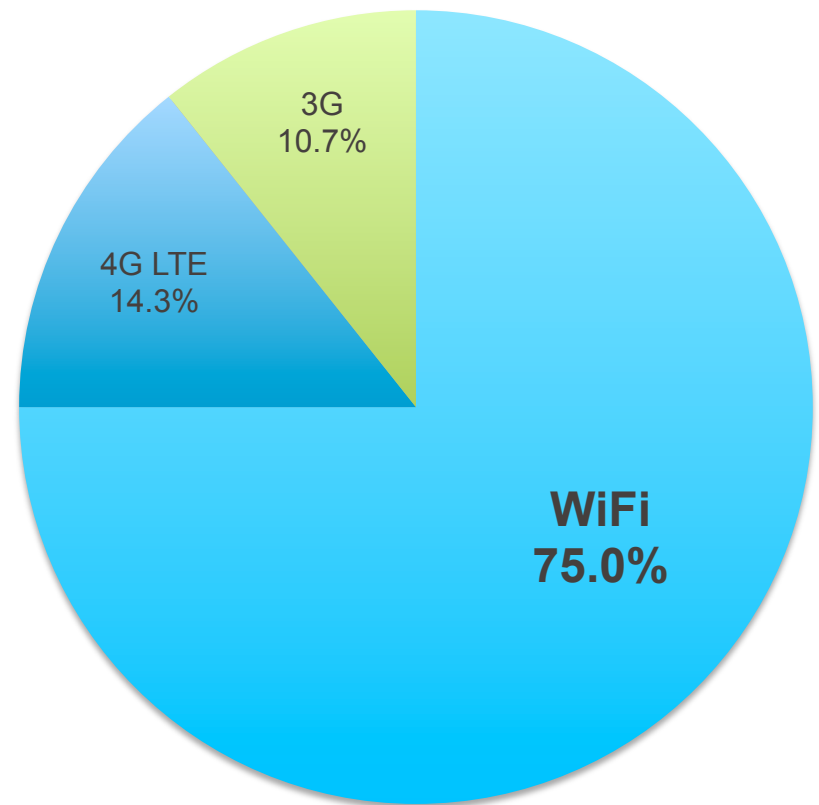
Source: Rhythm conducted the on-device survey among 1374 mobile users (97 Hispanic) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# Hispanics Watch Vast Majority of Mobile Video on WiFi

When watching mobile video, how do you connect to the internet most of the time?



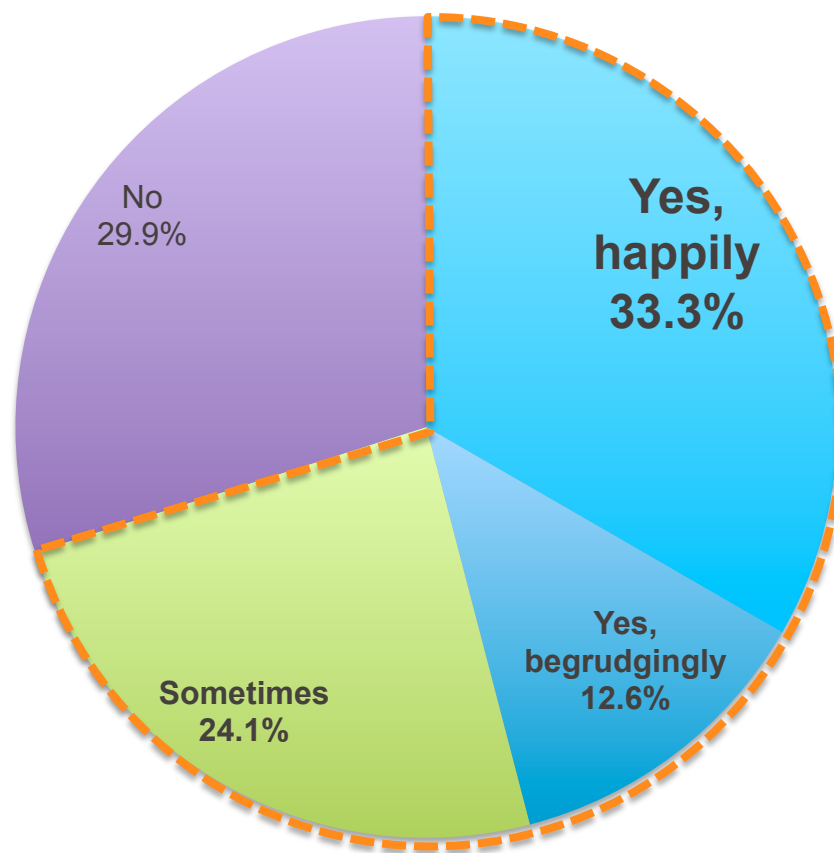
Smartphone



Tablet

# 70.1% of Hispanics Watch Mobile Video Ads in Exchange for Free Premium Content; 33.3% Do So Happily

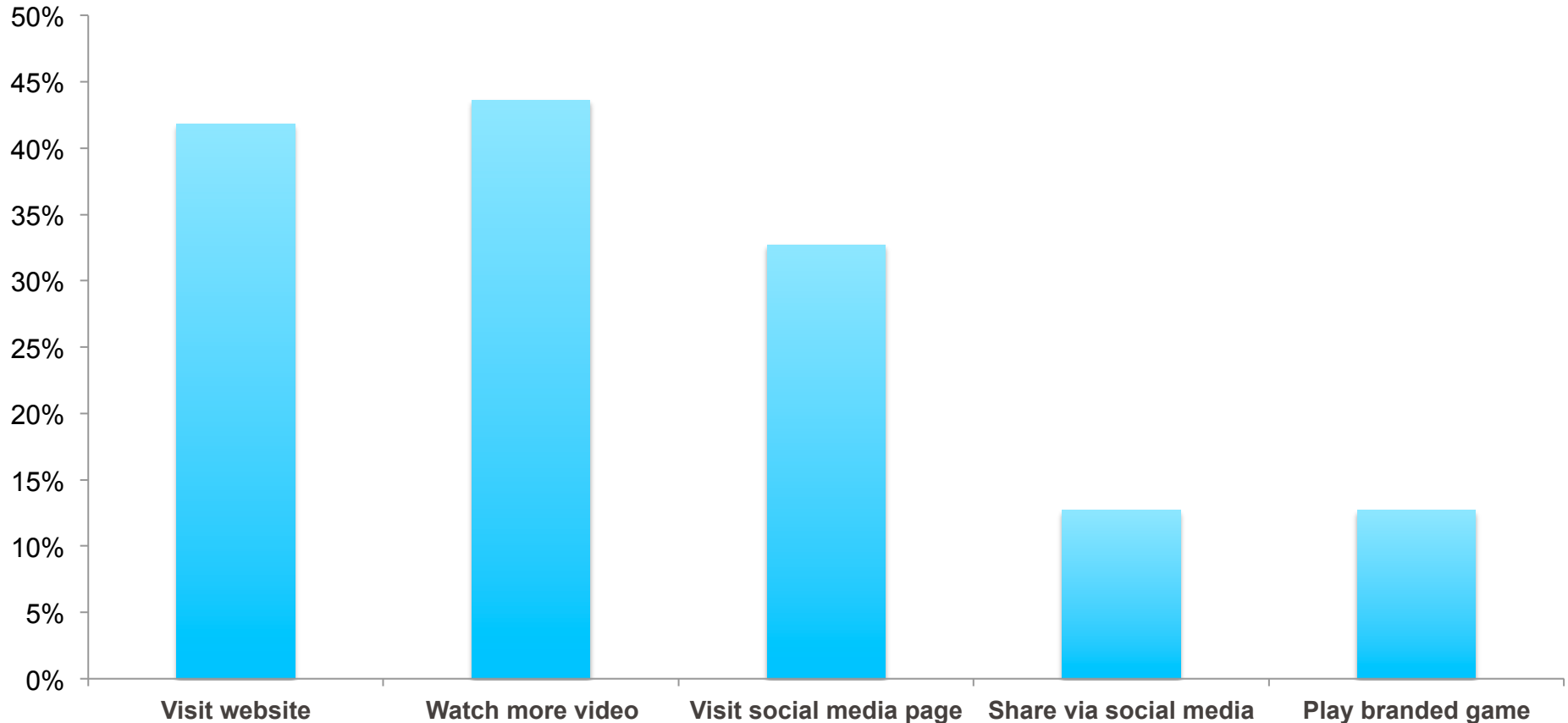
Will you watch a mobile video ad in exchange for free premium content (clips or full episodes)?



Source: Rhythm conducted the on-device survey among 1067 mobile users (90 Hispanic) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 57.5% of Hispanics Likely to Interact with Mobile Video Ads; Majority Watch Move Video & Visit Websites

How are you most likely to interact with mobile video ads?  
(of Hispanics who are likely to interact with mobile video ads)

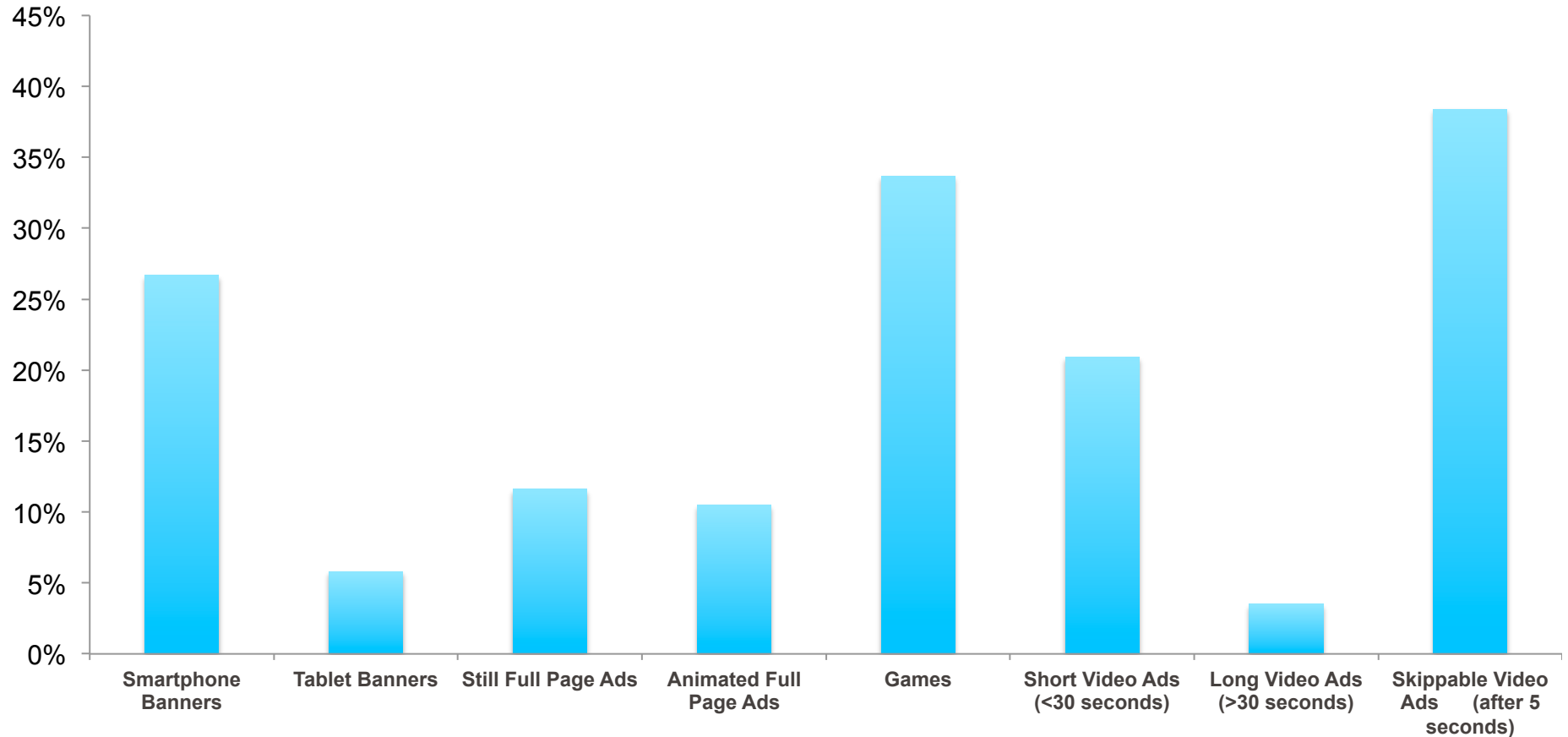


Source: Rhythm conducted the on-device survey among 1067 mobile users (90 Hispanic) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.



# Hispanics Remember Skippable Video Ads, Games, and Smartphone Banners

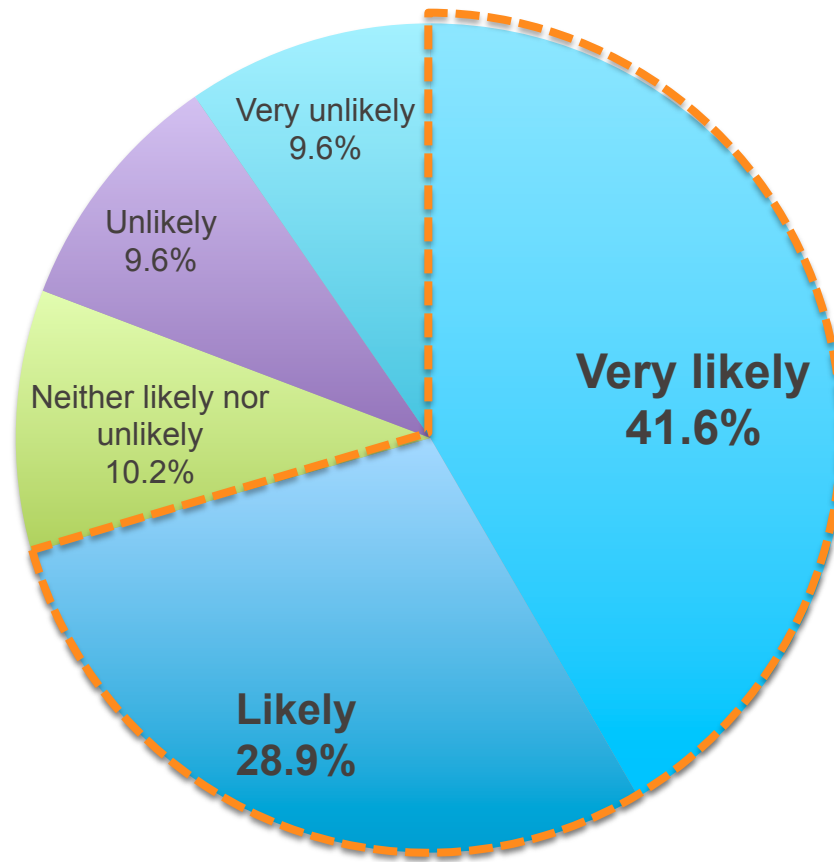
Which of the following ad types do you remember most?



Source: Rhythm conducted the on-device survey among 1067 mobile users (90 Hispanic) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 70.5% of Hispanics Likely or Very Likely to Research Products on their Smartphone

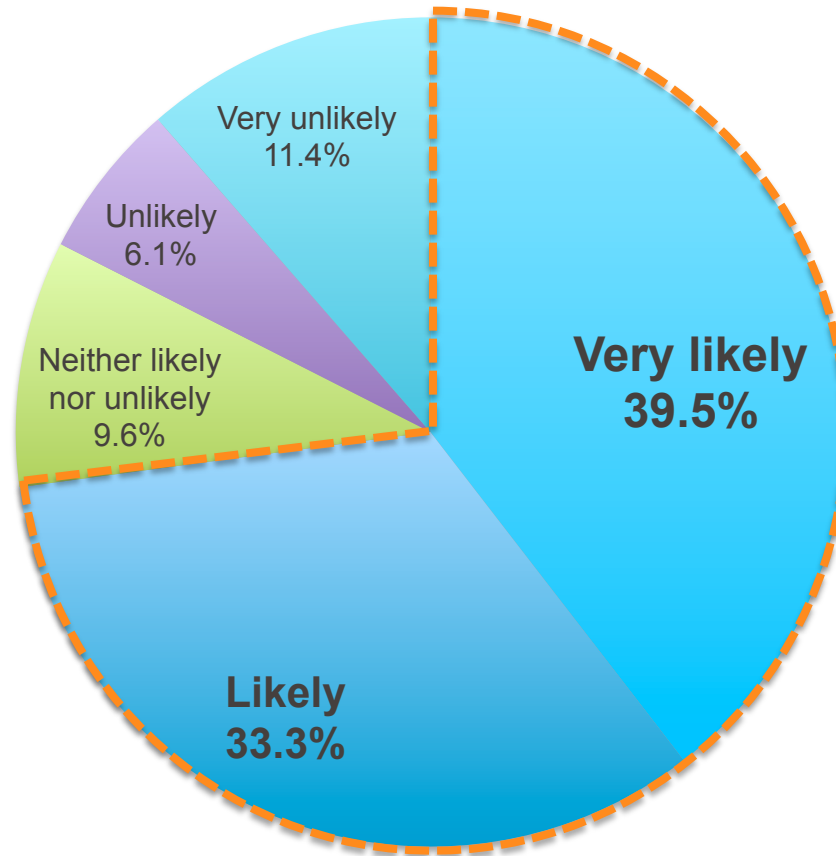
How likely are you to research products you're interested in buying on your smartphone?



Source: Rhythm conducted the on-device survey among 1788 mobile users (171 Hispanic) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 72.8% of Hispanics Who Research Products on their Smartphone Likely to Make Purchases on Device

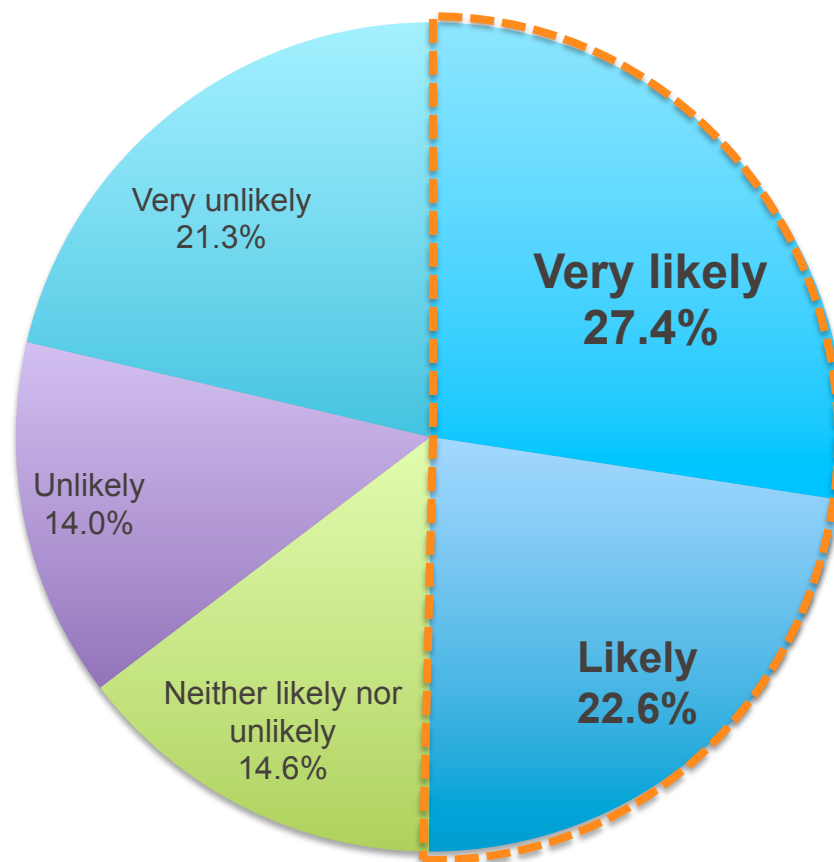
How likely are you to make purchases from your smartphone?  
(of Hispanics who are likely/very likely to research products on their smartphones)



Source: Rhythm conducted the on-device survey among 1788 mobile users (171 Hispanic) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 50% of Hispanics Very Likely or Likely to Research Products on their Tablet

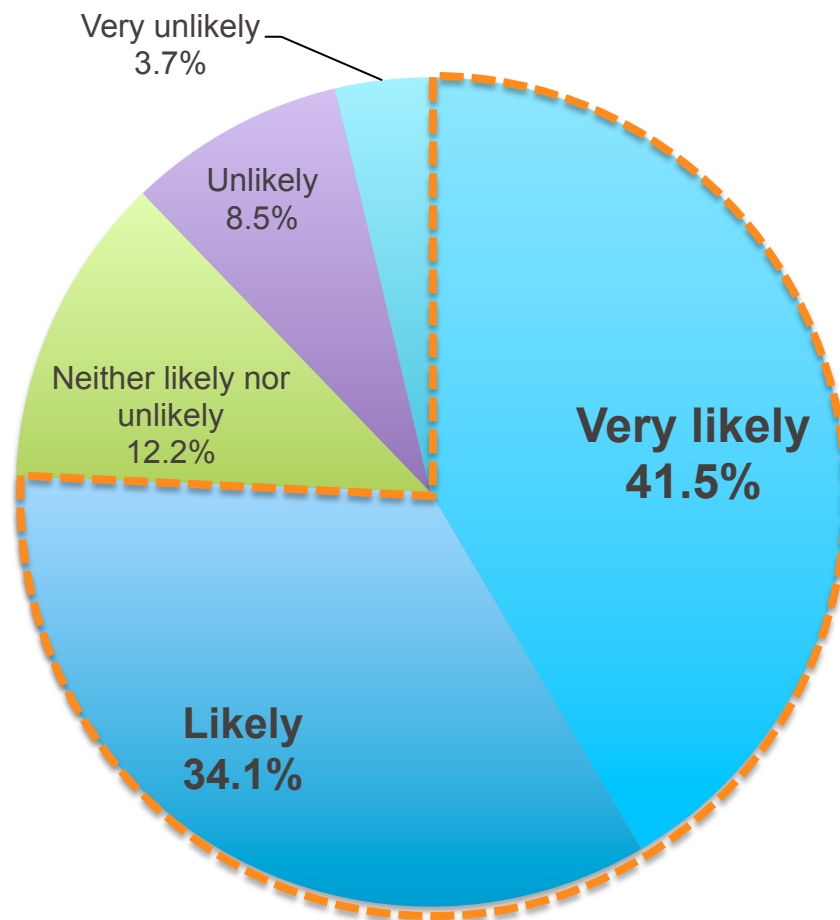
How likely are you to research products you're interested in buying on your tablet?



Source: Rhythm conducted the on-device survey among 1788 mobile users (171 Hispanic) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 75.6% of Hispanics Who Research Products on their Tablet Likely to Make Purchases on Device

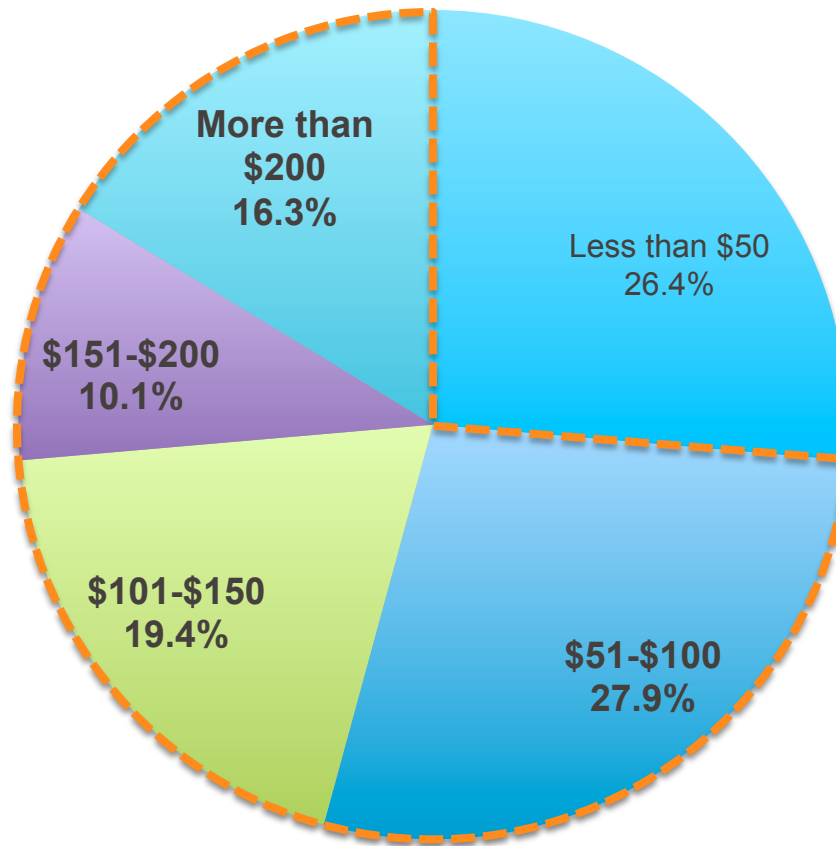
How likely are you to make purchases from your tablet?  
(of Hispanics who are likely or very likely to research products on their tablets)



Source: Rhythm conducted the on-device survey among 1788 mobile users (171 Hispanic) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 76.3% of Hispanics Make Mobile Purchases; 73.6% Spend More Than \$50/Purchase

How much do you typically spend per purchase?  
(of Hispanics who make purchases on their smartphones and tablets)



Source: Rhythm conducted the on-device survey among 1788 mobile users (171 Hispanic) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# African Americans

# African Americans & Mobile Video: Quick Hits

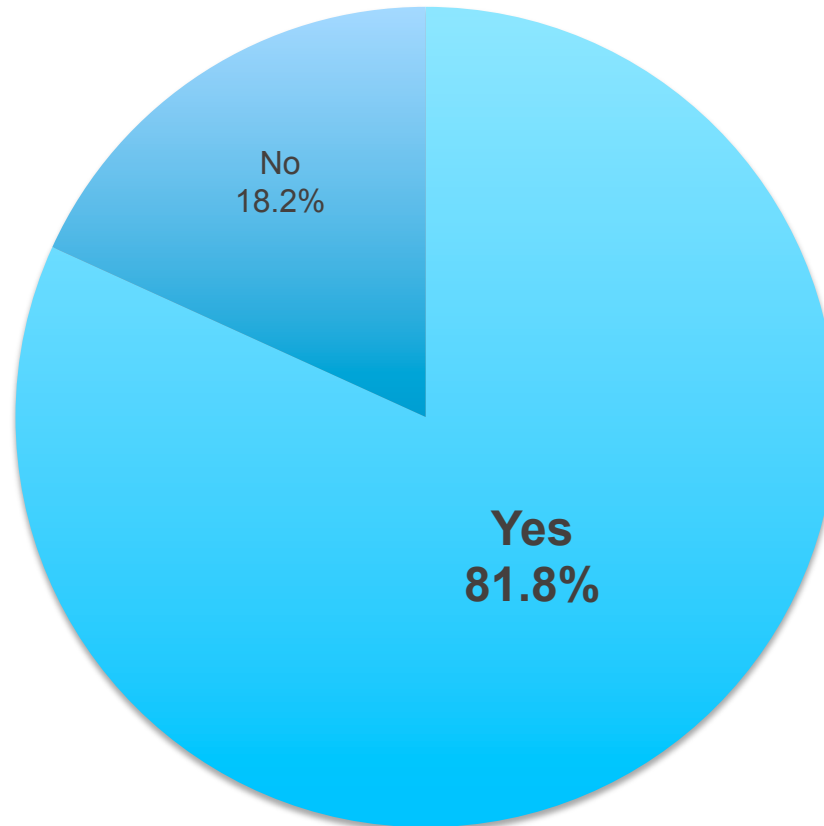
- **Above average smartphone and tablet video watchers**
  - Watch **13% more smartphone** and **11% more tablet video** than average
  - Tend to **favor smartphones** for watching short-form content (62%)
- **Long-form content, entertainment news, and sports enthusiasts**
  - Watch more long-form video, entertainment news, general news, sports, full-length shows, and user-generated content on smartphones than average
- **Embrace fair-value exchange of mobile video**
  - More than three-quarters **watch mobile video ads in exchange for free premium content (77.2%)** and 38.4% watch ads happily
- **Mobile spenders**
  - Of those who make purchases on their smartphones and tablets, **60.2% spend more than \$100 per purchase**





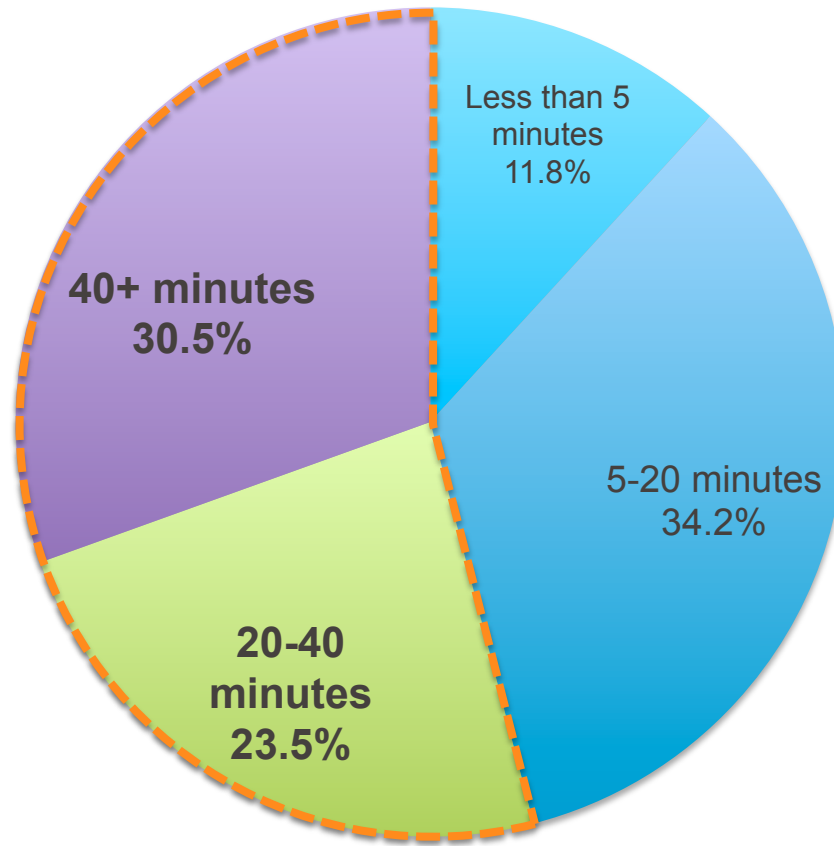
# 81.8% of African Americans Watch Smartphone Video

Do you watch video on your smartphone?  
(results of African Americans who own a smartphone)



# 54% of Video Watching African Americans Watch More than 20 Minutes of Smartphone Video/Week

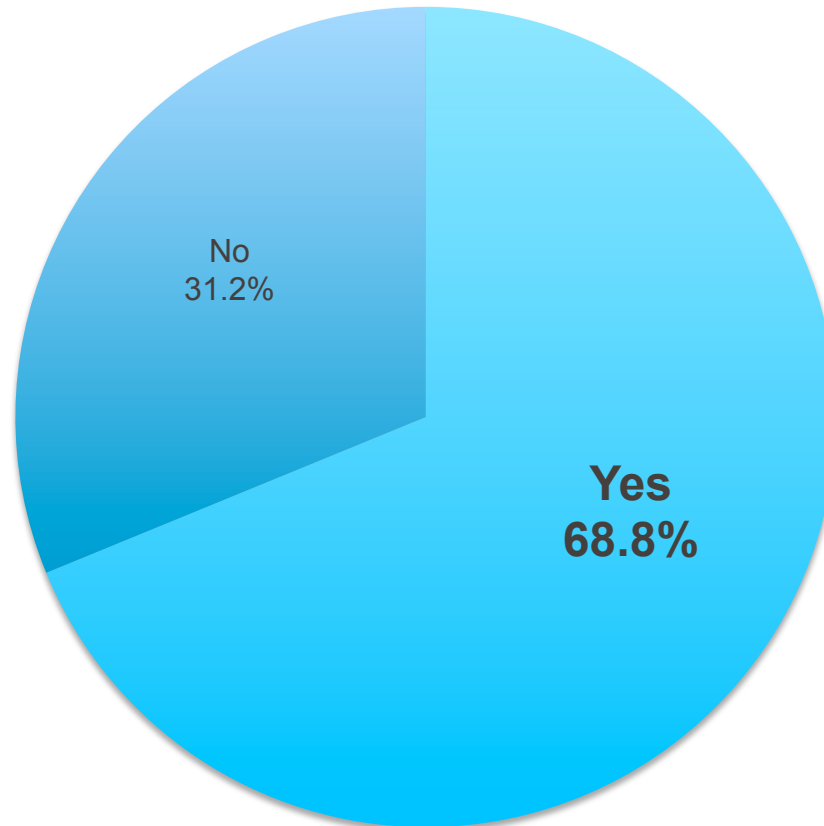
How much time per week do you spend watching video on your smartphone?  
(of African Americans who watch smartphone video)



Source: Rhythm conducted the on-device survey among 1116 mobile users (259 African American) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 68.8% of African Americans Watch Tablet Video

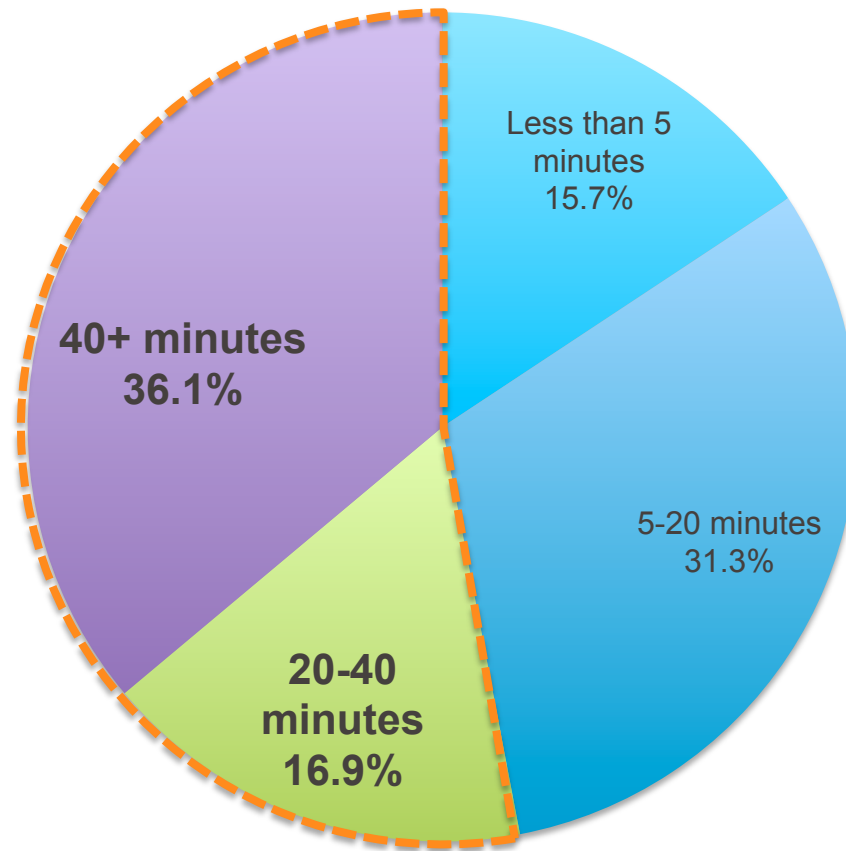
Do you watch tablet video?  
*(of African Americans who own a tablet)*



*Source: Rhythm conducted the on-device survey among 1116 mobile users (259 African American) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.*

# 53% of Video Watching African Americans Watch More than 20 Minutes of Tablet Video/Week

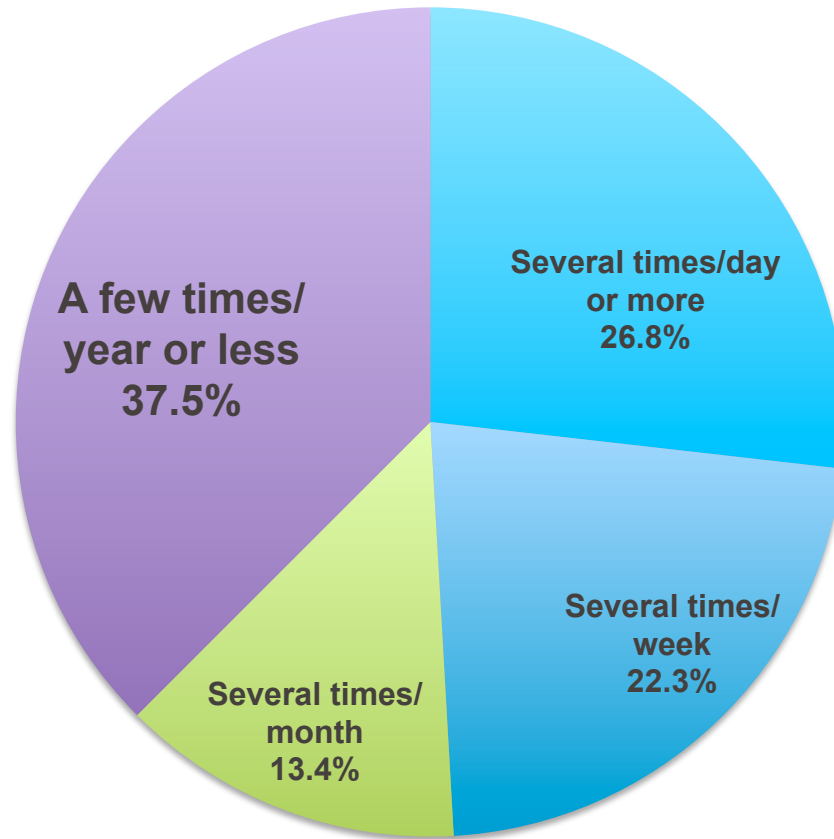
How much time per week do you spend watching mobile video on your tablet?  
*(of African Americans who watch tablet video)*



Source: Rhythm conducted the on-device survey among 1116 mobile users (259 African American) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# African Americans Split Nearly Evenly Between Frequent Gamers and Non-Gamers

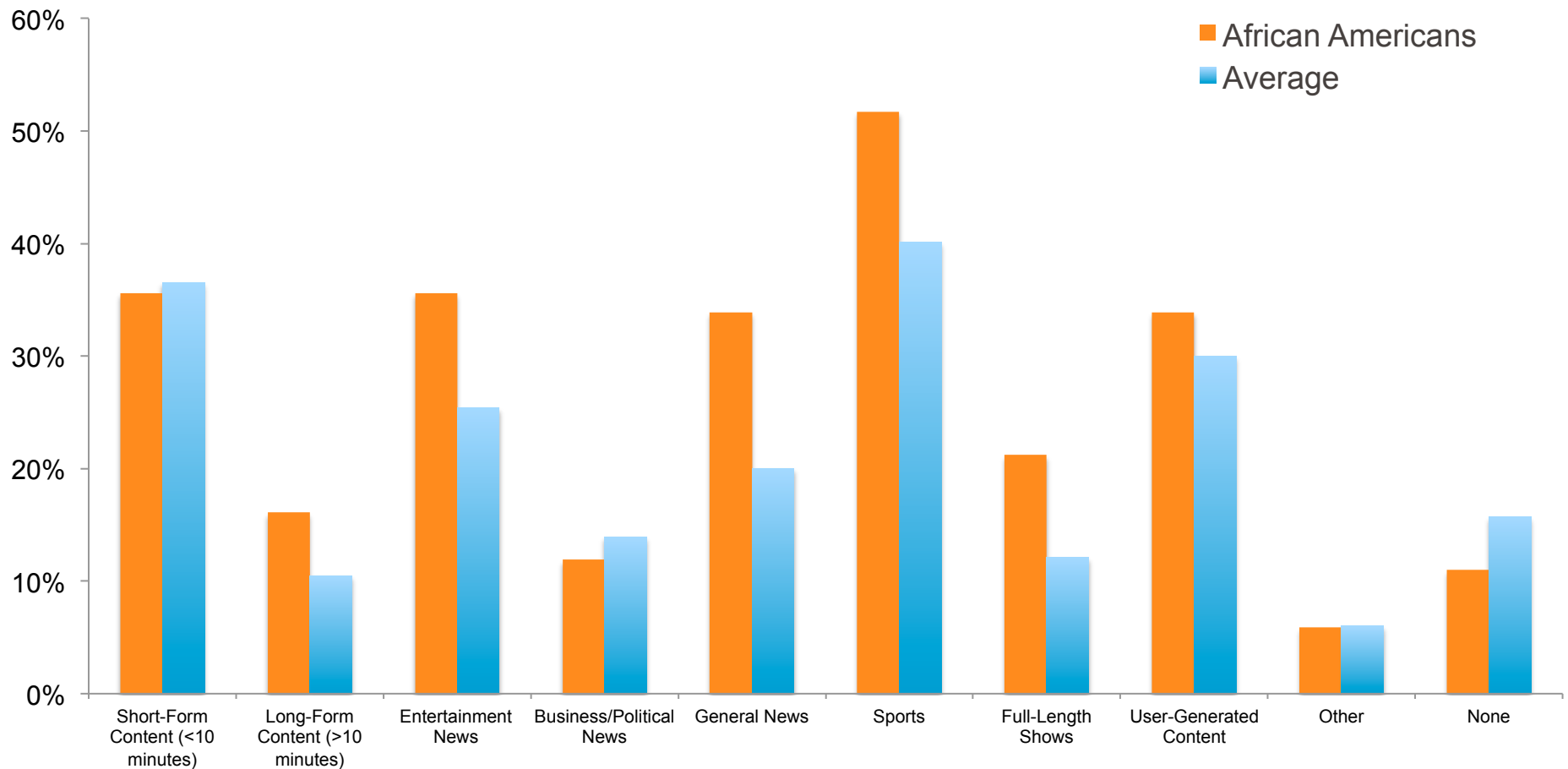
How often do you play games on your smartphone or tablet?



*Source: Rhythm conducted the on-device survey among 519 mobile users (118 African American) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.*

# African Americans Watch Significantly More Sports Than Average; Also Watch Short-Form Video & Entertainment News

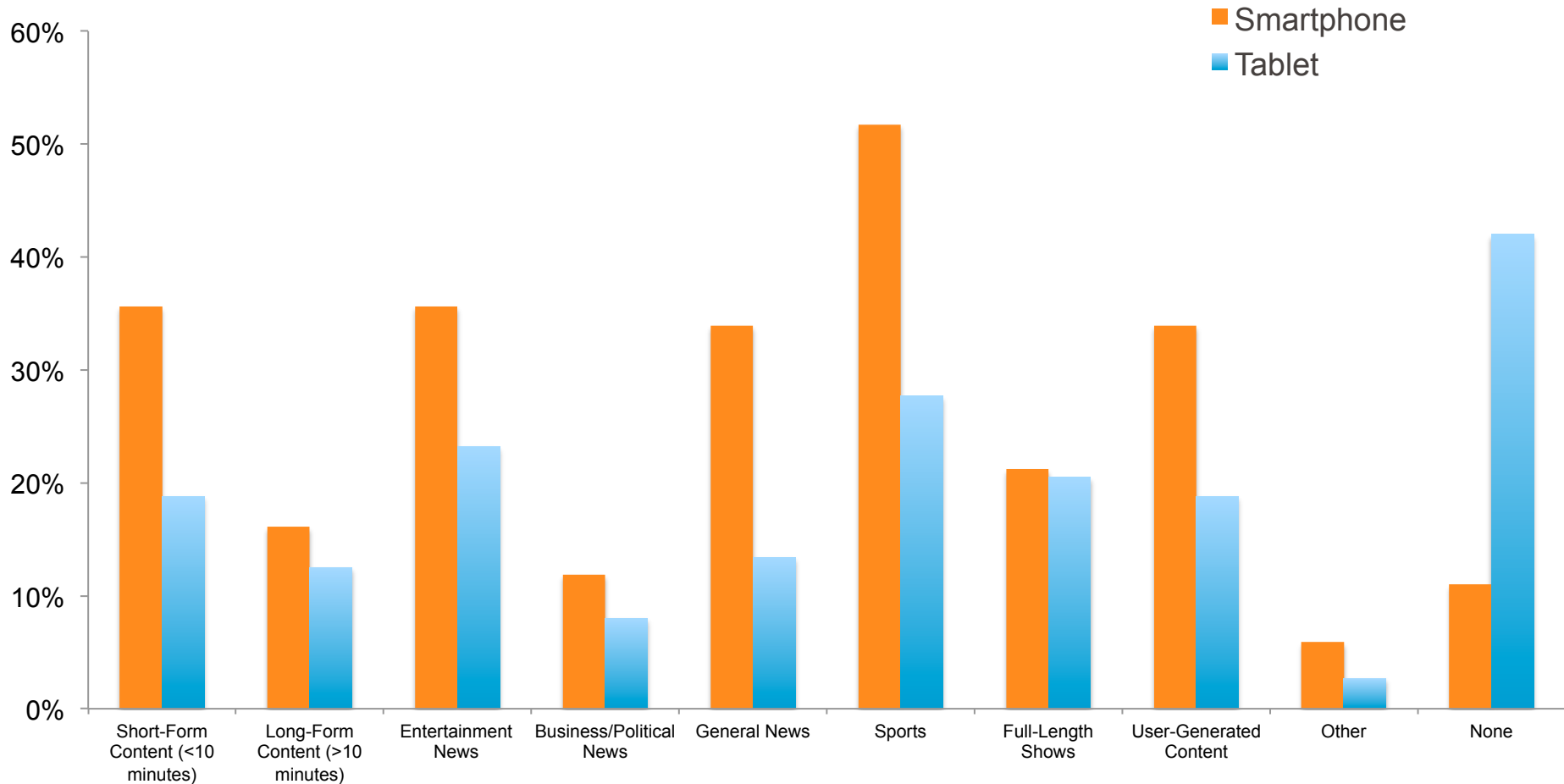
What types of video content do you watch most frequently on smartphone?



Source: Rhythm conducted the on-device survey among 519 mobile users (118 African American) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# African Americans Watch Significantly More Video on Smartphones than Tablets

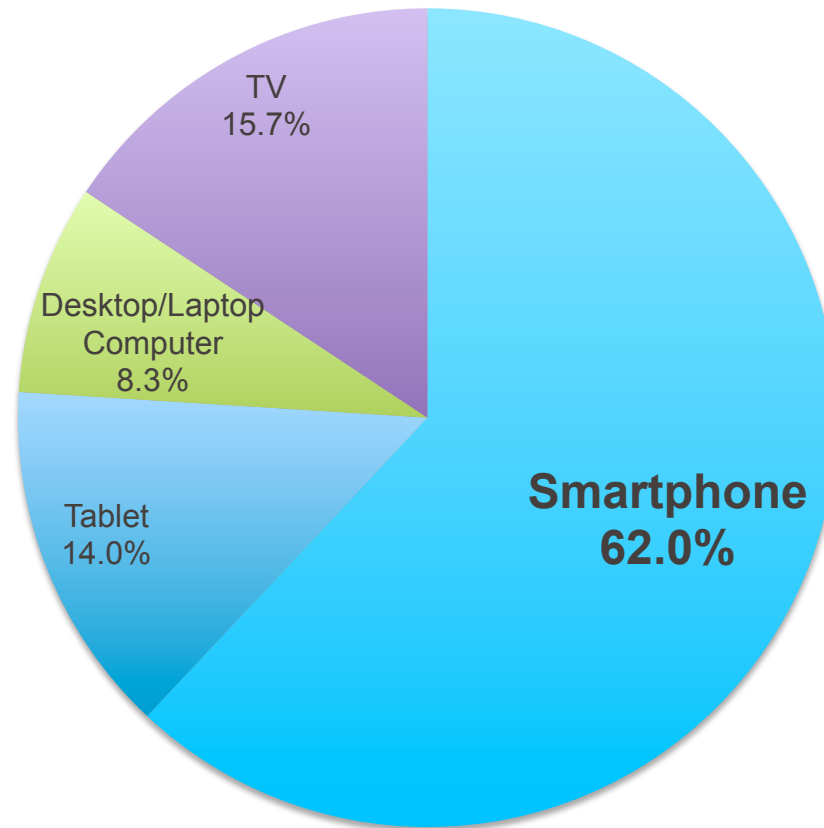
What types of video content do you watch most frequently on your smartphone/tablet?



Source: Rhythm conducted the on-device survey among 519 mobile users (118 African American) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# African Americans Watch Majority of All Short-Form Content on Smartphones

Which device do you use most often to watch short-form video (shorter than 10 minutes)?

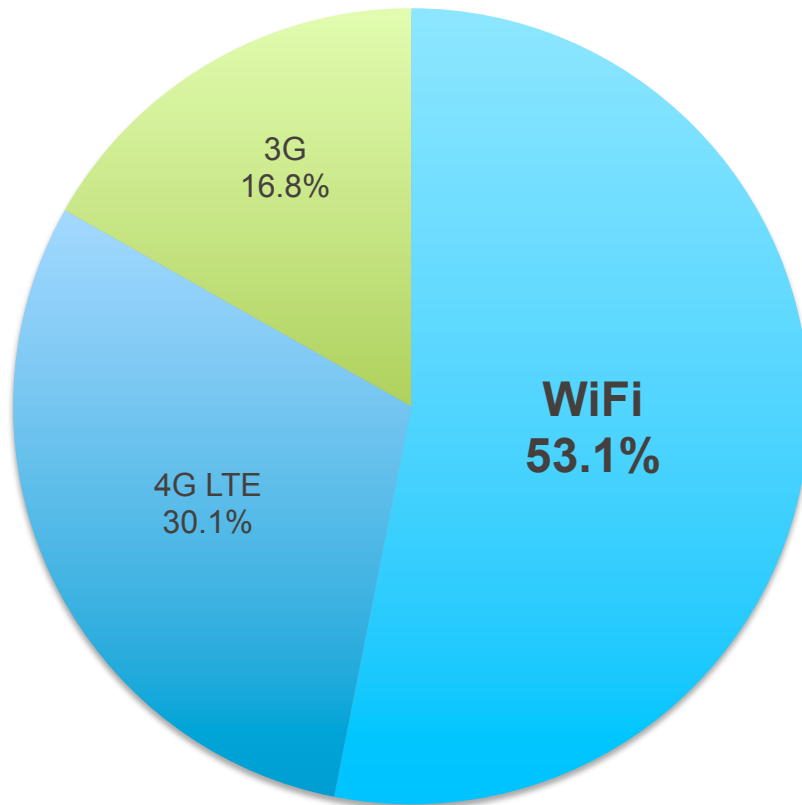


*Source: Rhythm conducted the on-device survey among 1369 mobile users (364 African Americans) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.*

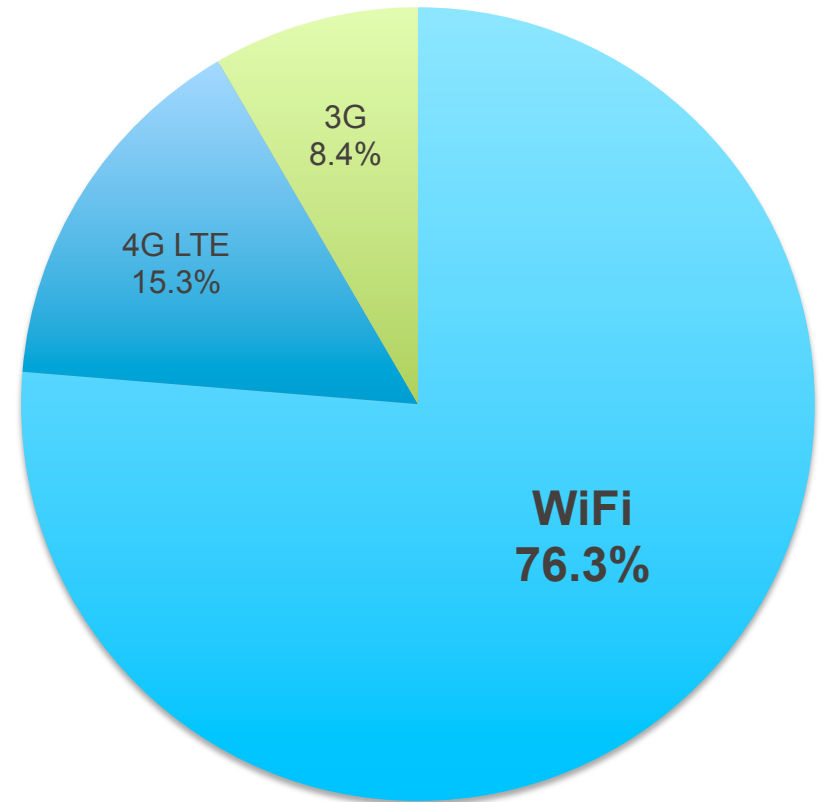


# African Americans Watch Vast Majority of Mobile Video on WiFi

When watching mobile video, how do you connect to the internet most of the time?



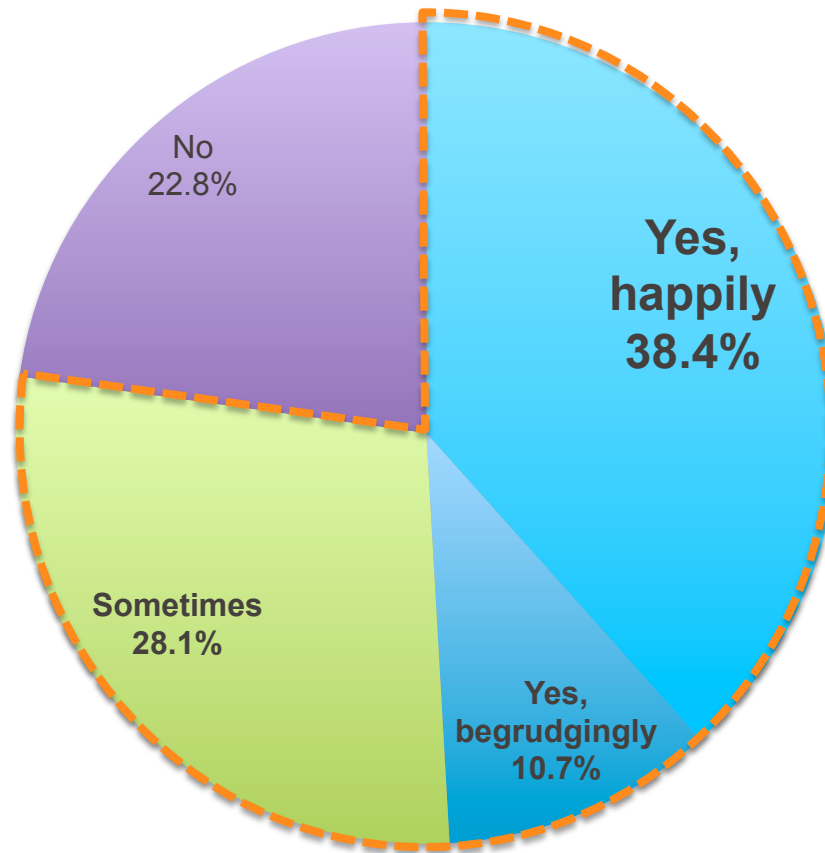
Smartphone



Tablet

# 77.2% of African Americans Watch Mobile Video Ads in Exchange for Free Premium Content; 38.4% Do So Happily

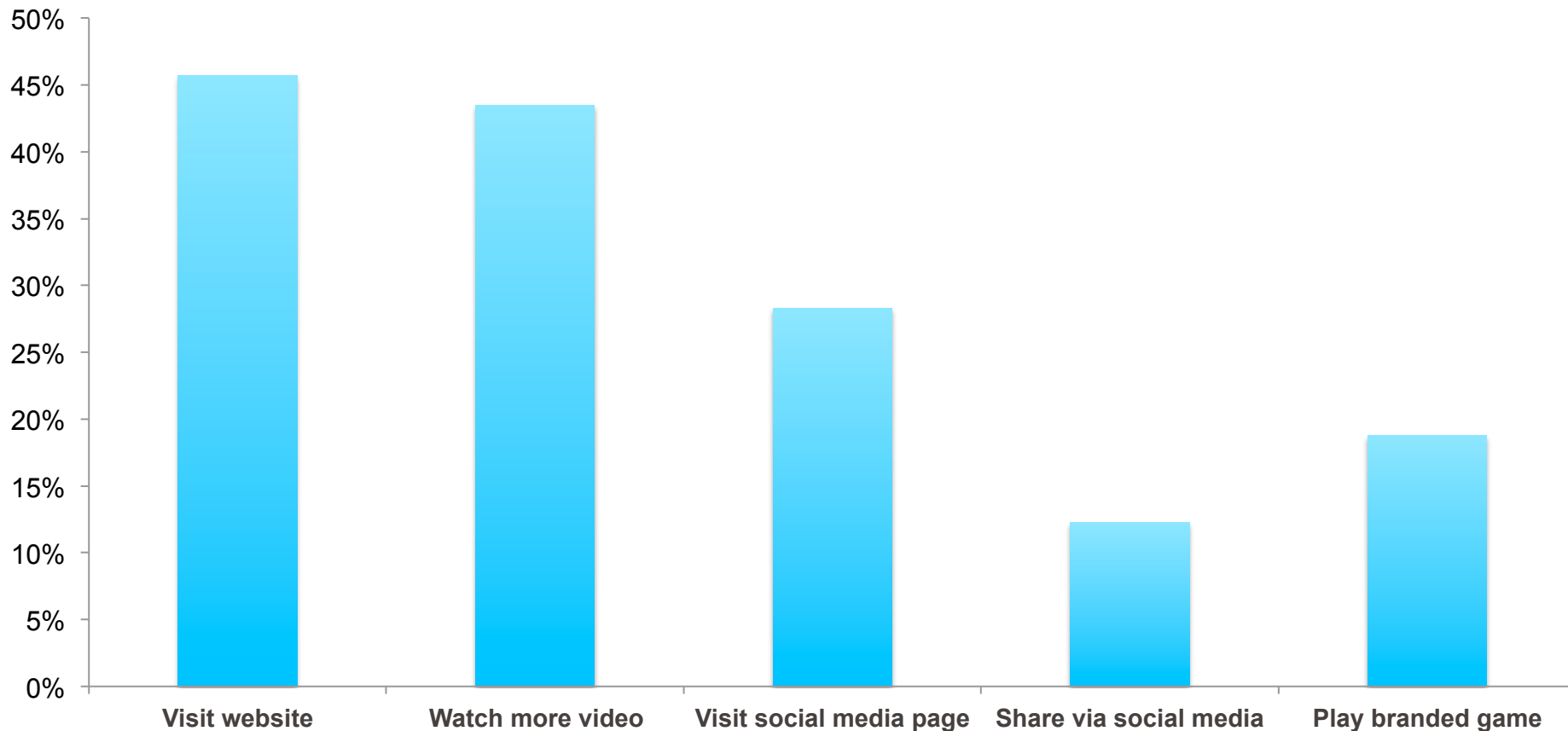
Will you watch a mobile video ad in exchange for free premium content (clips or full episodes)?



Source: Rhythm conducted the on-device survey among 1067 mobile users (234 African American) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners

# 58.2% of African Americans Interact with Mobile Video Ads; Majority Visit Websites, Watch More Video

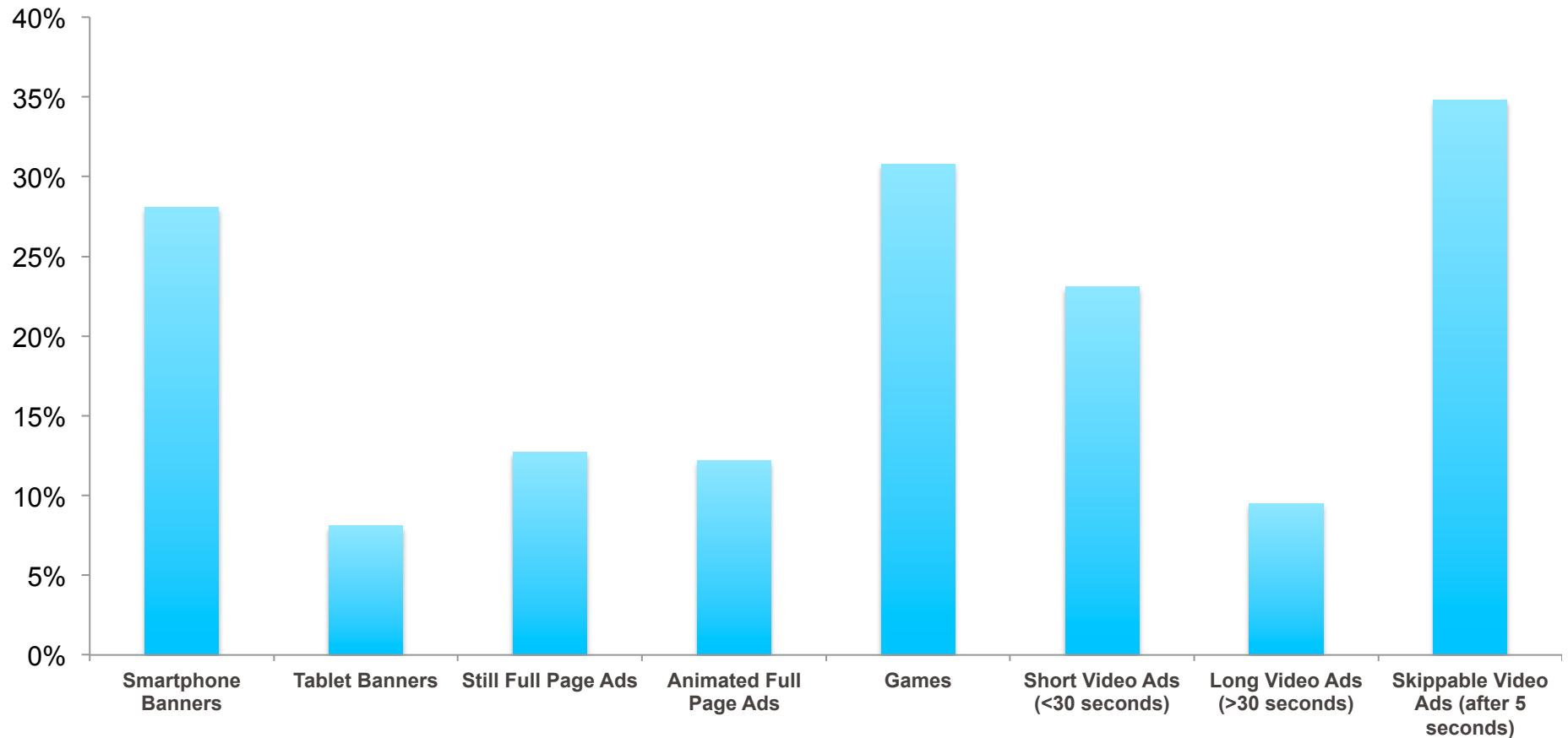
How are you most likely to interact with mobile video ads?  
(of African Americans who are likely to interact with mobile video ads)



Source: Rhythm conducted the on-device survey among 1067 mobile users (234 African American) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners

# African Americans Remember Skippable Video Ads, Games, and Short Video Ads Best

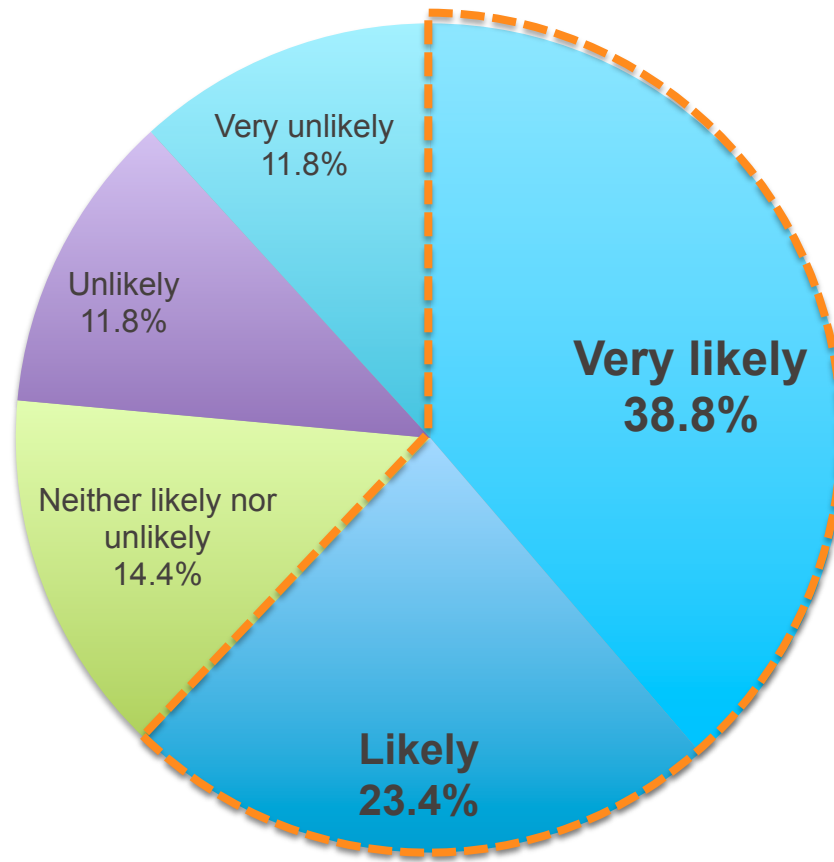
Which of the following ad types do you remember most?



Source: Rhythm conducted the on-device survey among 1067 mobile users (234 African American) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners

# 62.2% of African Americans Likely or Very Likely to Research Products on their Smartphone

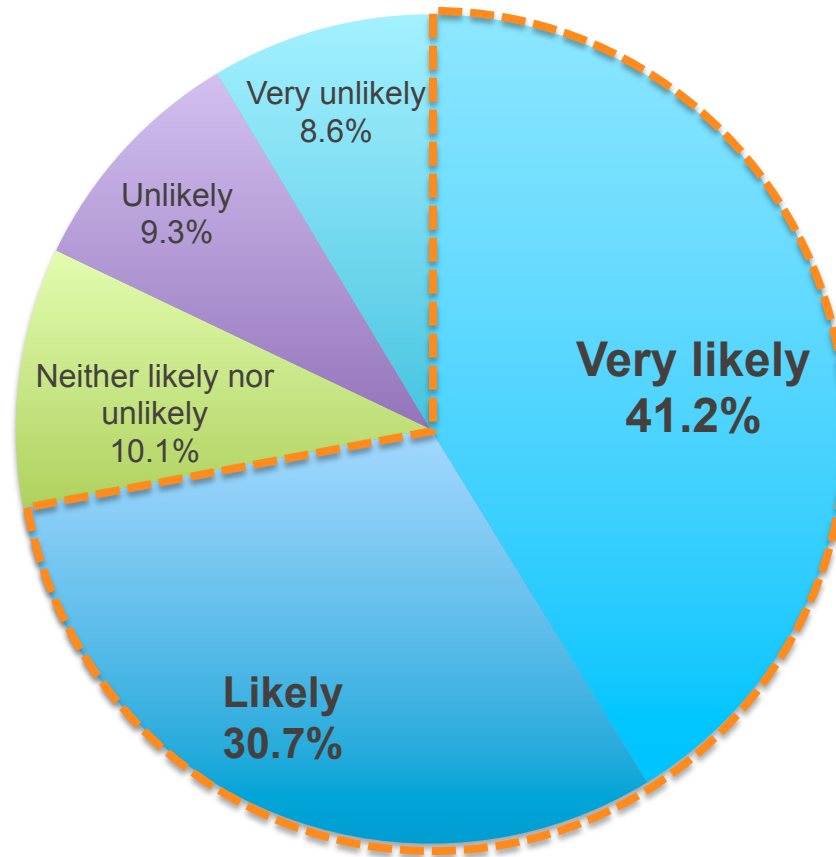
How likely are you to research products you're interested in buying on your smartphone?



Source: Rhythm conducted the on-device survey among 1788 mobile users (442 African Americans) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 71.9% of African Americans Who Research Products on their Smartphone Likely to Make Purchases on Device

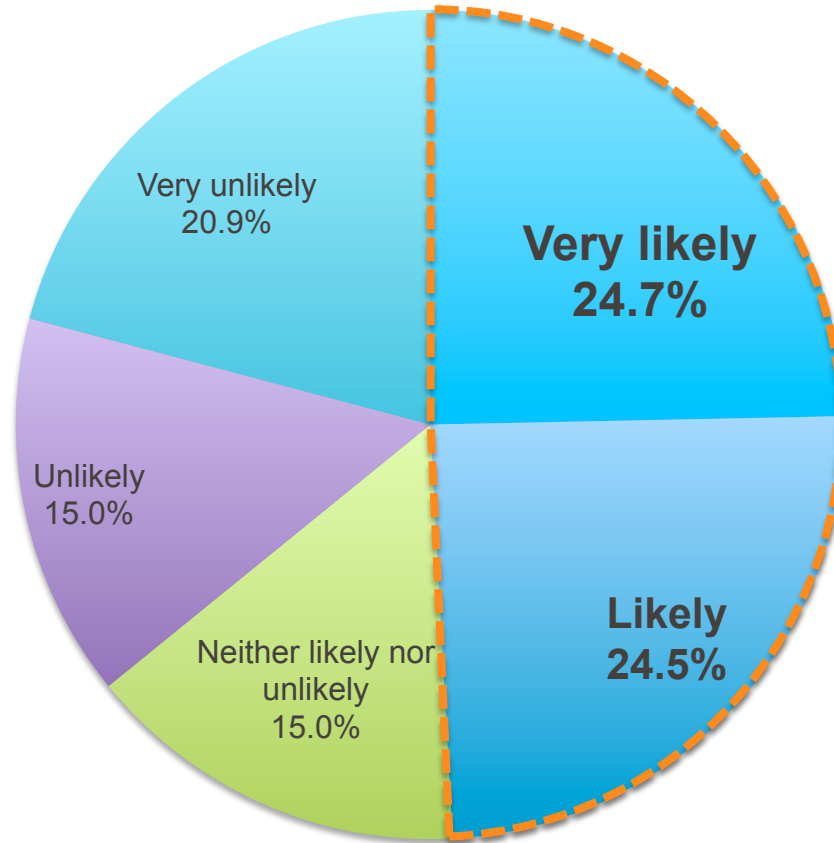
How likely are you to make purchases from your smartphone?  
(of African Americans who are likely/very likely to research products on their smartphones)



Source: Rhythm conducted the on-device survey among 1788 mobile users (442 African Americans) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 49.2% of African Americans Very Likely or Likely to Research Products on their Tablet

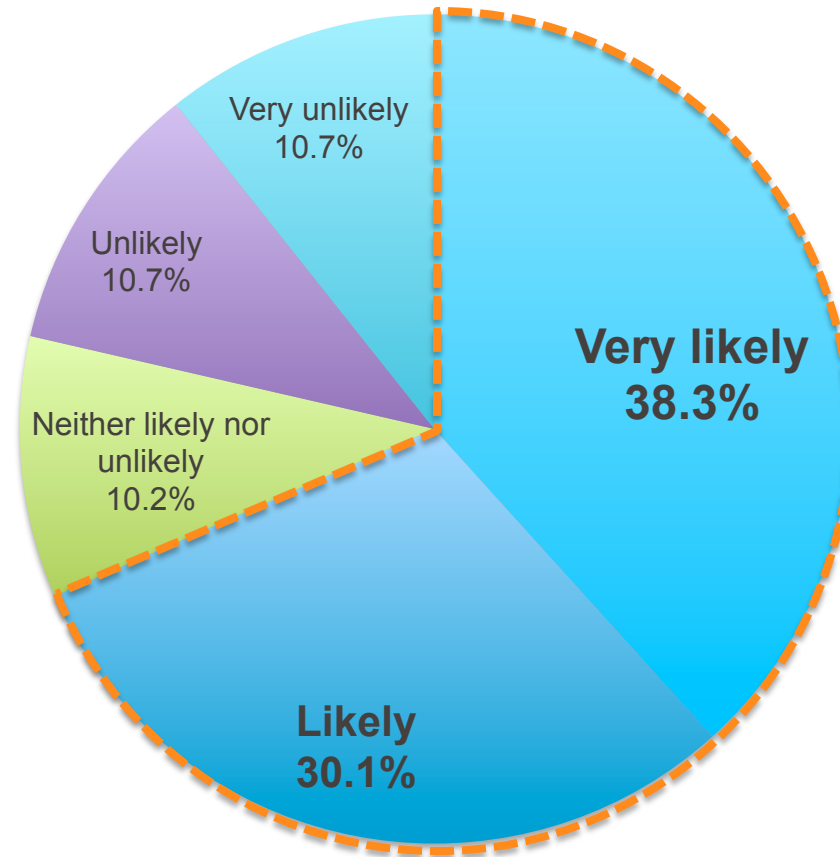
How likely are you to research products you're interested in buying on your tablet?



Source: Rhythm conducted the on-device survey among 1788 mobile users (442 African Americans) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.

# 68.4% of African Americans Who Research Products on their Tablet Likely to Make Purchases on Device

How likely are you to make purchases from your tablet?  
(of African Americans who are likely or very likely to research products on their tablets)

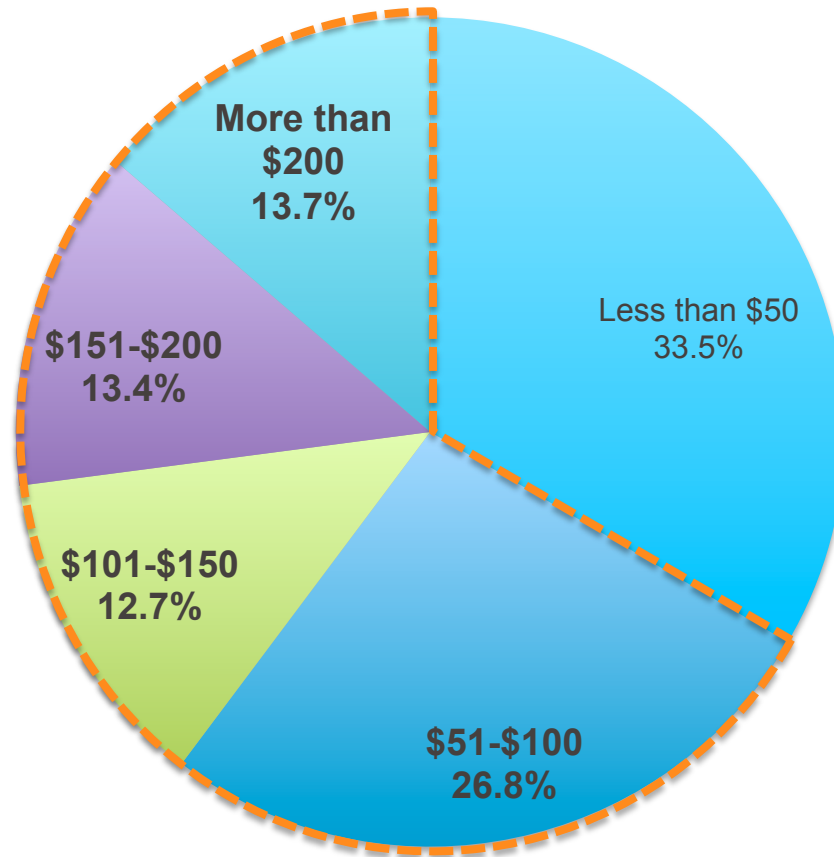


Source: Rhythm conducted the on-device survey among 1788 mobile users (442 African Americans) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.



# 67% of African Americans Make Mobile Purchases; 39.8% Spend More than \$100/Purchase

How much do you typically spend per purchase?  
(of African Americans who make purchases on their smartphones and tablets)



Source: Rhythm conducted the on-device survey among 1788 mobile users (442 African Americans) in Q4 2013 & Q1 2014. Surveys distributed exclusively across Rhythm's portfolio of premium media partners.