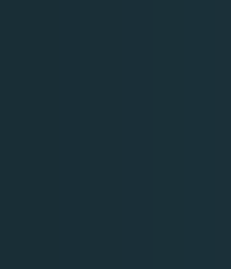
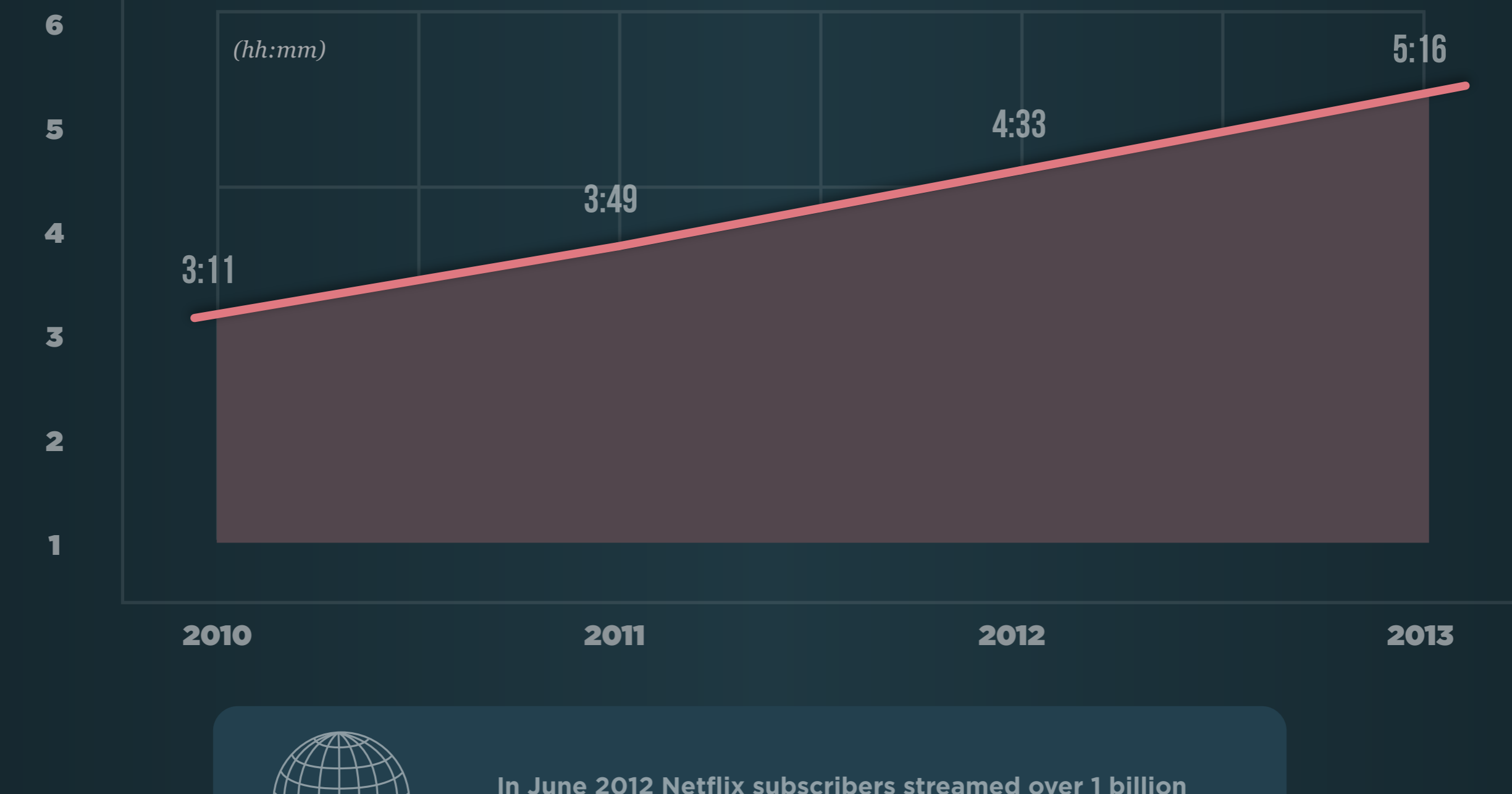


# CROSSING THE DIGITAL DIVIDE

We've seen this coming for quite some time, but now we're here. 2013 marks the first year U.S. adults spent more time viewing media on digital devices - more than any other form. It appears that print, radio and even television have officially become unseated as dominate sources of media.

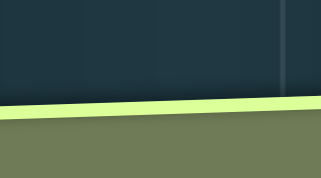
For the first time, US adults are spending more time on their computer, phone, and tablet than any other device:

## DIGITAL

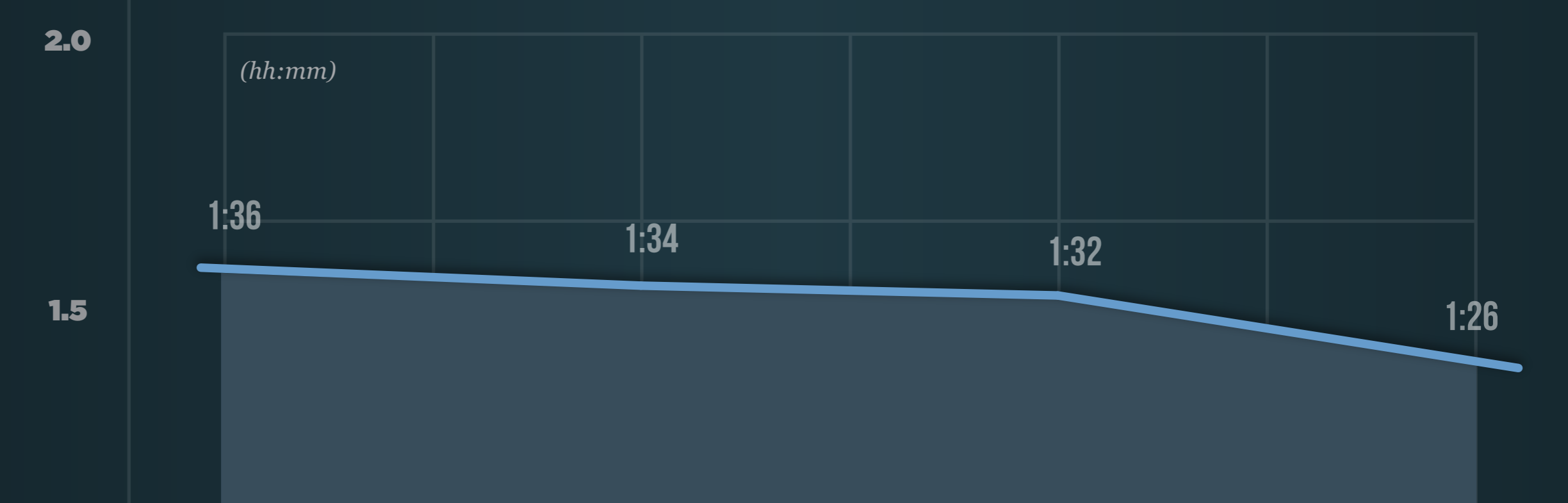
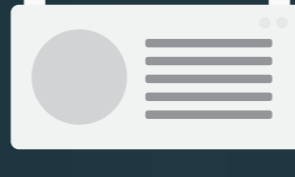


In June 2012 Netflix subscribers streamed over 1 billion hours of content. <sup>[2]</sup>

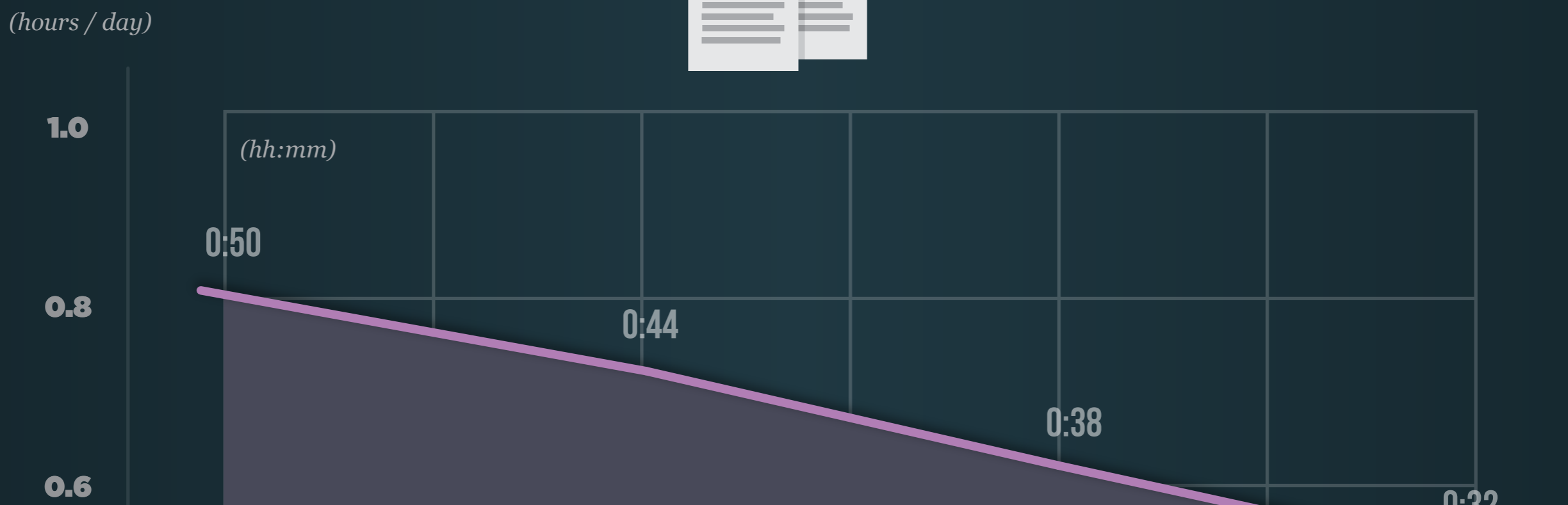
## TELEVISION



## RADIO

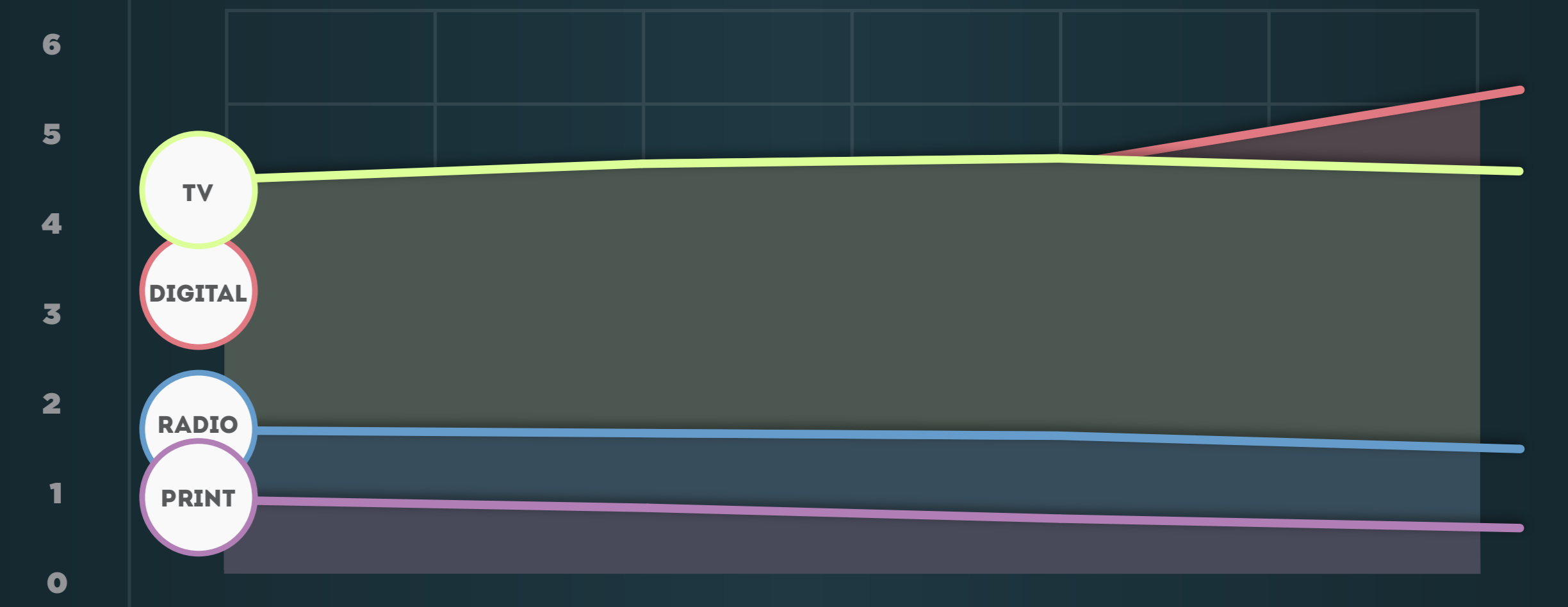


## PRINT



Since 2008, about 170 newspapers have shut down in the U.S. <sup>[1]</sup>

## COMPARISON OF CONVENTIONAL MEDIA CHANNELS



## YEAR OVER YEAR CHANGE

Medium	2010-2011	2011-2012	2012-2013
DIGITAL	+19.89%	+19.21%	+15.75%
TELEVISION	+3.78%	+1.45%	-2.51%
RADIO	-2.08%	-2.12%	-6.52%
PRINT	-12%	-13.63%	-15.78%

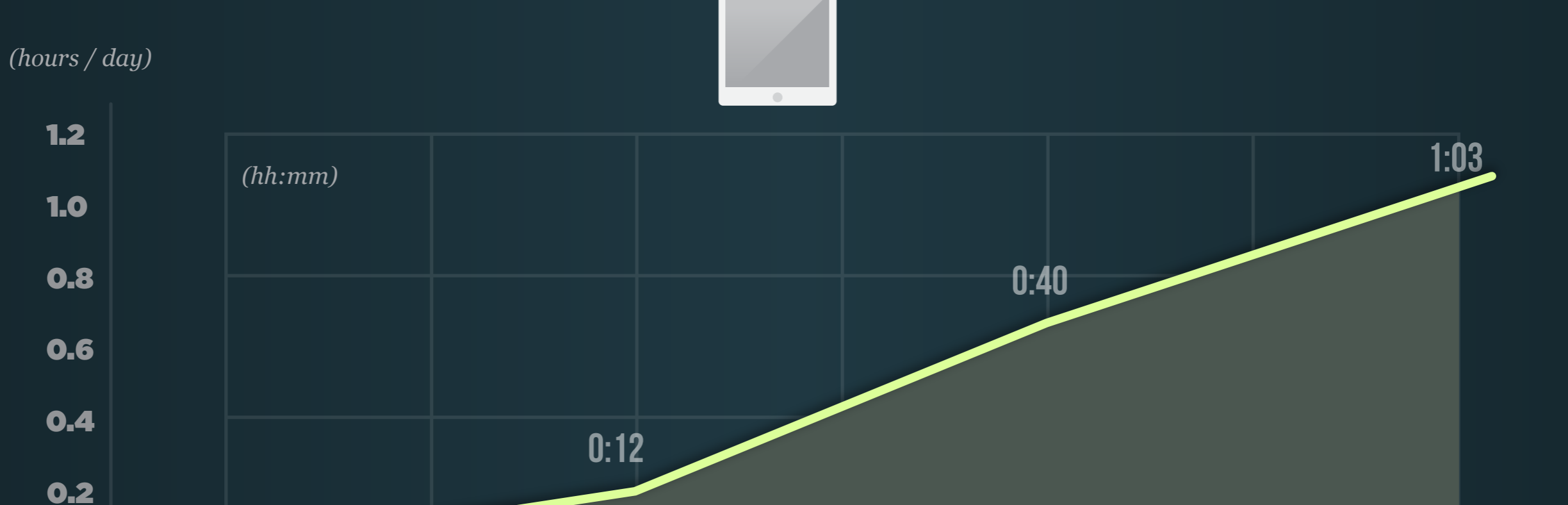
# THE GROWTH OF MOBILE DEVICES

People are spending more time on their mobile devices. How much is it growing? Check out these charts:

## SMARTPHONE



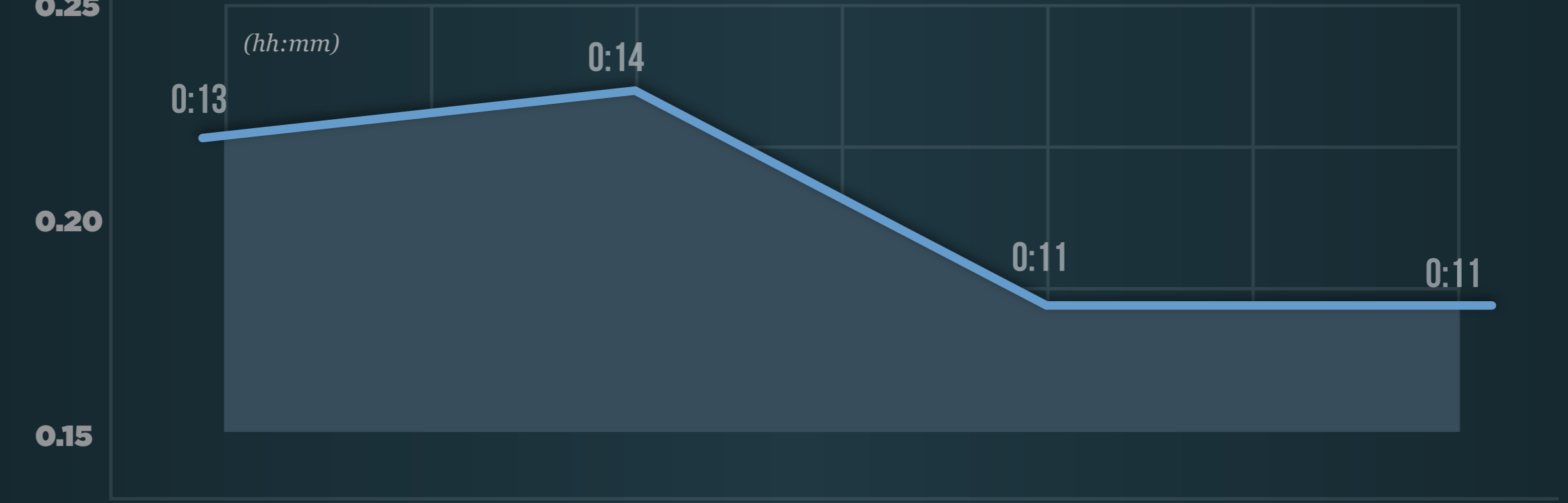
## TABLET



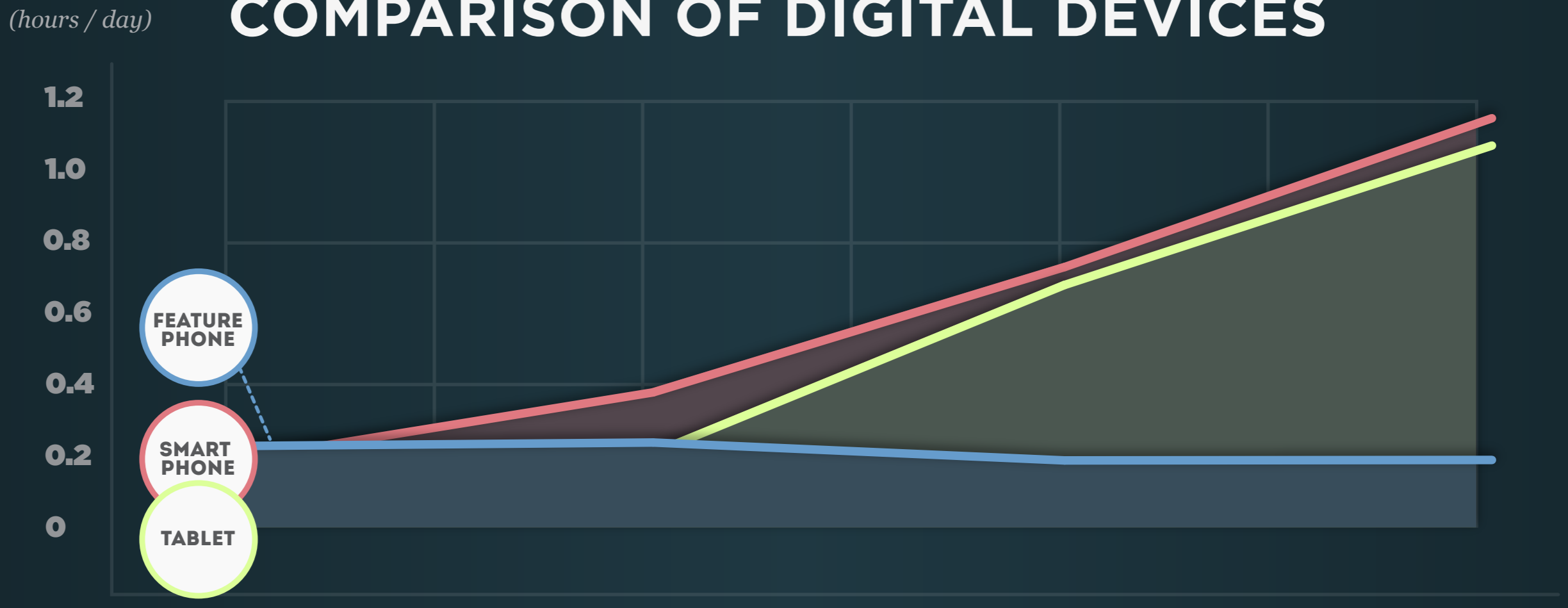
34% of U.S. adults own a tablet, up from 3% in May 2010. <sup>[3]</sup>

## FEATURE PHONE

(a "less smart" phone)



## COMPARISON OF DIGITAL DEVICES



## YEAR OVER YEAR CHANGE

Medium	2010-2011	2011-2012	2012-2013
SMARTPHONE	+120%	+95.45%	+55.81%
TABLET	+1100%	+233.33%	+57.50%
FEATURE PHONE	+7.69%	-21.42%	0%