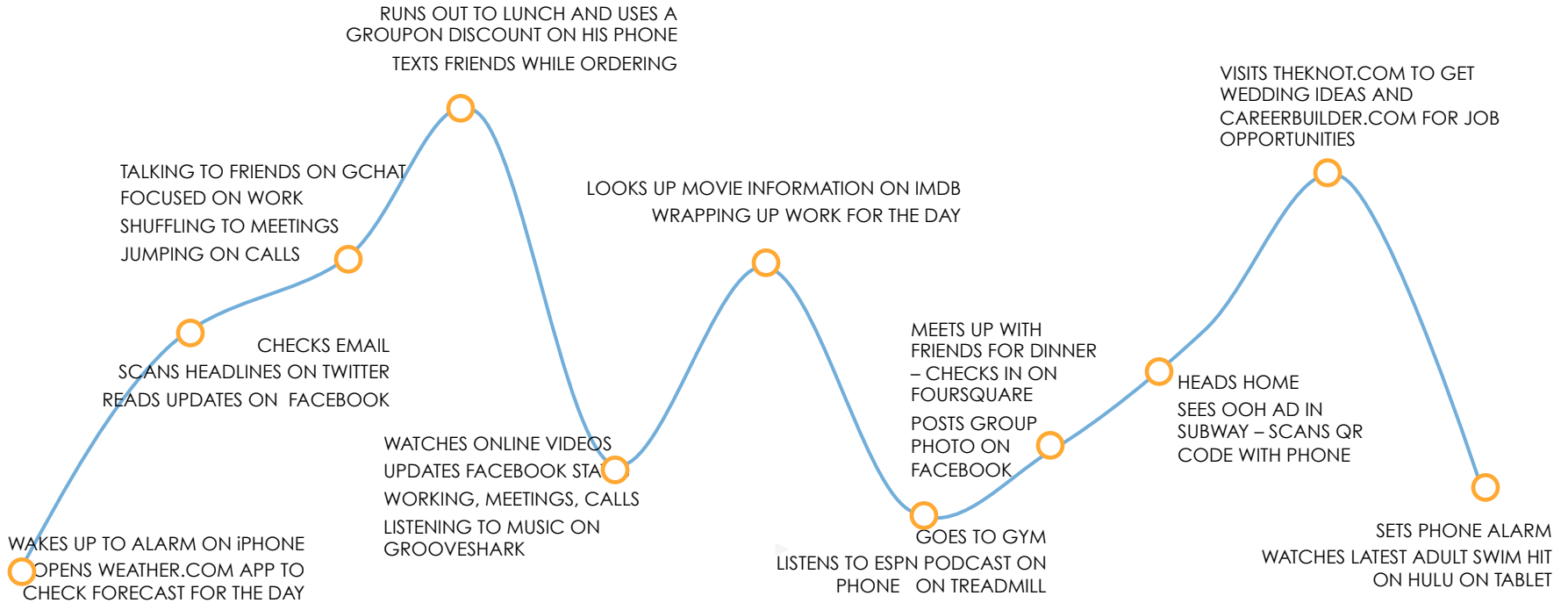


A DAY IN THE LIFE

7:00 AM 8:00 AM 9:00 AM 10:00 AM 11:00 AM NOON 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM MID-NIGHT



TALKING TO FRIENDS ON GCHAT
FOCUSED ON WORK
SHUFFLING TO MEETINGS
JUMPING ON CALLS

RUNS OUT TO LUNCH AND USES A GROUPON DISCOUNT ON HIS PHONE
TEXTS FRIENDS WHILE ORDERING

LOOKS UP MOVIE INFORMATION ON IMDB
WRAPPING UP WORK FOR THE DAY

VISITS THEKNOT.COM TO GET WEDDING IDEAS AND CAREERBUILDER.COM FOR JOB OPPORTUNITIES

CHECKS EMAIL
SCANS HEADLINES ON TWITTER
READS UPDATES ON FACEBOOK

WATCHES ONLINE VIDEOS
UPDATES FACEBOOK STATUS
WORKING, MEETINGS, CALLS
LISTENING TO MUSIC ON GROOVESHARK

MEETS UP WITH FRIENDS FOR DINNER - CHECKS IN ON FOURSQUARE
POSTS GROUP PHOTO ON FACEBOOK

HEADS HOME
SEES OOH AD IN SUBWAY - SCANS QR CODE WITH PHONE

GOES TO GYM
LISTENS TO ESPN PODCAST ON PHONE ON TREADMILL

WAKE UP COMMUTE WORK LUNCH WORK COMMUTE LEISURE REST

MOBILE

DESKTOP, MOBILE, P2P, SOCIAL

MOBILE

VARIOUS

MOBILE, TRADITIONAL

43%

OWN A TOUCH-SCREEN SMARTPHONE

54%

MORE LIKELY TO SEND/RECEIVE EMAIL VIA MOBILE PHONE

52%

MORE LIKELY TO BE ON TWITTER

74%

ARE ON FACEBOOK

91%

MORE LIKELY TO OBTAIN A COUPON VIA MOBILE PHONE

20%

USE GROUPON

71%

WATCH ONLINE VIDEOS,

55%

LISTEN TO MUSIC ONLINE

54%

MORE LIKELY TO VISIT IMDB

96%

MORE LIKELY TO WATCH/LISTEN TO PODCASTS

59%

MORE LIKELY TO USE FOURSQUARE

71%

MORE LIKELY TO COMMUTE VIA TRAIN/BUS

129%

MORE LIKELY TO GET ENGAGED

26%

MORE LIKELY TO CHANGE CAREERS OR LOOK FOR A JOB

31%

MORE LIKELY TO GO TO HULU

11%

HAVE A TABLET WITH 100% YOY GROWTH EXPECTED