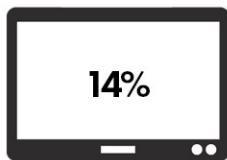




Much More Than Just a Second Screen

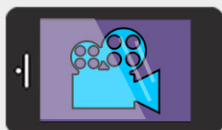


Watch more mobile video than a year ago



Watch less TV because they watch more mobile video

Past Three Months



21 percent have watched a movie



22 percent have watched a TV show

Mobile Video Media Multiplier



58% of Australians Often/Sometimes see ads on their smartphone that they have previously seen on TV



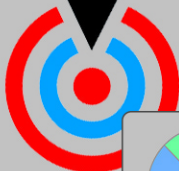
Two Screens Are Better than One

51% Often/Sometimes watch mobile video while watch TV



Australia Prefers Tailored Advertising

82%
Want tailored ads



How Australians Want to be Targeted



By video being watched- **34%**



By recent video history- **20%**



By sites visited online- **20%**



By favourite brands- **17%**



18%
Want non-tailored ads