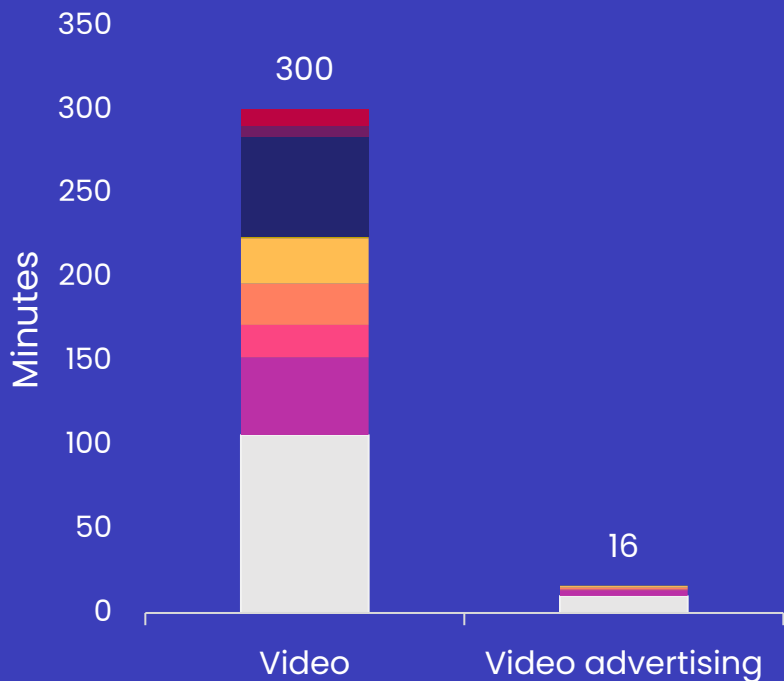
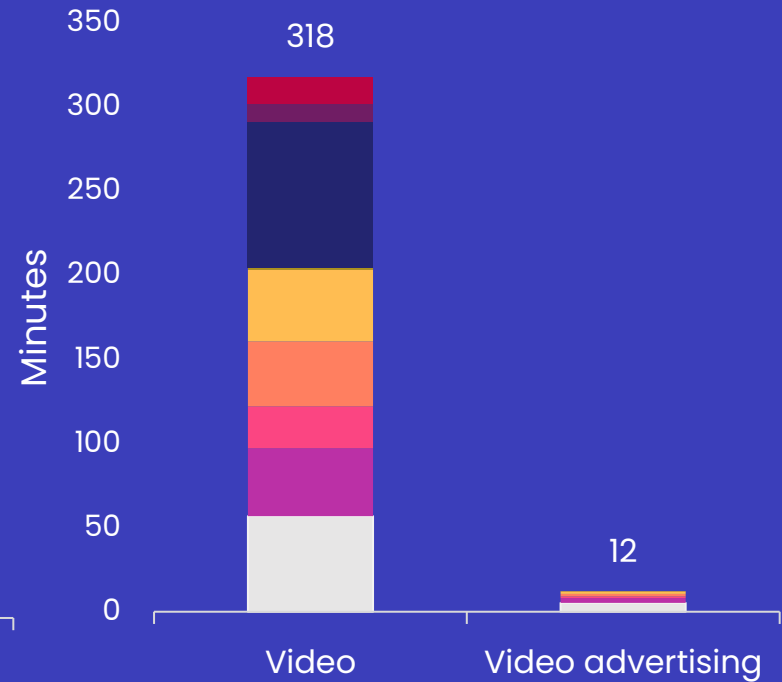


Video: overall consumption vs ad exposures

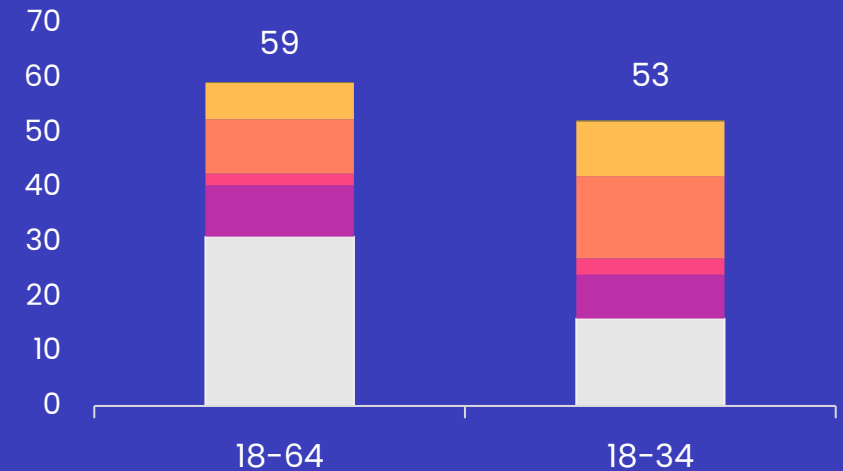
Daily viewing duration 18-64



Daily viewing duration 18-34



Estimate of # daily spots seen



- TV (live)
- Social
- SVOD
- TV -TSV
- Video on Internet
- DVD
- TV- BVOD
- Cinema
- Download

- TV (live)
- TV -TSV
- Social
- Video on Internet
- Cinema