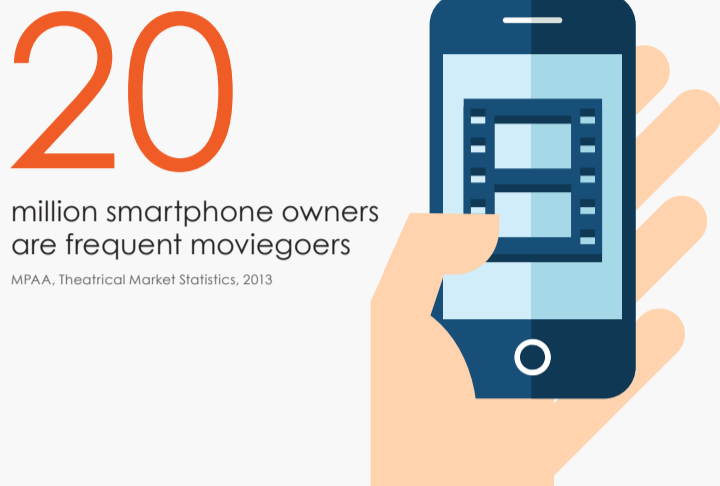
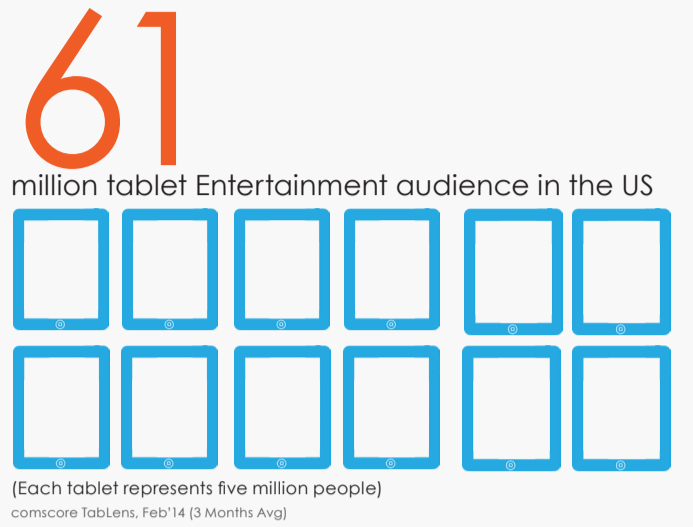
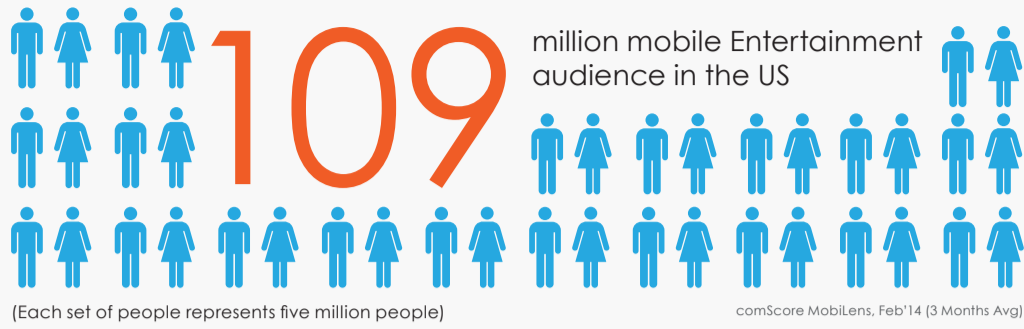
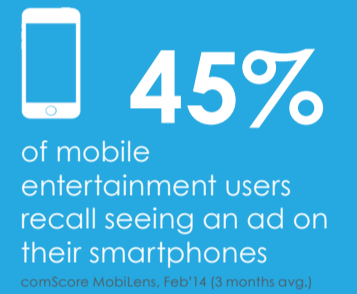
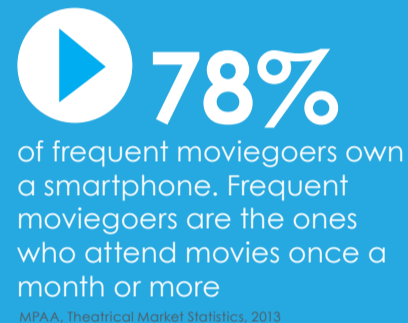


# Entertainment Market Overview

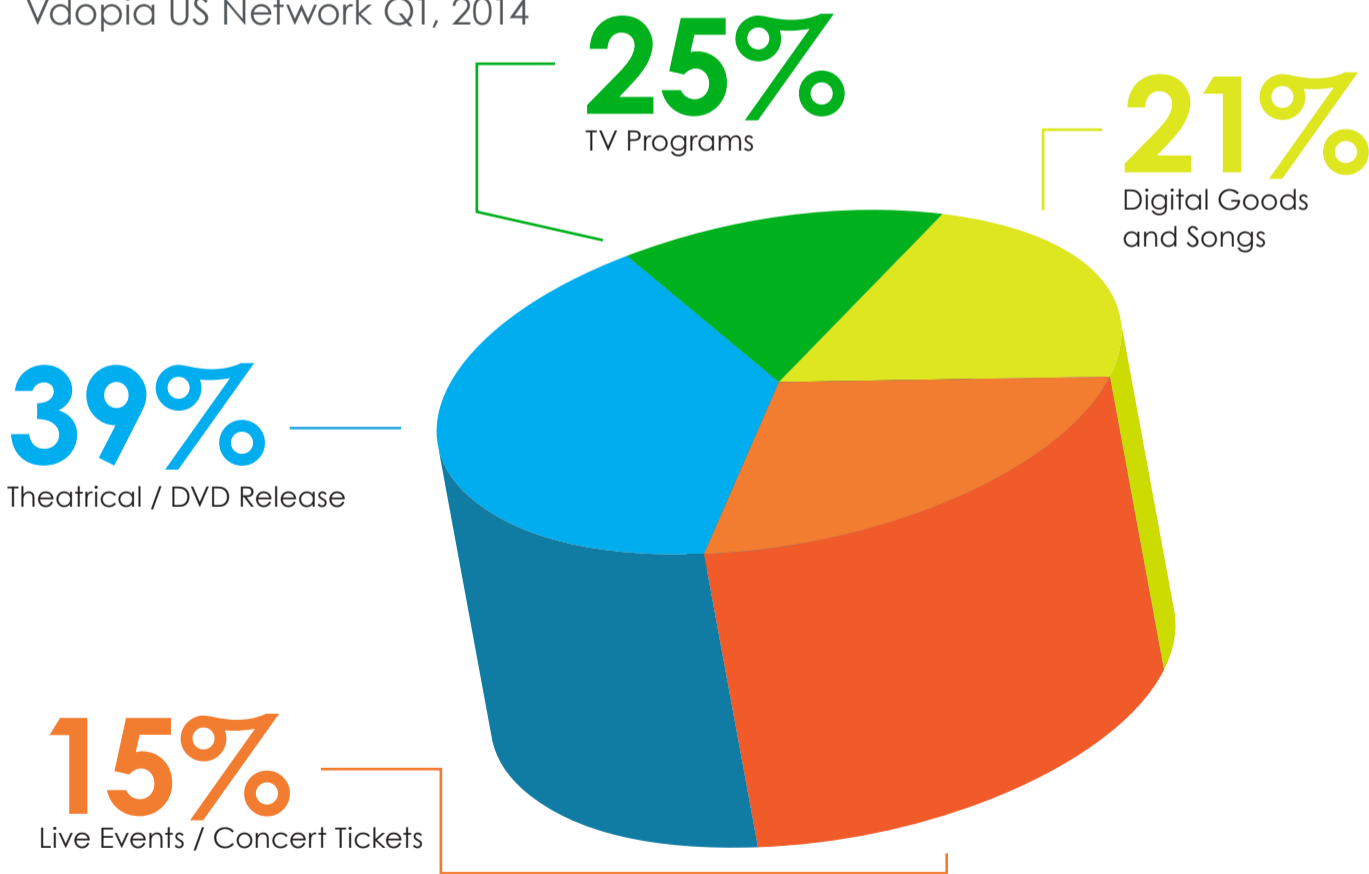


## Top Cities for Mobile Entertainment Audience by percent share of audience



## Ad Spend by Entertainment Brand Type

Vdopia US Network Q1, 2014



Average time spent per day by US adults watching video on smartphones

eMarketer, April 2014



Video & Rich Media    Banner

## Smartphone Ad Engagement



\*% Share of Ad Spend. Some campaigns have multiple CTA points.

Vdopia US Network Q1, 2014