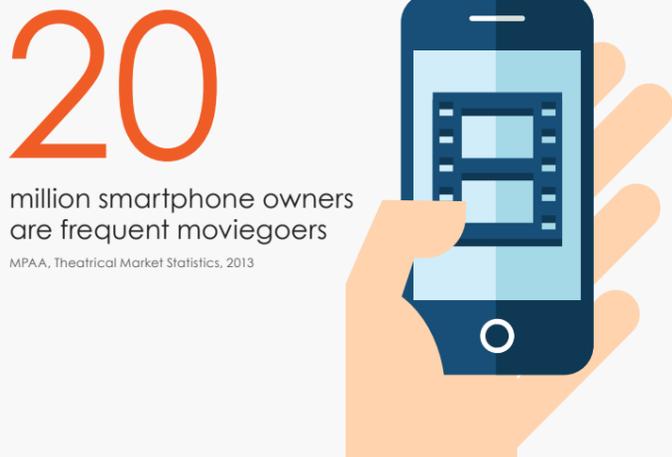
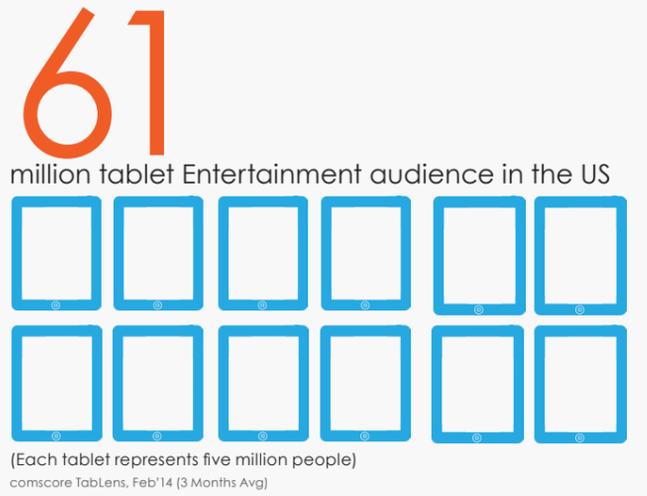
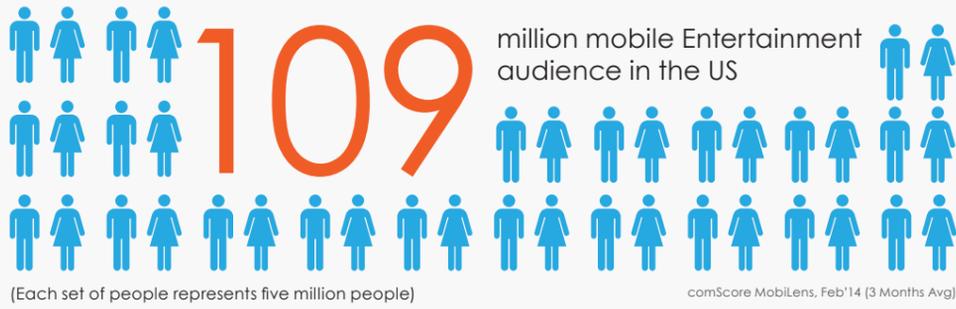
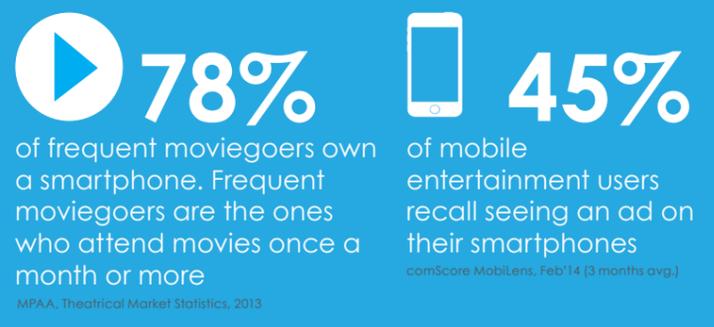


Entertainment Market Overview

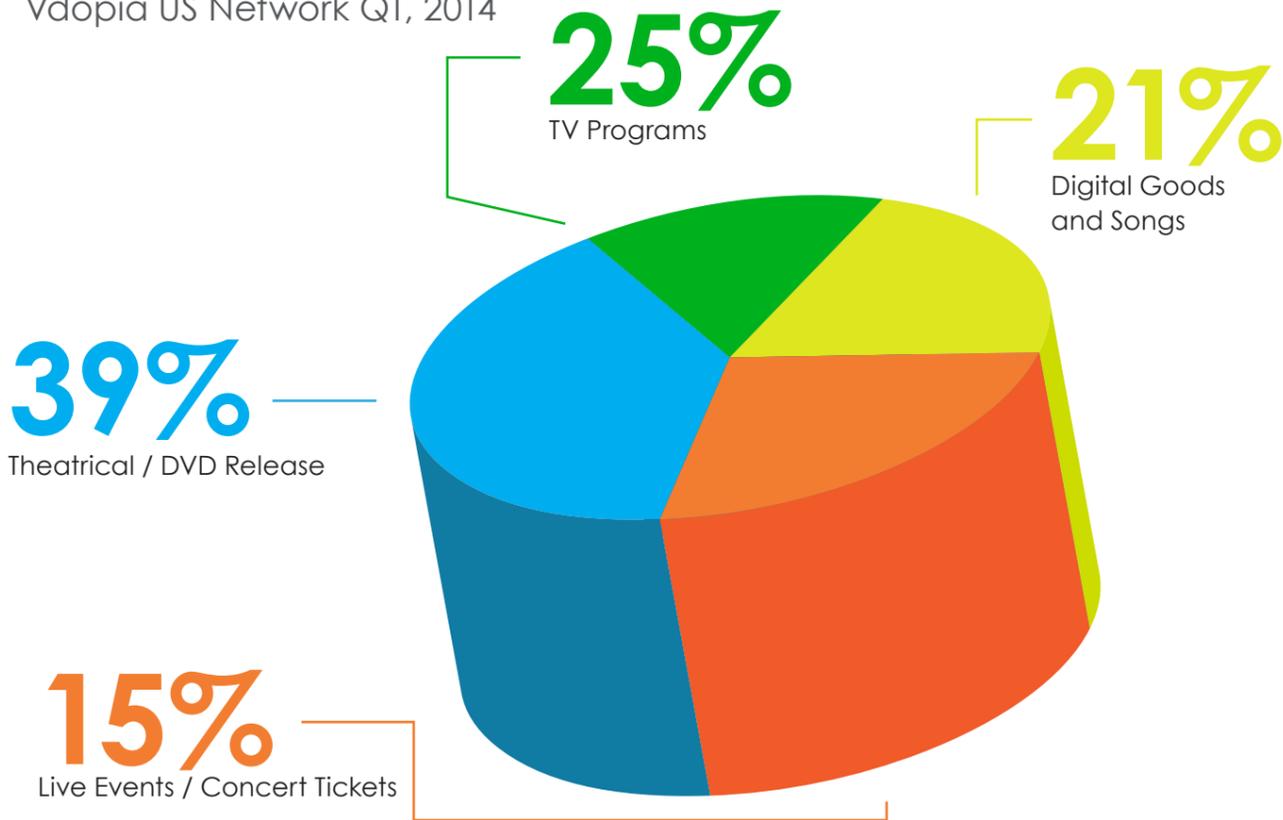


Top Cities for Mobile Entertainment Audience by percent share of audience



Ad Spend by Entertainment Brand Type

Vdopia US Network Q1, 2014



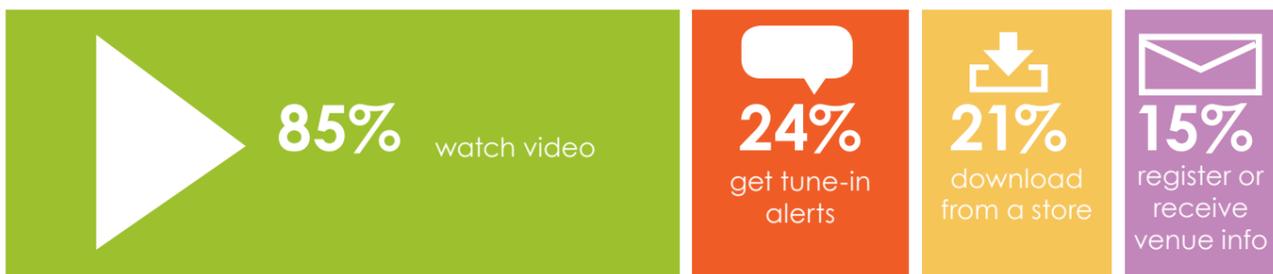
Average time spent per day by US adults watching video on smartphones

eMarketer, April 2014

84% of Entertainment ad spend on the Vdopia network goes to video and rich media



Smartphone Ad Engagement



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

Vdopia US Network Q1, 2014