

# Multicultural Market Overview

 **45%**

of Hispanic smartphone owners are between the ages of 18-34\*

 **46%**

of African American smartphone owners are between the ages of 18-34\*

**24%**

HISPANIC\*\*

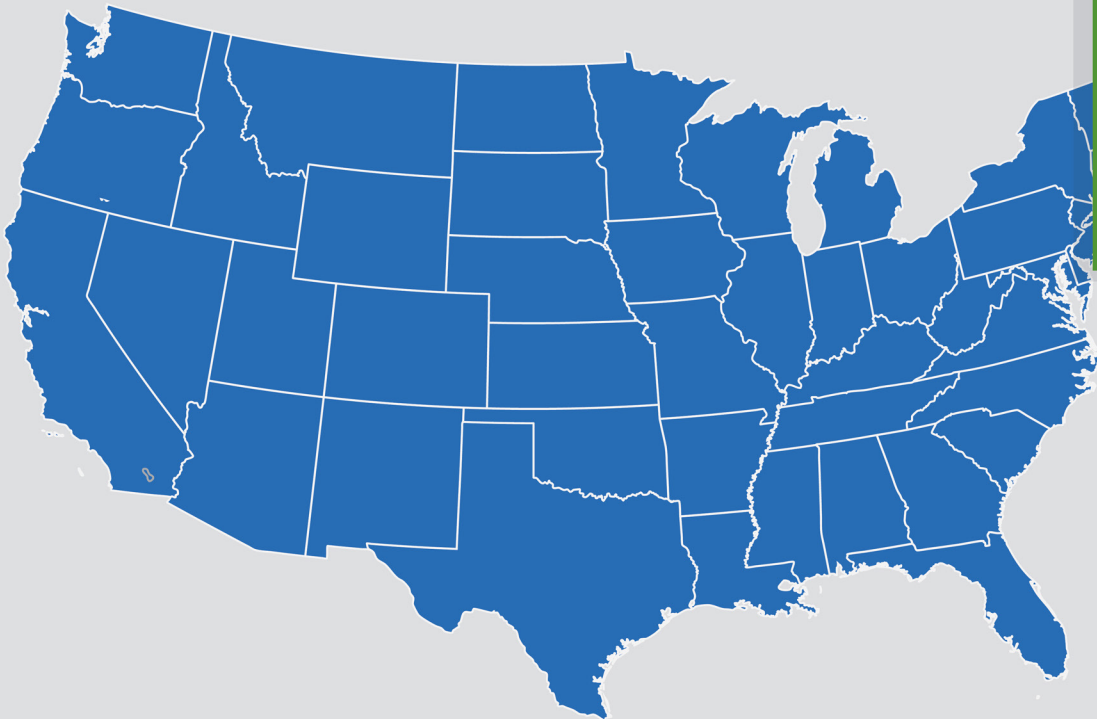
Estimated population growth in the next 10 years

**10%**

AFRICAN AMERICAN\*\*

**1%**

CAUCASIAN\*\*



## VDOPIA NETWORK

\$

**303%**

growth in Rich Media & Video ad spend by advertisers targeting African American consumers in the US on the Vdopia network in the past year

\$

**195%**

growth in Rich Media & Video ad spend by advertisers targeting Hispanic consumers in the US on the Vdopia network in the past year

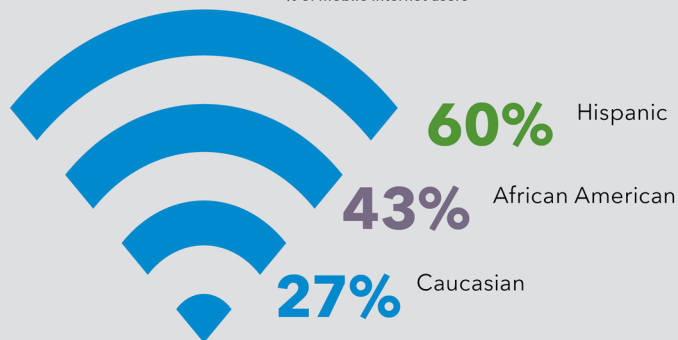
Vdopia Network, Q3, 2013

\*comscore MobiLens, 3 Month Avg. (Sept 2013)

\*\*US Census Bureau, 2025 projection

## GO ONLINE PRIMARILY VIA MOBILE PHONE\*

% of mobile internet users

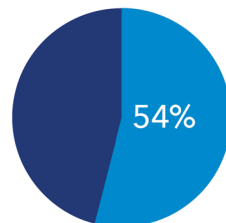


## HISPANIC

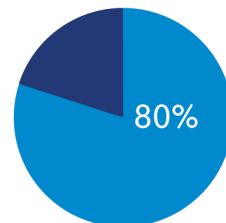
### Ad Units (Share of Ad Impressions)+

VIDEO & RICH MEDIA

BANNER



Q3 2012



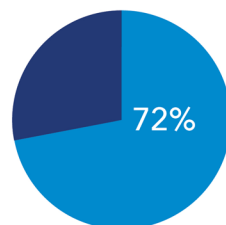
Q3 2013

## AFRICAN AMERICAN

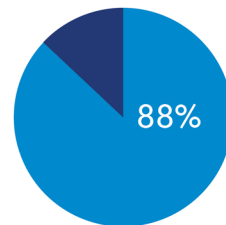
### Ad Units (Share of Ad Impressions)+

VIDEO & RICH MEDIA

BANNER

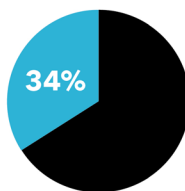


Q3 2012

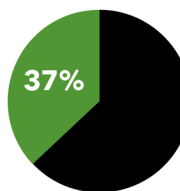


Q3 2013

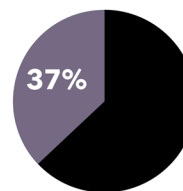
### Ad Recall (% of smartphone owners)\*\*



Caucasian



Hispanic



African American

## WATCH TV OR VIDEO ON SMARTPHONE

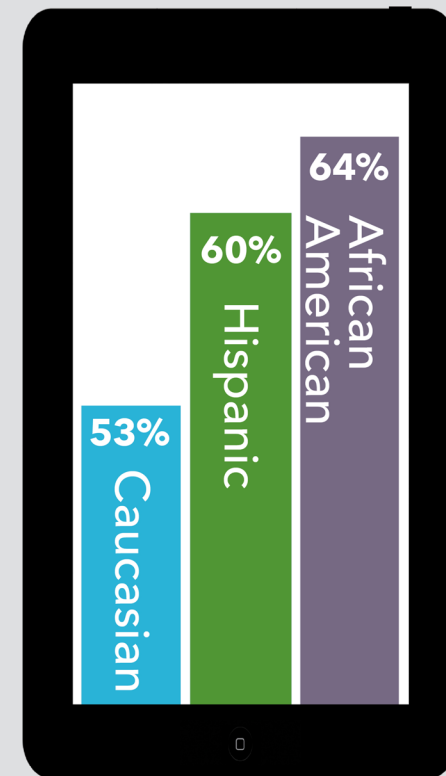
(IN A MONTH)\*\*

49% Hispanic

48% African American

40% Caucasian

## SMARTPHONE PENETRATION++



\*Pew Internet and American Life Project, Sept., 2013 | \*\*comscore MobiLens, 3 Month Avg. (Sept 2013)

+ Vdopia Network, Q3, 2013 | ++Pew Research Center's Internet and American Life Project, April 17-May 19, 2013