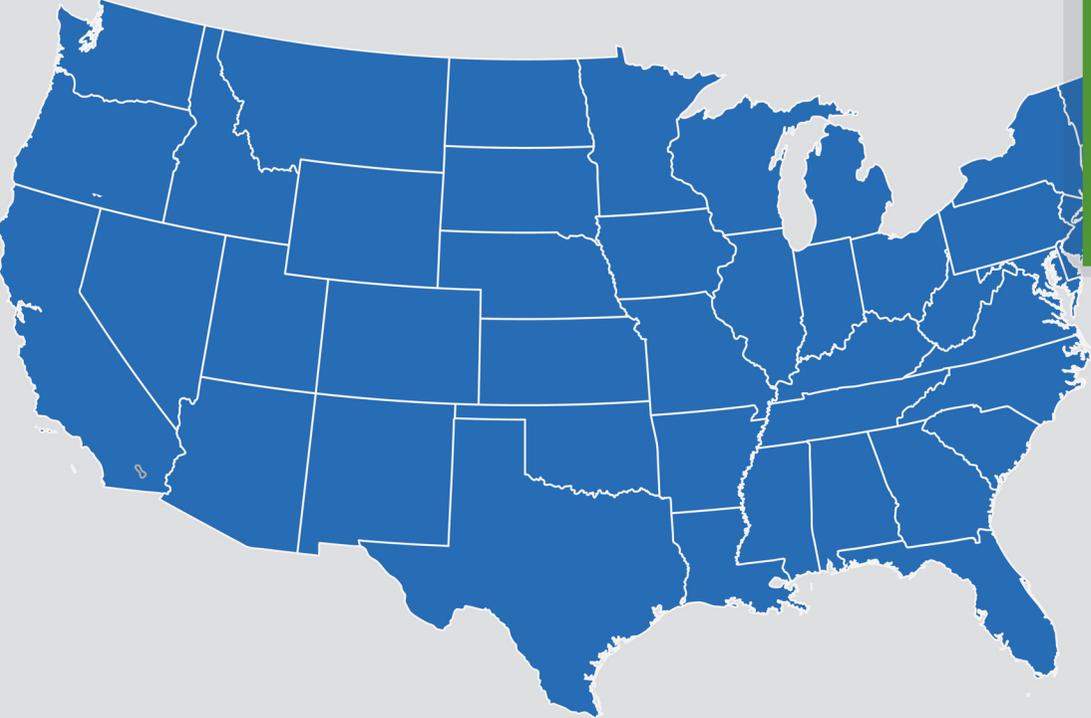


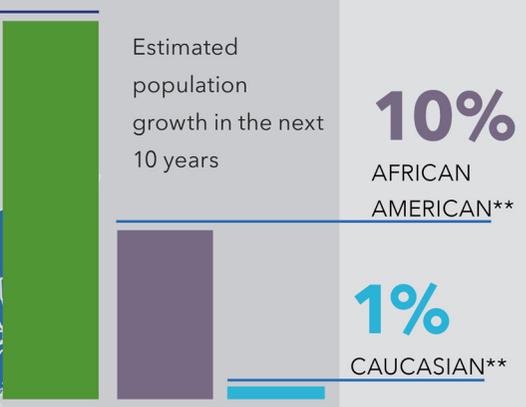
Multicultural Market Overview

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**



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%

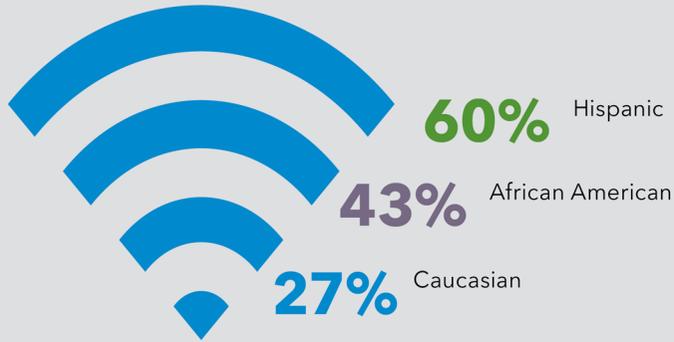
growth in Rich Media & Video ad spend by advertisers targeting Hispanic consumers in the US on the Vdopia network in the past year

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

**US Census Bureau, 2025 projection

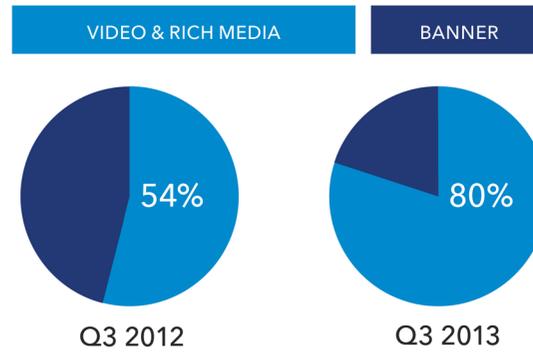
GO ONLINE PRIMARILY VIA MOBILE PHONE*

% of mobile internet users



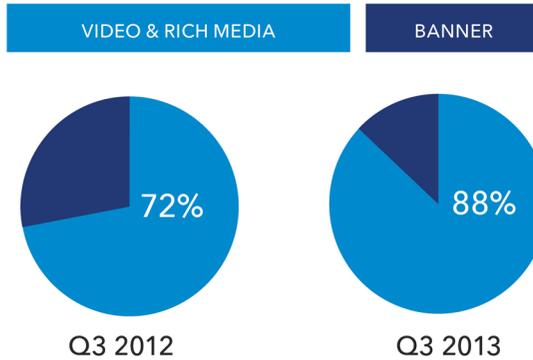
HISPANIC

Ad Units (Share of Ad Impressions)⁺

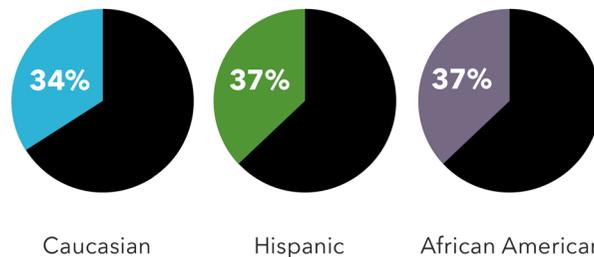


AFRICAN AMERICAN

Ad Units (Share of Ad Impressions)⁺

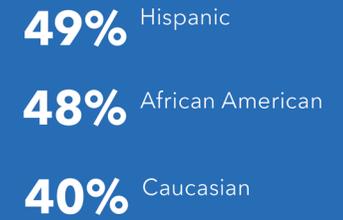


Ad Recall (% of smartphone owners)^{**}

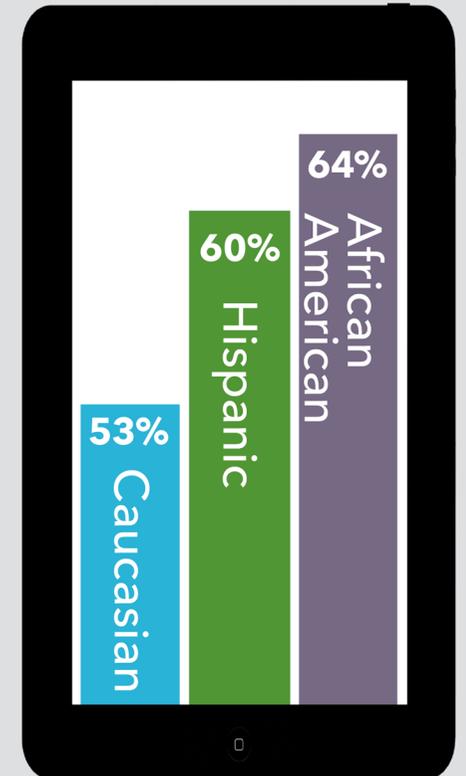


WATCH TV OR VIDEO ON SMARTPHONE (IN A MONTH)**

(IN A MONTH)**



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