

Global Smartphone Prices

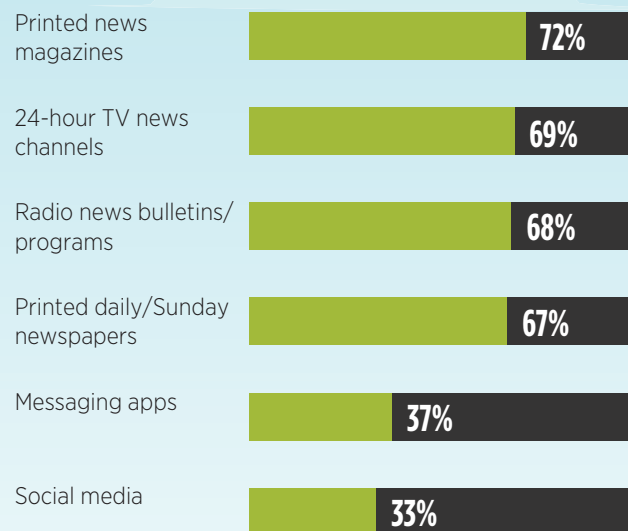
Average global smartphone sale price, 2012-2016; 2017 is an estimate



Source: GfK

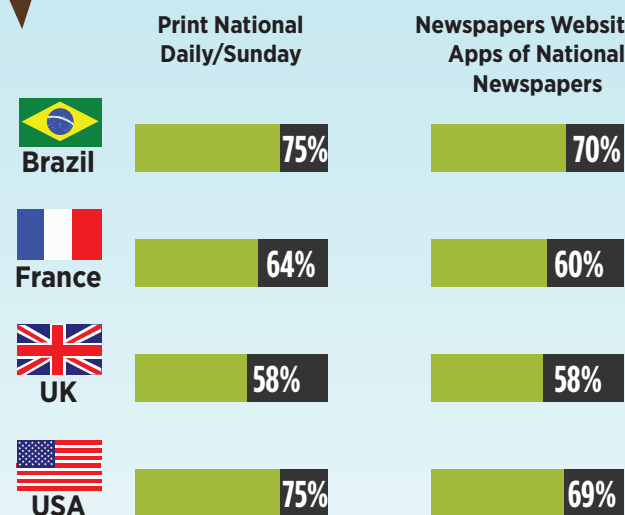
Trust in Mainstream News Beats Online

When asked, "On a scale from 1-5, where 1 is poor and 5 is excellent, how good do you think each of the news sources that you use is at providing news you can trust?"



Trust in Newspaper Brands by Country

Based on a survey where respondents were asked to rank on a scale from 1-5 how good each news source is at providing news they can trust. Percentage shown refers to top 2 net scores.



Source: "Trust in News," Kantar report, 2017

How U.S. Internet Users View Twitter Increasing the Character Limit from 140 to 280 Characters

Based on a survey of 2,201 U.S. adults

	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	Don't Know/No Opinion
Gender					
Male	18%	18%	6%	6%	52%
Female	9%	16%	7%	6%	63%
Age					
18-29	22%	19%	9%	5%	44%
30-44	16%	23%	7%	5%	50%
45-54	15%	16%	6%	6%	57%
55-64	8%	12%	6%	6%	69%
65+	4%	11%	5%	8%	73%

Source: Morning Consult, October 2017

Facebook Sees Increasing Value in Its Users

Based on average revenue per daily active user by quarter

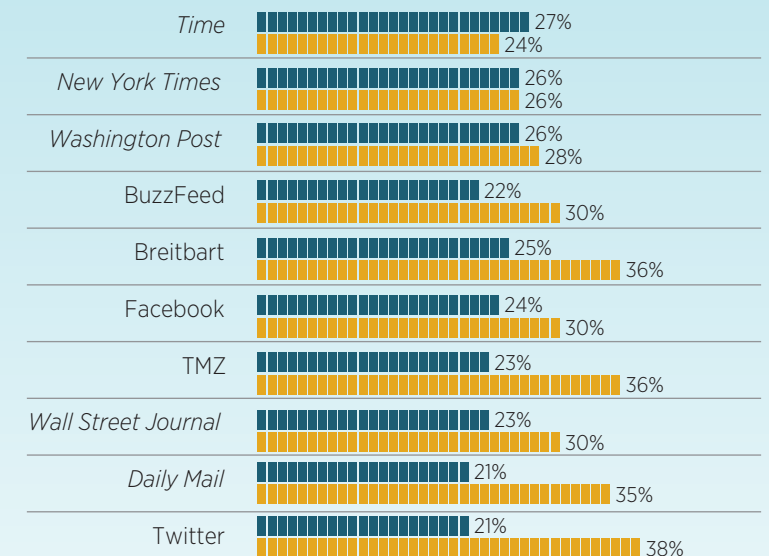


Source: Recode; Facebook data

How Americans Consume Articles

Based on a survey of 1,052 U.S. residents between the ages of 18 and 50

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Source: "Trust, Engagement and Transparency: What Premium Publishers Offer That Social Platforms Can't," Sharethrough report, August-September 2017