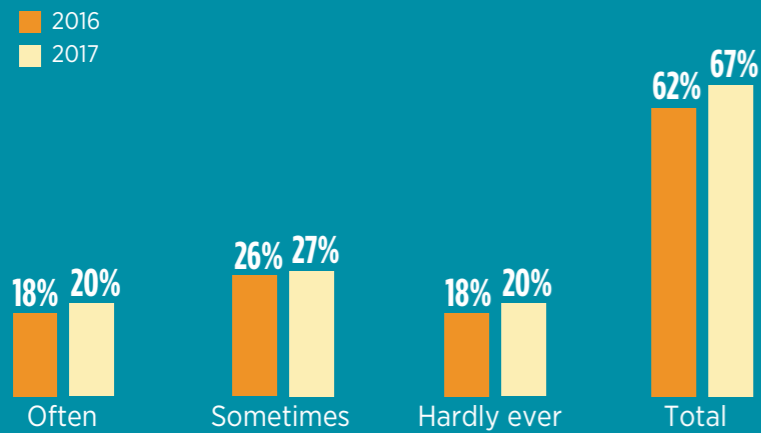


News Across Social Media Platforms

% of U.S. adults who get news from social media sites

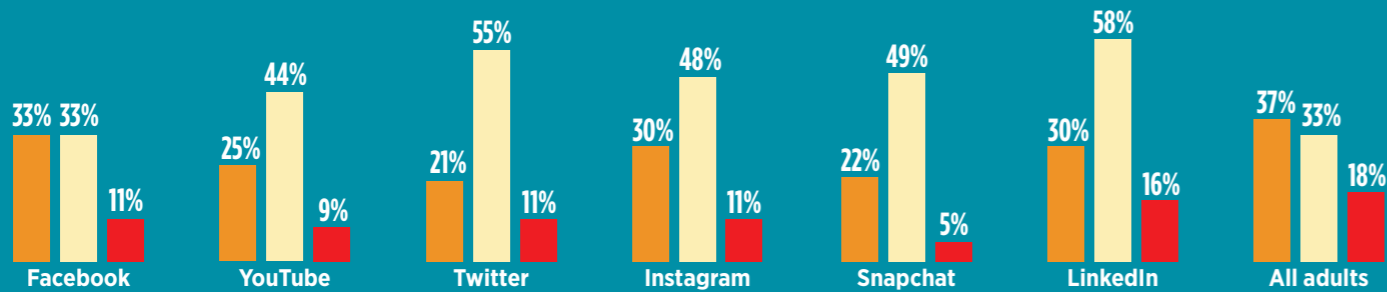


Source: "News Use Across Social Media Platforms 2017," Pew Research Center, survey contacted Aug. 8-21, 2017 with 4,971 U.S. adults

Use of Traditional News Platforms by Social Media News Users

% of each social media site's news users who often get news from...

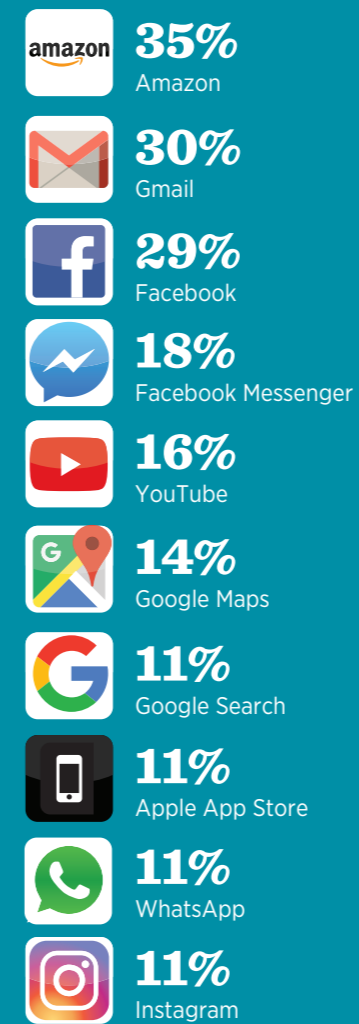
Local TV
News websites/apps
Print newspapers



Source: "News Use Across Social Media Platforms 2017," Pew Research Center, survey contacted Aug. 8-21, 2017 with 4,971 U.S. adults

Most Popular Apps for Millennials

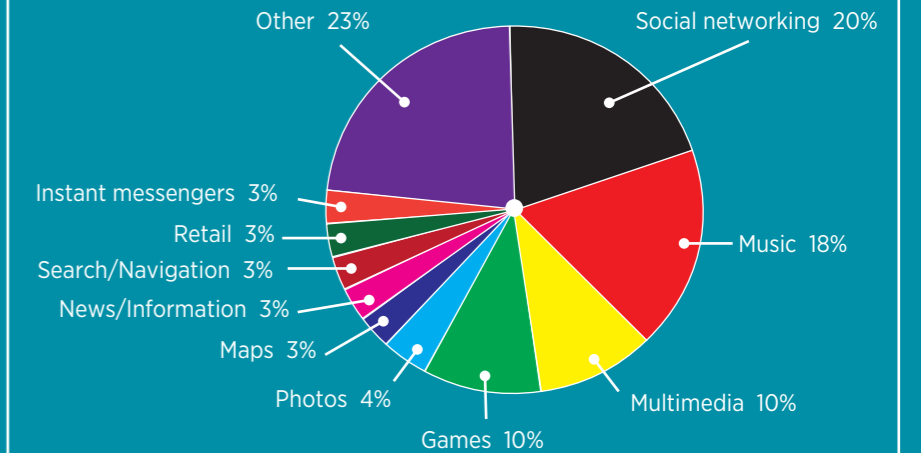
Based on a survey where U.S. millennials (18-34 year olds) were asked to select their top three "most essential" apps of the apps they already have



Source: 2017 U.S. Mobile App Report, comScore

How U.S. Adults are Spending Time on Mobile Apps

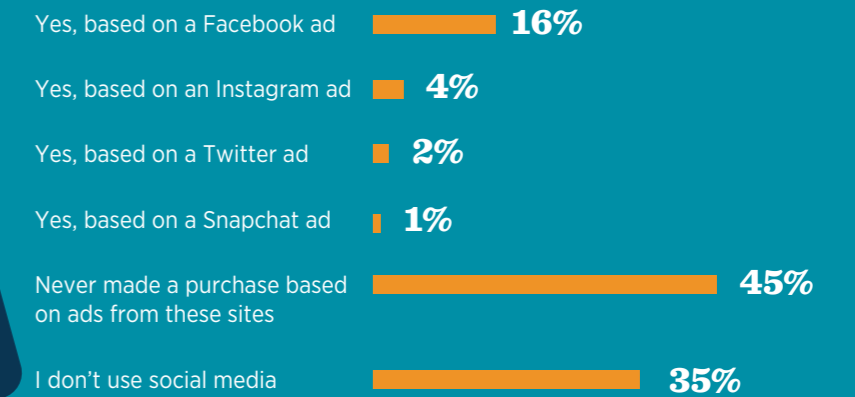
Based on share of mobile app time spent by content category



Source: 2017 U.S. Mobile App Report, comScore

U.S. Internet Users Who Have Made a Purchase as a Result of an Ad Seen on Social Media

Based on an online survey of 1,909 internet users, ages 13+



Source: CivicScience, Aug. 24, 2017