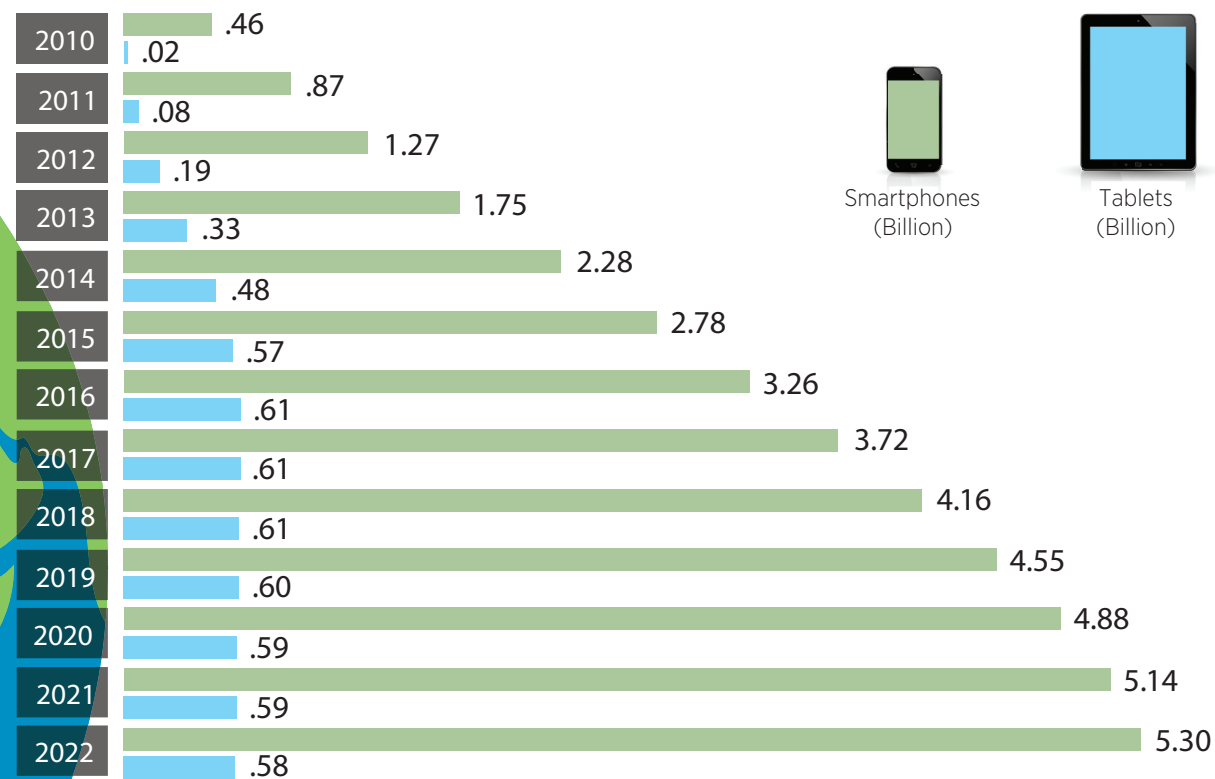


Global Use of Smartphones and Tablets 2010-2022

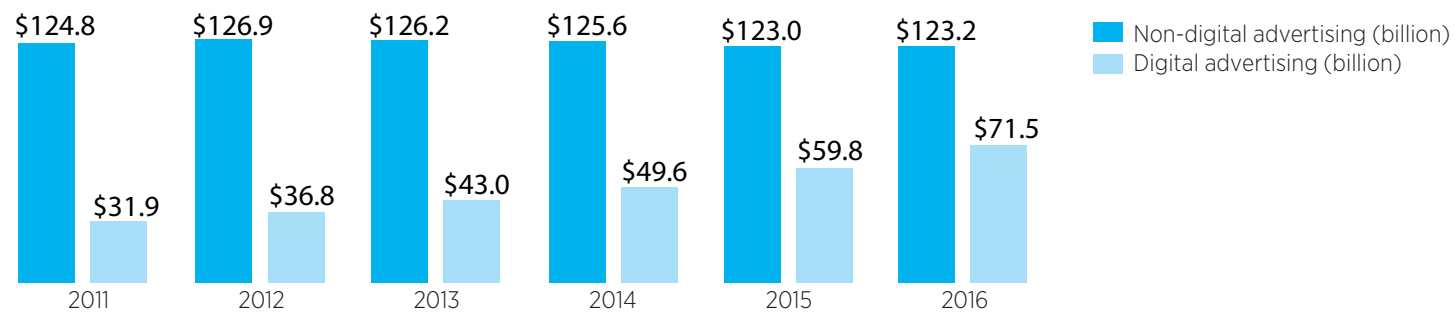
Based on number of smartphone and tablet users worldwide; 2017-2022 are estimates



Source: Forrester ForecastView Data

U.S. Non-Digital and Digital Advertising Revenue 2011-2016

In 2016, digital advertising grew to about \$72 billion, an increase from nearly \$60 billion in 2015. It is estimated to comprise 37 percent of all advertising revenue, up from 33 percent in 2015. Based on annual U.S. advertising revenue to all recipients, not just news outlets



Source: Pew Research Center Digital News Fact Sheet; eMarketer, U.S. Ad Spending Estimates

Media Outlets with the Most Tweeting Journalists



Source: 2017 State of Journalism on Twitter, Muck Rack

Who Are the Biggest Publishers on Facebook?

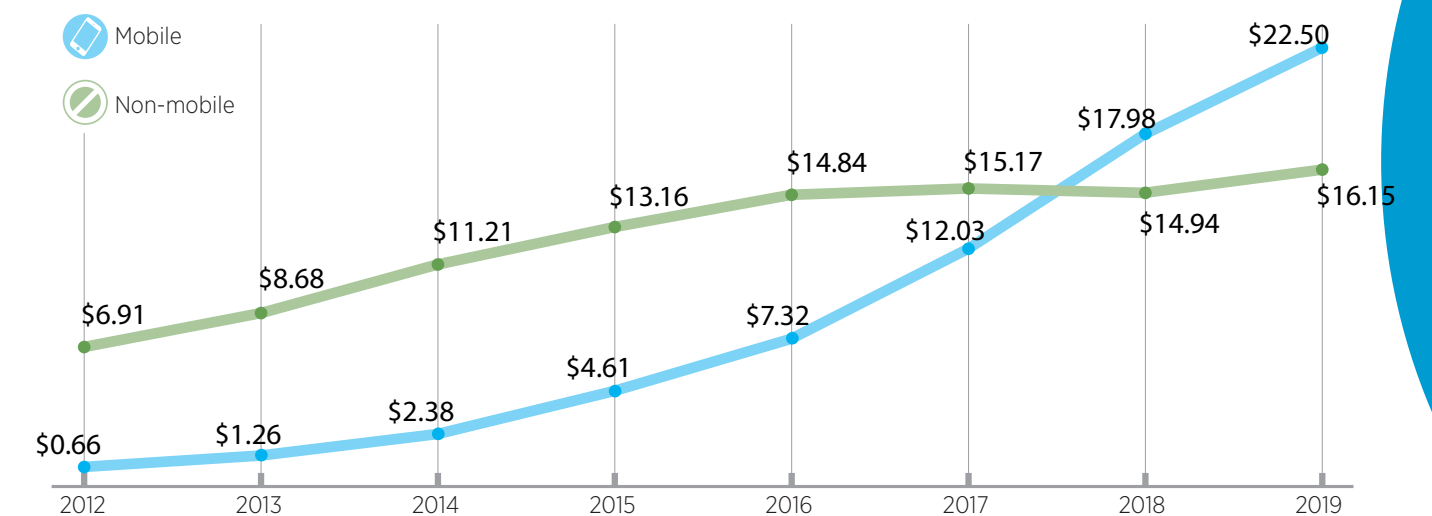
Based on total engagements (likes, shares, comments and reactions) in July 2017

	TOTAL POSTS	FACEBOOK ENGAGEMENTS
DAILY MAIL	50,844	27,116,254
BORED PANDA	503	25,385,161
HUFFINGTON POST	10,411	21,940,282
CNN	5,510	20,743,141
NBC	36,187	19,985,038
NEW YORK TIMES	5,097	19,315,141
BUZZFEED	8,913	19,038,654
FOX NEWS	44,487	17,945,730
BBC	24,937	17,009,838
INDIA TIMES	53,596	16,488,990

Source: NewsWhip Analytics, July 2017

Global Ad Spending on Mobile and Non-Mobile Video 2012-2019

Total global advertising spend on mobile and non-mobile video in billions; 2017-2019 are estimates



Source: Zenith