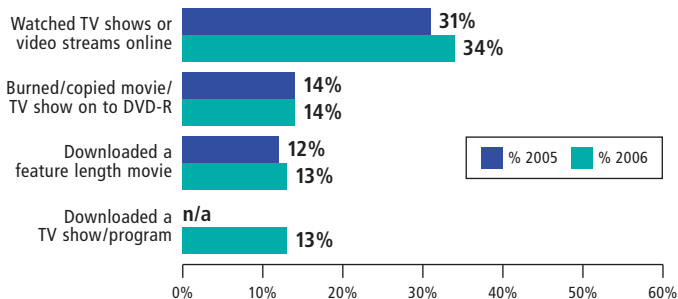


Prevalence of Digital Media Activities among Global Internet Users

DIGITAL MUSIC ACTIVITIES



DIGITAL VIDEO ACTIVITIES



Source: Ipsos Insight
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Base: Internet User – Past 30 Day Users