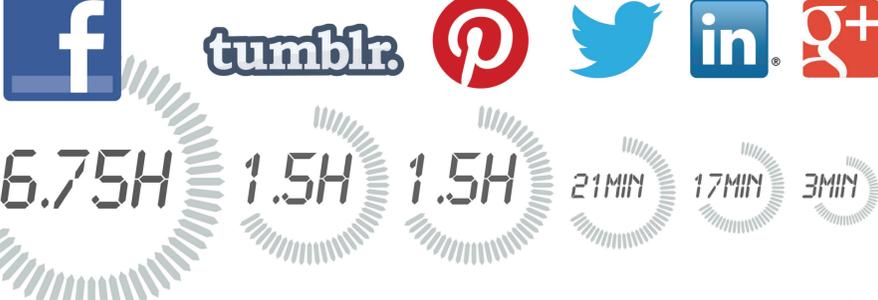


TIME SPENT STATISTICS

AVERAGE TIME VISITORS SPEND ON SOCIAL NETWORKING SITES PER MONTH



SOURCES 1 2

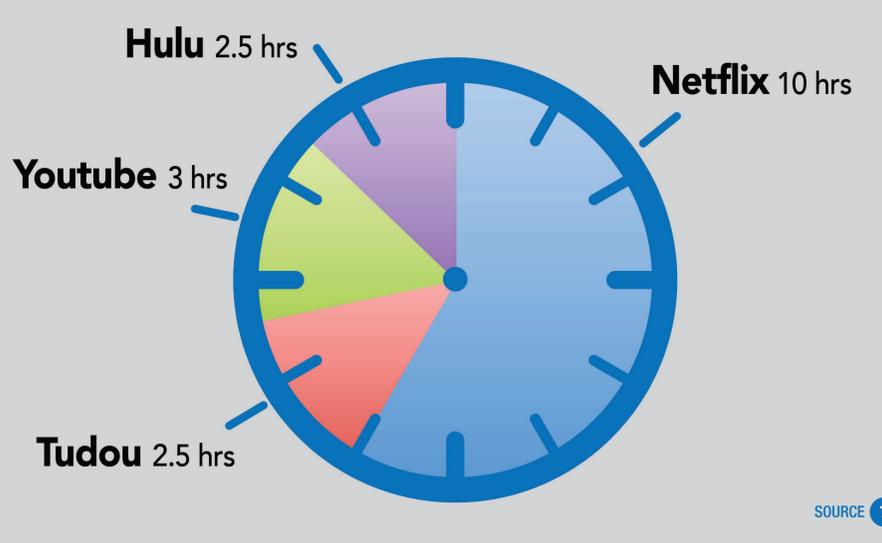
AVERAGE TIME AMERICANS SPEND ON VARIOUS ACTIVITIES PER MONTH

SOURCES 3 4 5 6

2006 → 2011

Social networking	2.7 hrs	▲	6.9 hrs
Phone, email, mail	5.7 hrs	▼	4.8 hrs
Socializing in person	22.8 hrs	▼	21 hrs
Taking care of household members	15.9 hrs	▼	15.3 hrs
Watching TV offline	71.1 hrs	▼	59.4 hrs
Watching TV online	6.3 hrs	▲	23.1 hrs

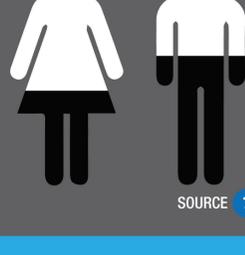
AVERAGE TIME U.S. CUSTOMERS OF ONLINE VIDEO SITES SPEND ON SUCH SITES PER MONTH



SOURCE 7

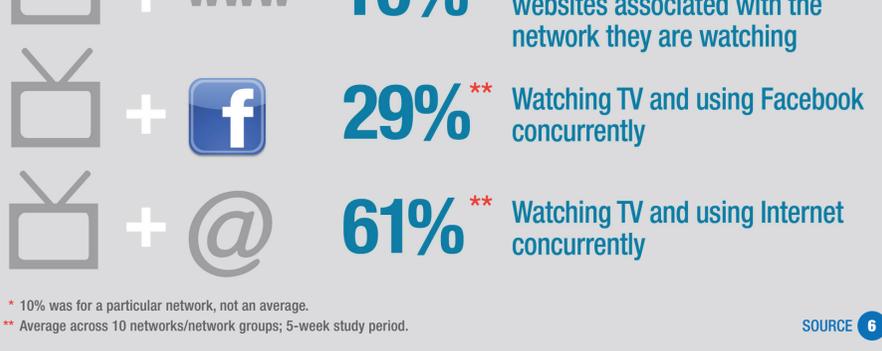
INTERNET & TV

65% of U.S. tablet owners surf the web while watching TV. Among such viewers, 60% of women and 44% of men visited a social networking site while watching a program.



SOURCE 7

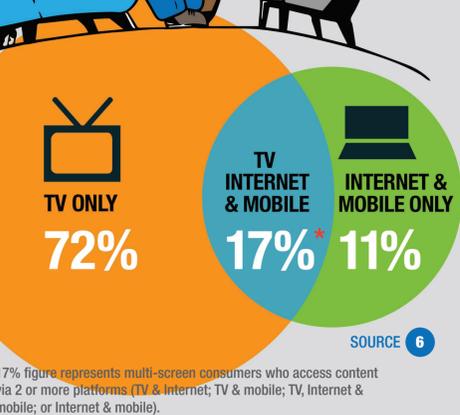
HOW PEOPLE SURF



* 10% was for a particular network, not an average.
** Average across 10 networks/network groups; 5-week study period.

SOURCE 6

HOW AMERICANS WATCH TV



* 17% figure represents multi-screen consumers who access content via 2 or more platforms (TV & Internet; TV & mobile; TV, Internet & mobile; or Internet & mobile).



SOURCE 7



SOURCE 6



SOURCE 6

THE UBIQUITY OF SOCIAL MEDIA

100% of the Ad Age Top 100 Advertisers have established Facebook pages for their brands



SOURCE 8



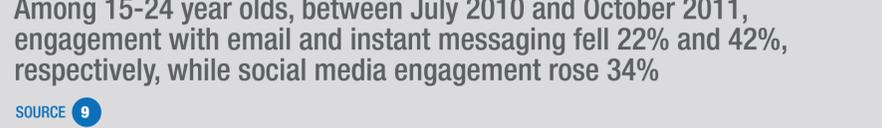
Social media accounts for **18%** of time spent online

SOURCE 9



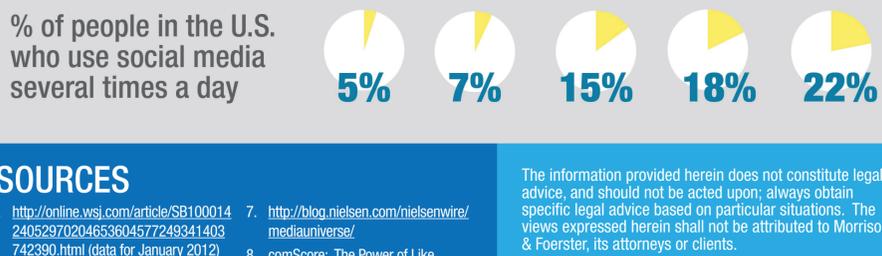
The fastest growing social networking user segments are males (of all ages), and people over 55 (each of these segments increased by more than 9% between July 2010 and October 2011)

SOURCE 9



Among 15-24 year olds, between July 2010 and October 2011, engagement with email and instant messaging fell 22% and 42%, respectively, while social media engagement rose 34%

SOURCE 9



SOURCES

- http://online.wsj.com/article/SB10001424052970204653604577249341403742390.html (data for January 2012)
- http://www.pcmag.com/article2/0,2817,2400895,00.asp
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- comScore: Top 10 Need to Knows About Social Networking and Where It Is Headed
- comScore: 2010 U.S. Digital Year in Review
- comScore: How Multi-Screen Consumers Are Changing Media Dynamics
- http://blog.nielsen.com/nielsenwire/mediauniverse/
- comScore: The Power of Like
- http://www.comscore.com/Press_Events/Presentations/Whitepapers/2012/07/The_State_of_Social_Media
- http://socialhabit.com/secure/wp-content/uploads/2012/07/The-Social-Habit-2012-by-Edison-Research.pdf

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Thanks to John Delaney, Nathan Salminen and Eunice Lee for their work in creating this infographic.