

Long Ago, People Danced @ Concerts, Now They Video / Click / Share / Tweet...

1990s



2010s



Today = *You Can Run, But You Can't Hide*

1993

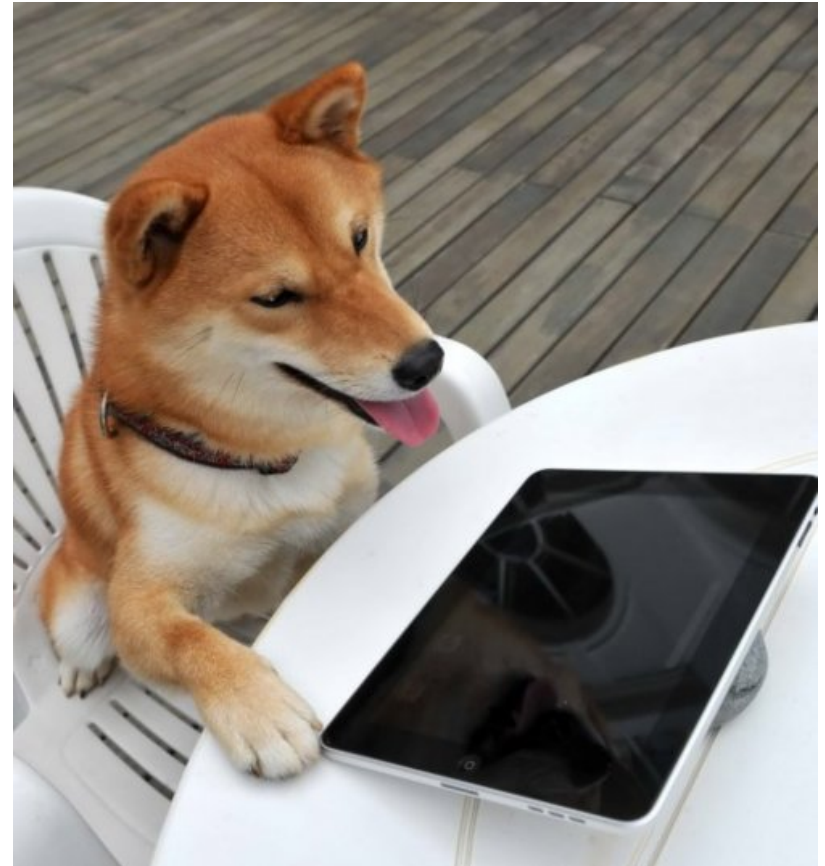
On the Internet, nobody knows you're a dog.



"On the Internet, nobody knows you're a dog."

2013

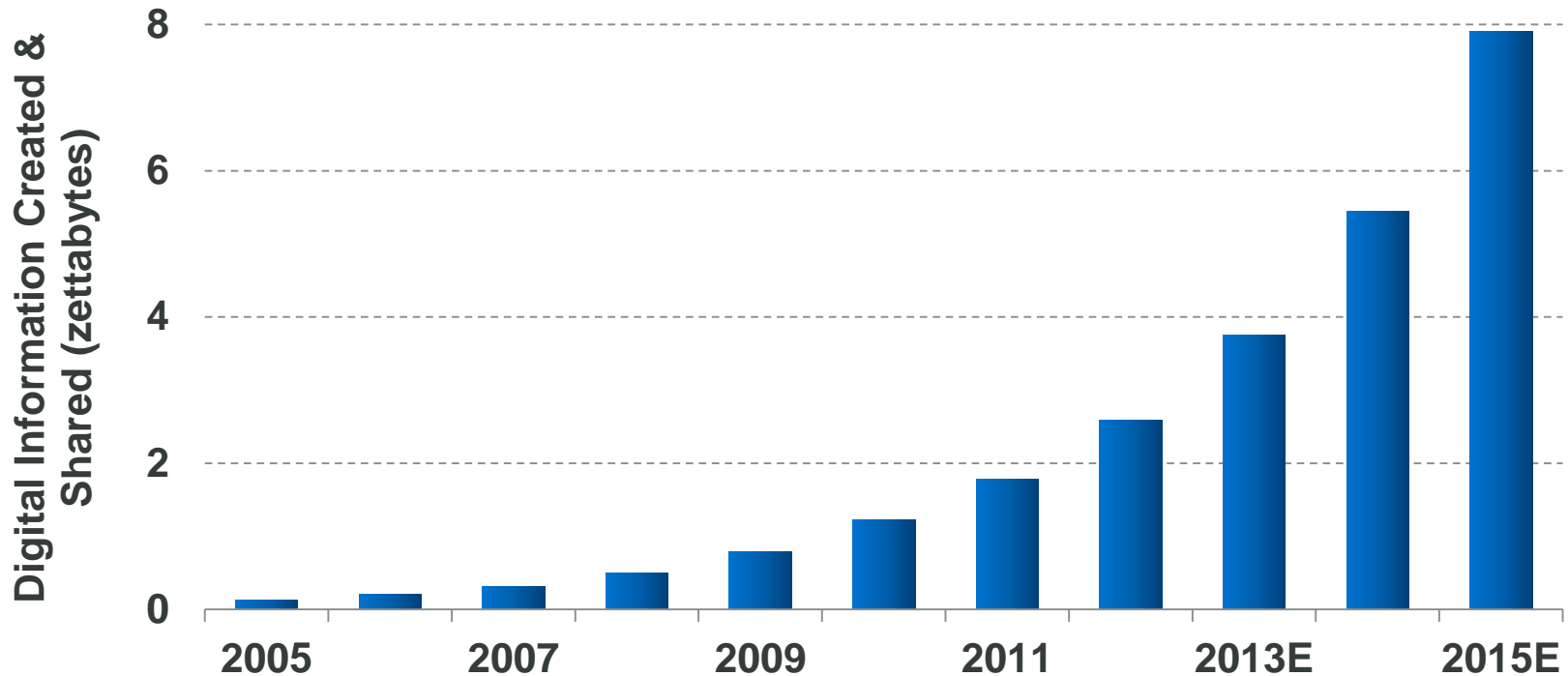
On the Internet, everybody knows you're a dog.



World's Content is Increasingly Findable + Shared + Tagged - Digital Info Created + Shared up 9x in Five Years

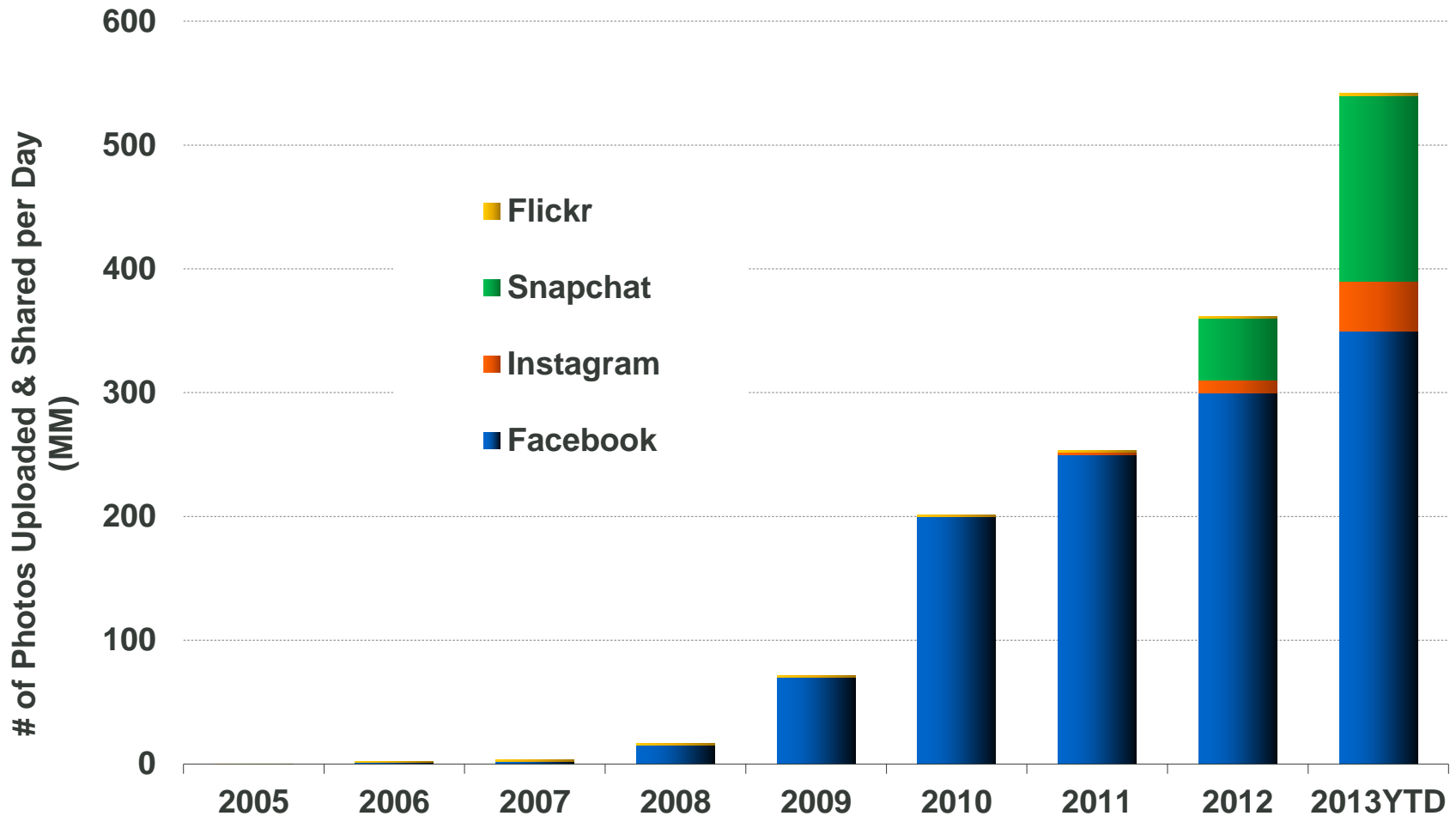
Amount of global digital information created & shared – from documents to pictures to tweets – grew 9x in five years to nearly 2 zettabytes in 2011, per IDC.*

Global Digital Information Created & Shared, 2005 – 2015E



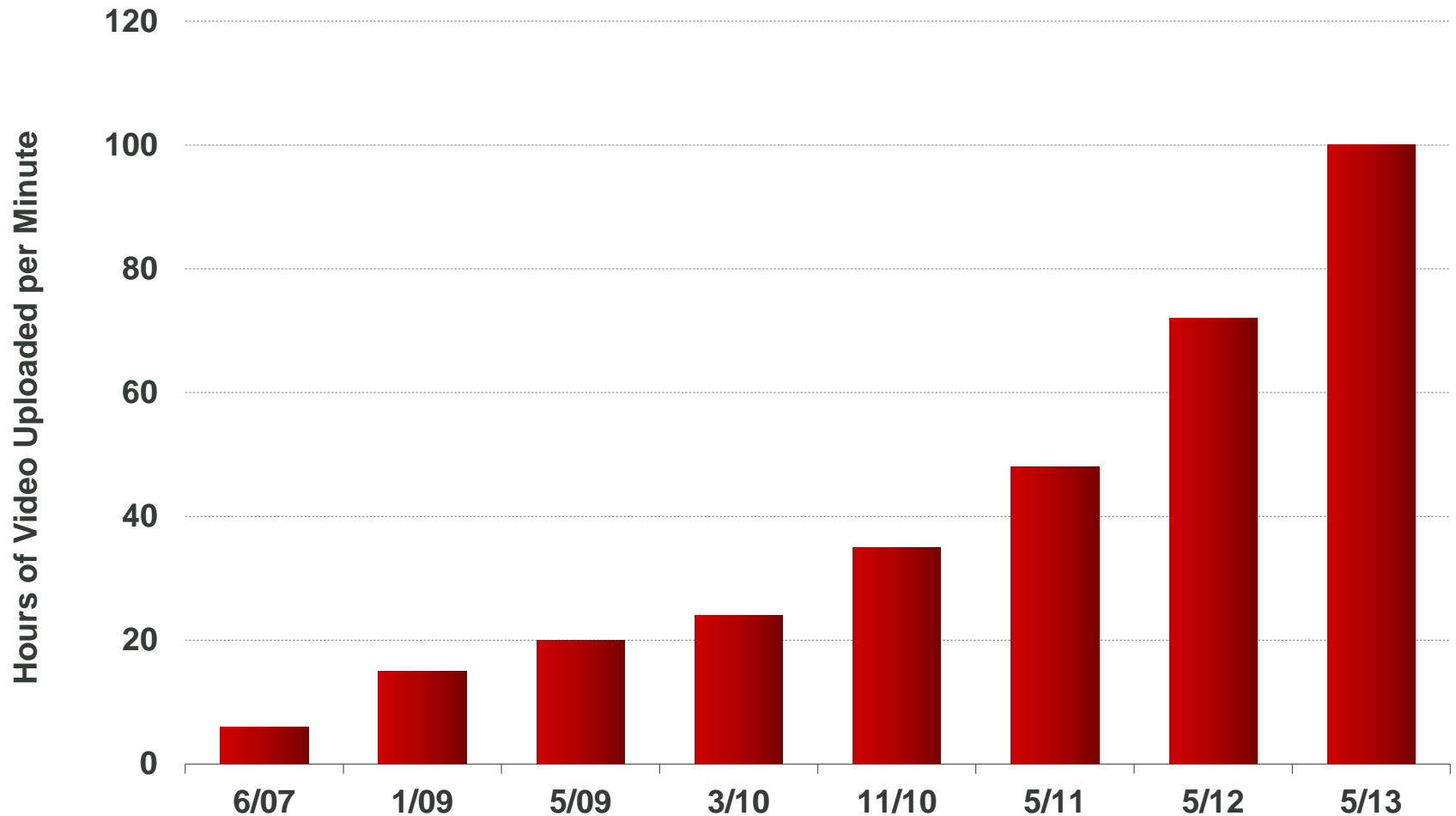
Photos = 500MM+ Uploaded & Shared Per Day, Growth Accelerating, on Trend to Rise 2x Y/Y...

Daily Number of Photos Uploaded & Shared on Select Platforms, 2005-2013YTD



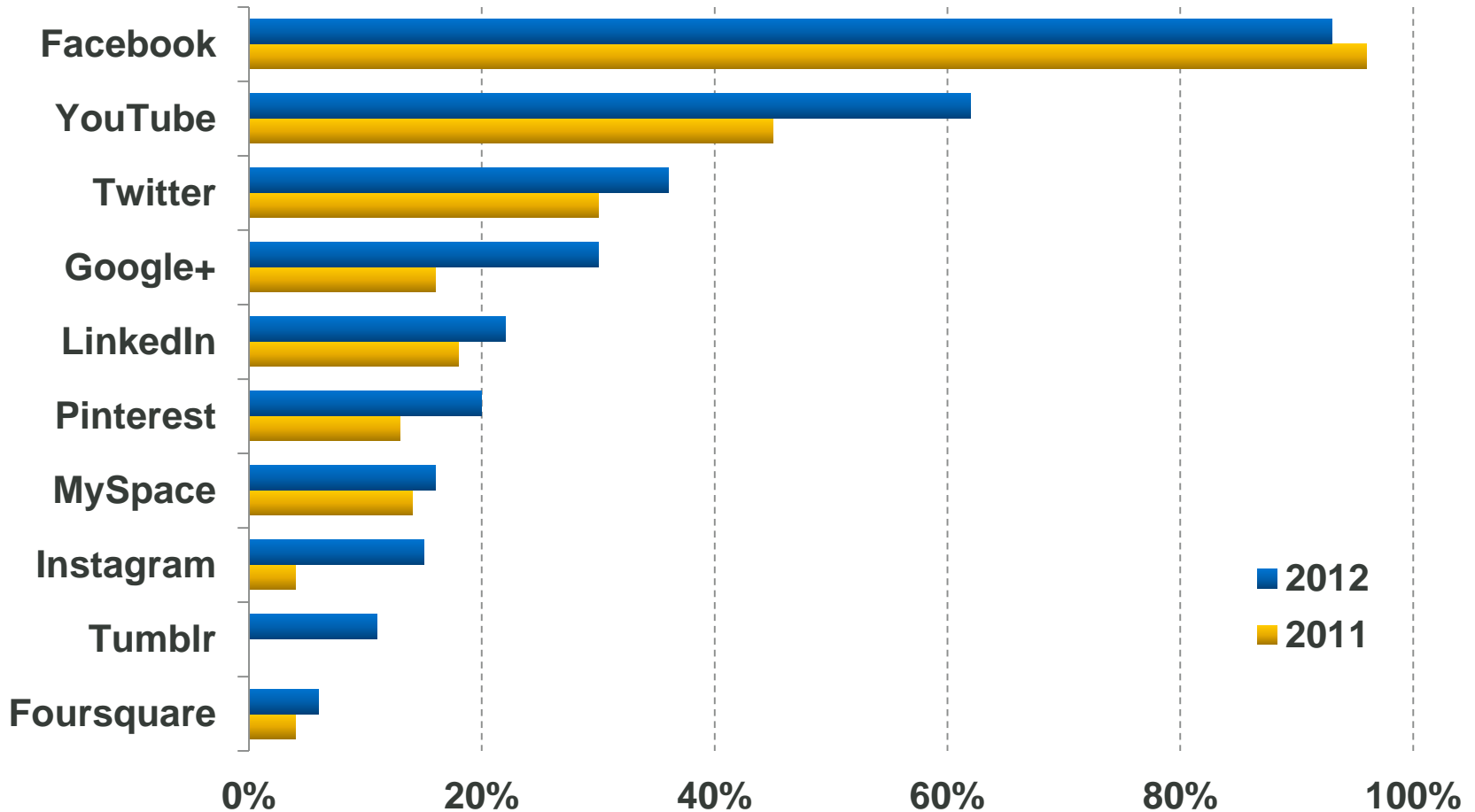
Video = 100 Hours Per Minute Uploaded to YouTube, Up from ~Nada Six Years Ago

YouTube Hours of Video Uploaded per Minute, 6/07 – 5/13



Social Media – Facebook Leads, YouTube + Twitter + Google+ + Pinterest + Instagram + Tumblr Rising Fast

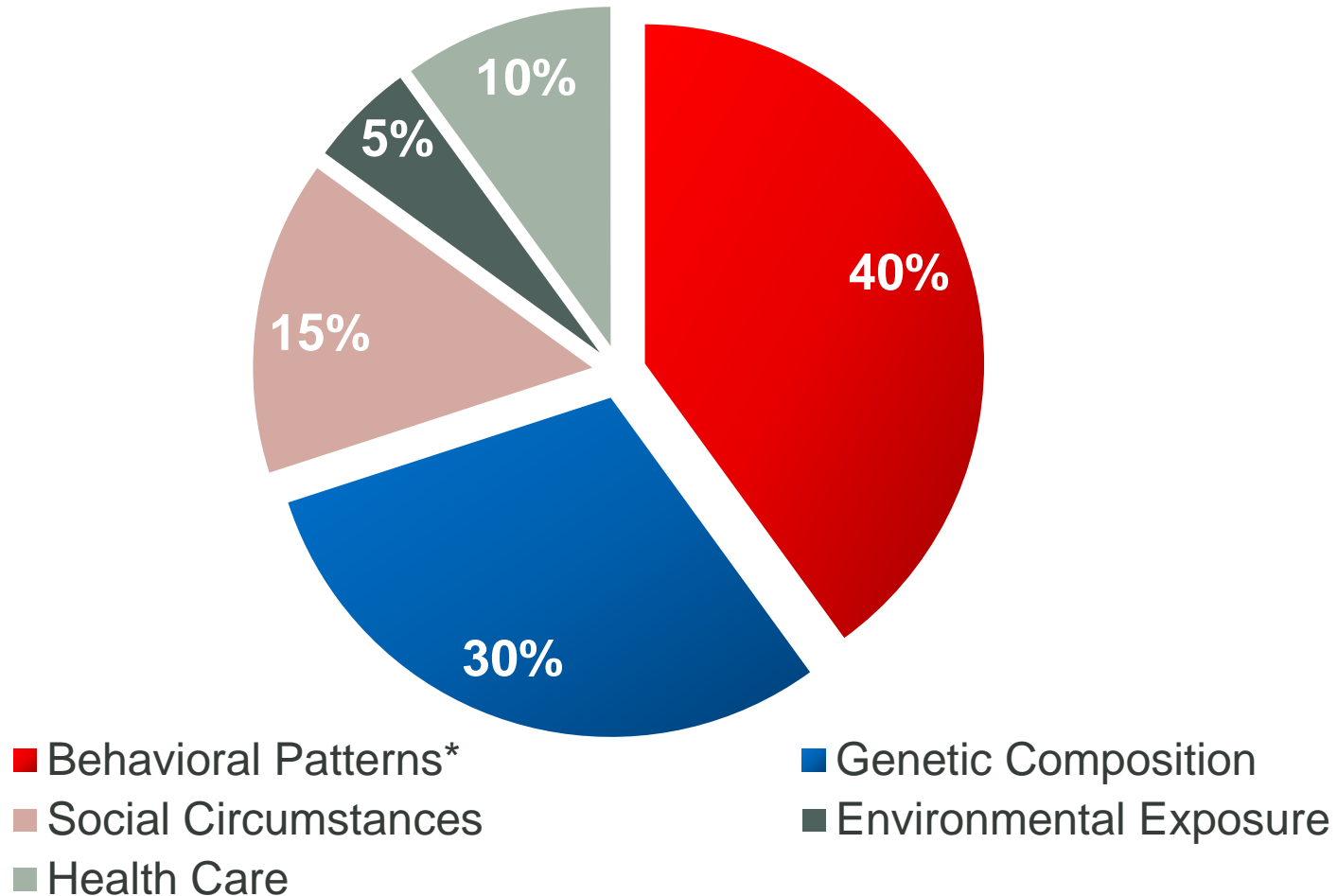
Which of the Following Social Media Do You Use?



Source: Frank N. Magid Associates, "Facebook Fatigue - Fact or Fiction?", March 2013.
Based on a study of 2K social media users aged 12-64 who were asked "Which of the Following Social Media Do You Use?"
2011 Pinterest and Instagram data from 9/12 / 4/12.

Health Outcomes – Behavior (at 40%) is Biggest Driver of Premature Death

USA Proportional Contribution to Premature Death, 2007



*Smoking: 44%, Obesity & Inactivity 37%, Alcohol 9%, Other 10%.

Source: "We Can Do Better — Improving the Health of the American People" - The New England Journal of Medicine, 2007. 25