

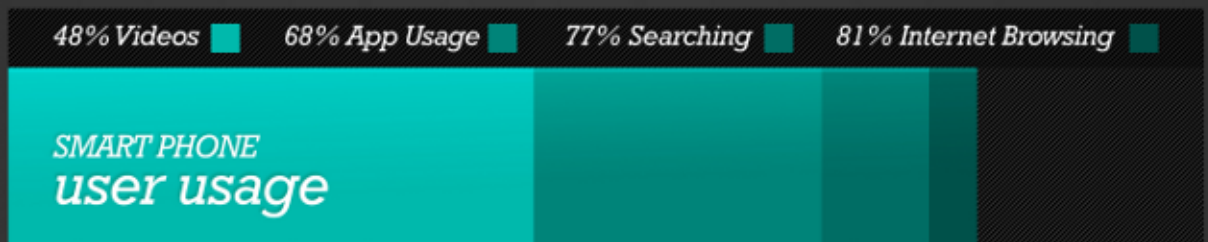
Mobile User Trends Continue to Increase



127.6 million mobile users in the U.S. and **108 million** users in Europe consumed mobile media through their mobile application in 2011

about a 30% increase over 2010

Downloaded applications were used by 51.1 percent of subscribers



64% OF MOBILE PHONE TIME IS SPENT ON APPS

did you know?
ADULTS SPEND MORE MEDIA TIME ON MOBILE THAN NEWSPAPERS AND MAGAZINES COMBINED