

NOVEMBER 2013

US Digital Media Usage: A Snapshot of 2014

This Snapshot provides a key to digital media usage trends next year and how they will be different from this year's patterns—critical for marketers to understand as they develop campaigns to target the growing online and mobile populations.

presented by:

The logo for OpenX, consisting of a cluster of five overlapping circles in blue, green, orange, yellow, and red, followed by the word 'OpenX' in a bold, black sans-serif font with a trademark symbol.

Dear eMarketer Reader,

eMarketer is pleased to make **US Digital Media Usage: A Snapshot of 2014** available to our readers. This report is a great example of eMarketer's definitive digital media usage and penetration benchmark and forecast data, based on our model of comparative estimates and the analysis of multiple perspectives.

eMarketer offers the most credible view into the state of the digital marketplace. All eMarketer research—including our reports, charts, interviews, articles and dashboards—is available via our corporate subscription service. If you need to keep up with digital and have benchmarks for your decisions, we invite you to learn more at emarketer.com or contact us directly at 212-763-6010 or sales@emarketer.com.

We thank you for your interest in the Digital Media Snapshot and **OpenX** for their sponsorship, making it possible for us to offer it to you today.

Best Regards,



Crystal Gurin
Vice President and Publisher



2014 US Digital Media Usage

Desktop internet and social network usage growth have plateaued, and while some properties are still growing their user bases quickly, much of the space's momentum has moved to mobile.

Facebook

Growth in overall usage of Facebook has slowed to a crawl, with just a 3.0% increase in users expected for 2014, making Facebook almost as mature by this metric as internet usage as a whole. But mobile is where things heat up, with Facebook usage growing by double digits and dominating the mobile social networking landscape.

Internet Users

248.8 M

up 2.2% from 2013

Social Network Users

169.5M

up 3.6% from 2013

Facebook Users

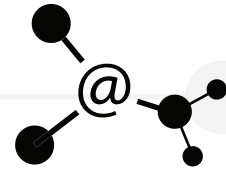
151.1M

up 3.0% from 2013

Twitter Users

41.6M

up 12.9% from 2013



Twitter

Twitter is still growing its total user base, which is expected to near 42 million by the end of 2014, but mobile is growing more quickly than average for the microblogging service as well. More than eight in 10 Twitter users will log in at least monthly via mobile next year.

Mobile Phone Twitter Users

32.7M

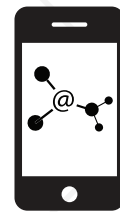
up 16.7% from 2013



Mobile Phone Internet Users

162.9M

up 13.7% from 2013



Mobile Social Network Users

117.7M

up 17.9% from 2013

Mobile Phone Facebook Users

115.2M

up 16.1% from 2013



Mobile Usage

While the number of mobile phone users may have all but stopped moving, mobile internet uptake is still strong, as well as uptake of many forms of mobile content consumption. We expect 32.3% of the mobile phone population to listen to music on their phones next year, 57.5% to play games and 35.4% to watch videos.



**All Mobile
Phone Users**

250.6 M

up 1.6% from 2013

98.2%

of smartphone users are
mobile internet users



**Mobile Phone
Internet Users**

162.9 M

up 13.7% from 2013



**Smartphone
Users**

159.9 M

up 14.2% from 2013



Digital Video Viewers

Video viewing on digital devices continues to go mainstream, as internet users snack on clips, catch up on favorite shows or stay up-to-date with their favorite sports on mobile phones, tablets, PCs and video streamed to connected TVs.

Digital Video Viewers

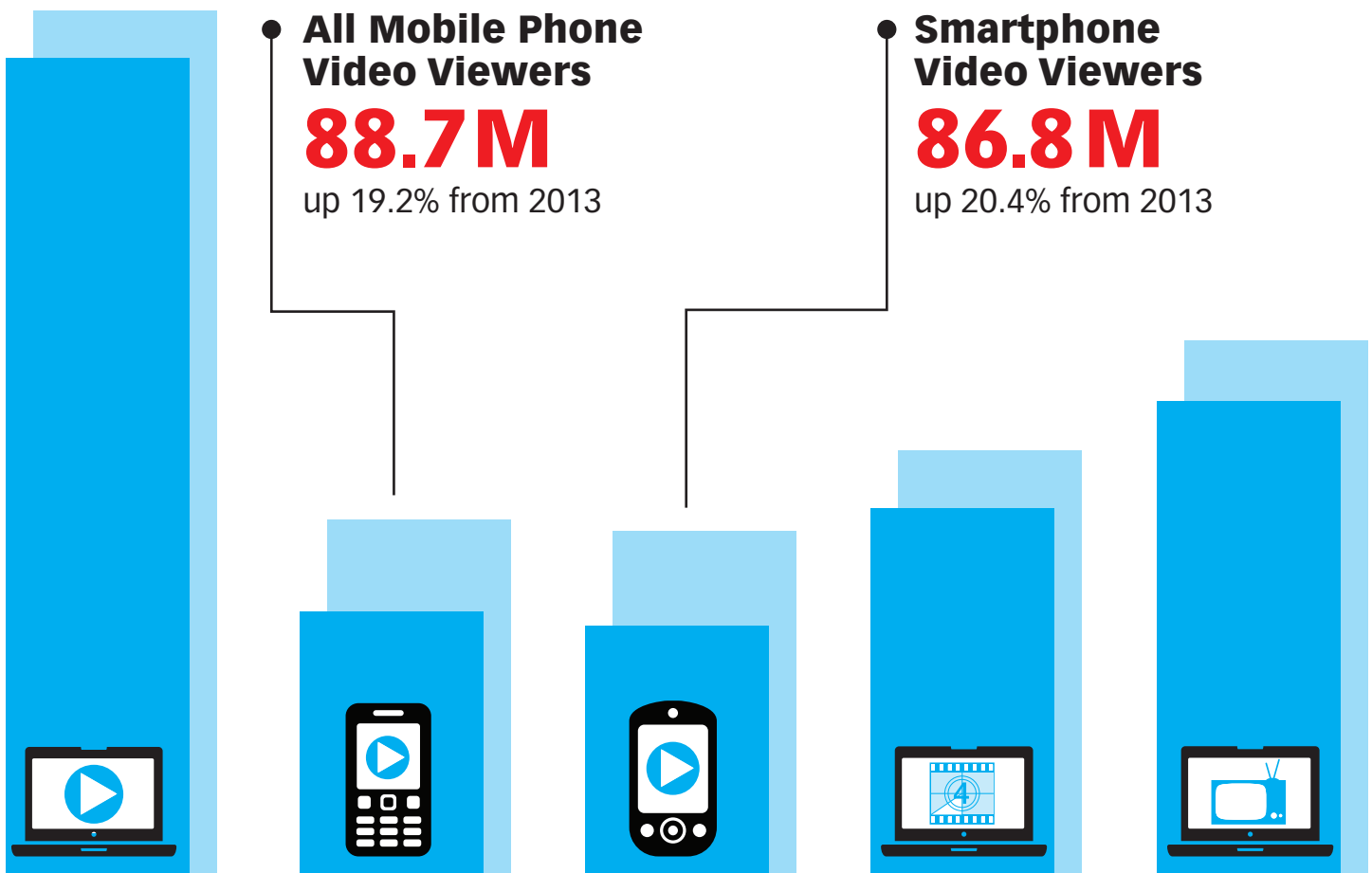
190.6 M

up 4.4% from 2013

2014

2013

KEY



All Mobile Phone Video Viewers

88.7 M

up 19.2% from 2013

Smartphone Video Viewers

86.8 M

up 20.4% from 2013

Digital Movie Viewers

100.9 M

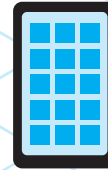
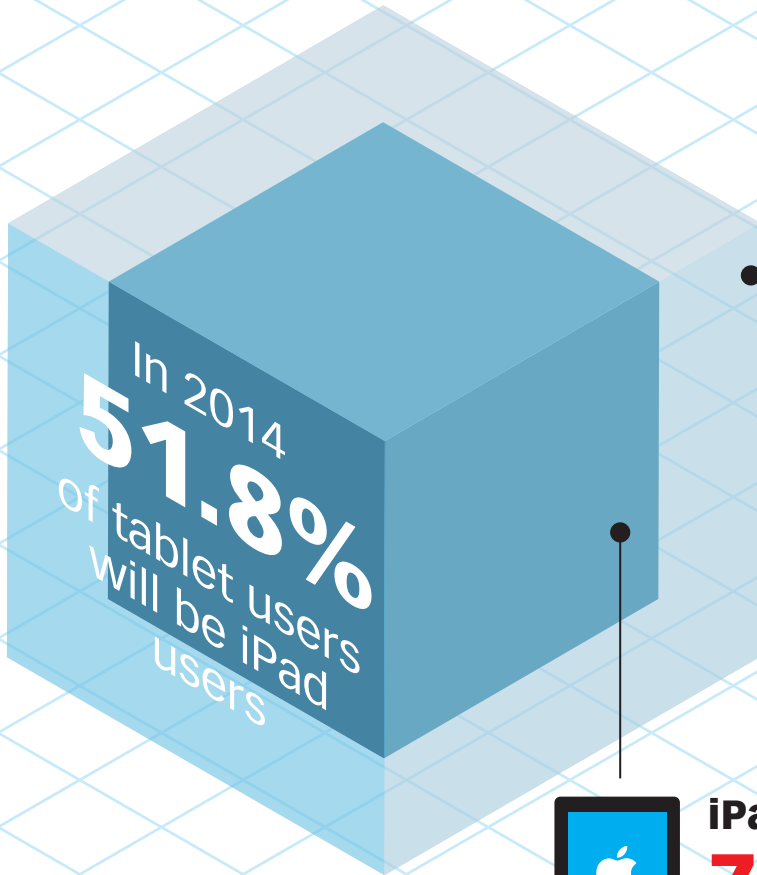
up 10.4% from 2013

Digital TV Viewers

130.7 M

up 8.3% from 2013

Tablets



Tablet Users

140.1M

up 9.4% from 2013



iPad Users

72.6M

up 3.9% from 2013

Ecommerce

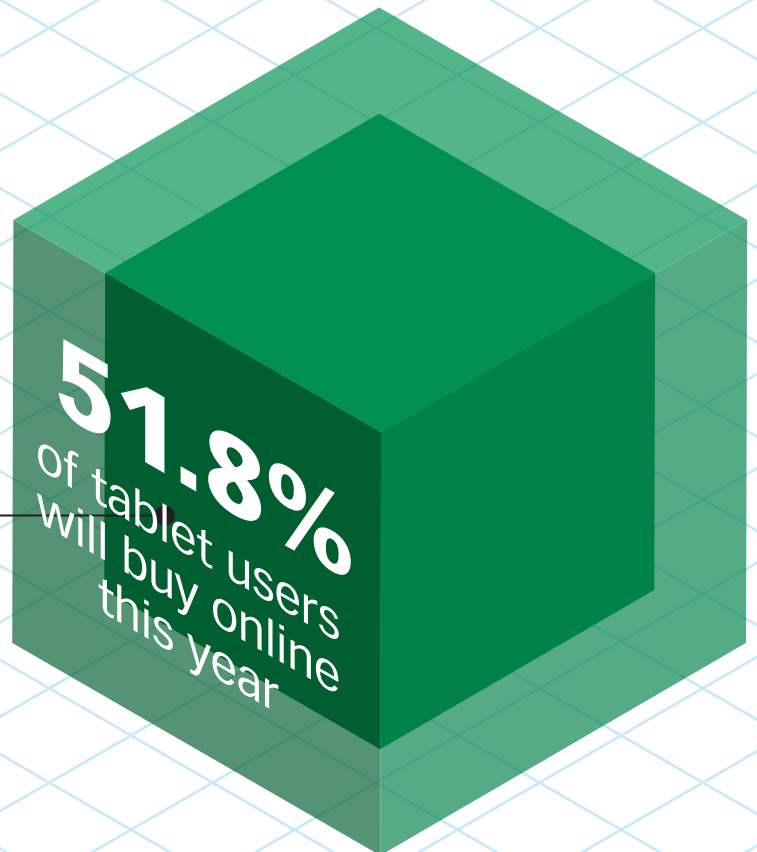
Tablets have already become an important force in ecommerce, as consumers use them to shop with comfort and convenience around the home (as well as on the go).



**Tablet
Mcommerce Buyers**

83.7M

up 17.7% from 2013





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Are you Open?

OpenX is a global leader in digital and mobile advertising technology. OpenX's vision is to unleash the full economic potential of digital media companies. Our unified monetization platform combines an ad server and a real-time bidding ad exchange to deliver the highest revenue across every digitally connected screen.

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