The Multiscreen Universe

The future of video advertising is here, and it’s multiscreen

Mobile at a glance

NORTH AMERICA
50% of Americans own smartphones**

LATAM
1 IN 5 are smartphone users**

CENTRAL EASTERN EUROPE
155 MILLION people went online using a mobile in 2014, 30% more than in 2013***

EU5
185 MILLION smartphone users**

APAC
The world’s largest smartphone market 951 MILLION smartphone users**

1.76 Billion smartphone users*

1 Billion tablet users by end of 2015**

* eMarketer, Worldwide Mobile Phone Users: H1 2014 Forecast and Comparative Estimates  ** eMarketer, 2014  *** Worldwide Internet and mobile users, Q4 2014 Complete Forecast
Let’s Play
Video – the perfect format for multiscreen.

By 2018 **48.2%** of the global population will be online, largely due to the phenomenal growth of mobile phones in emerging markets.†

† Worldwide Internet and mobile users, Q4 2014 Complete Forecast
   ^ Teads, Gen Y Mobile Consumption Report, Censuswide, 2014
   • eMarketer, 2014

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**1 in 10** US mobile ads are video

**48.5%** of video ad impressions occur on iOS

**53%** of people watch mobile video at home^

Mobile video consumption peaks between **4-6pm**

**33%** of people watch mobile video advertising every day^

**29%** of people watch mobile video while watching TV^

**66%** of people would rather use Wifi to view rich media content on their devices^

By 2018 mobile will capture **48%** of all video ad spend*