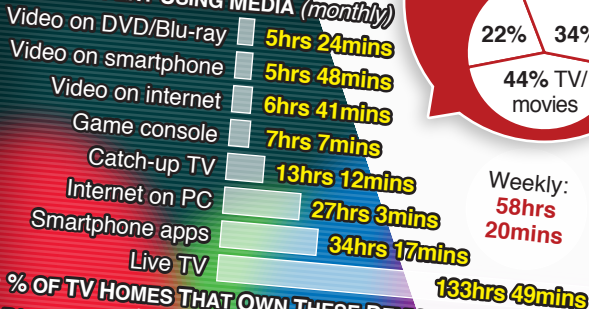


U.S. digital device usage steadily rising

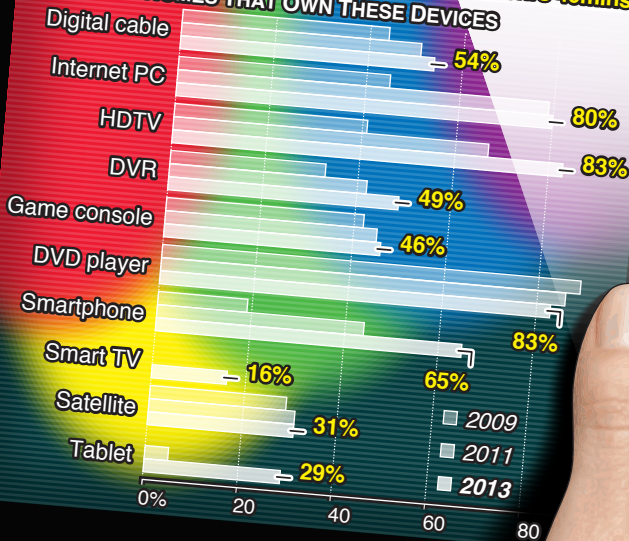
The average American now owns four digital devices and spends 60 hours a week consuming content across a range of devices

Figures may not add up to 100% due to rounding.
Survey of 2,020 adult social media users in United States

● TIME SPENT USING MEDIA (monthly)

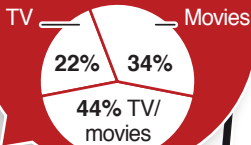


● % OF TV HOMES THAT OWN THESE DEVICES



NETFLIX

38% of consumers watch **Netflix** for:



Weekly:
**58hrs
20mins**