

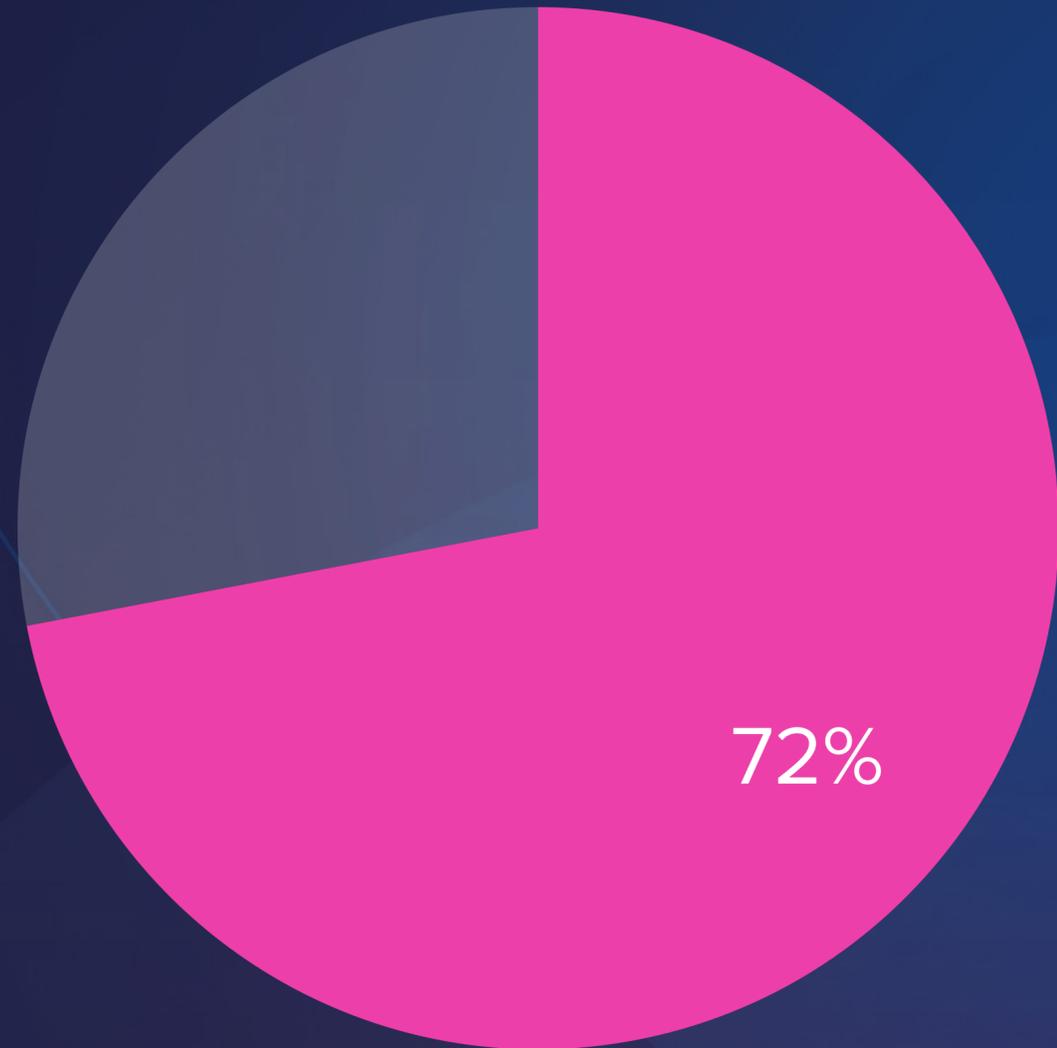
The Big Game

Mobile Usage & Engagement Survey

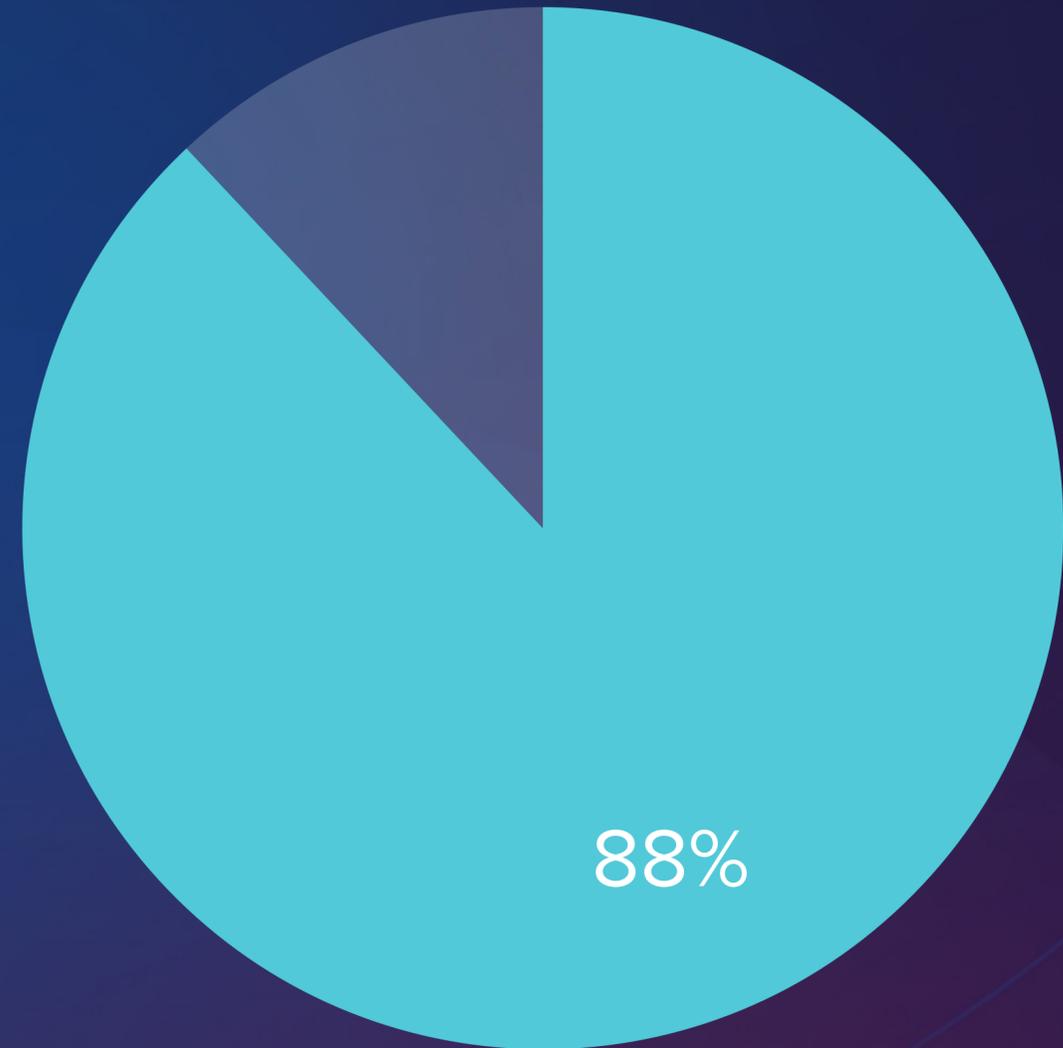


Majority of Both Genders Tuning In

Women

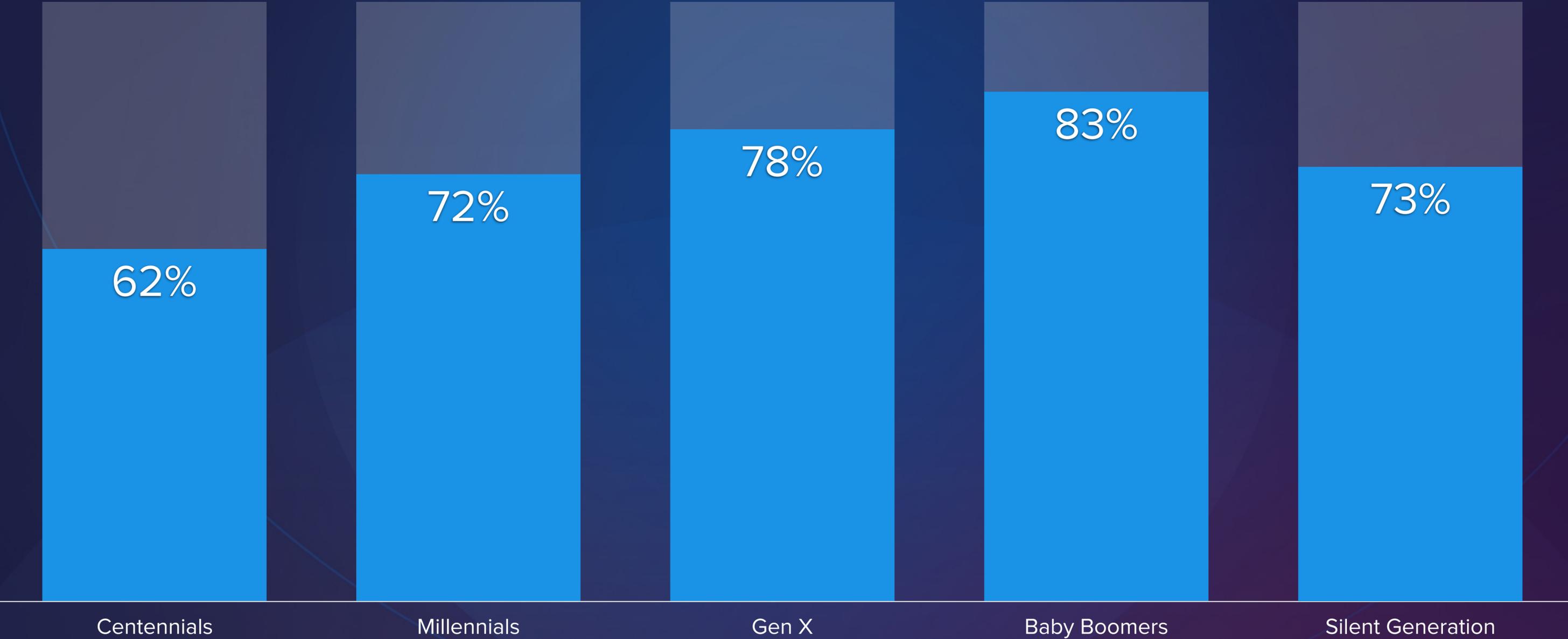


Men





Gen X & Baby Boomers Most Likely to Tune In

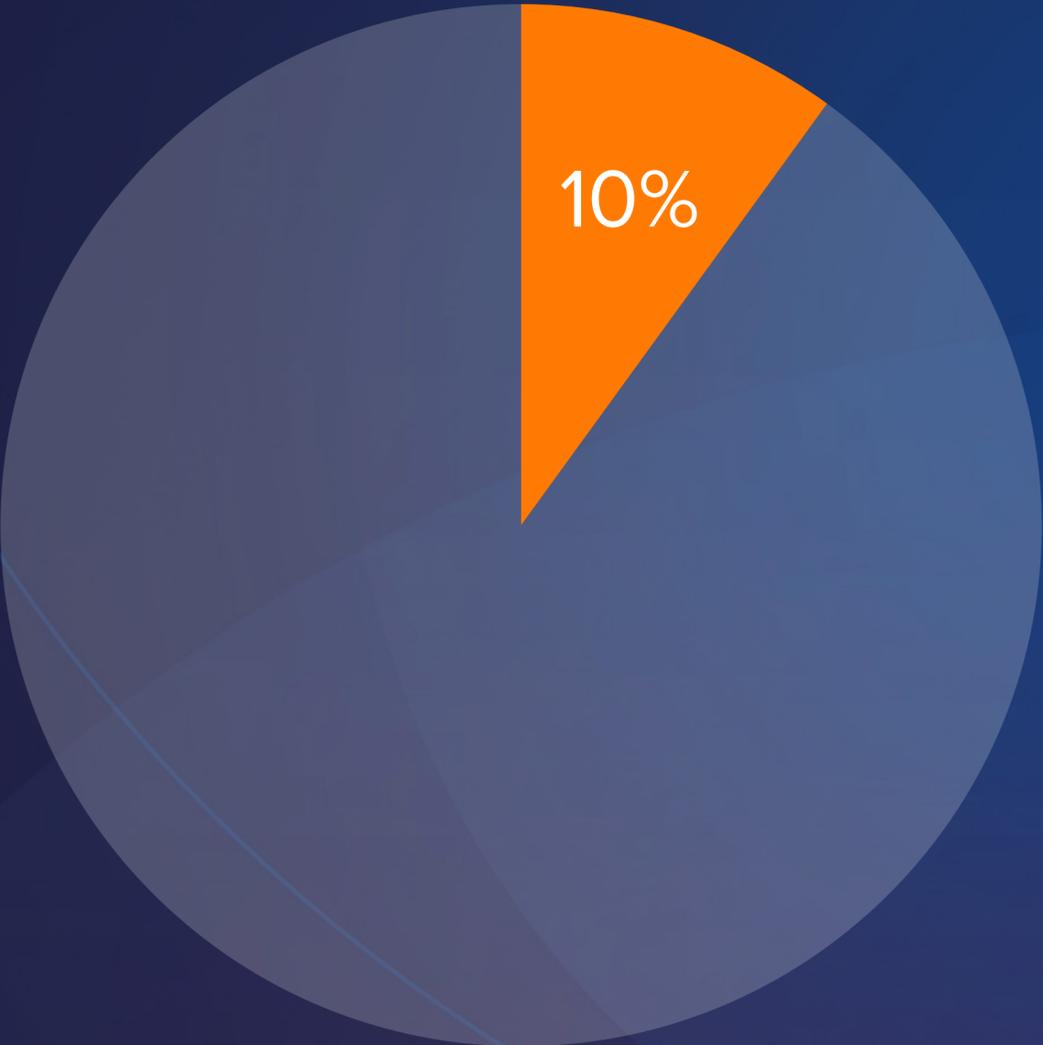


Source: AdColony Q1 2017 Consumer Survey

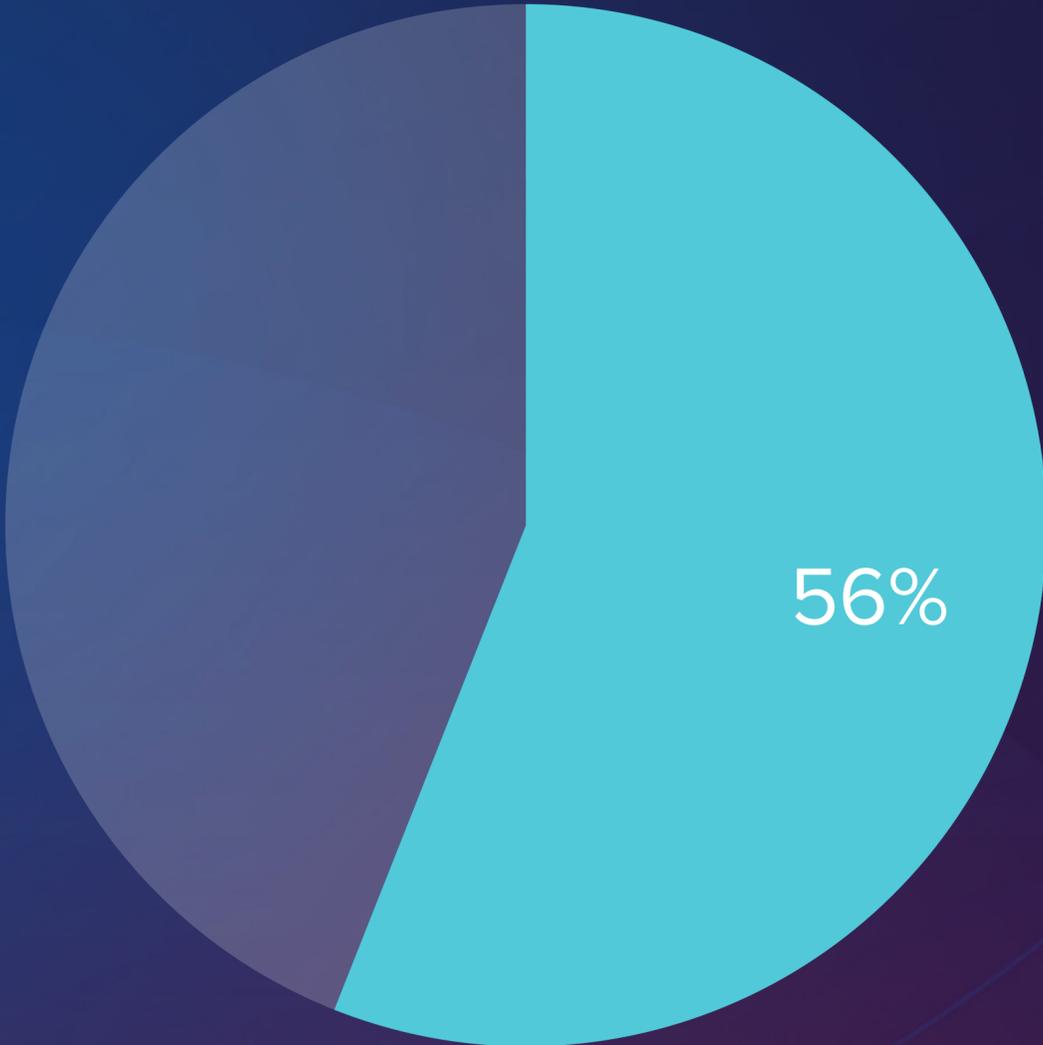


Majority Watch on Multiple Screens

Not Watching on TV



Watching on Multiple Screens



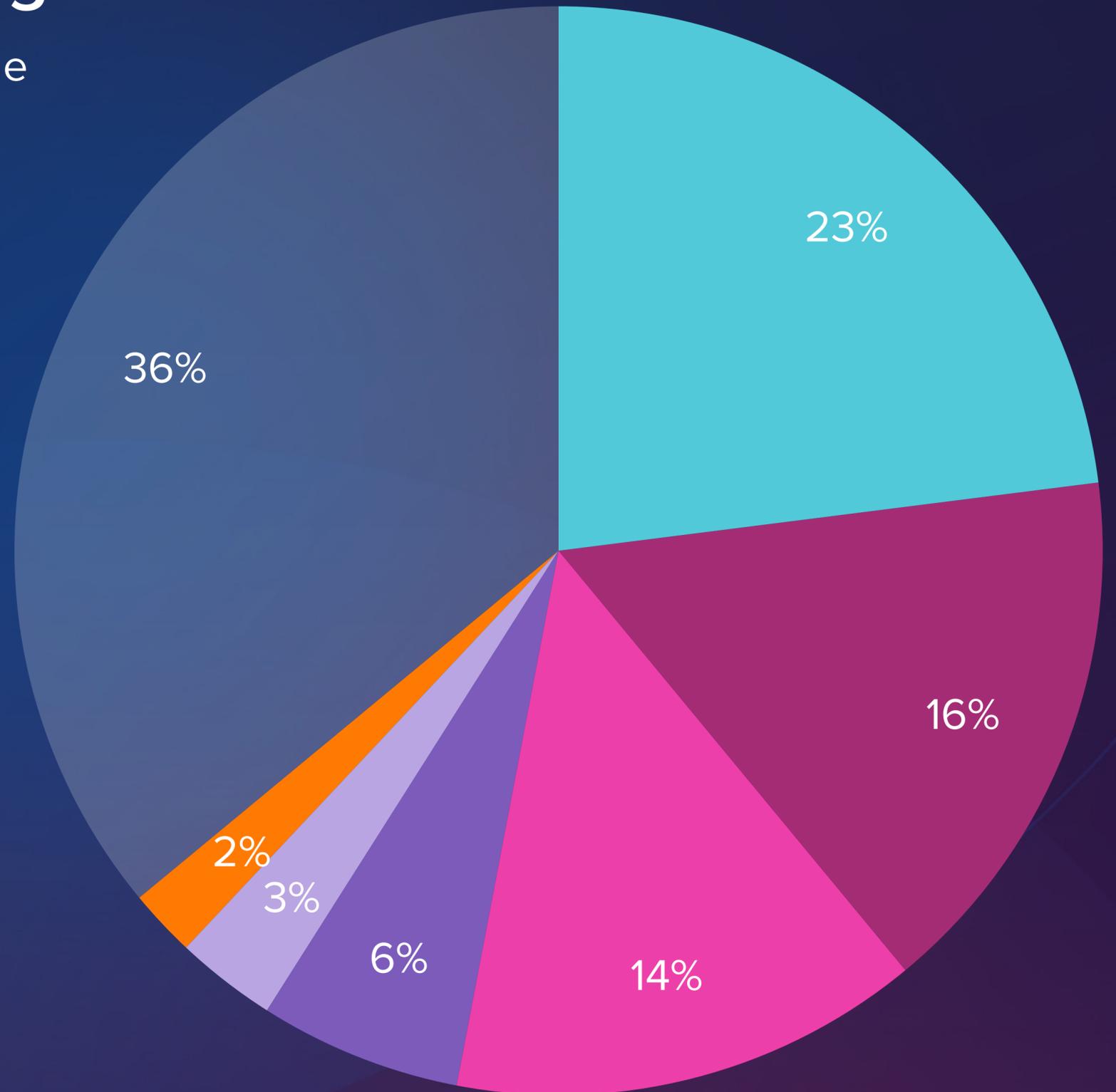


Mid-Game Mobile Multitasking

Anticipated time spent in-app during the Big Game

Where Time Will Be Spent

- Games
- Social Media
- News & Sports News
- Communication
- Music
- Fantasy Sports
- Other





Mobile Behavior Heat Map By Age

Nearly every age group will be most engaged with mobile games during the Big Game

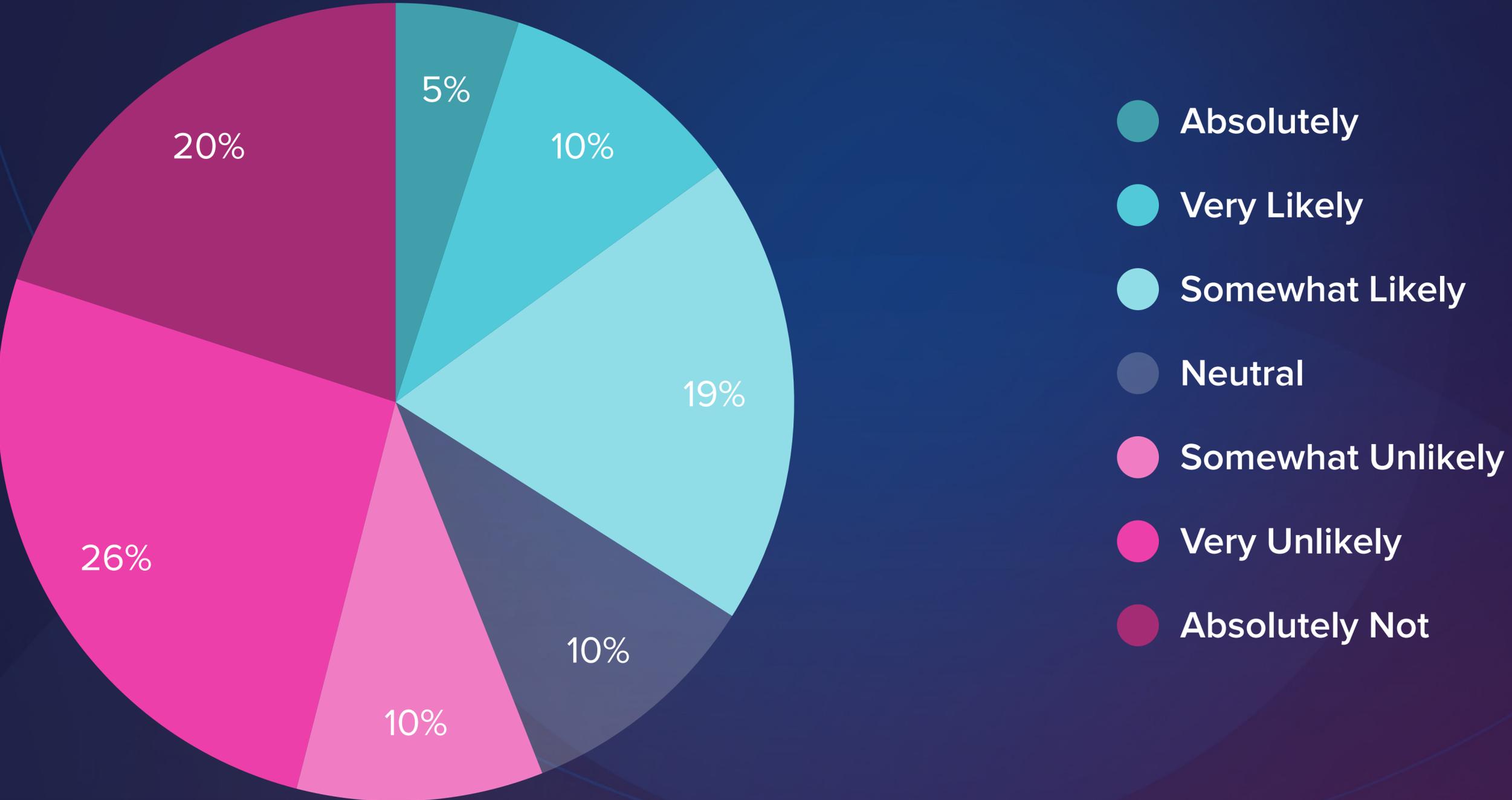
	News & Sports	Fantasy Sports	Messaging	Social Media	Games	Music
Millennials	17%	2%	4%	23%	25%	0%
Gen X	19%	3%	7%	24%	16%	3%
Boomers	13%	1%	6%	9%	26%	3%
Silent Gen	12%	1%	4%	6%	29%	1%

Source: AdColony Q1 2017 Consumer Survey



Likelihood of Searching for Television Ads After They Air

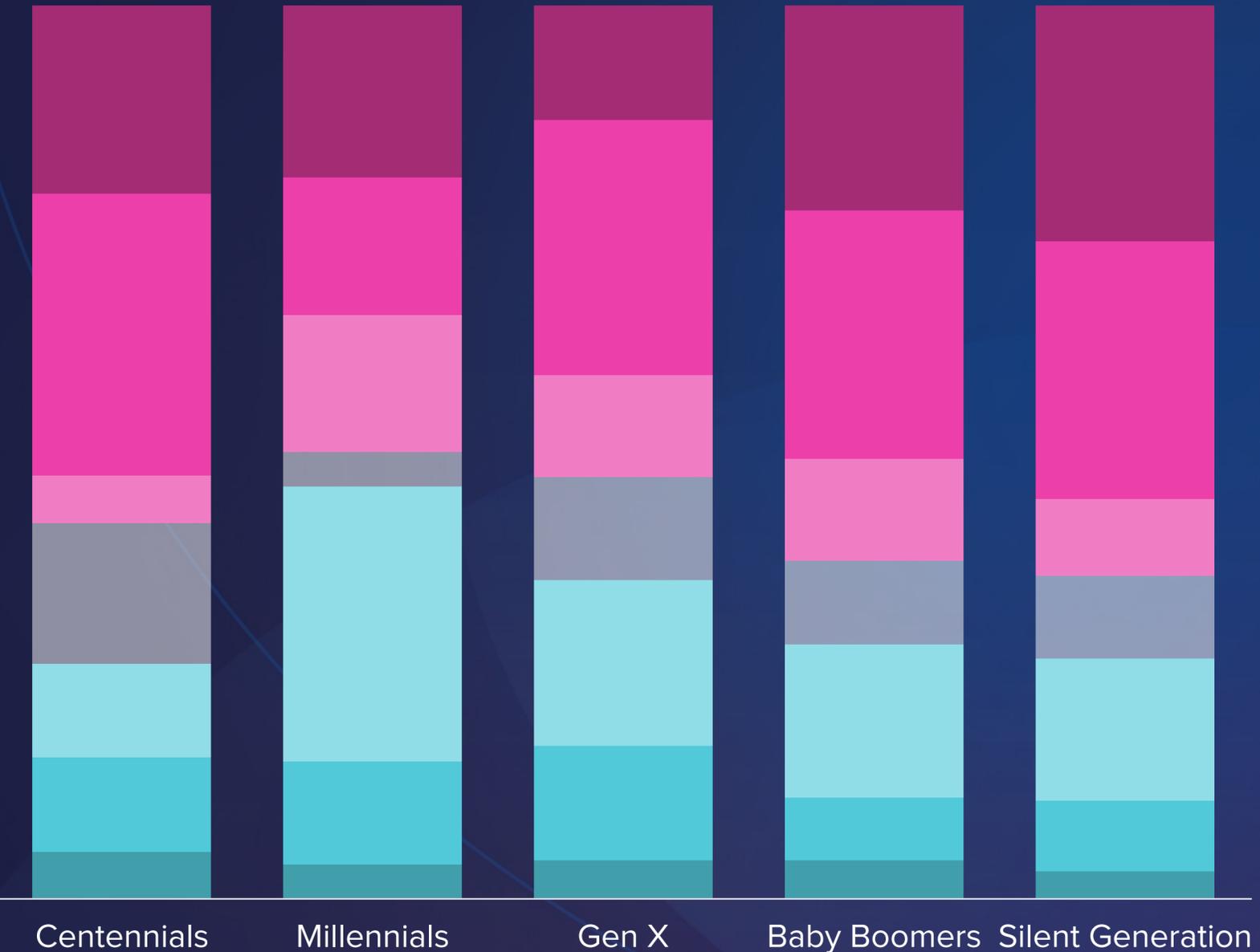
Don't count on organic: It takes more than great creative to generate additional views



Source: AdColony Q1 2017 Consumer Survey



Interest in Searching for Ads by Age



Most Likely Least Likely

- 26% of Centennials are at least somewhat likely to search for an ad they see during the game, but 58% are unlikely.
- 46% of Millennials are likely to search for an ad after the game, but 50% are unlikely.
- 36% of Generation X is likely to search for an ad, and 53% is unlikely.
- Only 28% of Baby Boomers are likely to search for an ad, and 62% are unlikely.
- Just 27% of the Silent Generation is likely to search for an ad, and 64% are unlikely.

Source: AdColony Q1 2017 Consumer Survey



End Notes

About the Survey

- A total of 933 participants completed this survey.
- 54% of participants identified as female, 41% identified as male, 1% identified as other, and 4% declined to state their gender.
- Participants were recruited via the AdColony platform, which has a monthly reach of over 1 billion users.
- Responses were collected between January 10, 2017 and January 18, 2017.

About AdColony

AdColony is a leading mobile advertising platform dedicated to delivering authentic brand experiences across today's primetime apps and sites.

Our proprietary Instant-Play™ technology & innovative ad formats elevate the mobile ad experience, making us a leader in mobile marketing and monetization.

Trusted by Fortune 500 brands and 85% of the top grossing mobile publishers, AdColony provides a superior way to reach mobile audiences at scale and drive meaningful outcomes for advertisers and publishers alike.



Thank you!