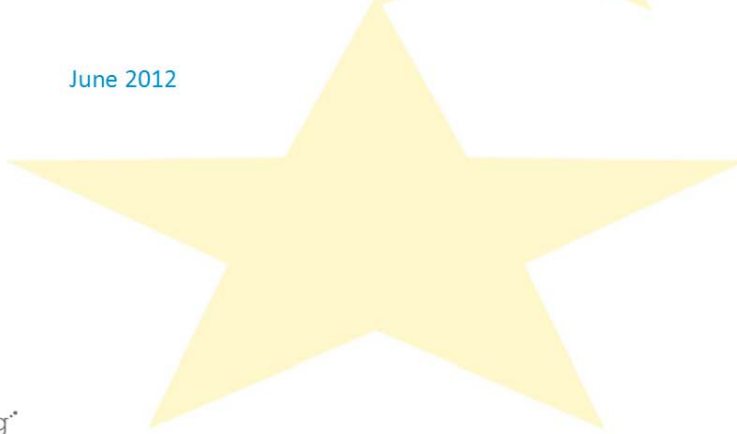




Mediascope Europe

ES Results

June 2012



Presentation Agenda

1. Introduction

- Background
- Coverage and Methodology

2. Main Findings

- The Media Evolution
- Internet everywhere by any means
- Media multi-tasking means more active consumers
- Brand relationships grow via digital touchpoints
- The Internet is an entertainer and enabler
- Connectivity via mobile phones increasing engagement
- Instant access to information at consumers fingertips
- Internet enriches consumer communication
- Online plays a key function in the purchase funnel

Background

- As part of their research remit, the IAB Europe conducts Mediascope Europe, widely recognised as the industry standard consumer research study on the European media landscape
- The broad aim of this study is to capture the different ways in which consumers are developing across Europe and assess their similarities and differences
 - Identify changing media consumption patterns
 - Evolution of media multi-tasking and emerging and evolving online media
 - Video consumption, social media and e-commerce



