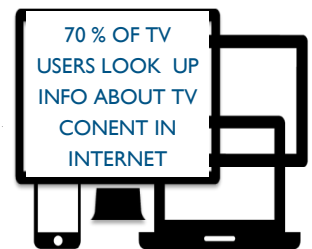
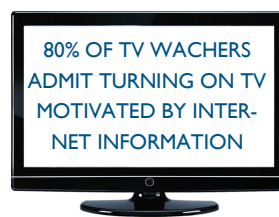
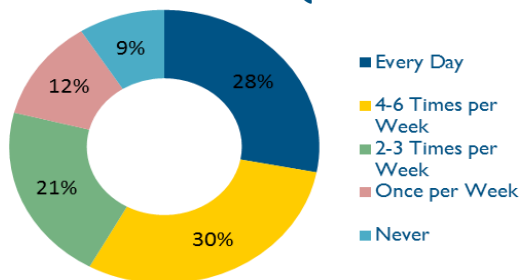


An advanced scheme for future services and applications in a global environment.

SECOND SCREEN NUMBERS IN BRAZIL

57 % OF BRAZILIAN TV WATCHERS USE THEIR SMARTPHONE OR TABLET SIMULTANEOUSLY

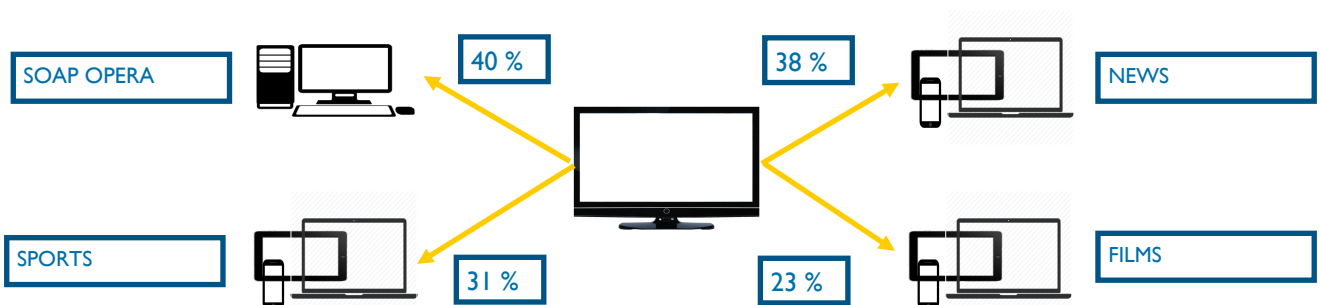
MULTITASKING FREQUENCY



YOUNG PEOPLE (16-24) ARE THE MOST ACTIVE MULTITASKING USERS

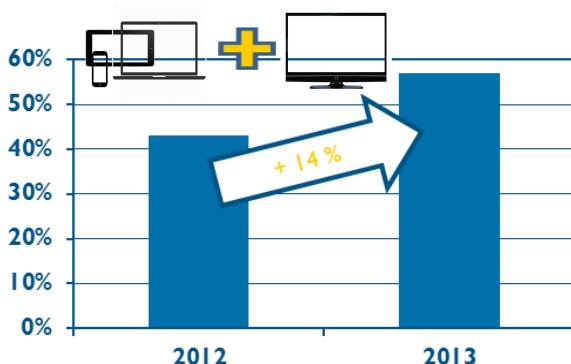
SECOND SCREEN PATTERN USAGE IN BRAZIL

29 % OF BRAZILIAN TV WATCHERS SIMULTANEOUSLY TALK ABOUT TV CONTENTS IN INTERNET

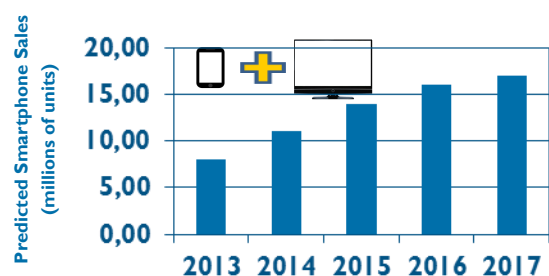


SECOND SCREEN GROWTH IN BRAZIL

+14 % INCREMENT FOR SIMULTANEOUS TV & INTERNET USAGE



58 % OF SIMULTANEOUS USERS ACCESSED INTERNET VIA SMARTPHONE



SOURCES: IBOPE NIELSEN BRAZIL & IAB BRAZIL—comScore

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