

THE GLOBAL INTERNET POPULATION GREW **18.5%** FROM 2013-2015 AND NOW REPRESENTS

3.2 BILLION PEOPLE.

With each click, share and like, the world's data pool is expanding faster than we can comprehend. Businesses today are paying attention to scores of data sources to make crucial decisions about the future. The team at Domo can help your business make sense of this endless stream of data by providing executives with all their critical information in one intuitive platform. Domo delivers the insights you need to transform the way you run your business. [Learn more at www.domo.com.](http://www.domo.com)



SOURCES:

FACEBOOK, TWITTER, YOUTUBE, INSTAGRAM, PINTEREST, APPLE, NETFLIX, REDDIT, AMAZON, TINDER, BUZZFEED, STATISTA, INTERNET LIVE STATS, STATISTICBRAIN.COM

“Every Minute of the Day”

The BIG #'s of Daily Digital Destinations



Users Like 4,166,667 Posts



Users Upload 300 hrs. of New Video

BuzzFeed Users View 34,150 Videos



Users Like 1,736,111 Photos

“Every Minute of the Day”

The BIG #’s of Daily Digital Destinations

Facebook	Tumblr
YouTube	Craigslist
Pandora	E Bay
Spotify	Twitter
Instagram	LinkedIn
Amazon	Uber
Snapchat	BuzzFeed
Twitter	Yelp
Pinterest	Reddit
Skype	Periscope

20 Distinct Destinations with Almost as Many Ways to Count Their Distinct “Bigness”:

Likes	Views
Streams	Downloads
Snaps	Swipes
Pins	Uploads

Big #’s - Often Global or Continental

“Every Minute...” - What If:

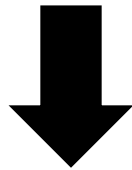
One Comparable Metric?

3rd Party Data?

USA Only?

Included TV Brands?

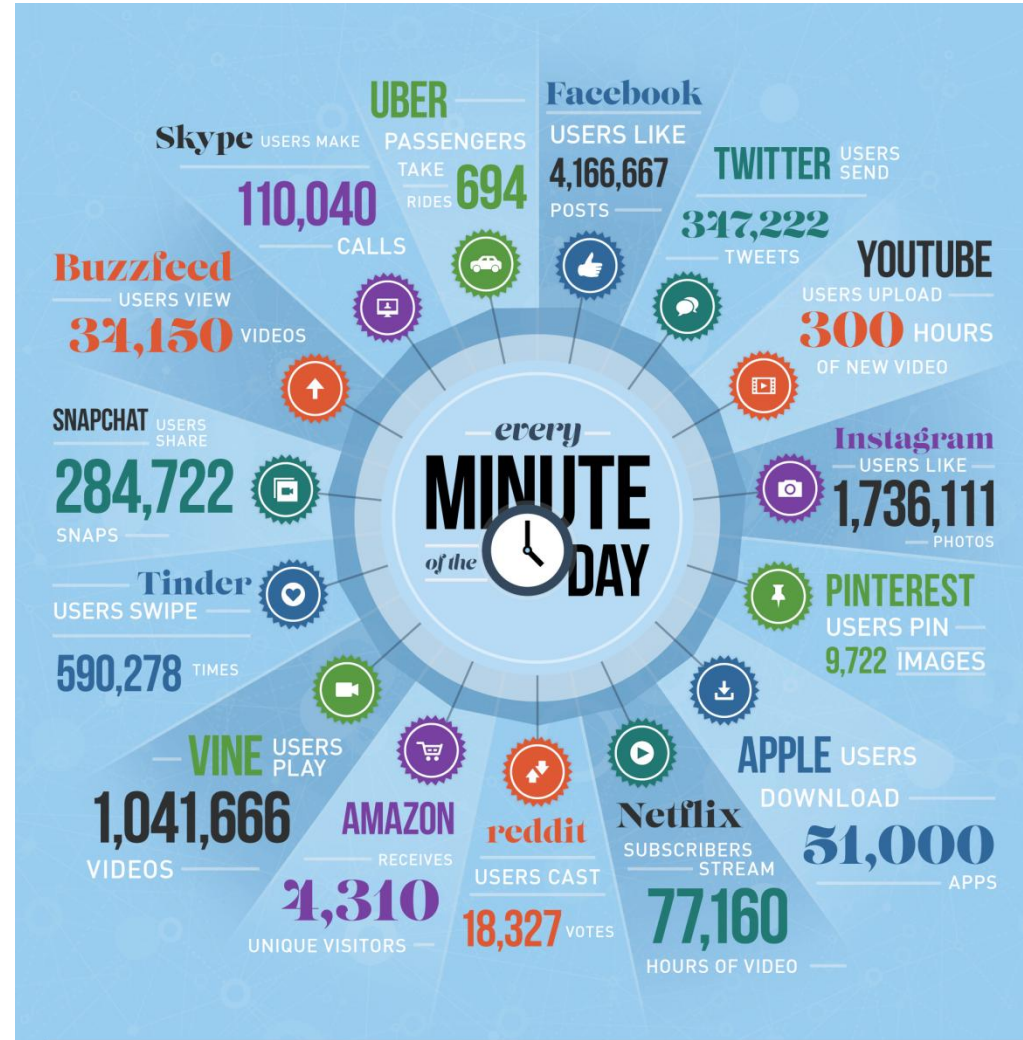
Ad Industry Trading Currency?



“Time Spent”

 COMSCORE.





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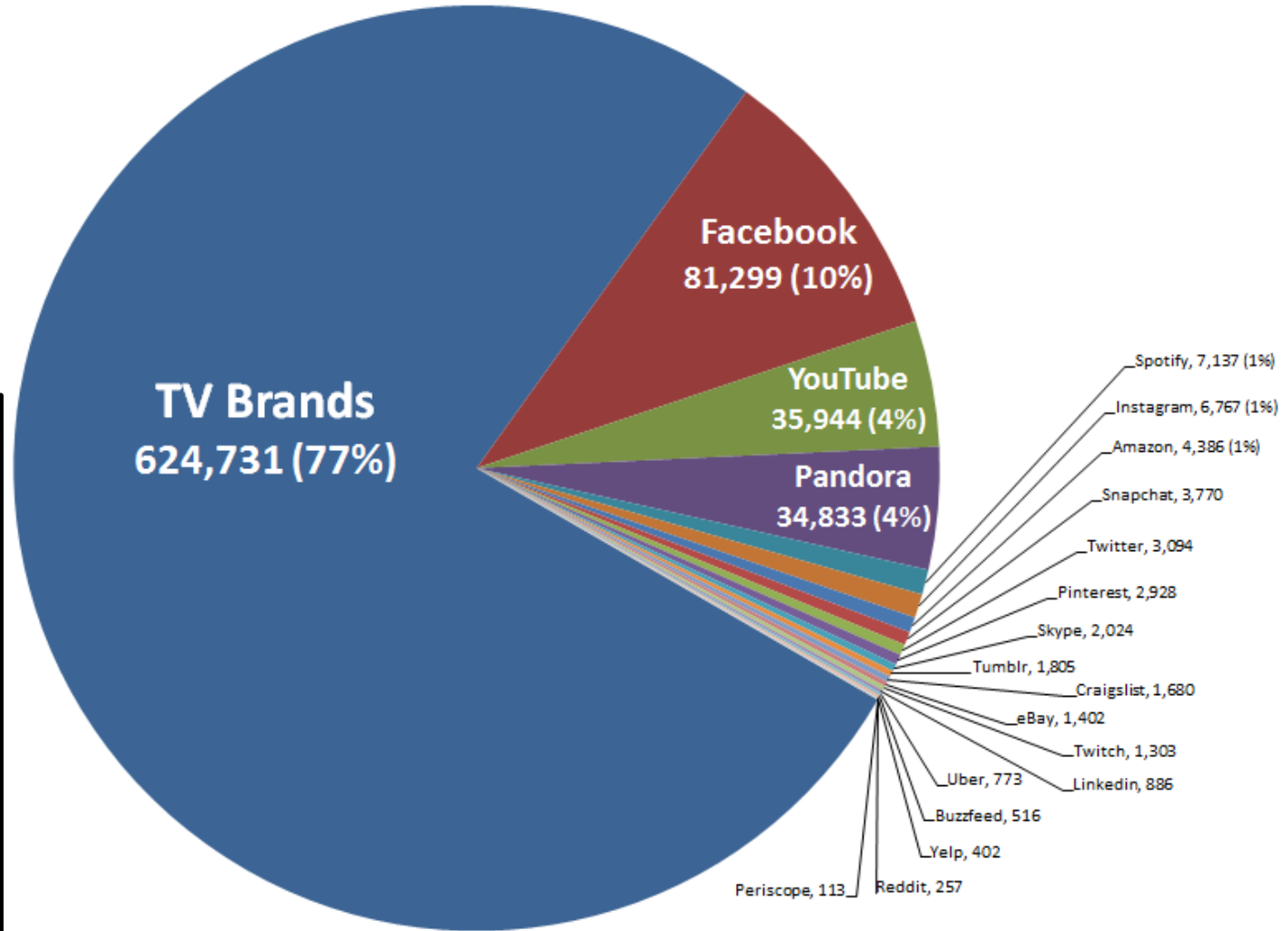
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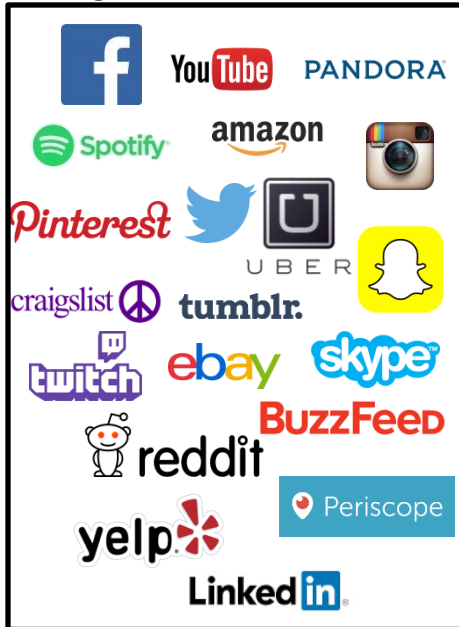
Total Hours of Media Consumed On Average During *Every Minute* of The Day

TV Brands (TV + Online) vs. 20 Popular Digital Destinations

P2+



Digital Destinations

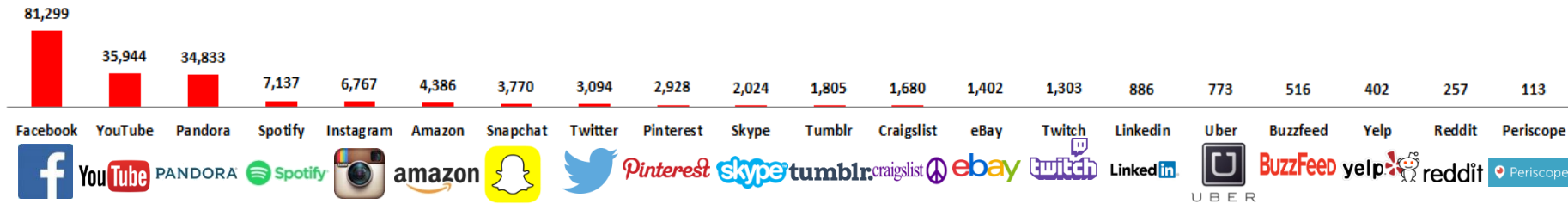


Sources:
 TV - Nielsen Npower, Live+7 Days, October 1-31, 2015 (P2+)
 Websites - comScore, mediameitrix multiplatform, October 2015 (P2+)

Total Hours of Media Consumed On Average During *Every Minute* of The Day

20 Major Popular Destinations

P2+



Sources:

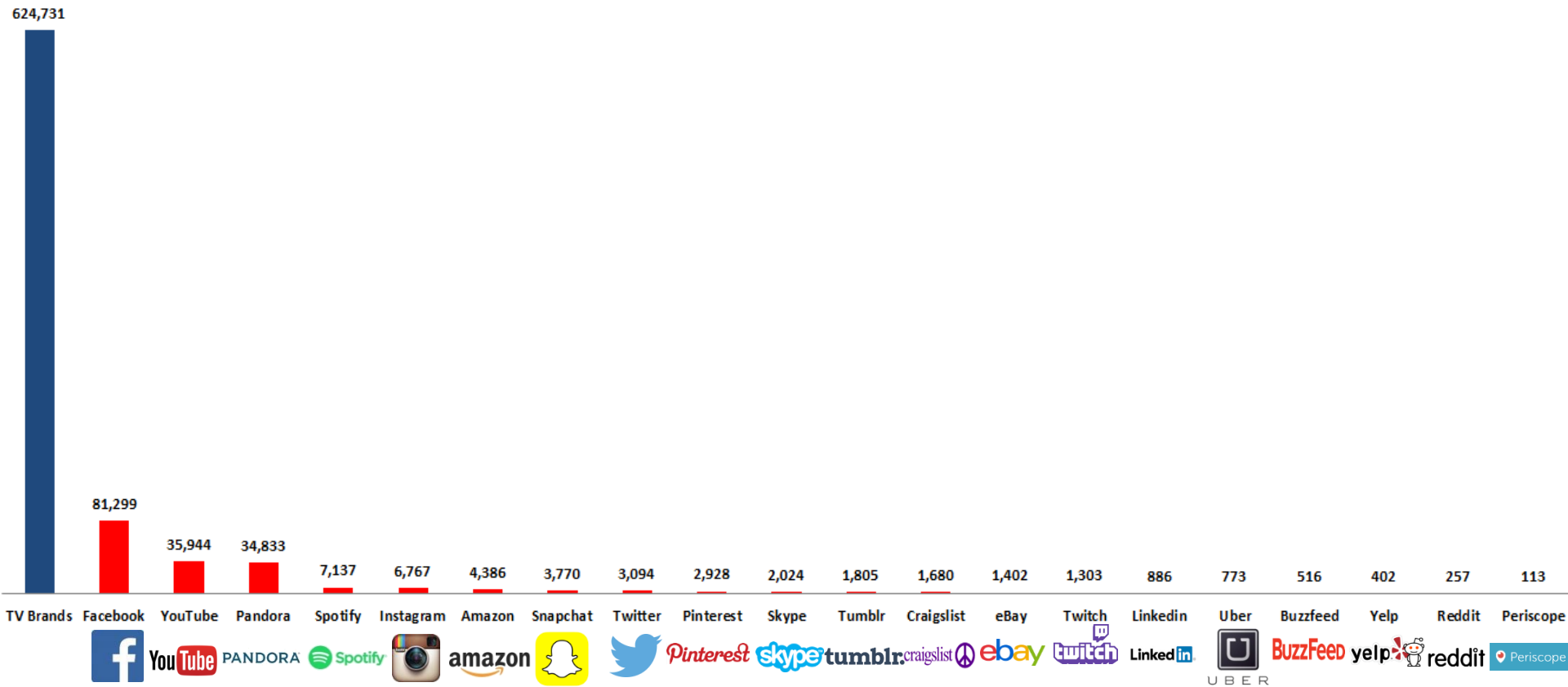
TV - Nielsen Npower, Live+7 Days, October 1-31, 2015 (P18-34)

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