

Did you know...



Tick, Tock!

Adults spend **18 hours** a week online¹



Each day, **1.9 billion** people are online, searching for what they need²



Users are exposed to an average of **30 Google Display Network ads** daily³



77% of smartphone users call or visit a business after looking for local info on their phones⁷



71% of smartphone users search because they saw an ad⁵



33% of smartphone users use their phone while watching TV⁵



Online video ads received **18.3% more** viewer attention than TV commercials⁸



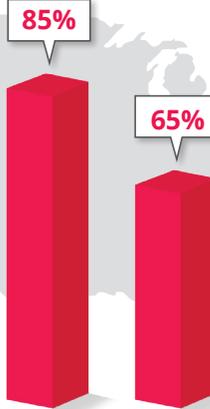
In 2010, total U.S. **online ad** revenue overtook newspaper print ad revenue for the first time⁴



70% of smartphone users use their phone while **shopping in-store**⁵

YouTube™

More video is uploaded to YouTube every **60 days** than the top three broadcasters have produced in **60 years**³



85% of the US online population has watched a YouTube video; **65%** watch one video per week³

81% of global online users are reached by the **Google Display Network**³

53% of smartphone users on average made a purchase as a result of a mobile search⁷



1 in 10 We're approaching a point where **1 in every 10 dollars** is spent online in the U.S.⁹

Join your customers online at www.google.com/ads

1. eMarketer Blog, December 15, 2010. 2. eMarketer, March 2011. 3. Google. 4. Pew State of the News Media March, 2011. 5. Ipsos OTX MediaCT/Google The Mobile Movement Study, April 2011. 6. eBay: www.retailtouchpoints.com, May 2011. 7. Fielded Mobile Smartphone Consumer Study. 8. Interpublic Group's West Coast IPG Media Lab in conjunction with video ad network YuMe, March 2011. 9. (via comScore chairman Gian Fulgoni), Comscore, May 17, 2011.

