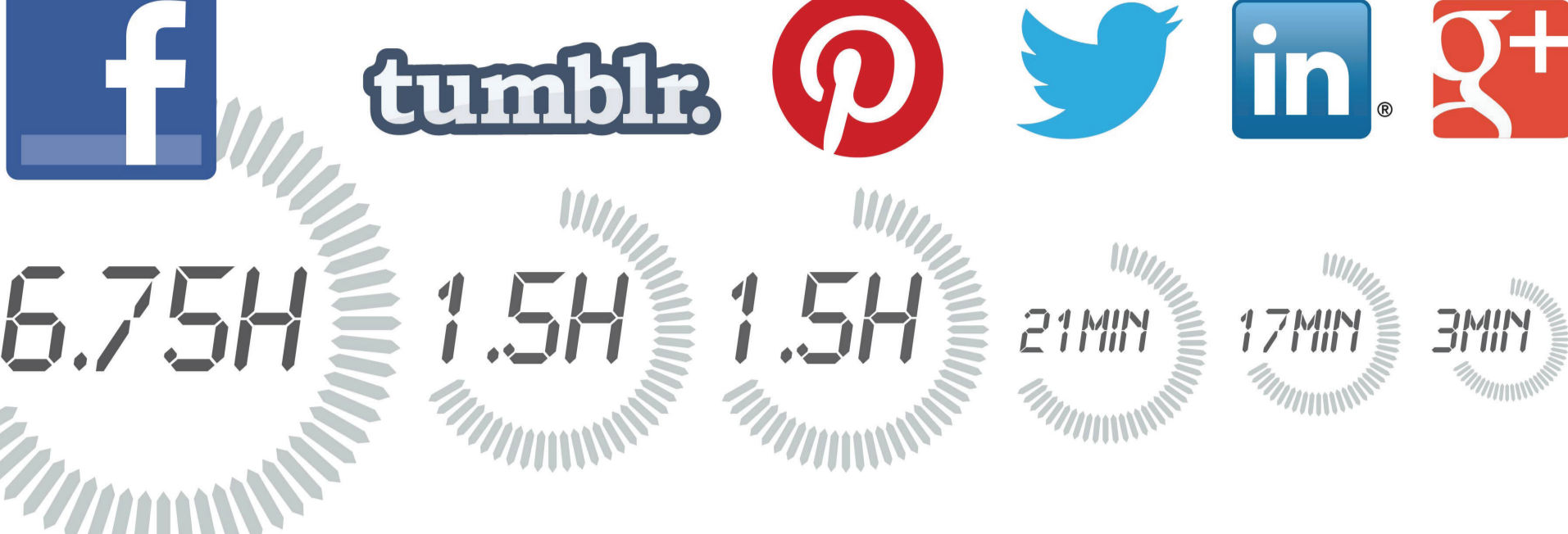


# TIME SPENT STATISTICS

## AVERAGE TIME VISITORS SPEND ON SOCIAL NETWORKING SITES PER MONTH



SOURCES 1 2

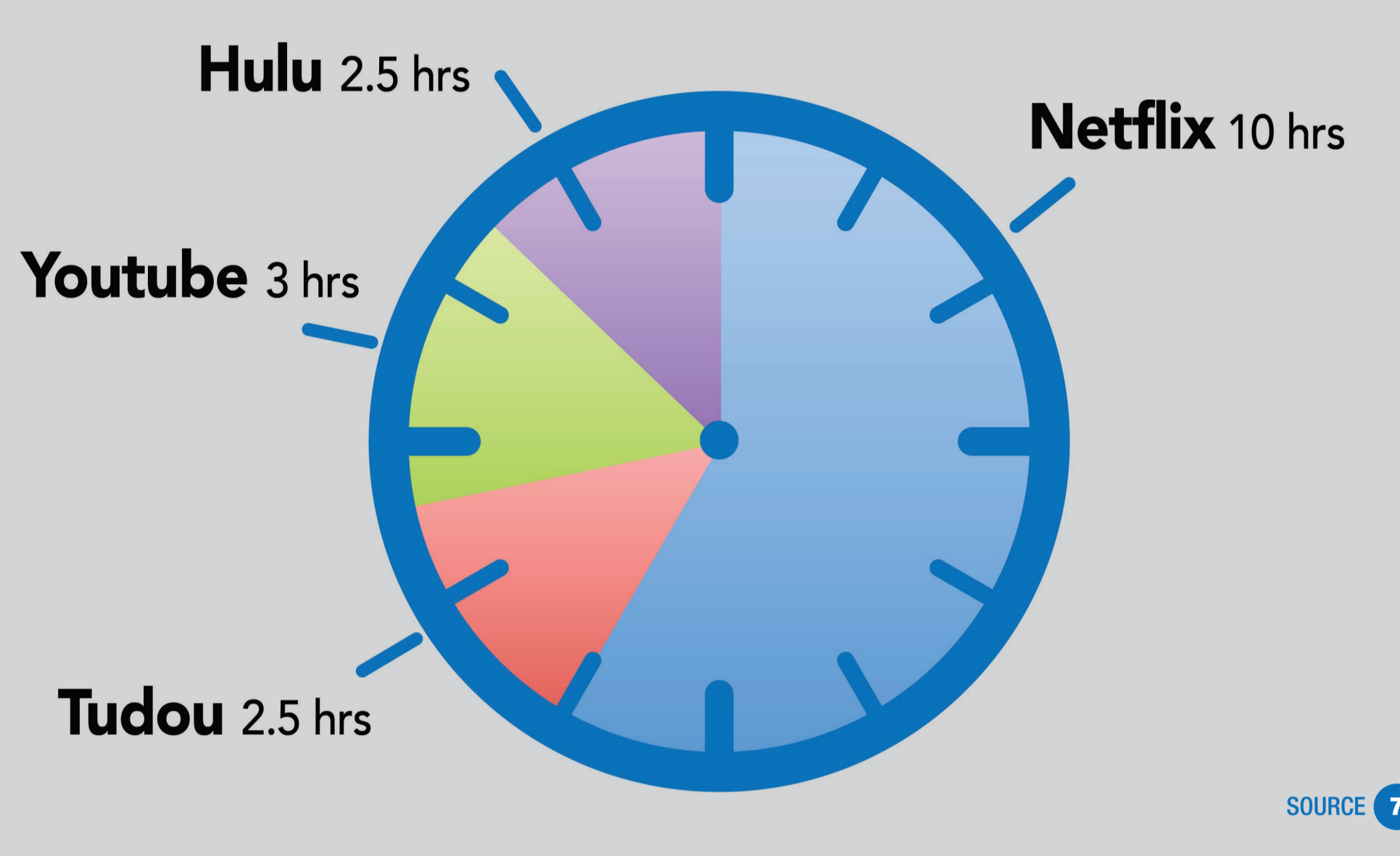
## AVERAGE TIME AMERICANS SPEND ON VARIOUS ACTIVITIES PER MONTH

SOURCES 3 4 5 6

2006 → 2011

|                                  |          |   |          |
|----------------------------------|----------|---|----------|
| Social networking                | 2.7 hrs  | ▲ | 6.9 hrs  |
| Phone, email, mail               | 5.7 hrs  | ▼ | 4.8 hrs  |
| Socializing in person            | 22.8 hrs | ▼ | 21 hrs   |
| Taking care of household members | 15.9 hrs | ▼ | 15.3 hrs |
| Watching TV offline              | 71.1 hrs | ▼ | 59.4 hrs |
| Watching TV online               | 6.3 hrs  | ▲ | 23.1 hrs |

## AVERAGE TIME U.S. CUSTOMERS OF ONLINE VIDEO SITES SPEND ON SUCH SITES PER MONTH



SOURCE 7

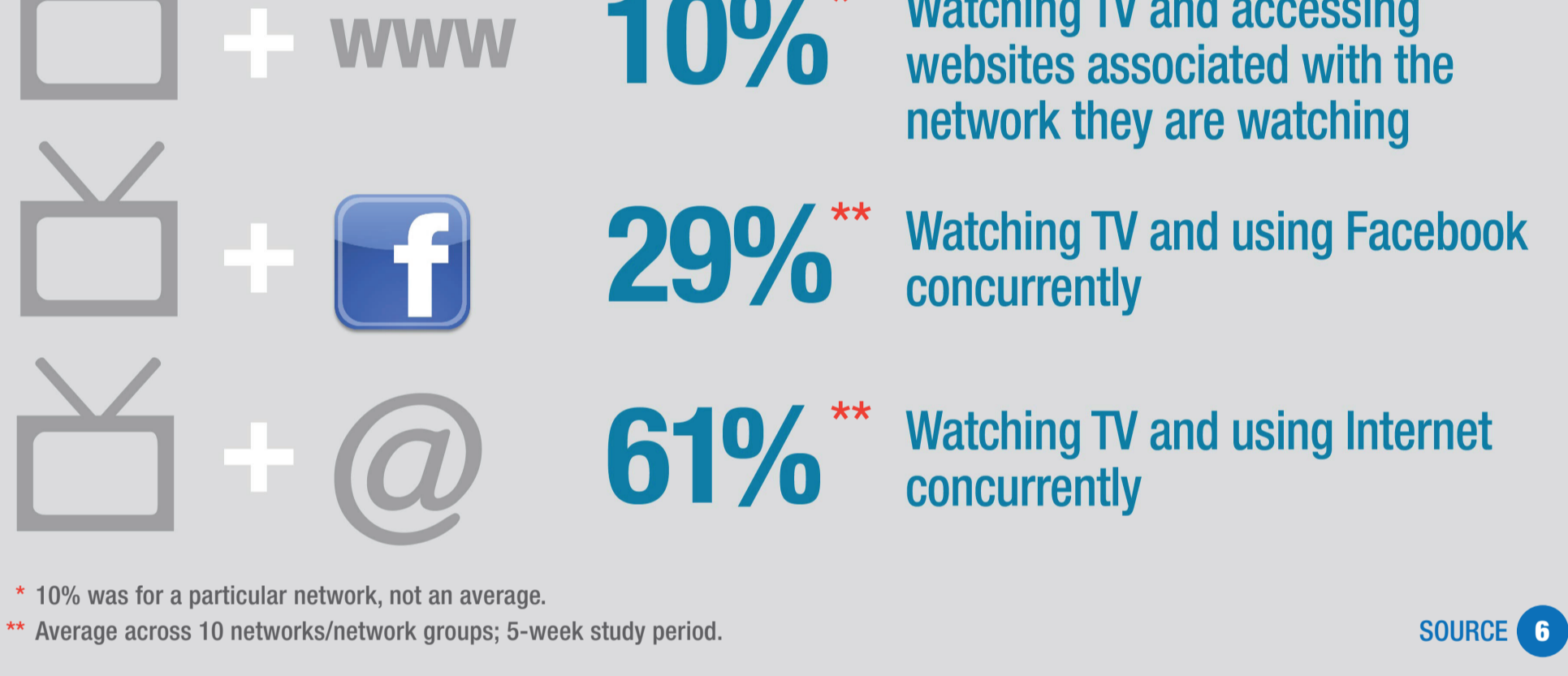
# INTERNET & TV

65% of U.S. tablet owners surf the web while watching TV. Among such viewers, 60% of women and 44% of men visited a social networking site while watching a program.



SOURCE 7

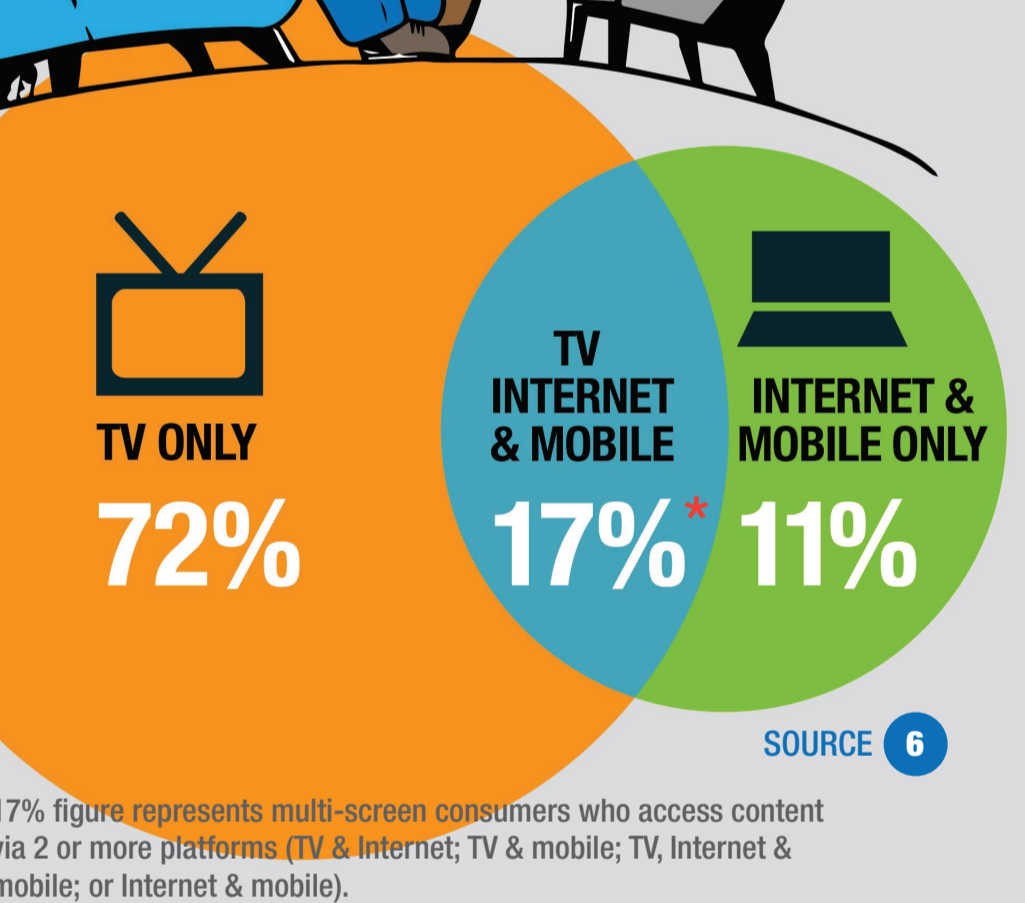
## HOW PEOPLE SURF



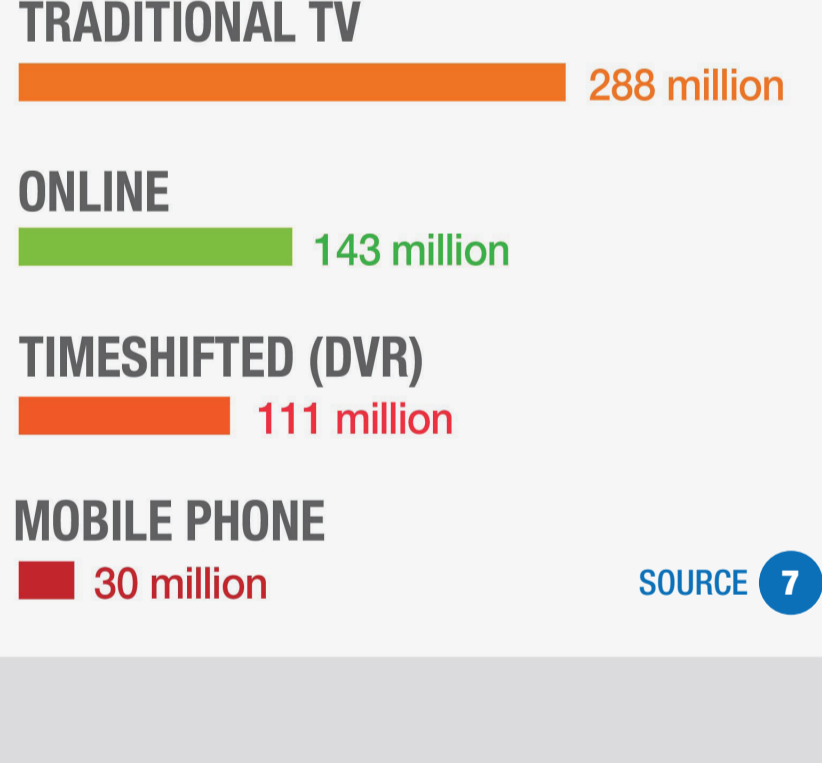
\* 10% was for a particular network, not an average.  
\*\* Average across 10 networks/network groups; 5-week study period.

SOURCE 6

## HOW AMERICANS WATCH TV



\* 17% figure represents multi-screen consumers who access content via 2 or more platforms (TV & Internet; TV & mobile; TV, Internet & mobile; or Internet & mobile).



SOURCE 7

People who watch TV online as well as through traditional TV watch **25% MORE TV**

SOURCE 6

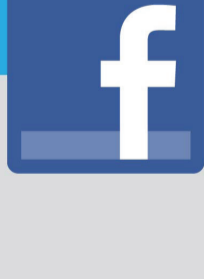
Peak time for watching TV on a computer is during the **WORKDAY**

SOURCE 6

# THE UBIQUITY OF SOCIAL MEDIA

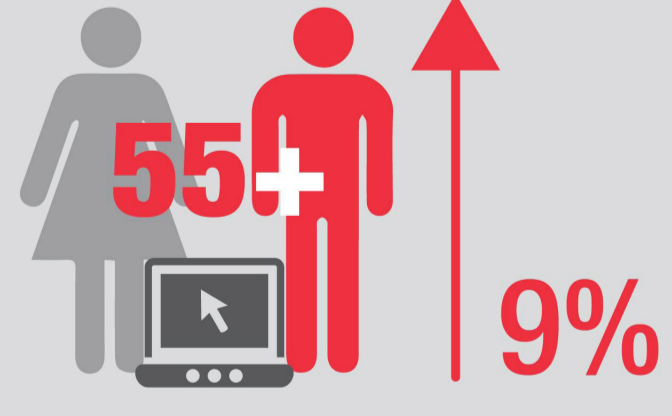
100% of the Ad Age Top 100 Advertisers have established Facebook pages for their brands

SOURCE 8



Social media accounts for **18%** of time spent online

SOURCE 9



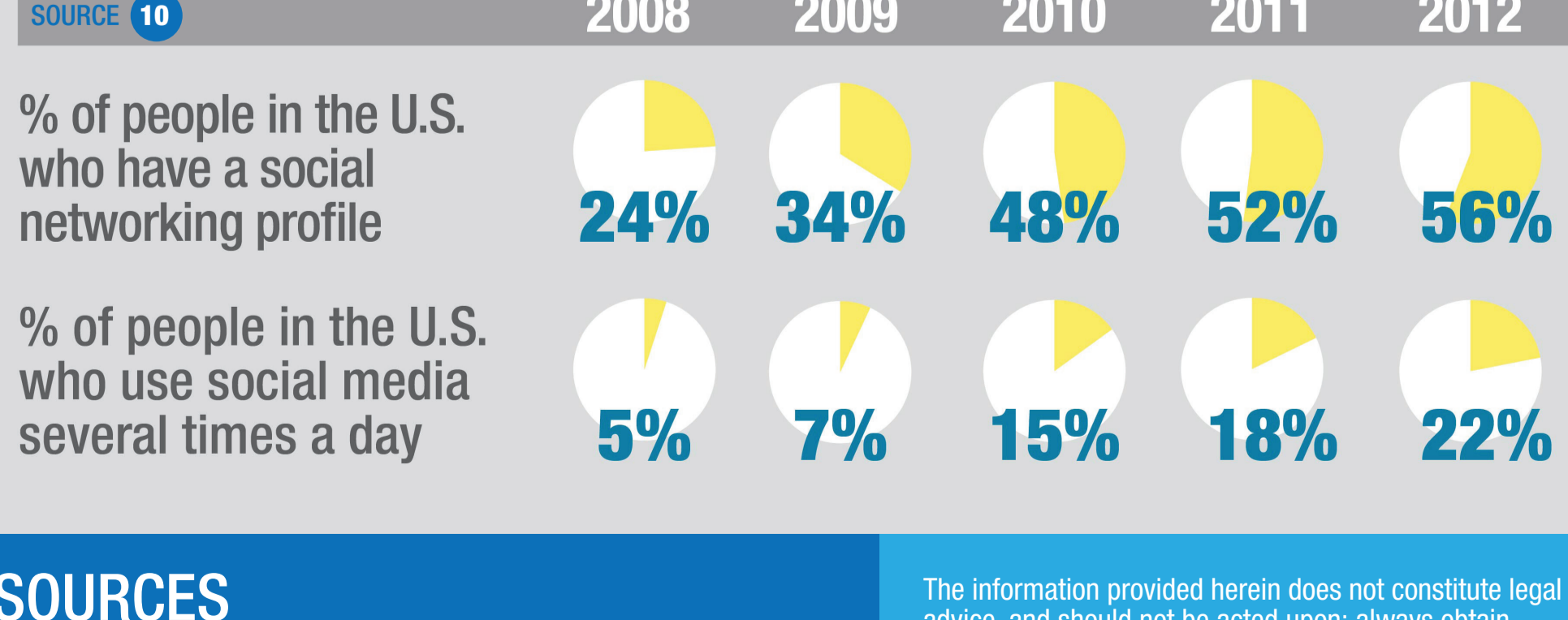
The fastest growing social networking user segments are males (of all ages), and people over 55 (each of these segments increased by more than 9% between July 2010 and October 2011)

SOURCE 9



Among 15-24 year olds, between July 2010 and October 2011, engagement with email and instant messaging fell 22% and 42%, respectively, while social media engagement rose 34%

SOURCE 9



## SOURCES

- http://online.wsj.com/article/SB10001424052970204653604577249341403742390.html (data for January 2012)
- http://www.pcmag.com/article2/0,2817,2400895,00.asp
- http://www.bls.gov/lus/#tables
- comScore: Top 10 Need to Knows About Social Networking and Where It Is Headed
- comScore: 2010 U.S. Digital Year in Review
- comScore: How Multi-Screen Consumers Are Changing Media Dynamics
- http://blog.nielsen.com/nielsenwire/mediauniverse/
- comScore: The Power of Like
- http://www.comscore.com/Press\_Events/Presentations/Whitepapers/2012/07/The\_State\_of\_Social\_Media
- http://socialhabit.com/secure/wp-content/uploads/2012/07/The-Social-Habit-2012-by-Edison-Research.pdf

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