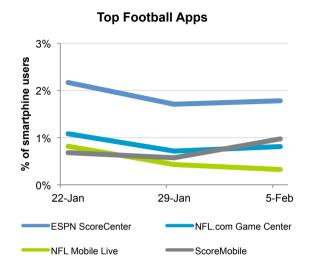
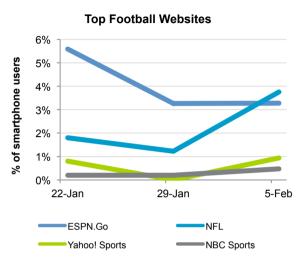
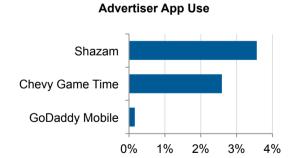
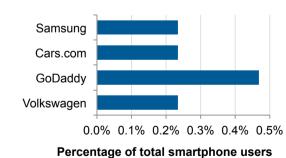
## **Smartphone Super Bowl Engagement**







Percentage of total smartphone users



Advertiser Website Use

reicentage of total smartphone user

Source: The NPD Group Connected Intelligence SmartMeter