

Global Digital Media & Technology Research Series
Essential Strategic Intelligence for Today's Media Ecosystem

Global Consumer Usage of Digital Media Forecast 2014-18

2nd Edition

Report #2 of 3 in Series

Comprehensive Data & Analytics by Country, Platform, Gender & Social Generation

Country, Platform, Channel

- pq** 4 Global Regions
- pq** 15 Leading Countries
- pq** 3 Digital Media Platforms
- pq** 21 Digital Media Channels
- pq** 8 Traditional Media Platforms

Usage Definitions & Segmentation

Rankings by Region & Country

- pq** 2008-13 Actuals
- pq** 2014-18 Forecasts

2 Demographic Breakout

- pq** Gender
- pq** Generations
 - pq** iGen
 - pq** Millennials
 - pq** Gen X
 - pq** Boomers
 - pq** Great Gen

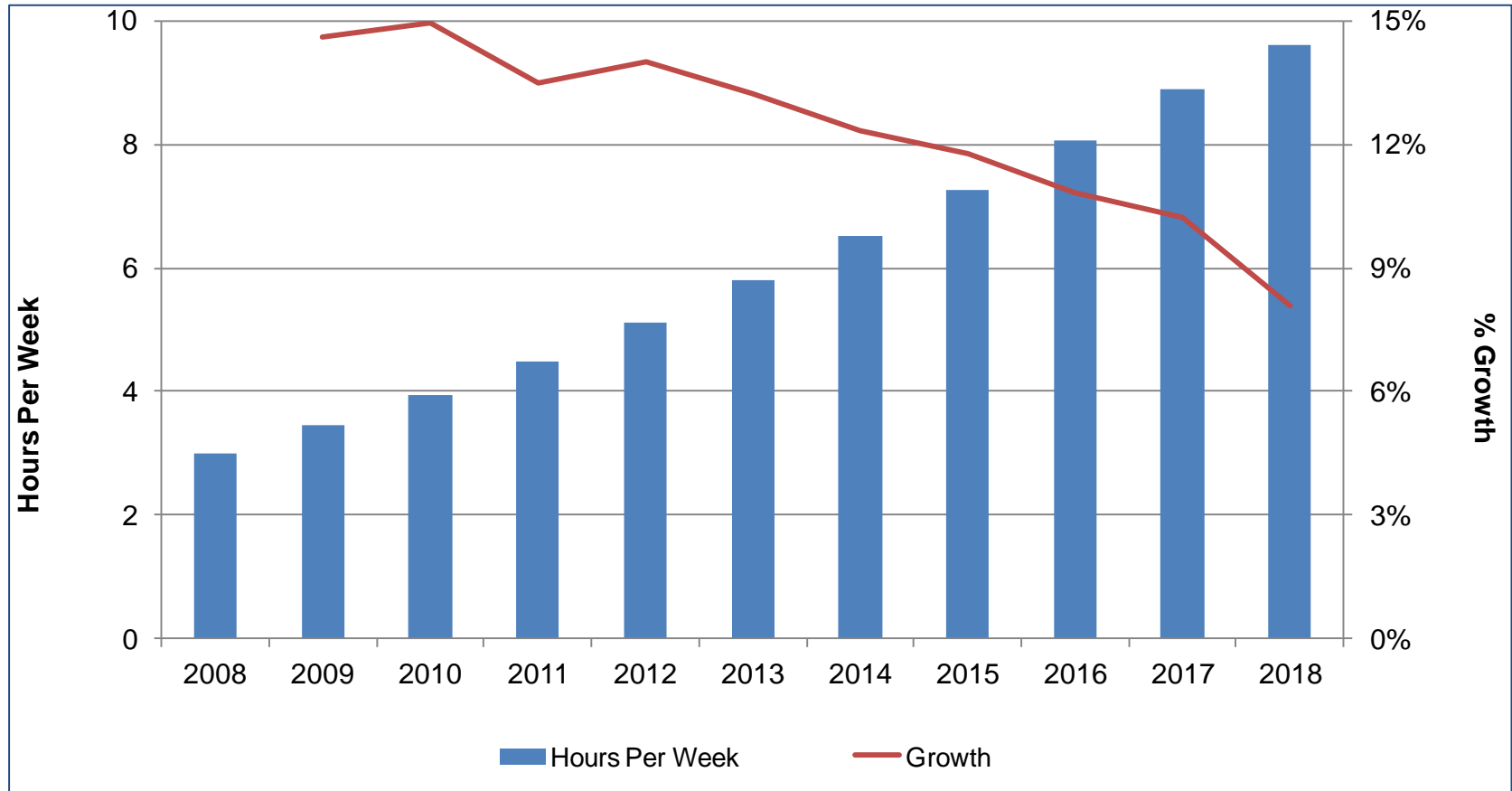
15 Leading Markets

- | | |
|---------------------|--------------------------|
| pq Australia | pq Japan |
| pq Brazil | pq Mexico |
| pq Canada | pq Russia |
| pq China | pq South Korea |
| pq France | pq Spain |
| pq Germany | pq United Kingdom |
| pq India | pq United States |
| pq Italy | |

Global



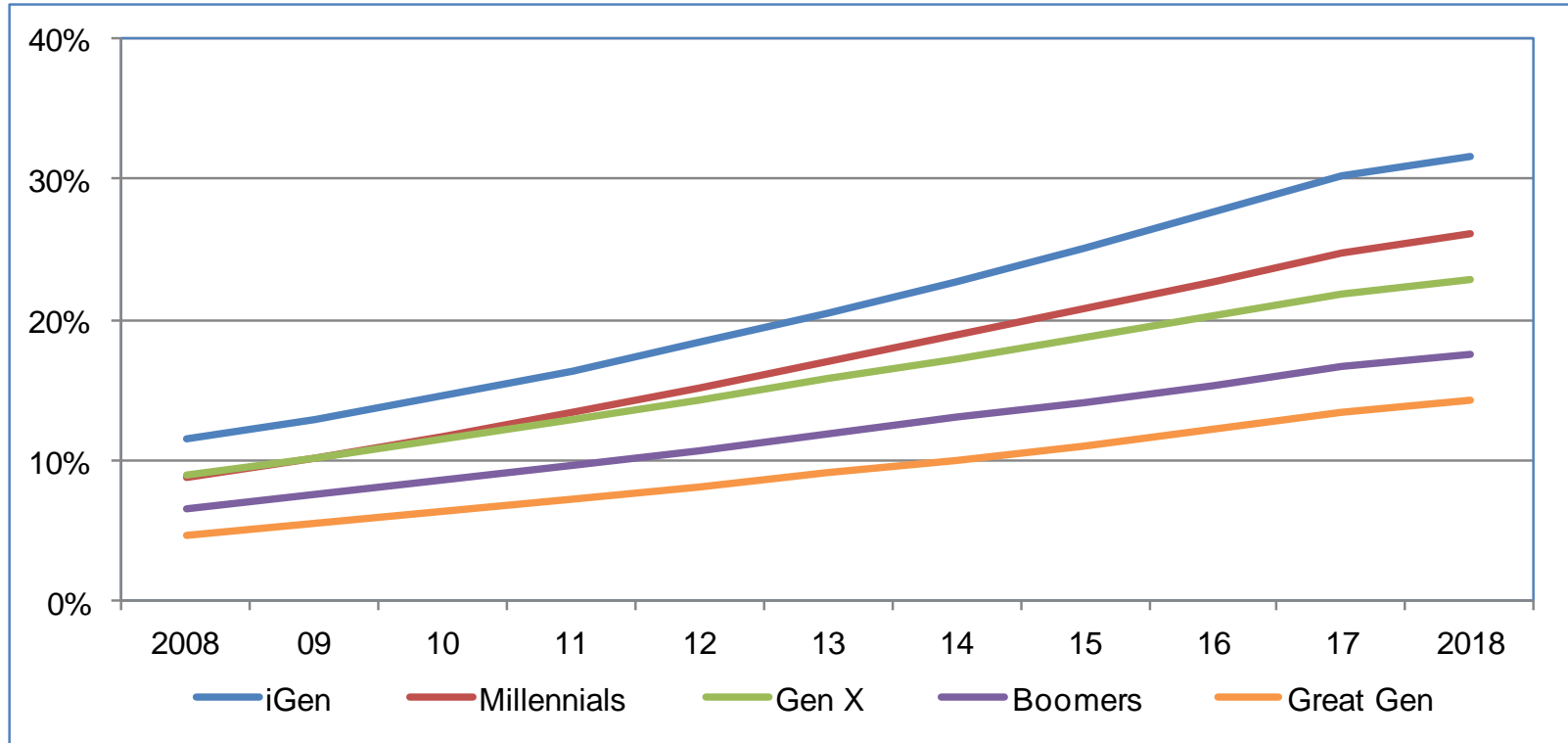
Global Digital Media Usage & Growth



Source: PQ Media Global Consumer Usage of Digital Media Forecast 2014-18



Global Digital Media Share of Total Media Usage by Generation

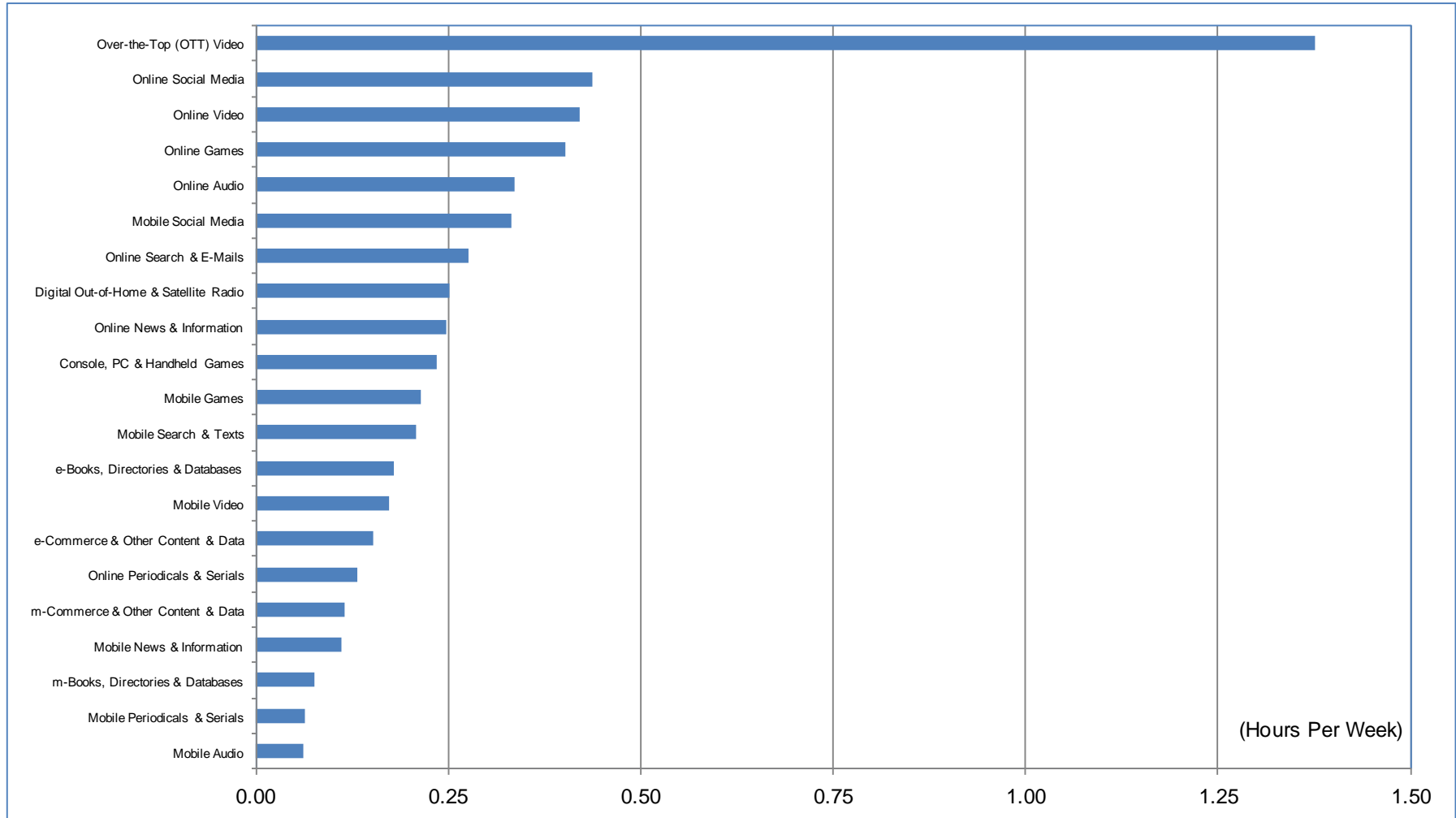


Source: PQ Media Global Consumer Usage of Digital Media Forecast 2014-18



Global Rank: Digital Media Usage by Channel – Hours Per Week 2013

Global Digital Media Usage by Channel – 2013 (Average Hours Per Week)



Source: PQ Media Global Consumer Usage of Digital Media Forecast 2014-18



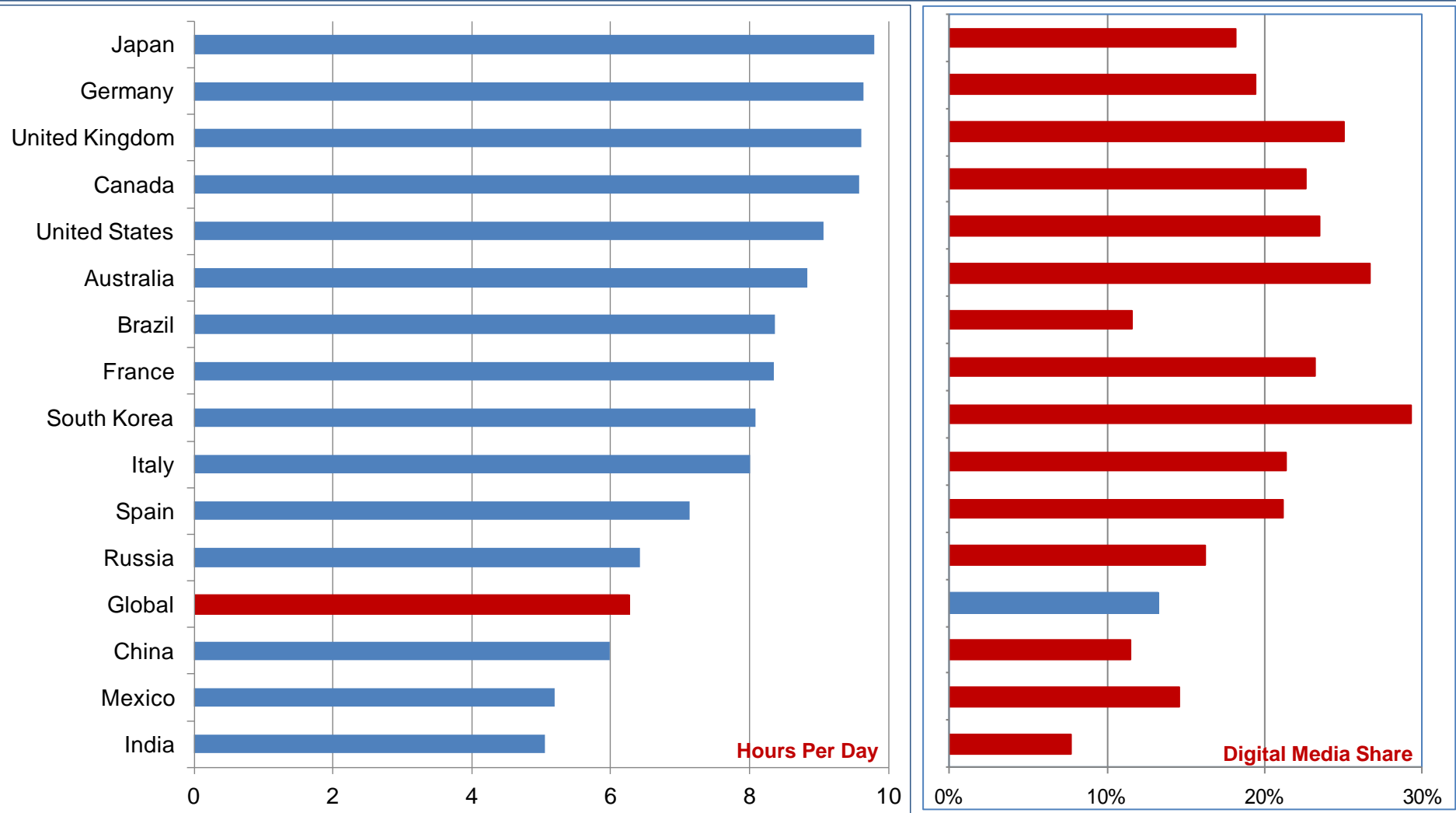
Digital Media Market Rank by Usage, Growth & Overall Share of Media Use

Hours Per Week - 2013	Growth - 2013	Share of Overall Media 2013
Market	Market	Market
United Kingdom	Brazil	South Korea
South Korea	Russia	Australia
Australia	India	United Kingdom
Canada	Italy	United States
United States	Mexico	France
France	China	Canada
Germany	Canada	Italy
Japan	Spain	Spain
Italy	United Kingdom	Germany
Spain	Germany	Japan
Russia	South Korea	Mexico
Brazil	France	Russia
Mexico	Japan	Brazil
China	Australia	China
India	United States	India

Source: PQ Media Global Consumer Usage of Digital Media Forecast 2014-18



Total Media Usage & Digital Media Share by Market in 2013

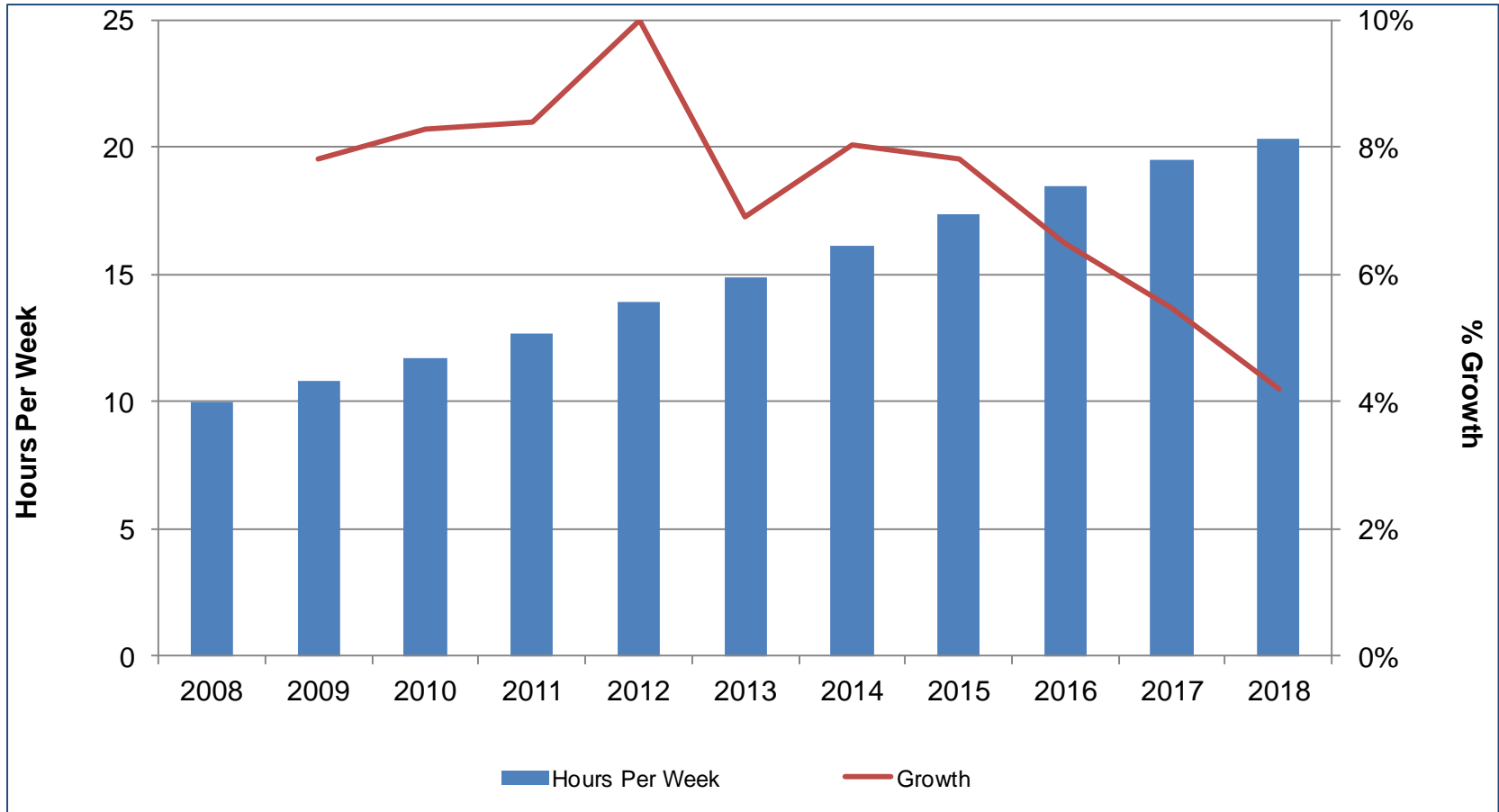


Source: PQ Media Global Consumer Usage of Digital Media Forecast 2014-18

United States



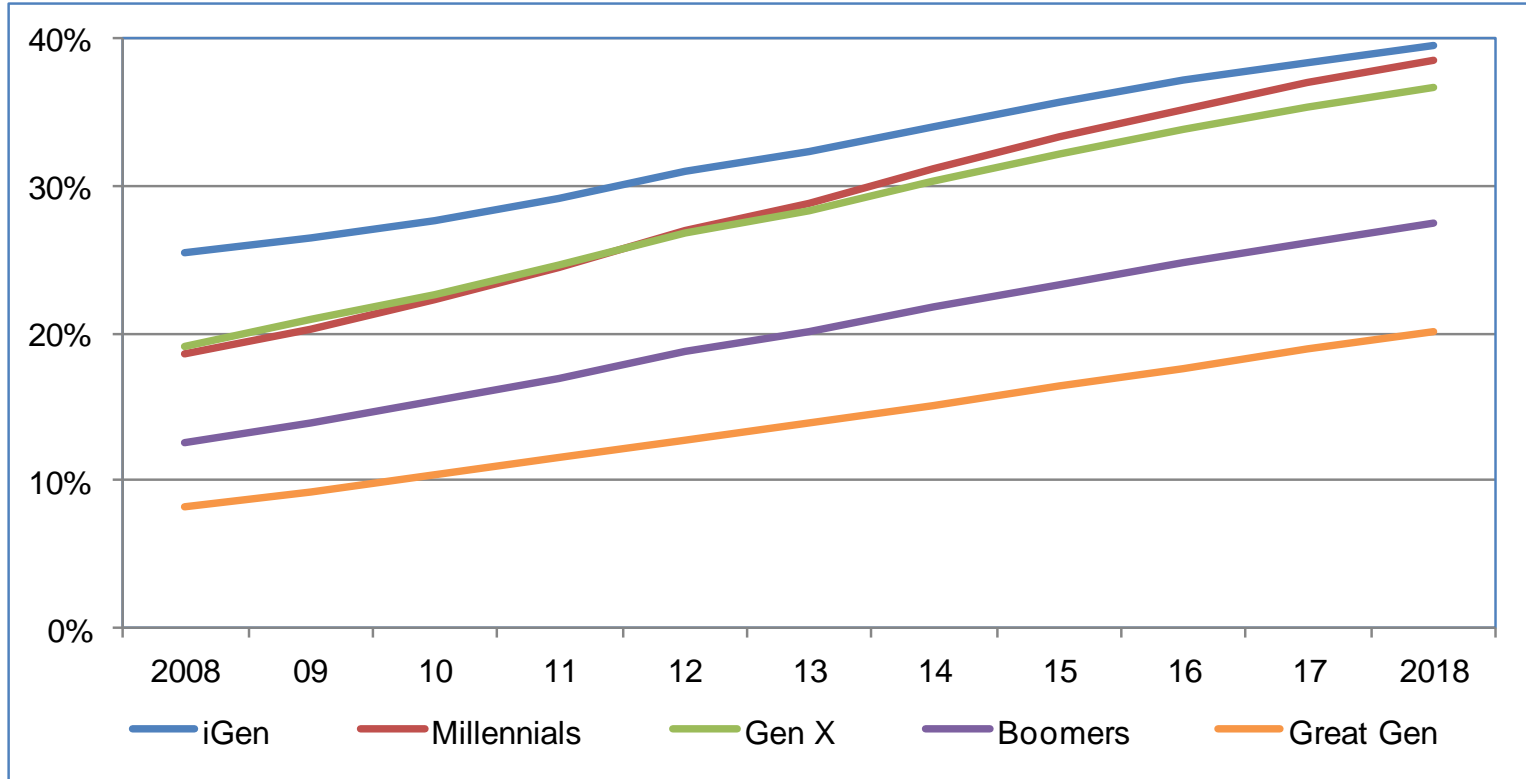
United States Digital Media Usage & Growth



Source: PQ Media Global Consumer Usage of Digital Media Forecast 2014-18



United States Digital Media Share of Total Media Usage by Generation

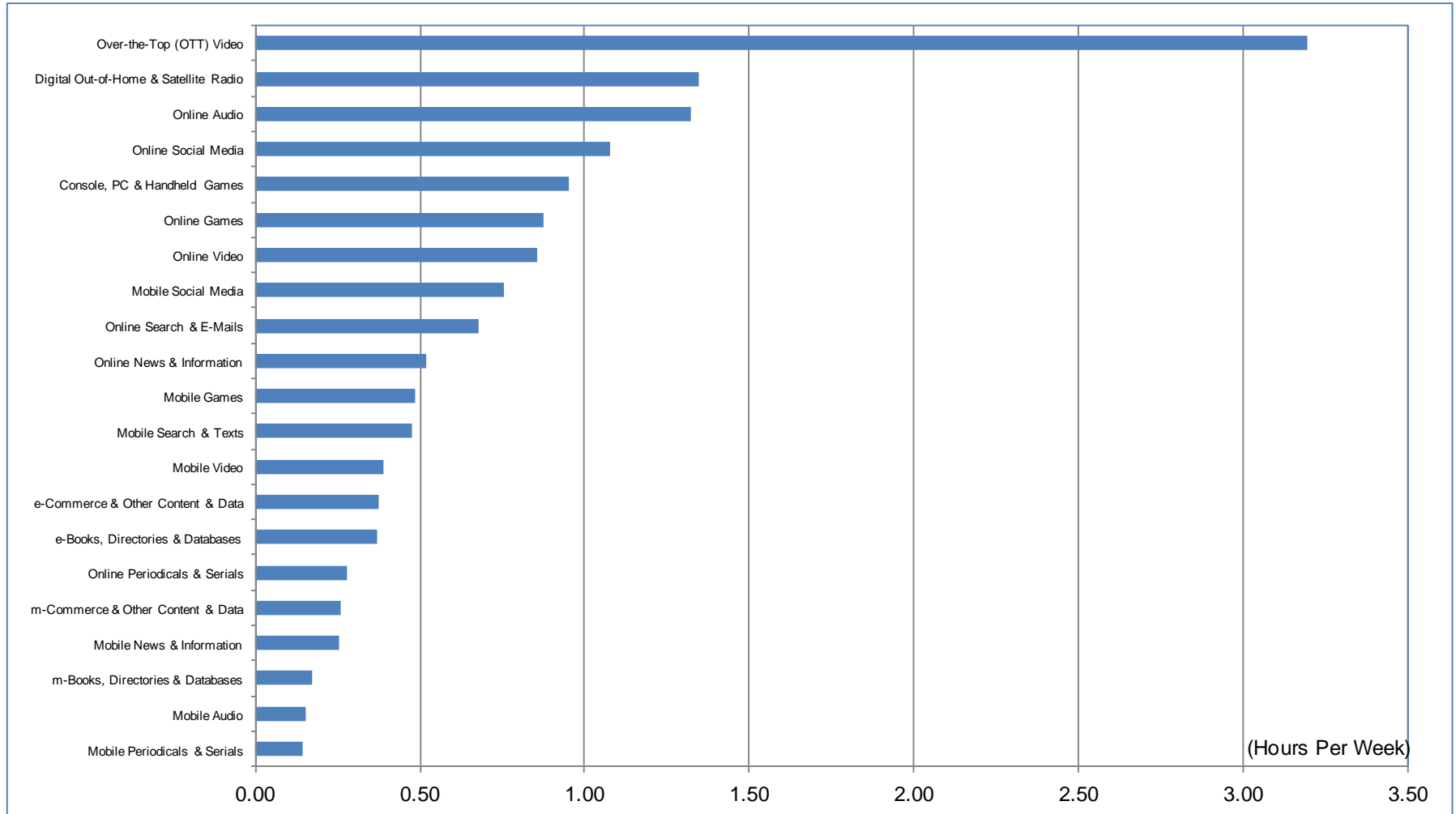


Source: PQ Media Global Consumer Usage of Digital Media Forecast 2014-18



U.S. Rank: Digital Media Usage by Channel – Hours Per Week 2013

United States Digital Media Usage by Channel – 2013 (Average Hours Per Week)



Source: PQ Media Global Consumer Usage of Digital Media Forecast 2014-18