

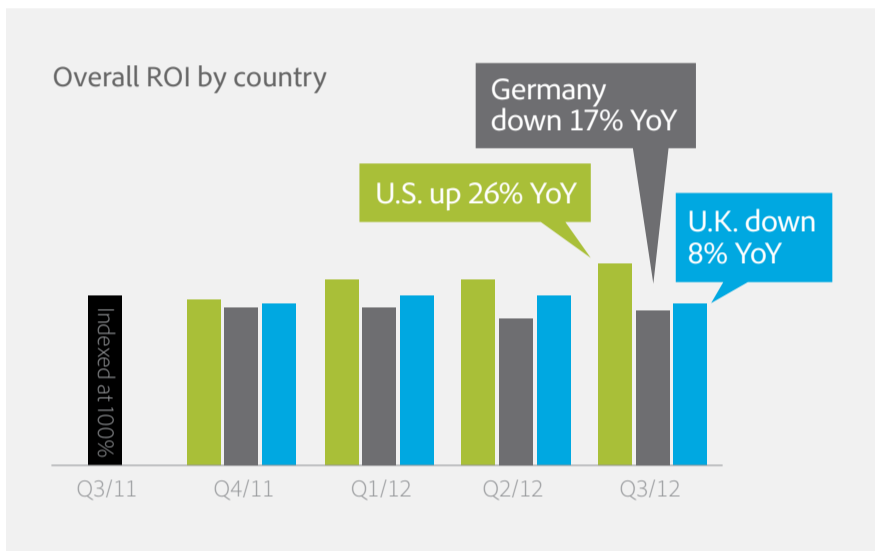
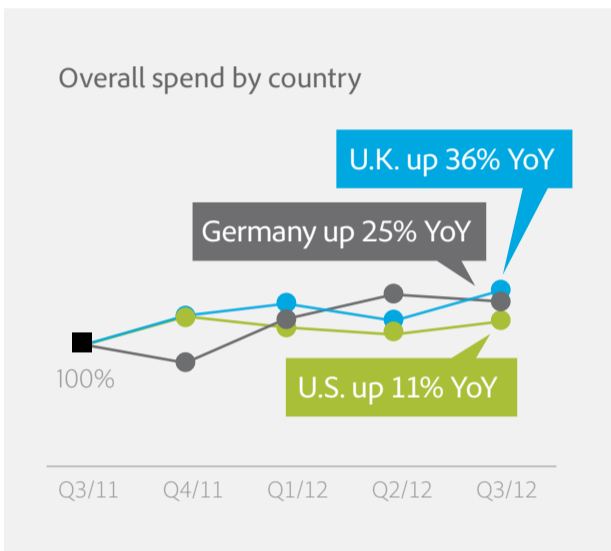


Q3 2012 global digital advertising update

# Nine months into the year, here's what we know.

## As with Q2, growth is strong.

In Q3 2012, in the midst of economic uncertainty, search marketing continued to grow in the U.S., U.K., and Germany, demonstrating its stability and importance.



**199%** Finance, Travel, Retail, Other (Android = 100%)

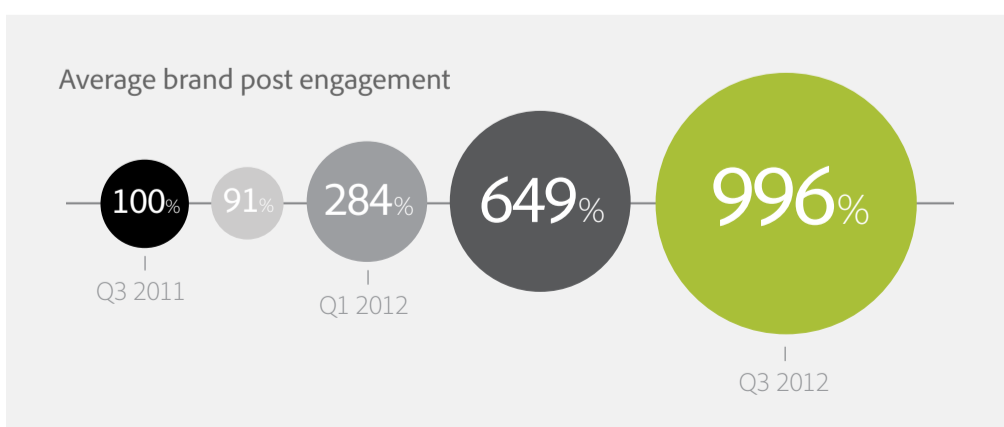
**193%** UK / Germany, USA, Other (Android = 100%)

**181%** (Android = 100%)

Search spend on iOS™ offers the most attractive opportunities.

Across industries, overall iOS conversion rates were nearly double those of Android, and across geographies reached as much as 93% higher on iOS than Android.

## Brands continue to see value in Facebook.



Facebook showed increases in engagement 896% year over year. Increased engagement rates result from recent platform changes, use of new acquisition and engagement metrics, and more effective social marketing by brands.