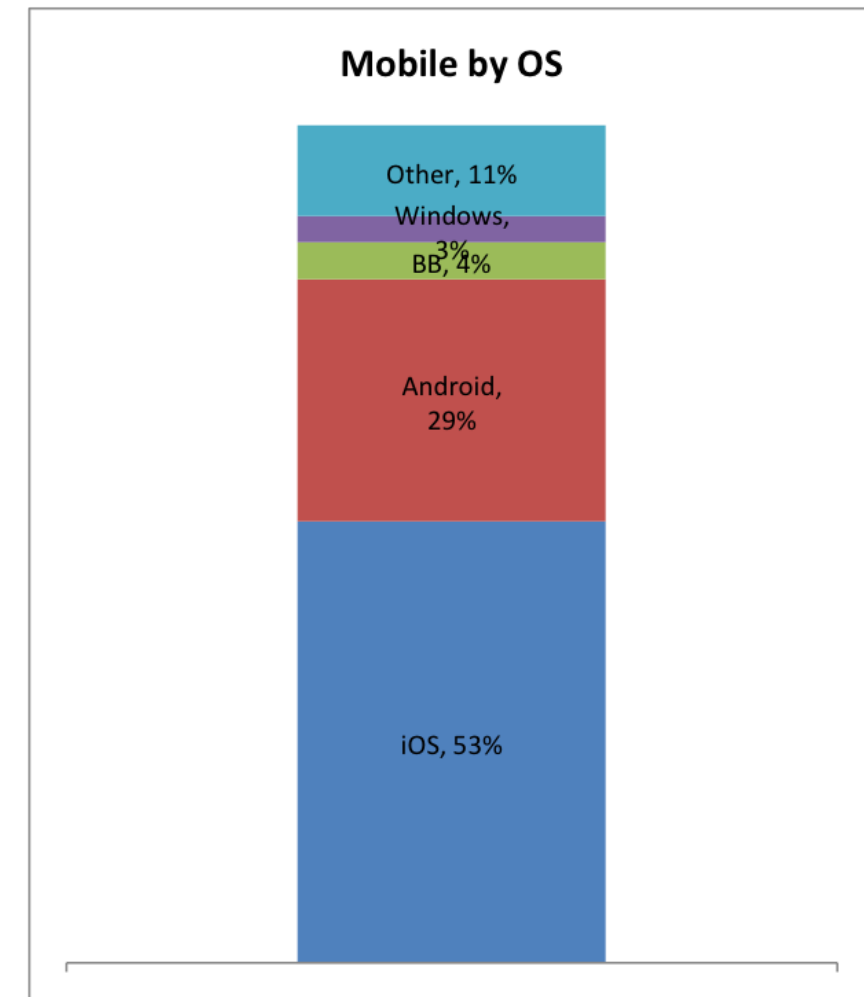
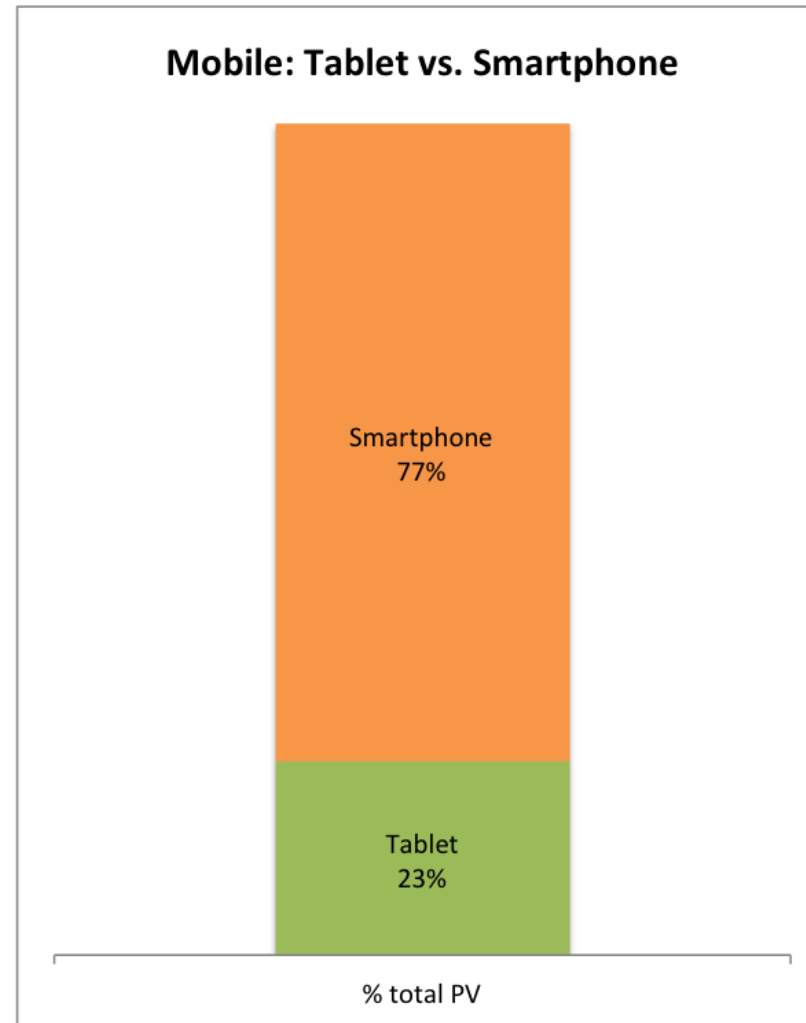
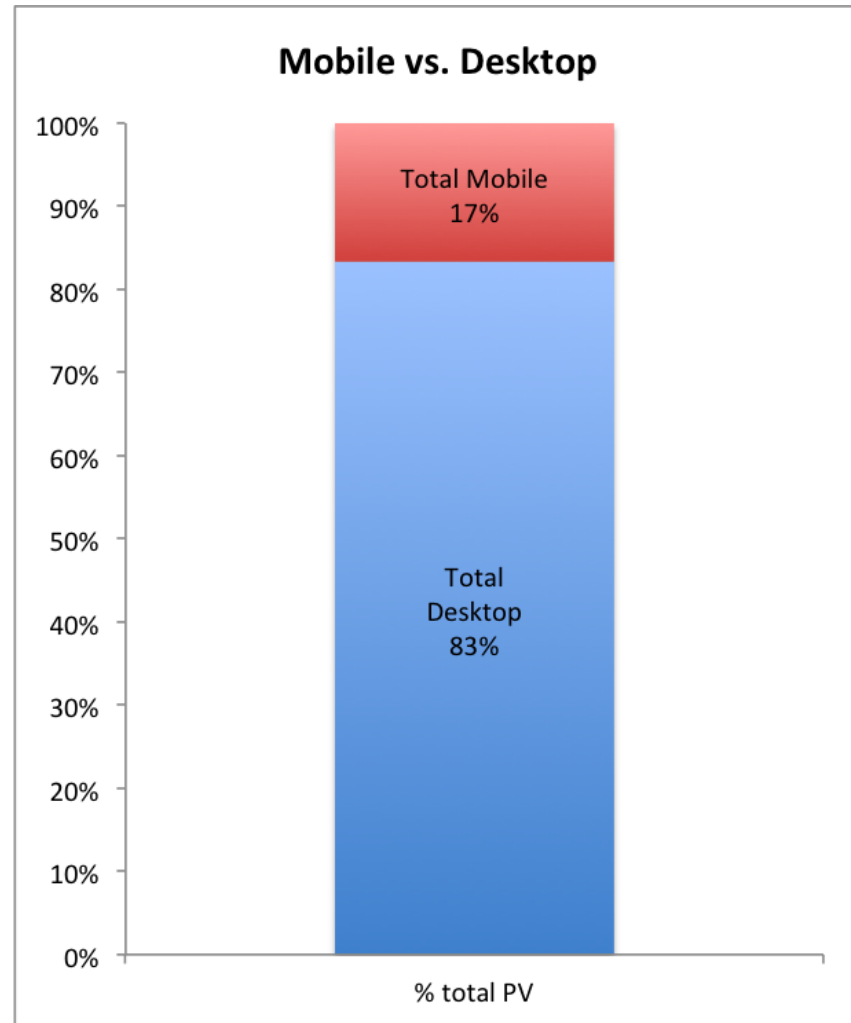


Additional Data

Mobile Quarterly Review

March 2013

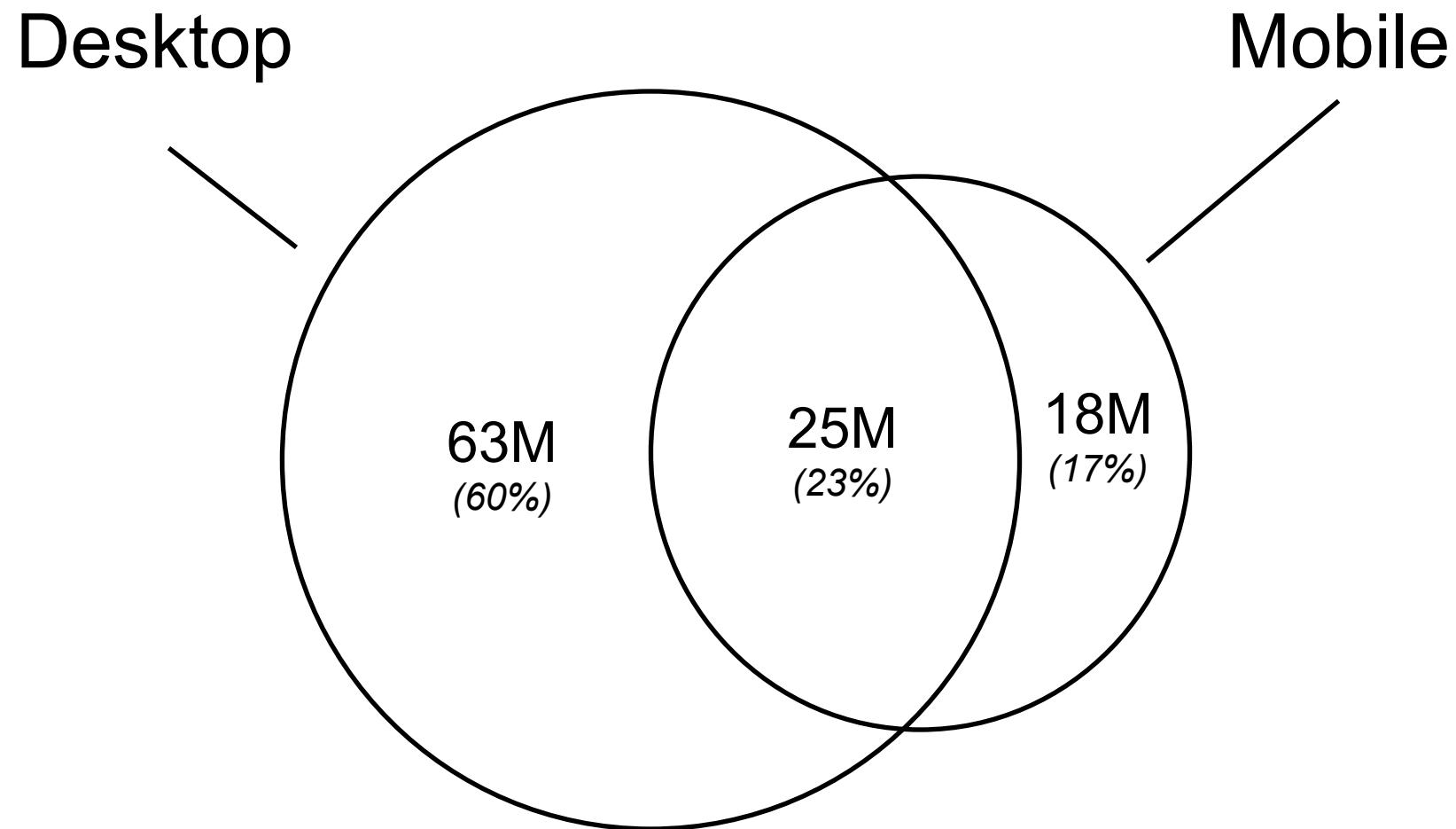
Page-View Breakdown



Data requires clean-up, but should be directionally valid

Desktop/Mobile UV Overlap – WMF US only

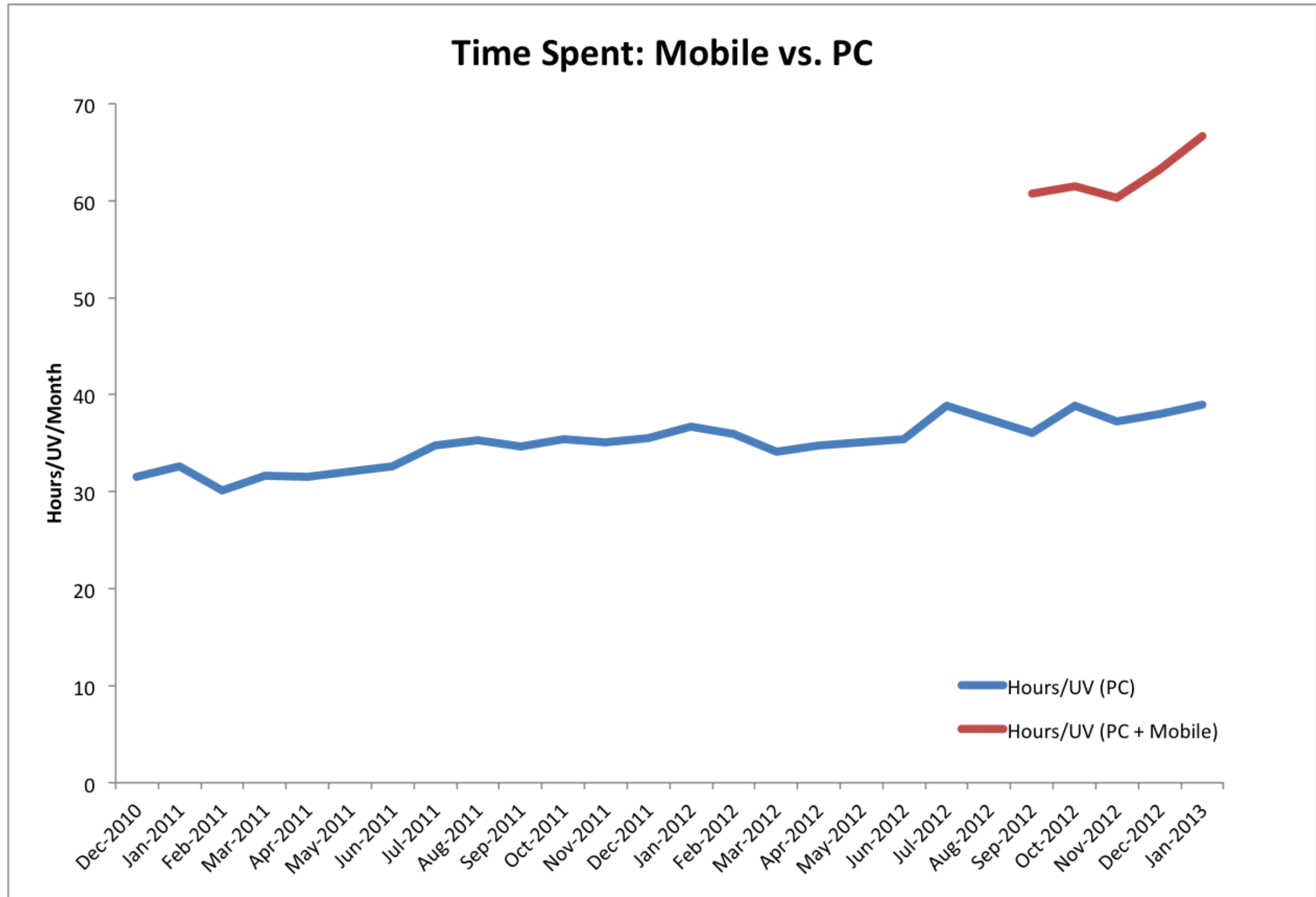
(comScore Jan 2013 – early data, lots of salt)



- About 40% of our users in the US are on mobile according to comScore
- Probably an overstatement based on comparison of other metrics with our data
- Would be good to validate with our own measurement

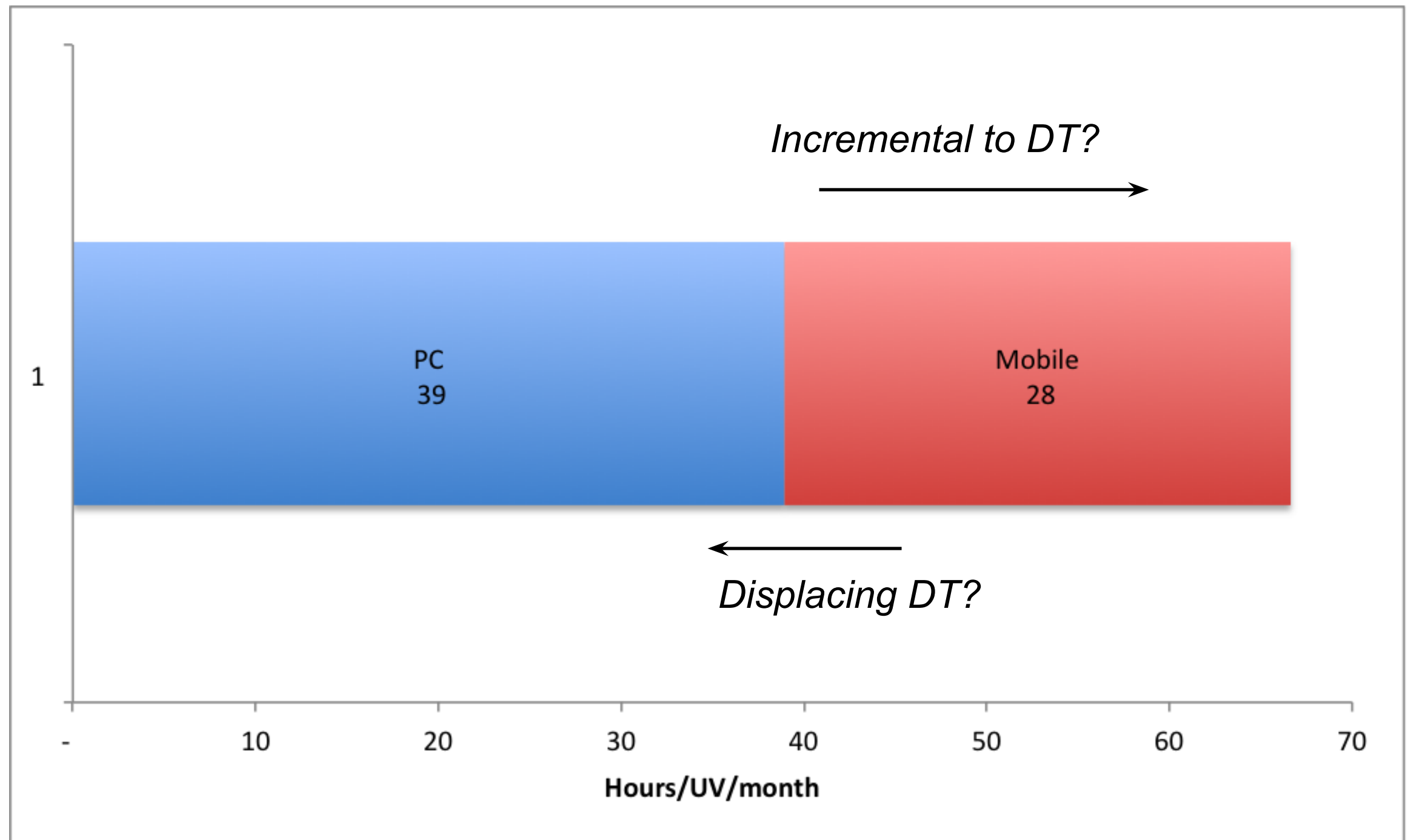
Overall Internet Time Spent: US only

comScore MultiPlatform data



Mobile: Incremental vs. Displacing

(comScore total Internet + rough approximation – let's use conceptually)



Note: Use as conceptual framework. comScore data does not allow for exact measurement on a unique basis.