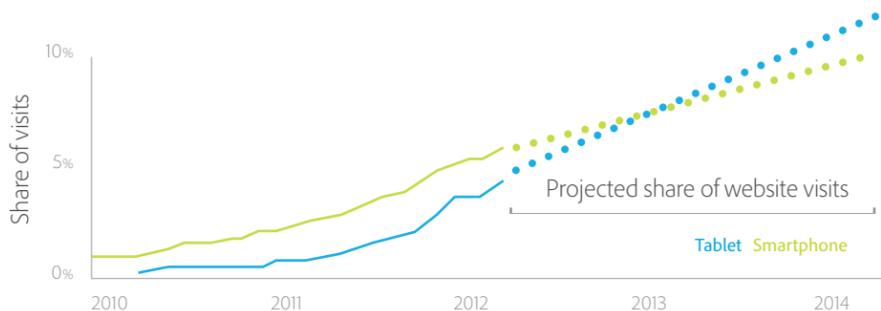


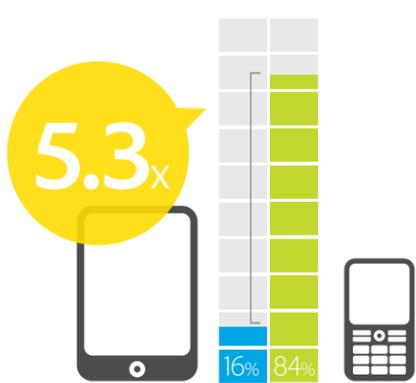
Rise of the tablets

Tablets are transforming how consumers and brands interact on the web, offering an experience more engaging than smartphones and competitive to personal computers.*

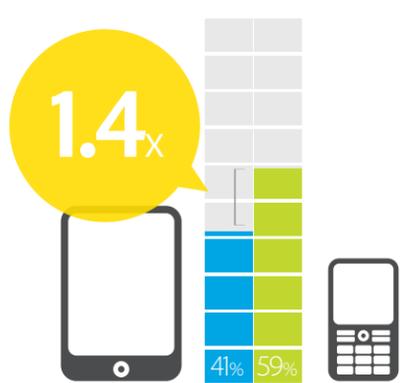
Tablets are moving to the head of the class.



Projected share of website visits
 Tablet visits will surpass smartphone visits by January 2013 and generate over 10% of website visits by early 2014.



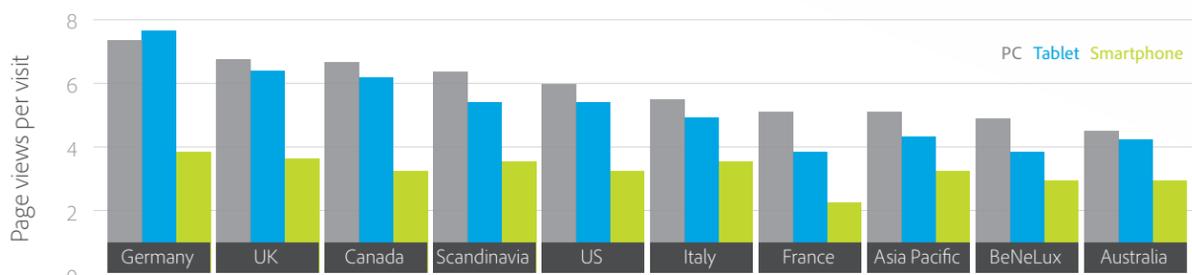
Device shipments 2009-2011



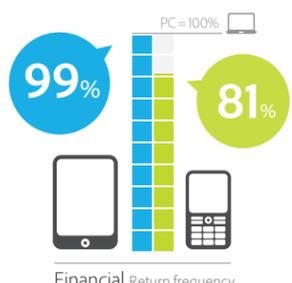
Website visits Q1 2012

Share of shipments and visits
 For every brand website visit made with a smartphone, four visits are made using a tablet.

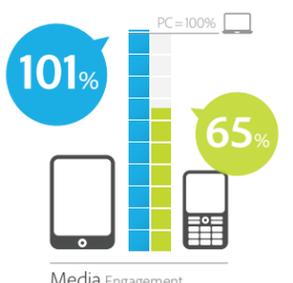
Closing the gap. Tablets offer PC-like engagement.



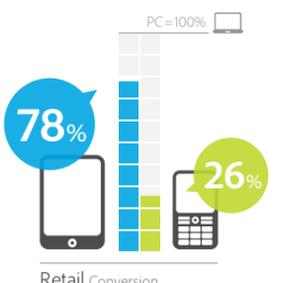
Engagement by device type and region
 Across the world, consumers who browse websites with tablets find the experience to be nearly as engaging as PC browsing. The gap between tablet and PC engagement is relatively small.



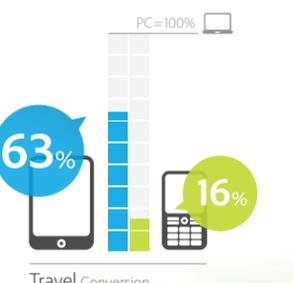
Financial Return frequency



Media Engagement



Retail Conversion



Travel Conversion

Device effectiveness by industry
 The comparison suggests that tablets are as effective as PCs for some types of visits.

*Data excerpts from: "How tablets are catalyzing brand website engagement"
adobe.com/go/digital_index

