

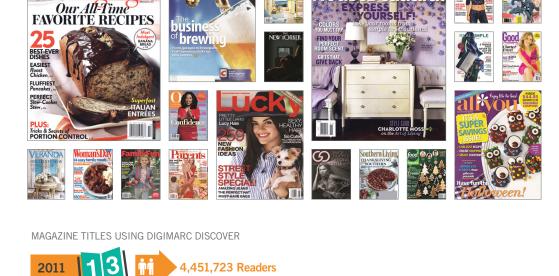


DIGITAL WATERMARKS MAGAZINES: TRACTION REPORT

of U.S. magazine titles using Digimarc® Discover to drive mobile engagement from print. Each category tracked continues to show positive trends between Digimarc's digital watermarking technology and today's magazine publishers. With Digimarc Discover, driving consumer engagement from print has never been easier.

This year's traction report finds continued growth in the number

WHICH MAGAZINES ARE USING DIGIMARC DISCOVER?



2012



SINCE 2011 THE NUMBER OF READERS EXPOSED TO DIGIMARC DISCOVER HAS INCREASED TO NEW 64,873,762! THAT'S MORE THAN THREE TIMES

THE POPULATION OF NEW YORK STATE. THE DIGIMARC DISCOVER APP

BY THE END OF



64,873,762 Readers

2013, ESTIMATED NWNLNADSI n Pari IIGIMARC-ENABLED APPS WAS MORE THAN



DOWNLOADS IN 2013 NEARLY TRIPLED FROM

THE NUMBER OF DOWNLOADS IN 2012.

HOW MANY DIGIMARC IDS HAVE APPEARED IN

U.S. MAGAZINES?

299% INCREASE

These are some of the top Digimarc-enabled mobile apps in 2013.

121,573 Downloads

THE NUMBER ⓓ OF UNIQUE Digimarc IDs



July/August 2013 House Beautiful Unbound

Each month, House Beautiful comes to life on your

mobile device. Using the House Beautiful Connect app—a free download from the Tlunes App Store—you can unlock behind-the-scenes videos and more special content viewable on smartphones. Look for our icon (left) through-

out this issue and follow the directions on where to scan

FOR DIGIMARC DISCOVER?

75%

House Beautiful uses a simple icon that works elegantly with their layout and informs readers about connected content.

WHAT ARE THE MOST POPULAR MAGAZINE CATEGORIES

The Magic of Small Spaces

22 The Best!
22 The Best!
22 The Best!
22 The Best!
25 Every month, our editors choose their favorite products from the HB Marketplace on HSN. To see all of the House Beautiful picks, just scan the mirrored trays.
45 Send Us a Picture
"Send Us your own pictures—scan the photo the photo in the photo in the photo in the picture of the photo in the picture of the product of the product of the photo in the ph

CONTENT IN 2013 WERE EITHER ECIPE OR SWEEPSTAKES RELATED. 25%

IN 2013, HOUSE BEAUTIFUL

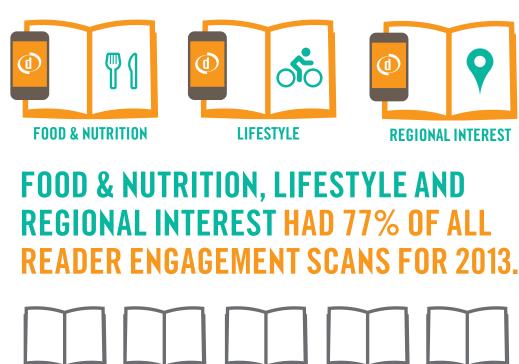
AND ITS ADVERTISING

PARTNERS LAUNCHED

"SHOPPABLE ADS" – A **BREAKTHROUGH MADE**

POSSIBLE BY DIGIMARC — WHICH INDICATES THAT THE **INDUSTRY IS HEADED IN A** "BUY NOW" DIRECTION.

OF ALL SCANS OF DIGIMARC-ENABLED



FASHION

TEEN



ENTERTAINMENT

TRAVEL

BRIDAL **AUTOMOTIVE REAL ESTATE HOBBY** INTERIOR DESIGN CONCLUSION

SPORTS

The Cooking Light brand has experienced noteworthy success in their magazine connecting pictures of finished dishes to videos, shopping lists, and more. In 2014, they began connecting shoppers to similar mobile experiences directly from the packaging of their new food product line.

F: +1.503.469.4777

SOURCE:

Digimarc Corporation 9405 SW Gemini Drive, Beaverton, OR 97008

info@digimarc.com • www.digimarc.com ABOUT DIGIMARC CORPORATION

T: +1.800 DIGIMARC (344.4627)

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Digital Watermarks in Magazines: 2013 Traction Report **GET THE FULL REPORT HERE: www.digimarc.com/reports**