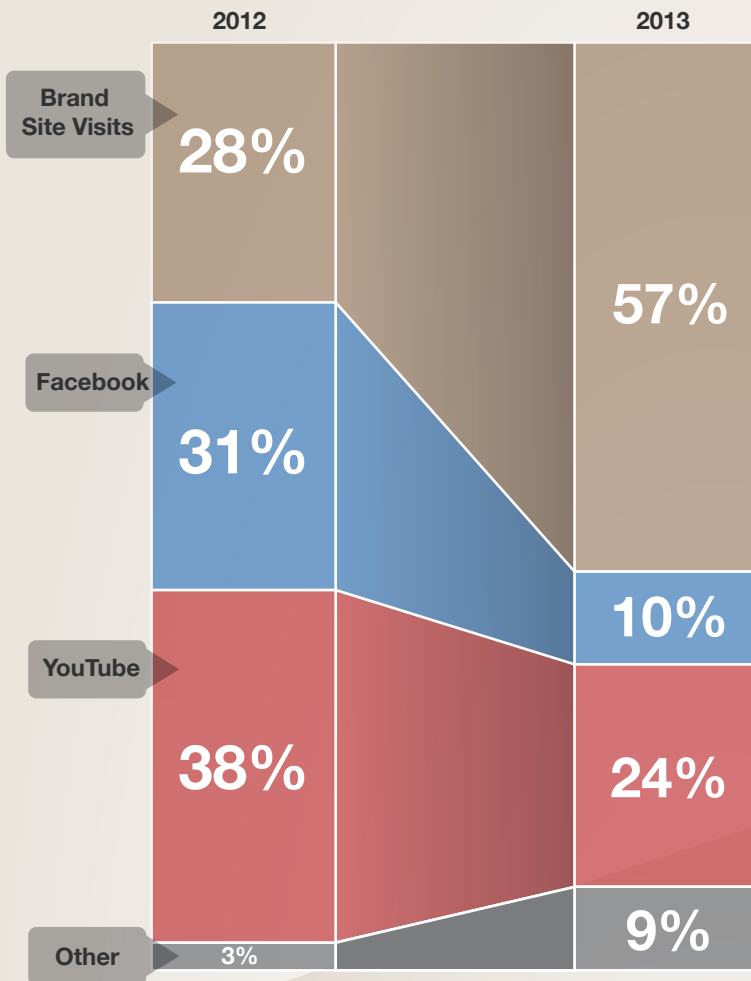


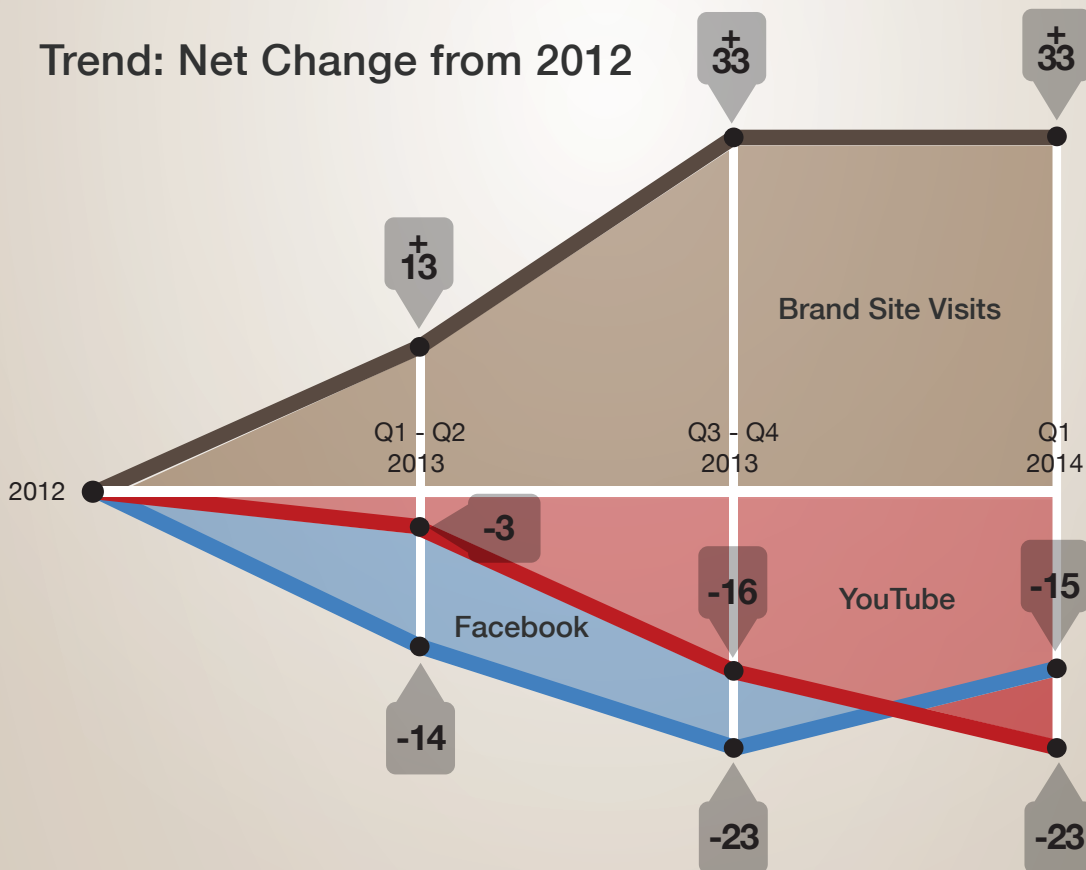
Brands “Like” Their Owned Digital Better

Share of Video Engagements



Jun Group analysis of consumer video engagements found that brands are once again driving viewers to owned digital destinations. Brand owned-and-operated sites doubled their share of clicks in 2013, while total social media share declined by 50%.

Have social media platforms become less “Like”able?



Since 2012, visits to brand owned-and-operated sites increased significantly. Visits to social destinations experienced an overall decline.

Source: Jun Group, 2,649,909 user initiated engagements between 2012 and Q1 2014