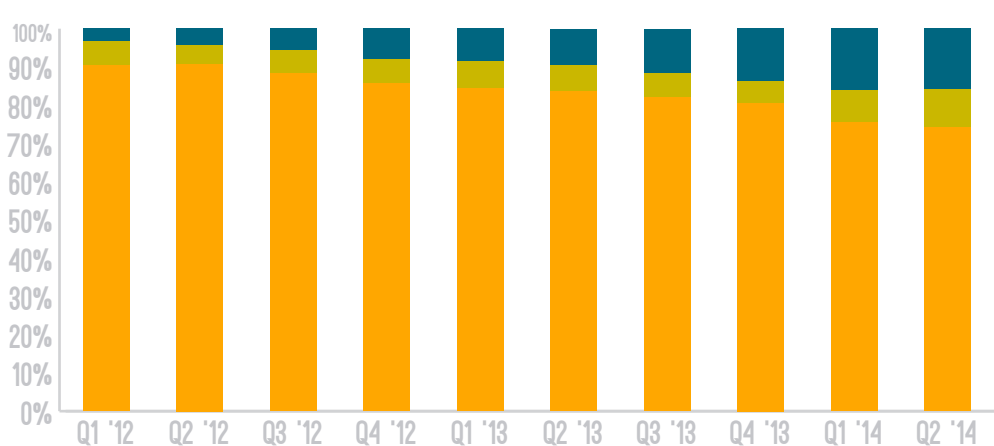




#### PAID SEARCH TRENDS: GLOBAL



#### DESKTOP, SMARTPHONE AND TABLET MEDIA SPEND

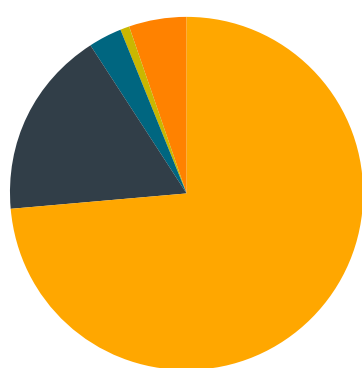


	Q1 '12	Q2 '12	Q3 '12	Q4 '12	Q1 '13	Q2 '13	Q3 '13	Q4 '13	Q1 '14	Q2 '14
DESKTOP	90.6%	90.8%	88.5%	85.9%	84.6%	83.8%	82.3%	80.6%	75.7%	74.5%
SMARTPHONE	6.2%	5.0%	6.0%	6.2%	6.9%	6.9%	6.3%	5.7%	8.3%	9.7%
TABLET	3.2%	4.2%	5.5%	7.9%	8.5%	9.2%	11.3%	13.7%	16.0%	15.8%



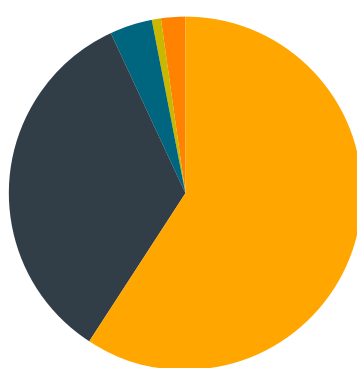
#### GLOBAL SEARCH ENGINE MARKET SHARE

IMPRESSIONS



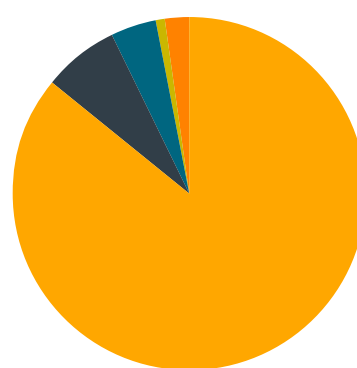
Google	73%
Baidu	17%
bing/Y!	3%
NAVER	1%
Yandex	5%

CLICKS



Google	60%
Baidu	34%
bing/Y!	4%
NAVER	1%
Yandex	2%

COST



Google	86%
Baidu	7%
bing/Y!	4%
NAVER	1%
Yandex	2%

#### REGIONAL SEARCH ENGINE BUDGET DIFFERENCES

