

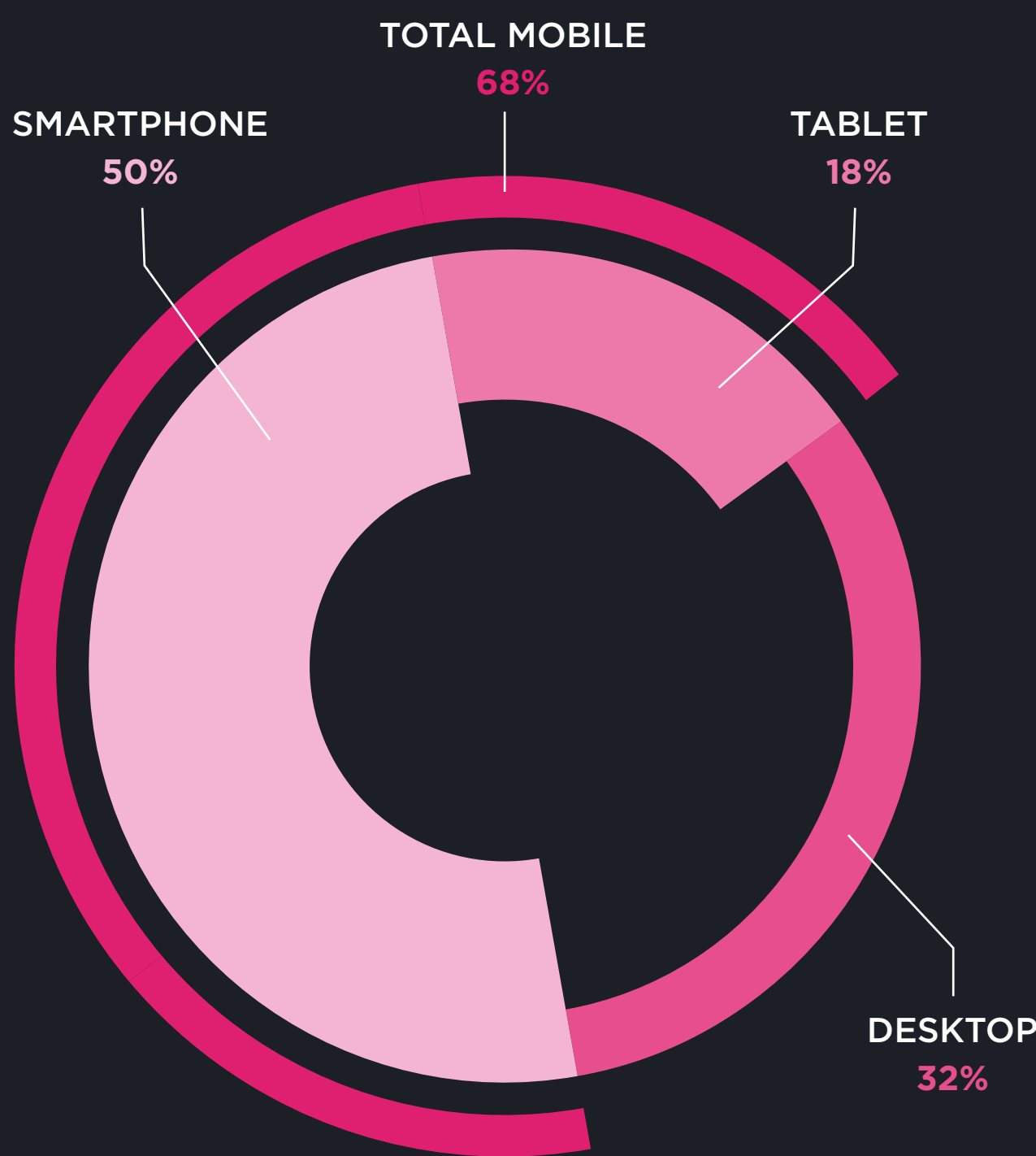
MEDIA, PUBLISHING & ENTERTAINMENT

CONSUMER DEVICE PREFERENCE REPORT: Q3 2016

Movable Ink's US Consumer Device Preference Report was first released in 2013 and provides insight into consumers' adoption and use of smartphones, tablets and desktop computers and how they engage with email while using their preferred devices. This edition is based on data collected in the third quarter of 2016, July through September.

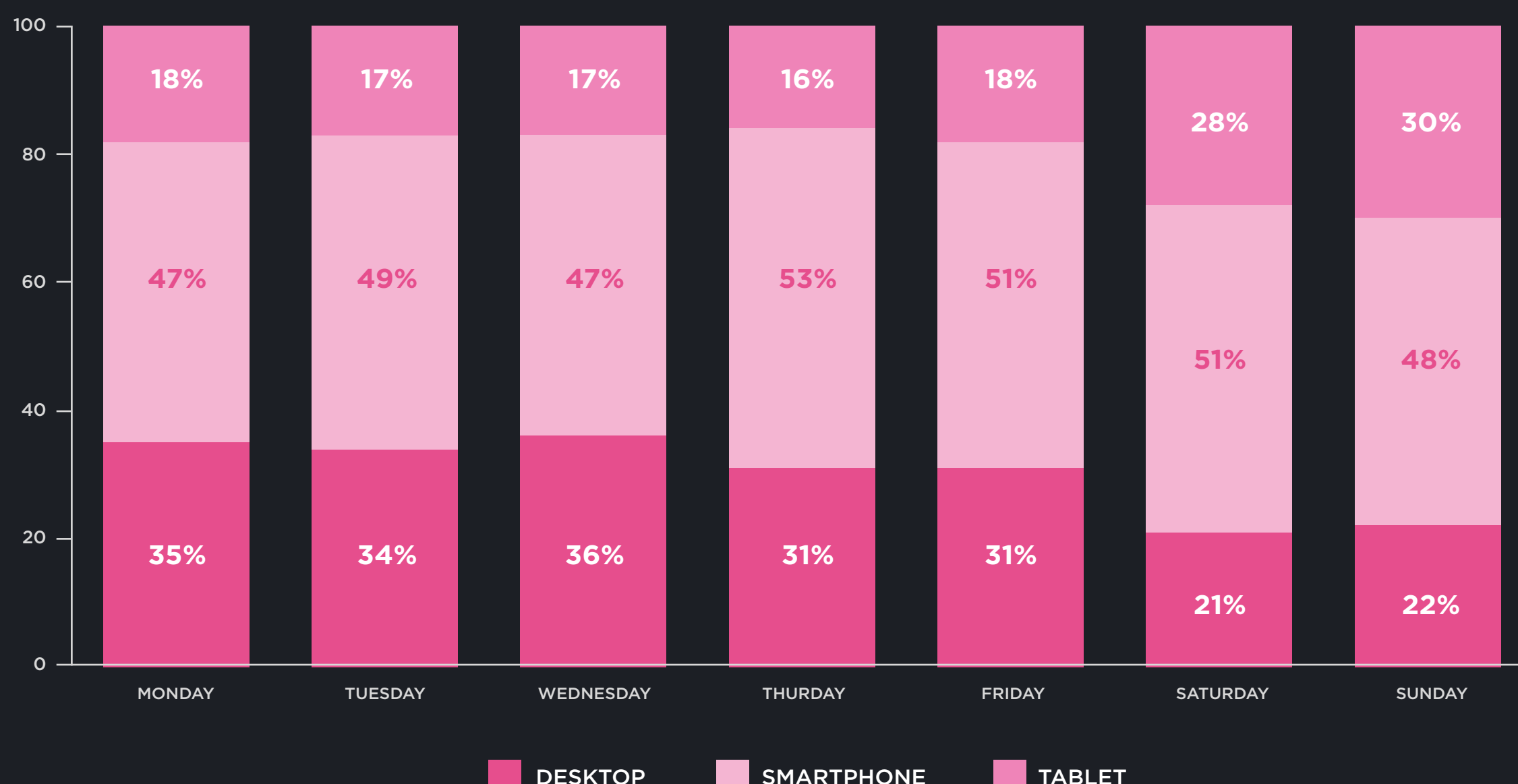
MEDIA, PUBLISHING & ENTERTAINMENT OPENS

TABLETS MORE OFTEN PREFERRED. Consumers are more likely to open media, publishing & entertainment emails on tablets than other industries. These emails had the most tablet opens—by at least 3%—over any other industry we analyzed. Tablet opens also increased by 1.2% from Q2 to Q3.



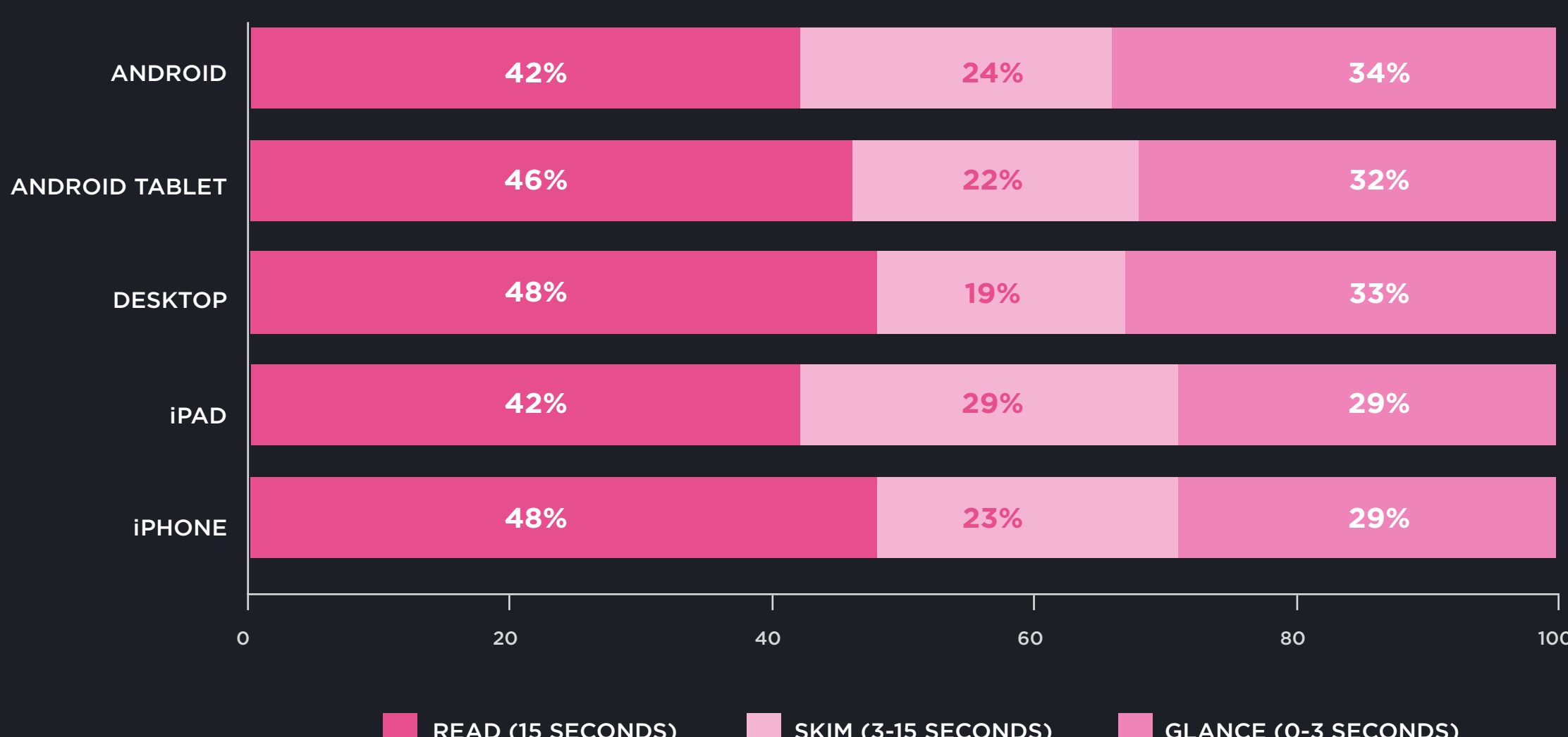
MEDIA, PUBLISHING & ENTERTAINMENT OPENS BY DAY

WEEKDAY OPENS SHIFT SLIGHTLY TO DESKTOPS. Media, publishing and entertainment emails had the two lowest mobile open rates during the week among all industries, suggesting more people are opening these emails during the workday while at their desks.



MEDIA, PUBLISHING & ENTERTAINMENT READ LENGTH BY DEVICE

LONGER READ TIMES ON DESKTOP. More time was spent in media, entertainment & publishing emails on desktops this quarter. Desktop read length increased by more than 6% from Q2 to Q3.



Disclaimer: Charts are based on data collected through Movable Ink's contextual marketing platform between July 1 – September 31, 2016. Analysis of opens was conducted on detectable devices, which does not include Gmail opens. The analysis accounts for 3 billion email opens across the US.

Note about conversions: One other company was removed due to its high percentage of overall transactions.

ABOUT MOVABLE INK

Founded in 2010, Movable Ink pioneered the application of contextual experiences to email and has powered over 150 billion live impressions. Movable Ink clients can use any email service provider to deliver dynamic content that changes, in real-time, according to the context of each individual consumer. More than 350 innovative companies including *The Wall Street Journal*, eBay, Finish Line and Saks Fifth Avenue use Movable Ink to Market in the Moment and optimize their email campaigns to drive ROI. The company is headquartered in New York City with offices in London and San Francisco. For more information, visit movableink.com.