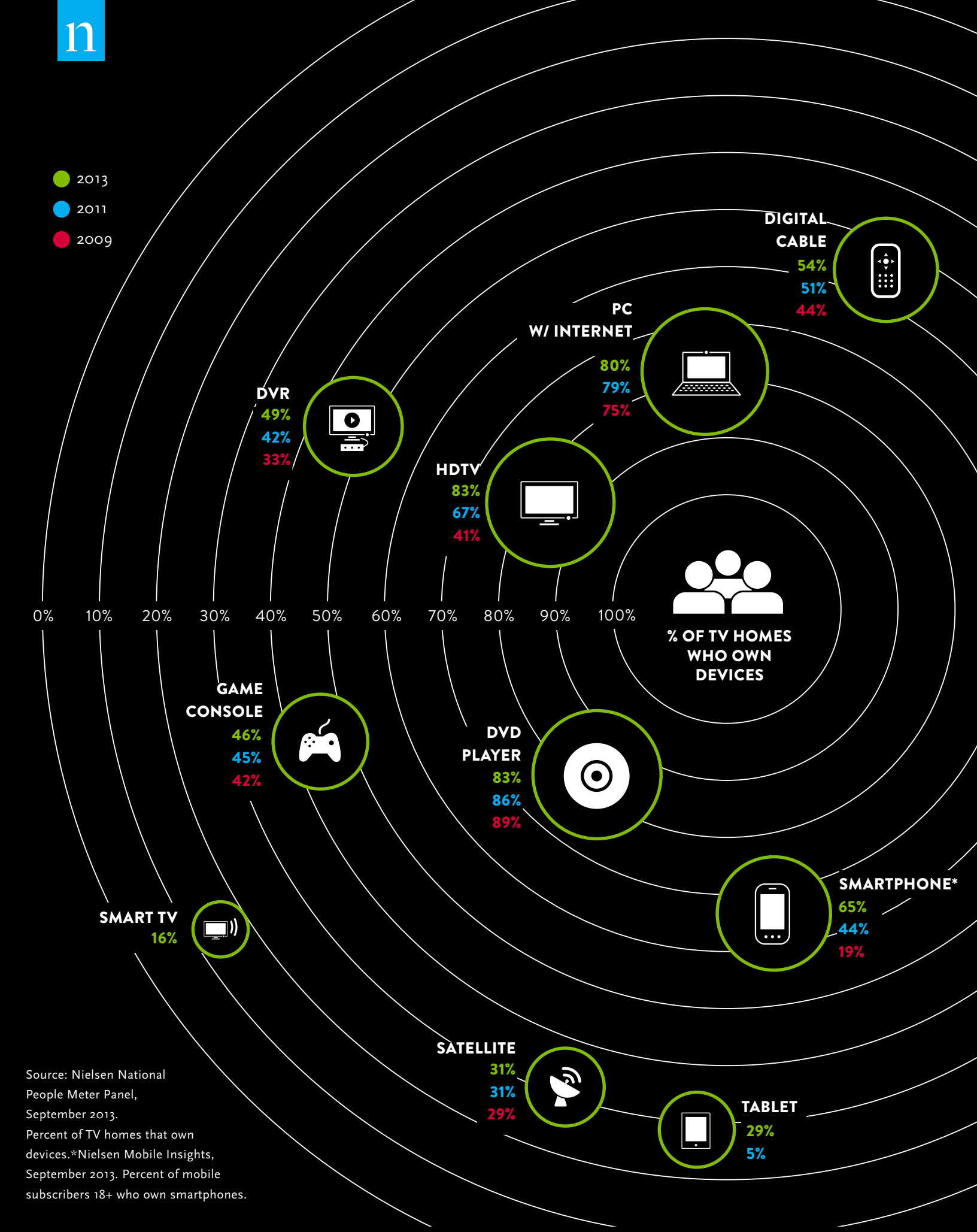

Source: Nielsen National People Meter Panel, September 2013. Percent of TV homes that own devices.*Nielsen Mobile Insights, September 2013. Percent of mobile subscribers 18+ who own smartphones.

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