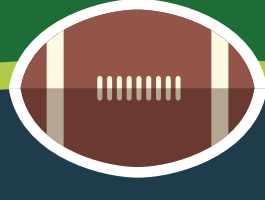


# NFL MOBILE SURVEY



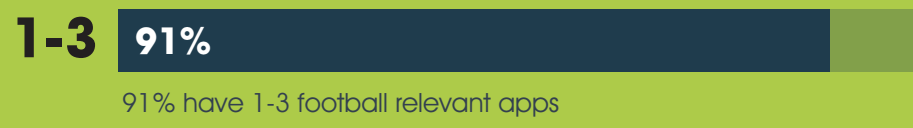
INSIGHTS ABOUT CONSUMERS' MOBILE USAGE AND TRENDS FOR NFL CONTENT AS IT PERTAINS TO ADVERTISERS, AGENCIES, AND PUBLISHERS.



OVER HALF OF FANS ENGAGE WITH NFL CONTENT ON THEIR MOBILE DEVICES.

54%

NFL RELATED MOBILE APPS ARE EXTREMELY POPULAR WITH RESPONDENTS



Double the number of fanatic fans have 4+ mobile apps (i.e. Yahoo)

4+

16%

4+ apps (2x more than other fans)

71% of fans are involved with their devices on game days.

40%

1-5 times

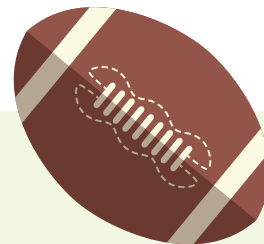
31%

5-15 times

The fanatics are checking NFL information more than 15x per day

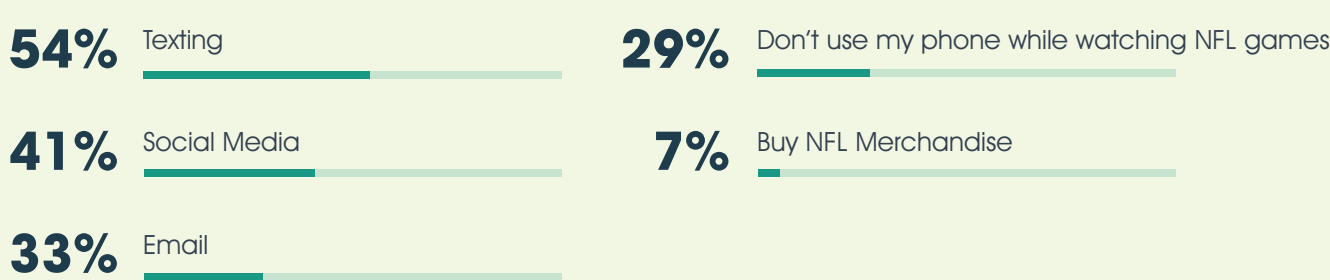
26%

15+ times



People are very active on their mobile devices while watching NFL games

(NOTE: Totals add to more than 100% due to multiple answers):



Of 31% who share NFL sharing information on their mobile devices half are using Facebook



51%

FACEBOOK



26%

TEXT



11%

EMAIL



8%

TWITTER



2%

INSTAGRAM



2%

YOUTUBE

36% of respondents report using their mobile devices while at the stadium

(NOTE: Add to more than 100% due to multiple answers):

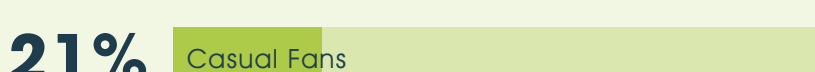


## MOBILE DEVICES PLAY AN ESSENTIAL ROLE IN THE NFL FANATIC'S ENJOYMENT OF THE GAME

(Fanatic was defined as a fan that watches and attends games, has multiple fantasy teams, and a superstitious routine)



Fanatic fans (43%) are 2x more likely to stream NFL games on their mobile device compared to casual fans (21%).



RADIUMONE™  
CONNECT

RADIUMONE™  
engage