



**“WITH MUSIC, YOU CAN
BRING [IT] EVERYWHERE...**

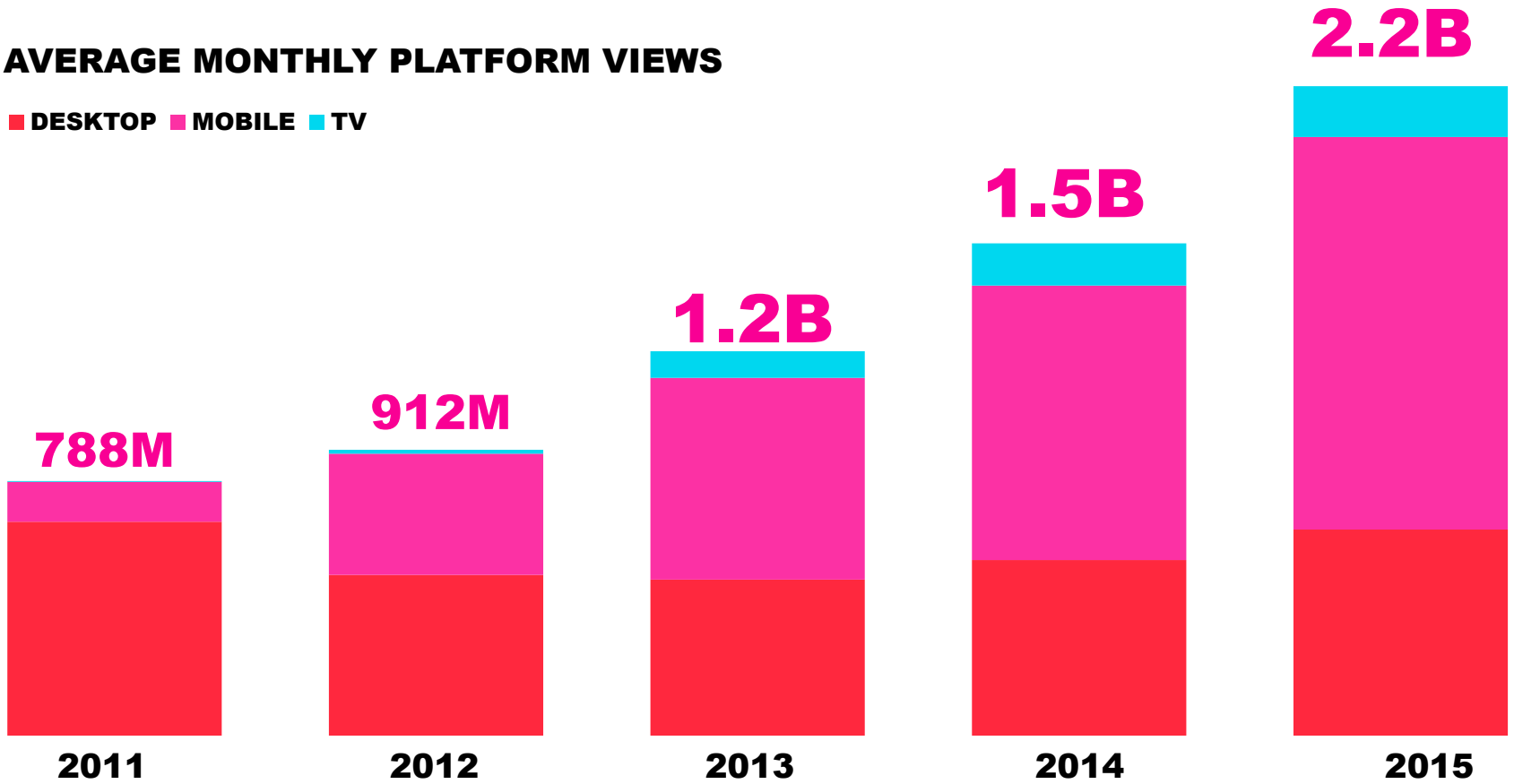
**YOU CAN INCORPORATE IT THROUGHOUT
YOUR WHOLE DAY, WHEREAS TV YOU HAVE
A CERTAIN PART OF YOUR DAY WHERE
YOU CAN WATCH IT...**

**IT’S JUST A BIGGER
EXPERIENCE.”**

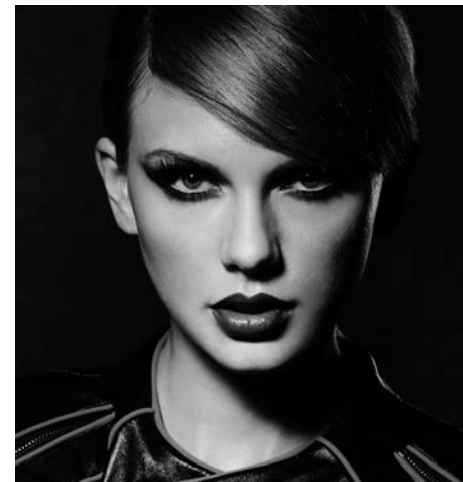
VEVO VIEW GROWTH DRIVEN BY MOBILE

AVERAGE MONTHLY PLATFORM VIEWS

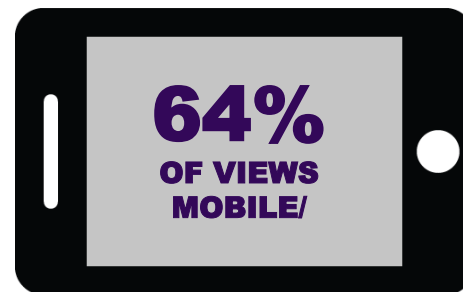
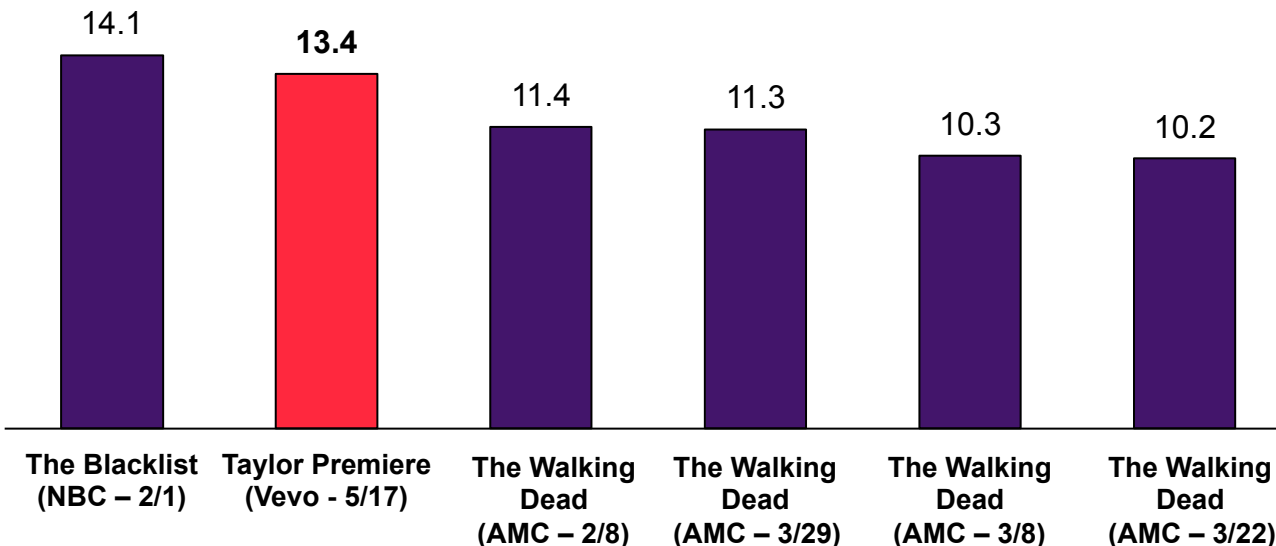
■ DESKTOP ■ MOBILE ■ TV



'BAD BLOOD' PREMIERE

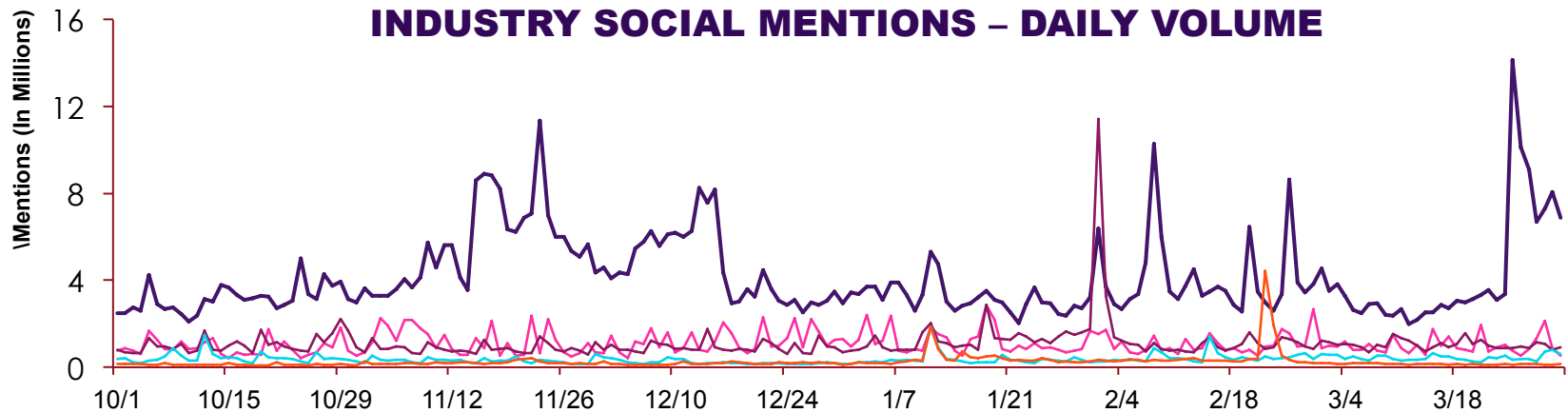


Taylor Swift on Vevo During First Week of 'Bad Blood' Premiere:
P18-34 Live+7 Reach % Comparison vs. H1 2015 TV



MUSIC IS SOCIAL

| INDUSTRY | TOTAL POSTS (MM/MONTHLY) |
|---------------------|--------------------------|
| MUSIC | 126 |
| SOCIAL STARS | 33 |
| SPORTS | 33 |
| TELEVISION | 11 |
| MOVIES | 8 |



CARLY RAE JEPSEN

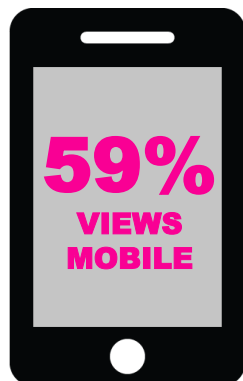


1B+ TOTAL VEVO VIEWS

'I REALLY LIKE YOU'

FIRST WEEK VIDEO VIEWS
9.9MM

LIFETIME VIDEO VIEWS
107MM



CARLY'S SOCIAL FOLLOWING



2MM



11MM



8.1MM



THE EFFECT OF MOBILE ON MUSIC — ARTISTS, FANS AND BRANDS ROUNDTABLE SPEAKERS



Jonathan Carson
Chief Revenue Officer
Vevo



Tatiana Simonian
VP Branded Music
Nielsen Music



Theda Sandiford
VP Commerce
Republic Records



Sarah Bachman
VP Mobile Strategy
Horizon Media



Andrea Zapata
VP Research
Vevo