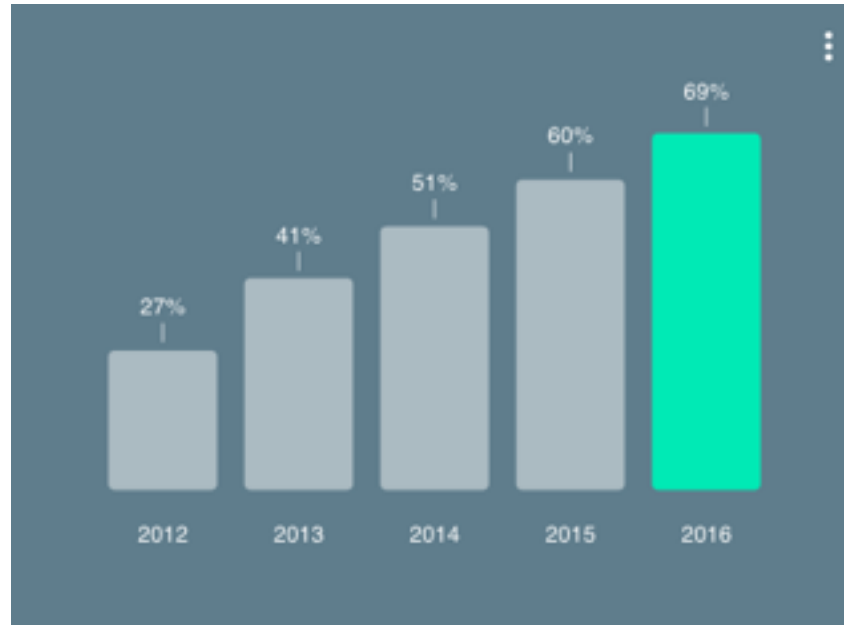

IAB Mobile Connect

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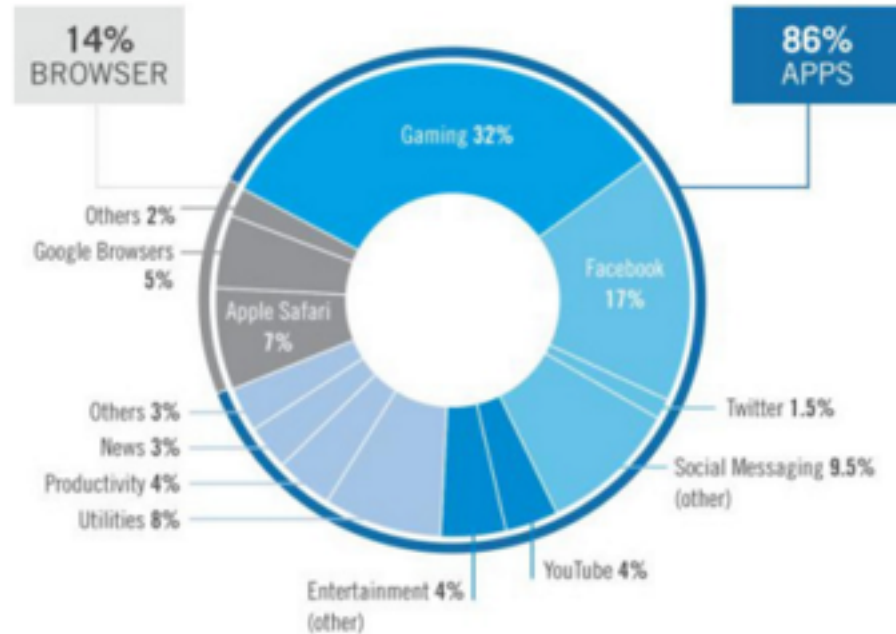
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69% of Irish people access the internet at least as often by smartphone as they do by Desktop

The Connected Consumer Survey 2016

Time Spent on iOS and Android Connected Devices

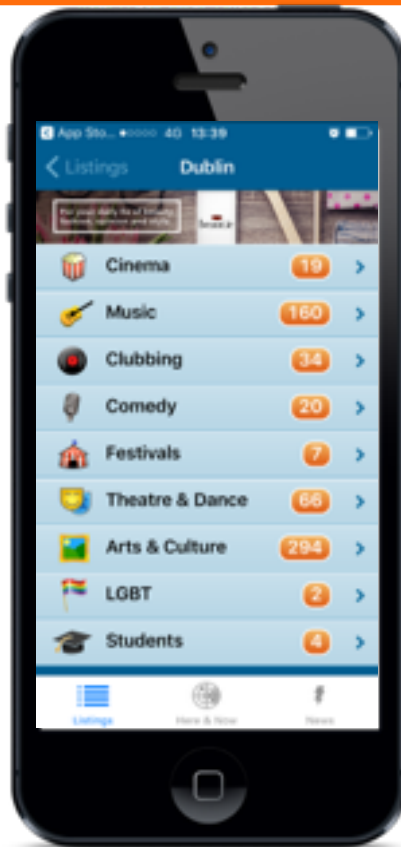


Source: Flurry Analytics, Comscore, NetMarketShare

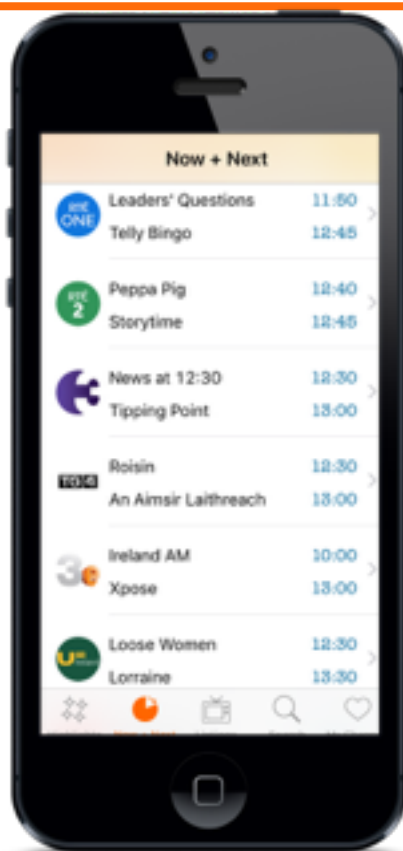


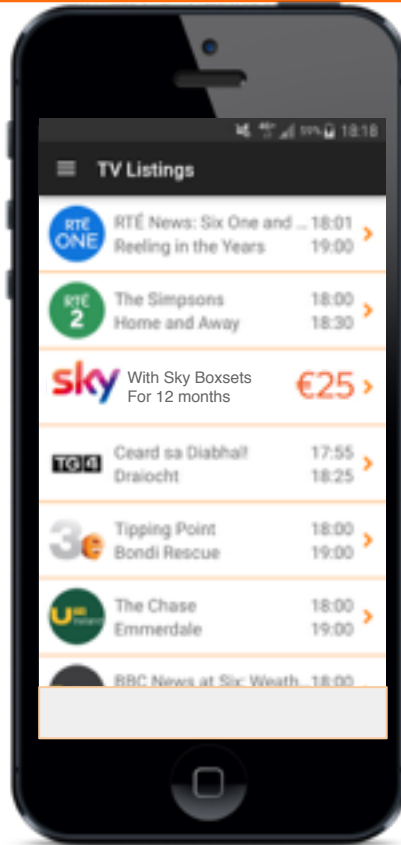
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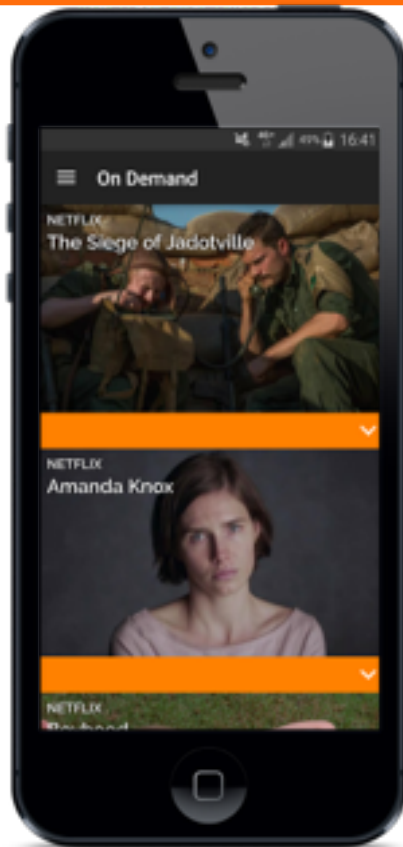




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