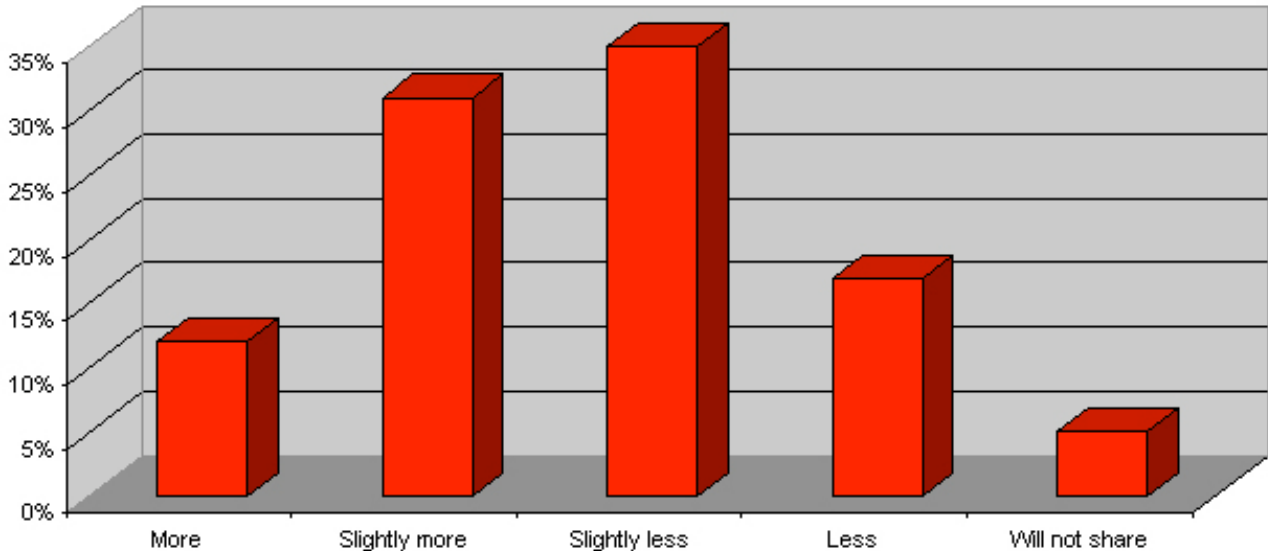


The Likelihood That People Will Share Branded Versus Non-branded Content

Graphical Data



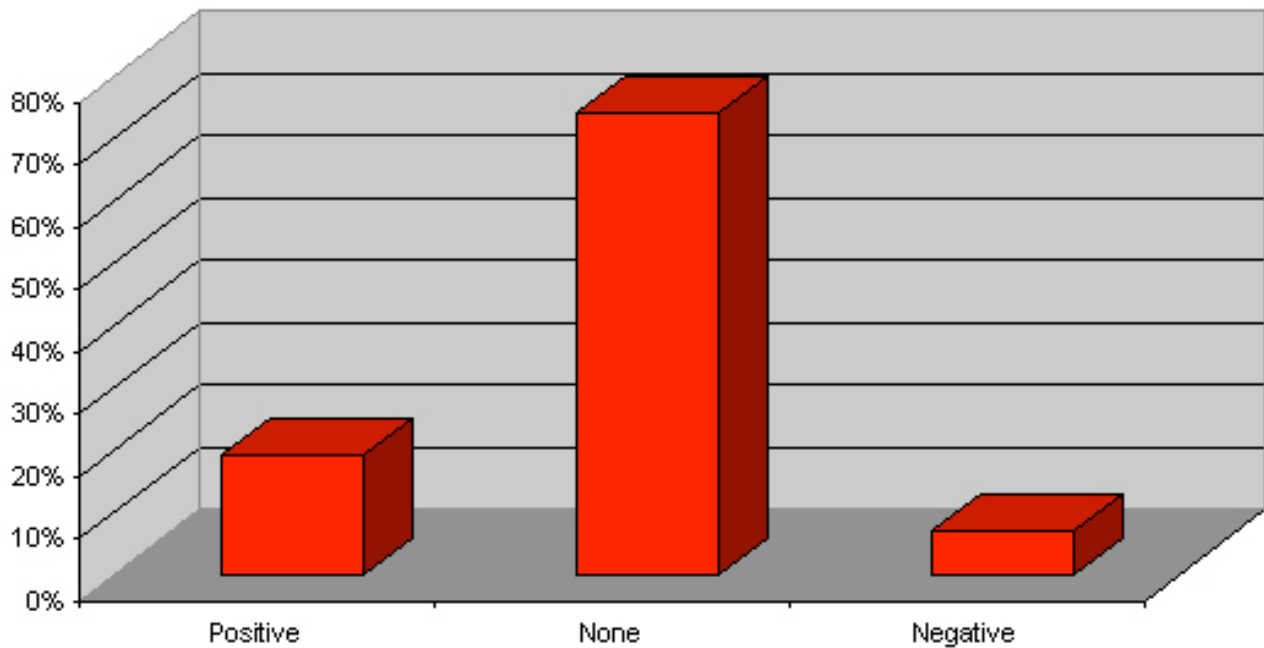
Tabular Data

More	12%
Slightly more	31%
Slightly less	35%
Less	17%
Will not share	5%

The reason that there are slightly less people likely to share branded content is due to the fact that there is now so much user generated content online. YouTube, the popular video hub is testament to this: an estimated 60% of all online video (nearly all of which are user generated) is watched on YouTube. The site also accounts for a whopping 29% of the US multimedia entertainment market.

Impact of Brand Sponsorship on Whether Internet Users Will Share Content

Graphical Data



Tabular Data

Positive	19%
None	74%
Negative	7%

People aren't usually fazed by brand sponsorship because most people realise that it is the sponsorship that pays for the content. This is because people have been brought up on and understand the need for advertising on commercial television channels.