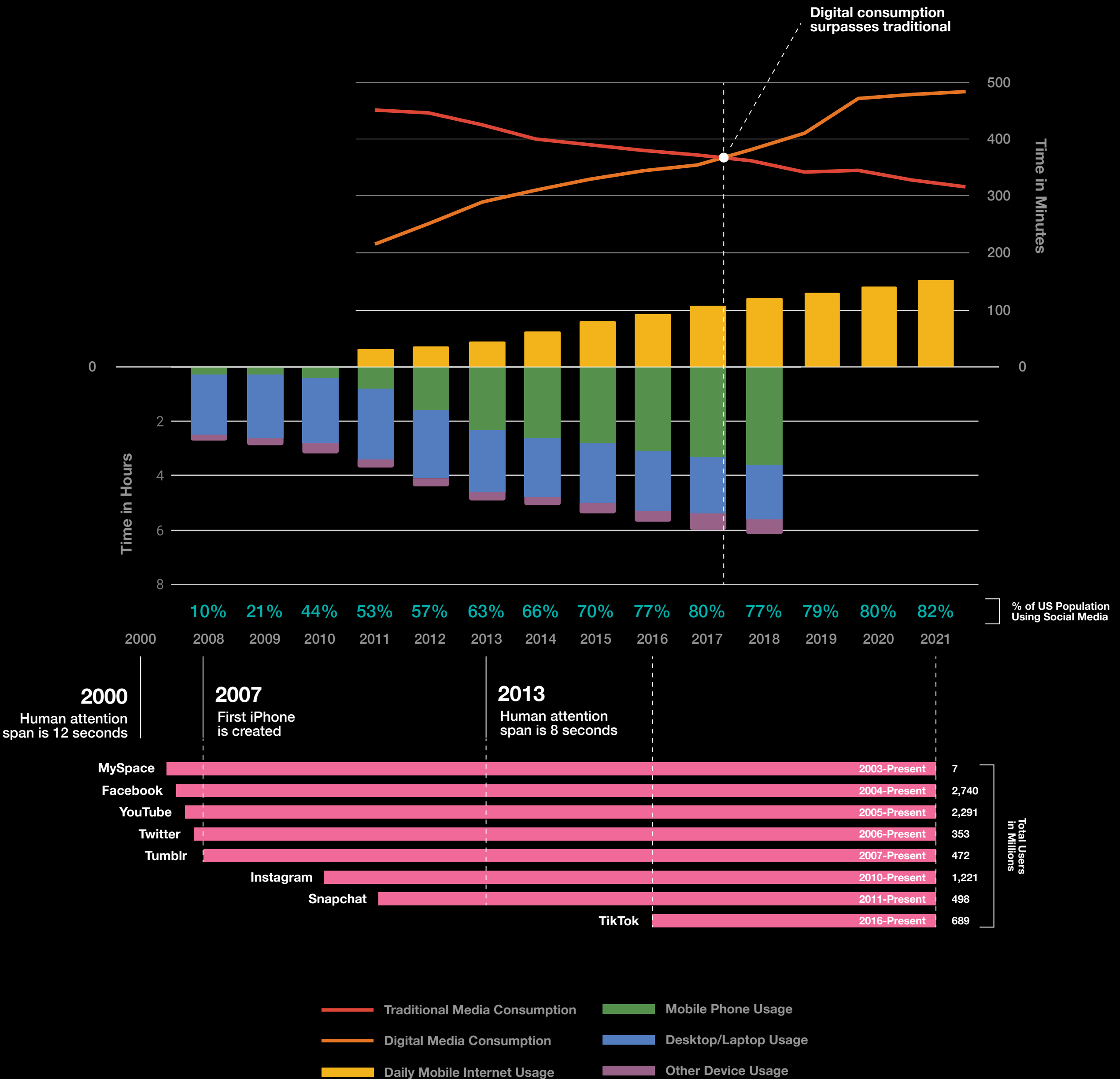


Increasing Digital Media Consumption

In 2000, the human attention span was 12 seconds long. As of 2013, it has decreased to 8 seconds which is 1 second shorter than that of a goldfish. Since the creation of the iPhone in 2007, social media has gained popular influence. Our media consumption has shifted to reflect a digital appetite as opposed to one rooted in traditional media (films, books, etc.)



*All Are Measured Per Year