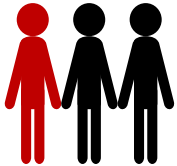


Traditional Media is Still Relevant with Digital Adoption



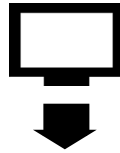
Nearly **9 in 10** adults have read a magazine within the last 6 months.



More than **1 in 3** adults used a digital device to read a magazine/newspaper via a website, digital edition or app in the last 30 days.



98 million adults have seen healthcare related advertising in a magazine within the last 12 months.



Nearly **7 in 10** adults say they have seen or heard healthcare related advertising on TV within the last 12 months.



...making TV the **most recognized** healthcare advertising medium



How adults watch TV is rapidly changing.



Almost **half** of all adults who own or use a smartphone have used their device in the last 30 days to participate in a healthcare related activity.



with most of them, **41 million**, looking up information on a specific health condition.

From 2013 to 2014



17 million more viewers stream programming from the internet to watch TV.



12 million more adults multitask on a digital device while watching a television program.



All of these statistics are available in greater detail in the **2014 MARS OTC/DTC Consumer Health Study.**

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