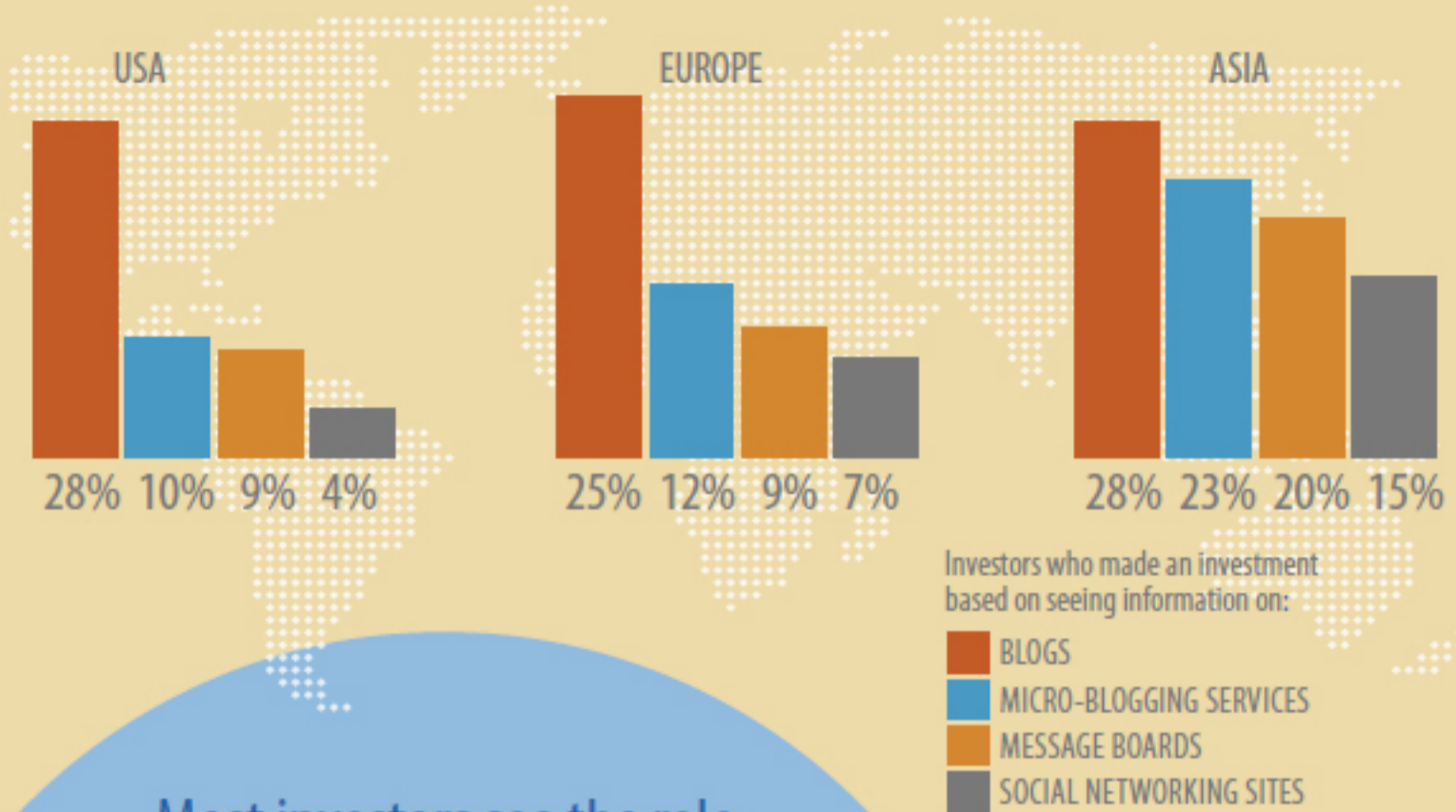
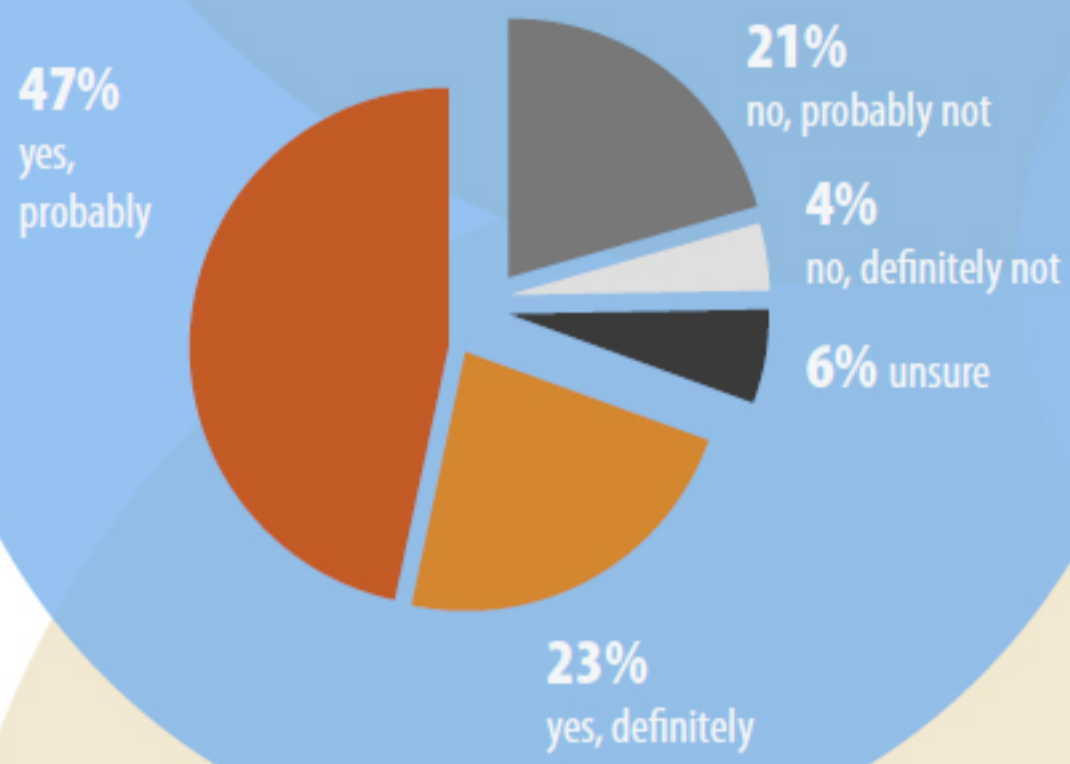


Social & Digital media is increasingly **driving** investment decisions

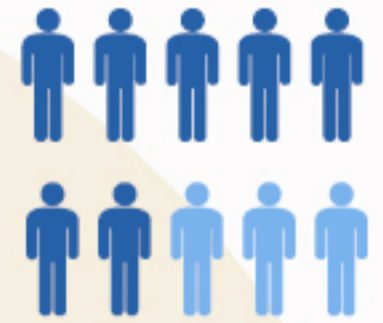


Most investors see the role of digital media **increasing**



7/10

say that digital media sources will play a larger role in investment decisions



Information **direct from companies** remained the highest ranked resource for investment decisions

Long-term trends (2009-2014) ↗ → ↘

- 1ST INFORMATION DIRECT FROM COMPANIES ↗
- 2ND REAL TIME SUBSCRIPTION INFORMATION SOURCES ↗
- 3RD ANALYST RESEARCH →
- 4TH PRIMARY MARKET RESEARCH ↘
- 5TH ONLINE BUSINESS MEDIA →
- 6TH PRINT BUSINESS MEDIA ↘
- 7TH DIGITAL MEDIA ↗