

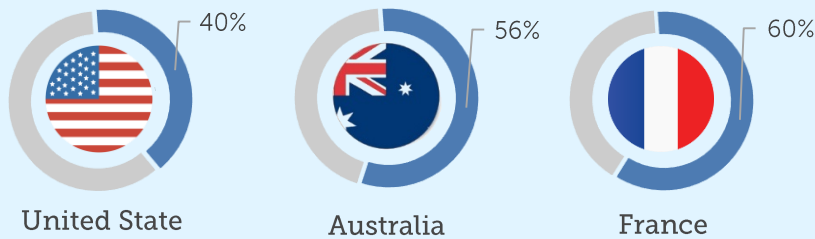
How Are Social Media Users Responding To Brand Content?



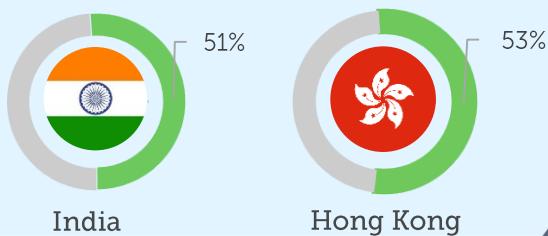
In partnership with online research provider Toluna, M&M Global surveyed 2,309 respondents in five markets across the globe – France, India, Hong Kong, Australia and the US. The survey was carried out between 3 and 9 August this year.

Facebook is the Most Popular Social Network in Many Markets, But WhatsApp is Gaining Popularity

facebook



WhatsApp



More Time Spent On Social Media By Hong Kong and India Users



The majority figure falls to between 1-2 hours in the US, France and Australia.



Brand Content Consumption Overview (weighted average)

Read News



90% of respondents say they read branded content on social media

Watch ADs



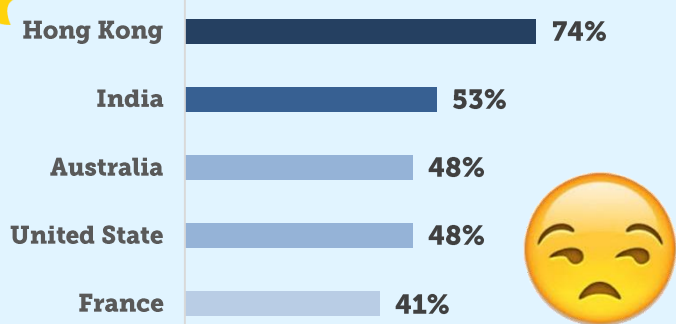
84% people watch sponsored content (videos or posts) on social media

Share ADs



38% panelists share sponsored content monthly or more often

People Do Often Get Annoyed By Sponsored Content On Social Media



TV As The Predominant Ads Channel



Except India, the majority of other markets indicate they would rather experience advertising on TV