



# MOBILE BENCHMARKS FOR LOCAL MEDIA

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3RD QUARTER | 2013

## OUR QUARTERLY BENCHMARK REPORT

As each new quarter begins, we look back to our data to see what's happening in the rear view mirror. We publish specific statistics about our product usage and advertising performance across our mobile apps and mobile websites.

Why Do We Do This?

1. We love seeing the data for ourselves.
2. We believe that sharing our data helps everyone in mobile make smarter decisions.
3. Our mission: Provide trusted content producers with the ability to earn revenue through engaging mobile products, effective ad sales, and great service.

The data covered here represents usage across 7-10 million products.

## WHO IS THIS REPORT FOR?

- Digital executives seeking a greater understanding of the mobile audience.
- Local media professionals looking for mobile benchmarks.
- Sales executives needing additional data points from a trusted 3rd party source.
- Anyone who wants more clarity around the digital audience in local media.

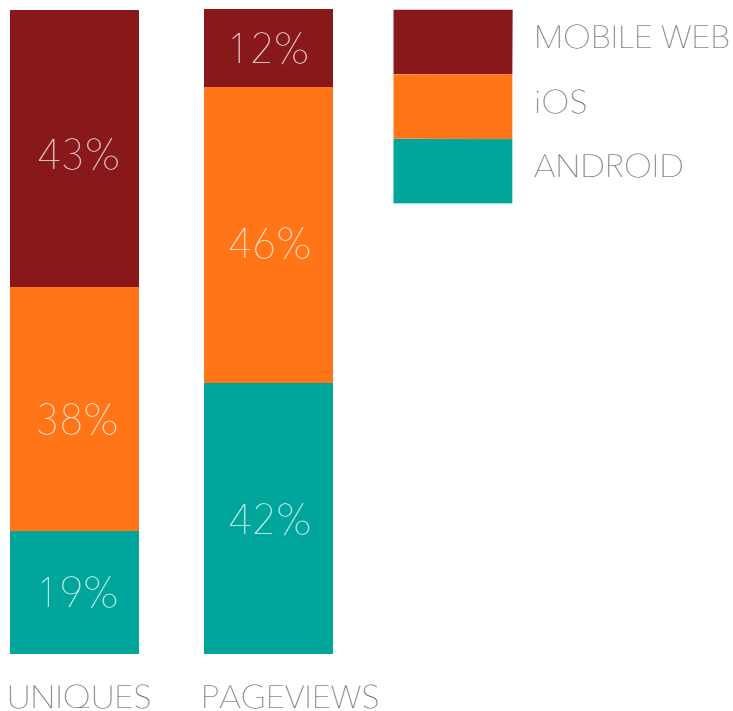
## ABOUT STEPLEADER

Located in the heart of North Carolina's innovation hub, downtown Raleigh, NC, StepLeader has been building innovative mobile products and delivering mobile advertising since 2004. Today we help our customers deliver and monetize their content across apps, mobile websites, and smart TVs.



# Q3 2013

## UNIQUES & PAGEVIEWS

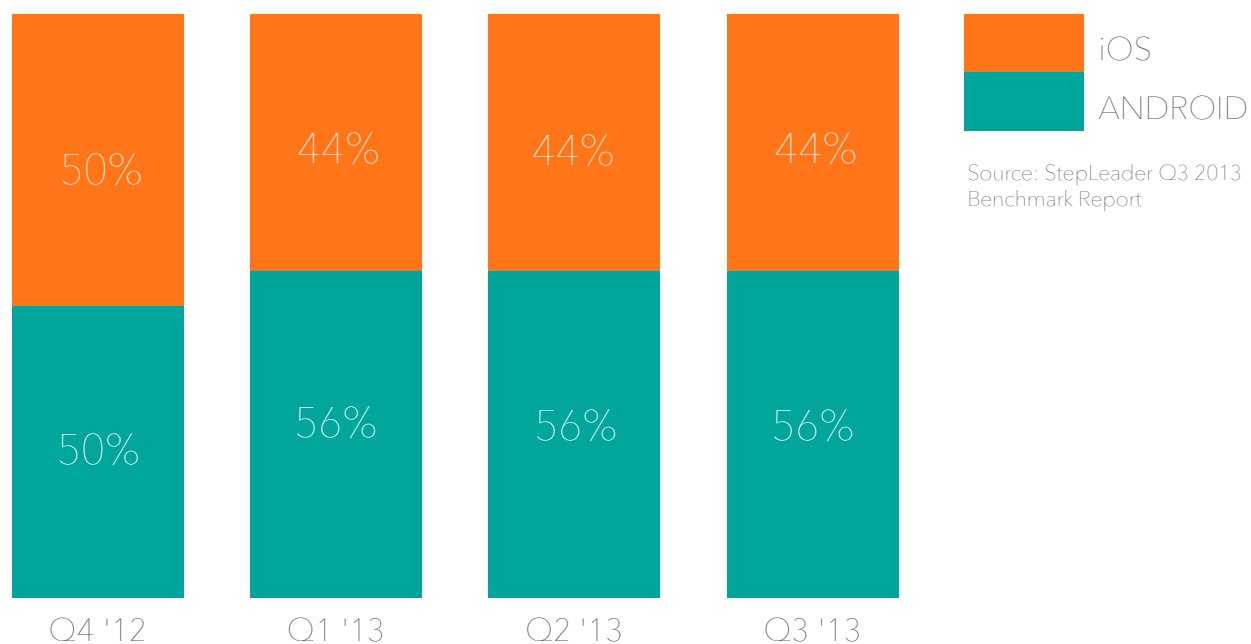


Apps continue to demonstrate their ability to create loyal audiences. iOS and Android together account for 88% of pageviews, while only generating 57% of unique visitors in Q3. Mobile web excels at driving product discovery, but lacks when it comes to delivering long-term engagement.

Source: StepLeader Q3 2013 Benchmark Report

Download trends hold steady this quarter. Android represents a slight majority of app downloads in Q3 across the StepLeader Network.

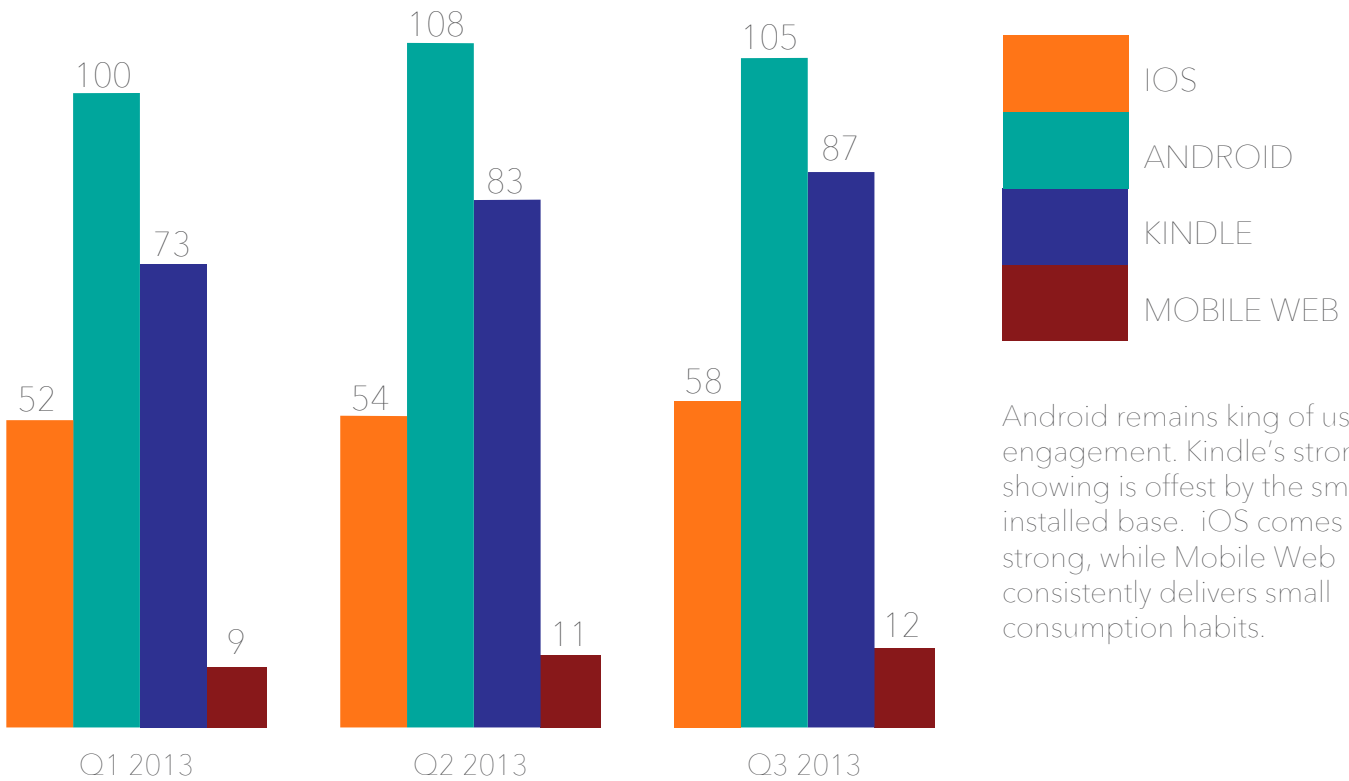
## DOWNLOADS BY OPERATING SYSTEM



Source: StepLeader Q3 2013 Benchmark Report

# ENGAGEMENT

MONTHLY PAGEVIEWS PER UNIQUE USER

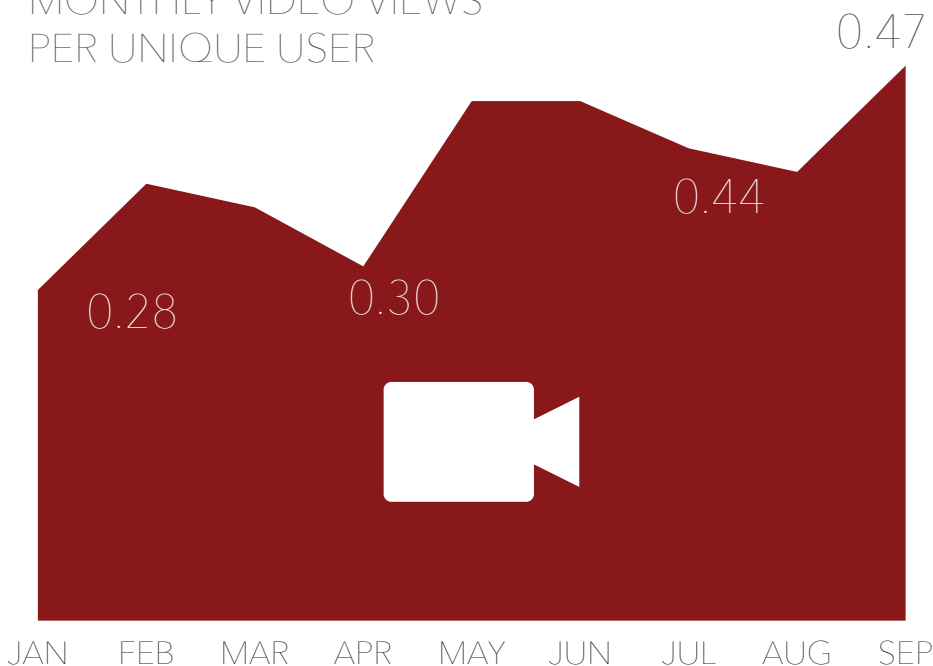


Source: StepLeader Q3 2013 Benchmark Report

Android remains king of user engagement. Kindle's strong showing is offset by the small app installed base. iOS comes in strong, while Mobile Web consistently delivers small consumption habits.

# ENGAGEMENT

MONTHLY VIDEO VIEWS PER UNIQUE USER



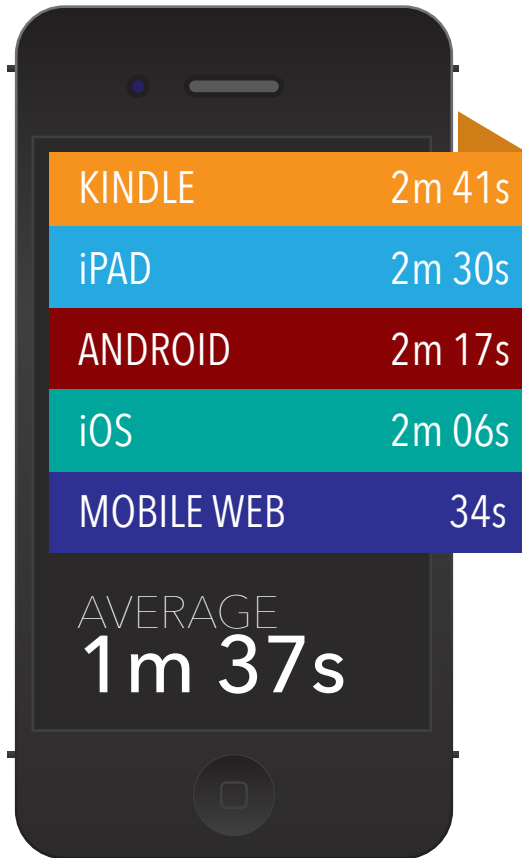
Video engagement has been on the rise at StepLeader. With the launch of a new user interface and inclusion of video within the story body, video engagement has increased 68% since the beginning of the year.

Looking for more money from mobile? Get more video content in your apps, as audiences are showing more willingness to consume it.

Source: StepLeader Q3 2013 Benchmark Report

# ENGAGEMENT

BY DEVICE - AVERAGE VISIT DURATION

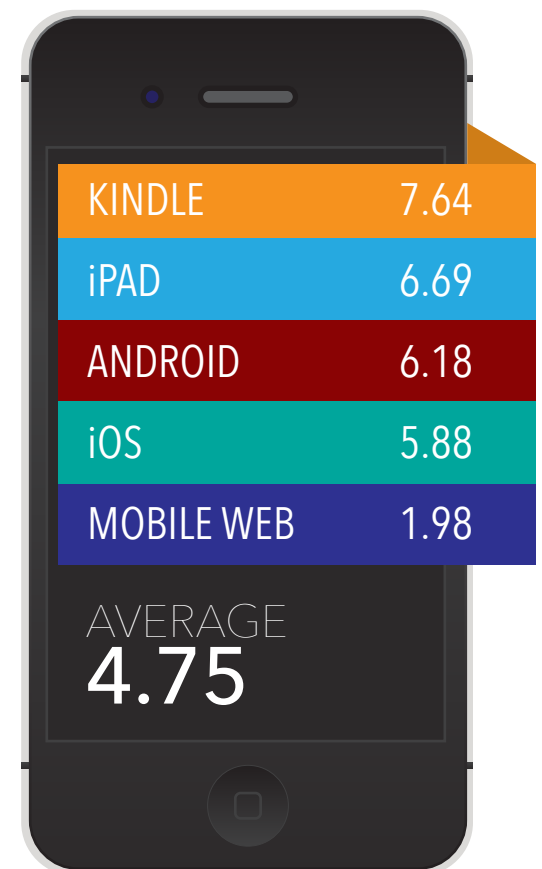


Source: StepLeader Q3 2013 Benchmark Report

While tablets generate the longest engagement levels, they only account for ~10% of StepLeader's traffic. The primary driver of this is the local media audience, which is seeking breaking news and up-to-date weather on-the-go, which more readily fits the form of a smartphone.

# ENGAGEMENT

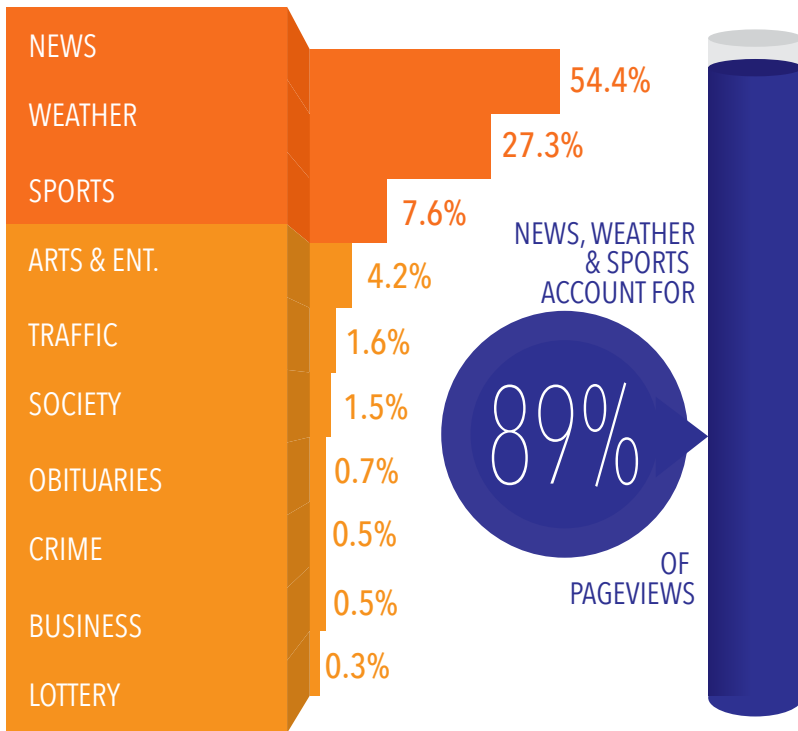
BY DEVICE - PAGES PER VISIT



Tablets generate longer sessions and more pages consumed. Apps also show strong engagement numbers. Mobile web serves its purpose: quick "snackable" pieces of information.

# TOP 10 CATEGORIES

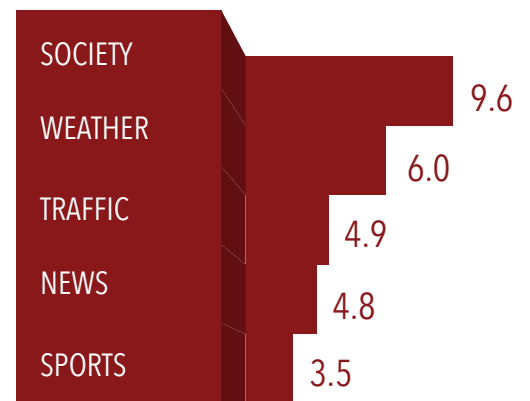
Q3 PAGEVIEWS



Source: StepLeader Q3 2013 Benchmark Report

# TOP 5 CATEGORY ENAGEMENT

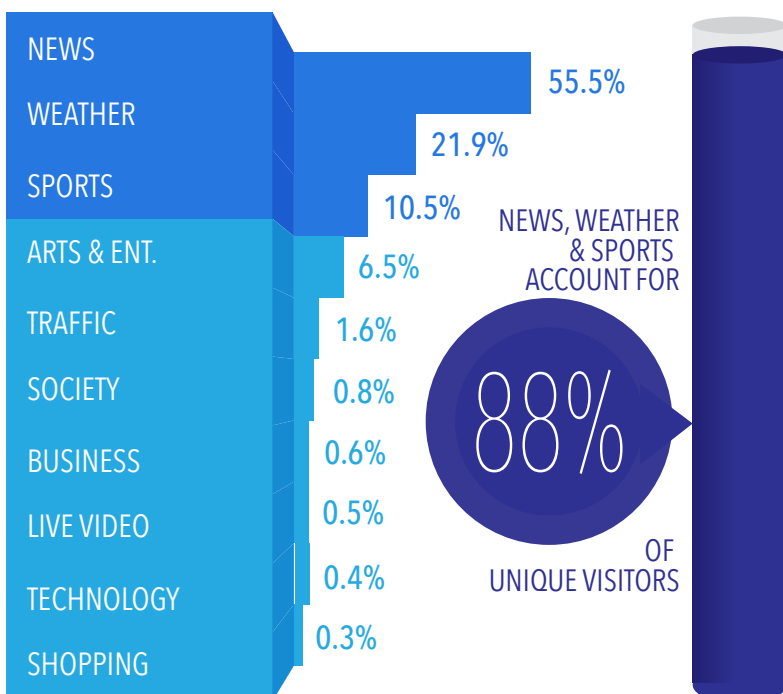
MONTHLY PAGEVIEWS PER UNIQUE USER



Source: StepLeader Q3 2013 Benchmark Report

# TOP 10 CATEGORIES

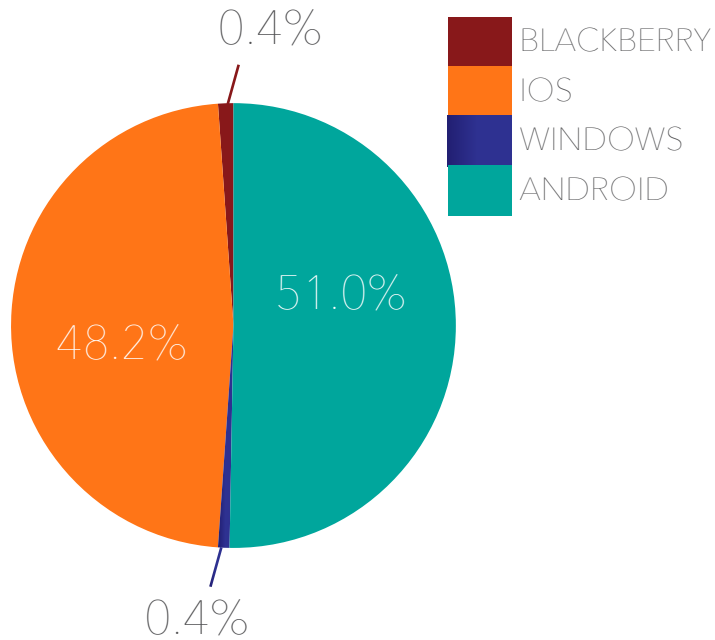
Q3 UNIQUES



Source: StepLeader Q3 2013 Benchmark Report  
[stepleaderdigital.com](http://stepleaderdigital.com)

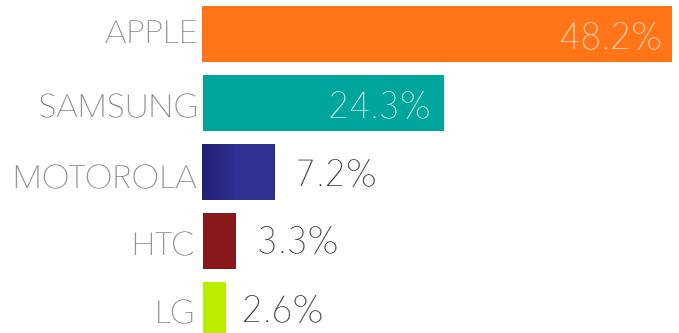
# ADVERTISING

## Q3 IMPRESSION BY PLATFORM



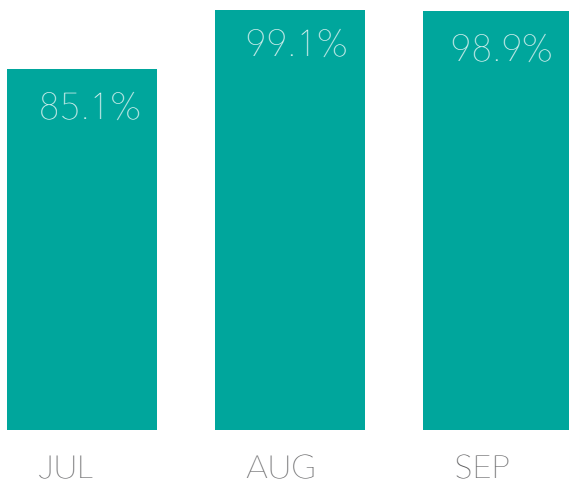
Source: StepLeader Q3 2013 Benchmark Report

## TOP 5 IMPRESSIONS BY MANUFACTURER



Source: StepLeader Q3 2013 Benchmark Report

## MONTHLY FILL RATE



Source: StepLeader Q3 2013 Benchmark Report