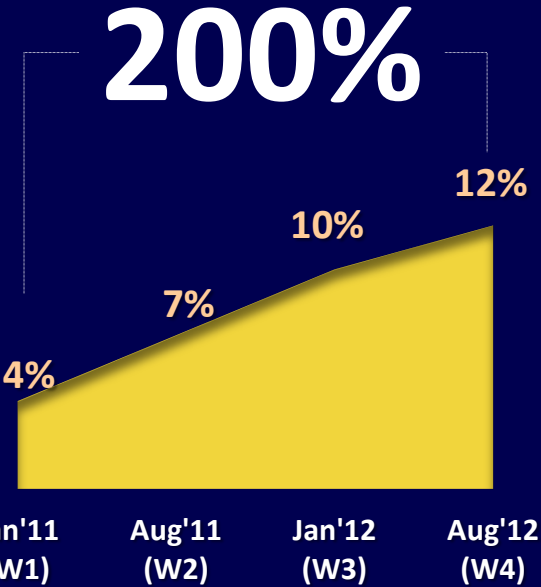


Ipsos Mobil-ology: e-Readers

Market Penetration -Among Online Adults (n=40,000) -



Market Share -Among Device Users -

