**Study Points to Promising Ad Outlook in Mobile, Video**

Browsing on mobile devices could overtake browsing time on PCs as early as next year, and video viewing is steadily gaining ground on mobile, according to research by Adobe Digital Index. Further, ad exposure on mobile pushed passed PCs early last year and over the last five quarters has surged nearly 40%. Given the trends, ADI advises advertisers that now is the prime time to experiment with video to engage mobile users.

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<http://www.cmo.com/articles/2015/6/21/adi-advertisers-must-prepare-to-follow-increasing-eyeballs-on-mobile-video.html>