

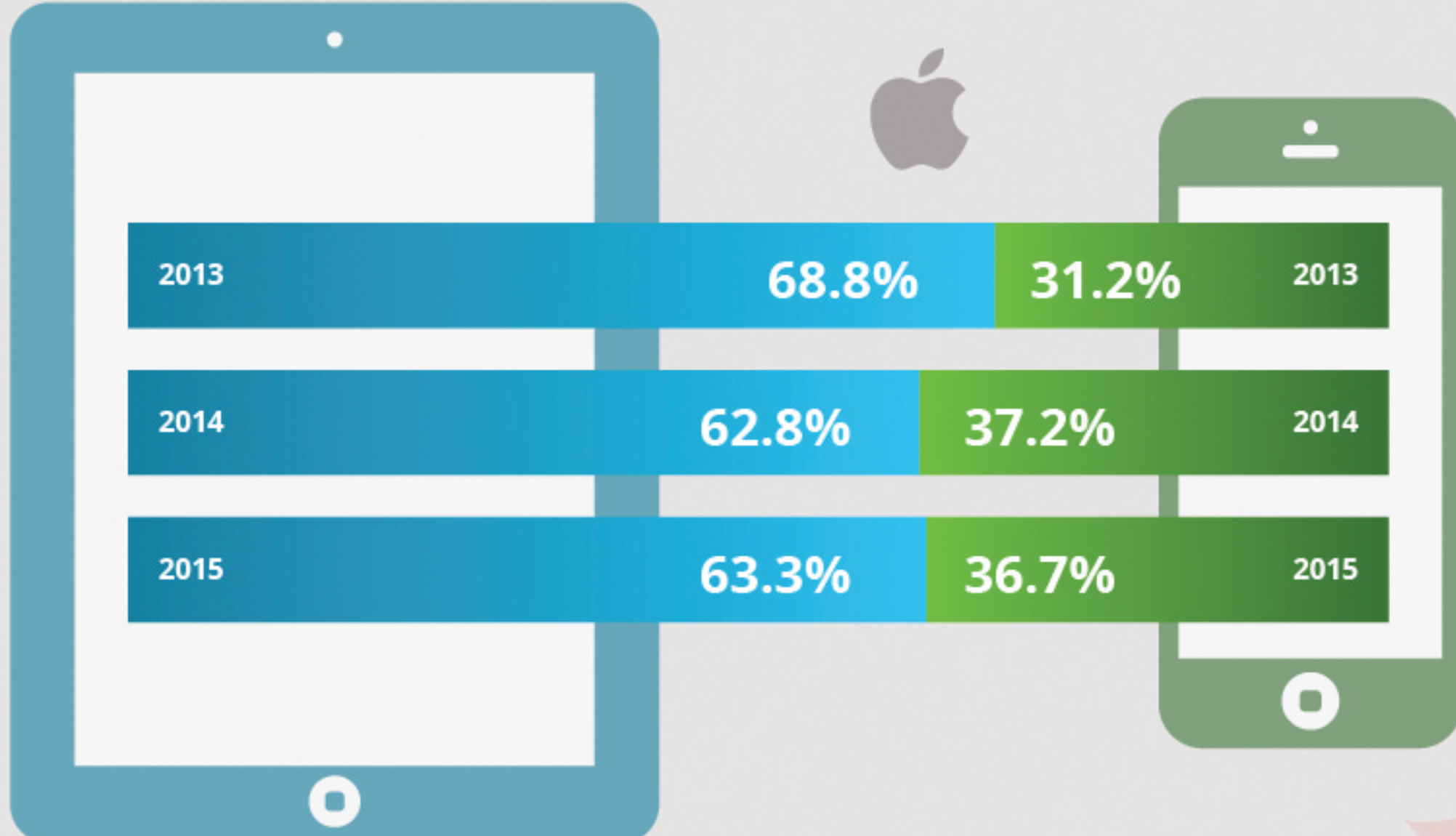
7 METRICS PROVE DIGITAL PUBLISHING IS THRIVING

Many questions arise for publishers after the announcement of the Newsstand removal in iOS 9. In a data study of over 1,000 magazine apps, results show 7 positive trends in key areas that will continue to keep apps profitable for publishers and relevant for readers.



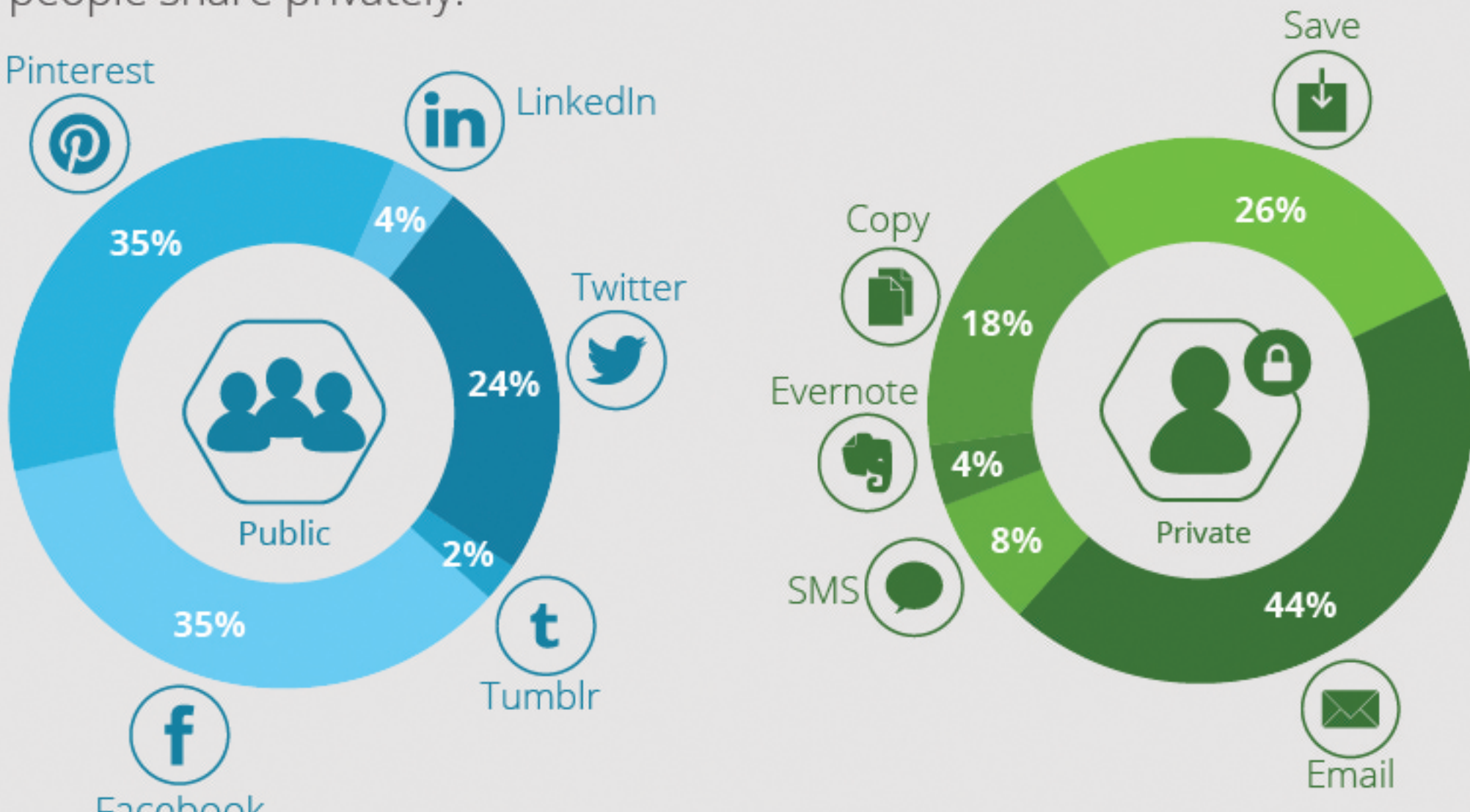
1) BIGGER SCREEN, MORE READERS

Comparing iOS sessions during Q1 of 2013-2015, we found that while mobile is slowly increasing its sessions, tablet is still the most popular device to read on.



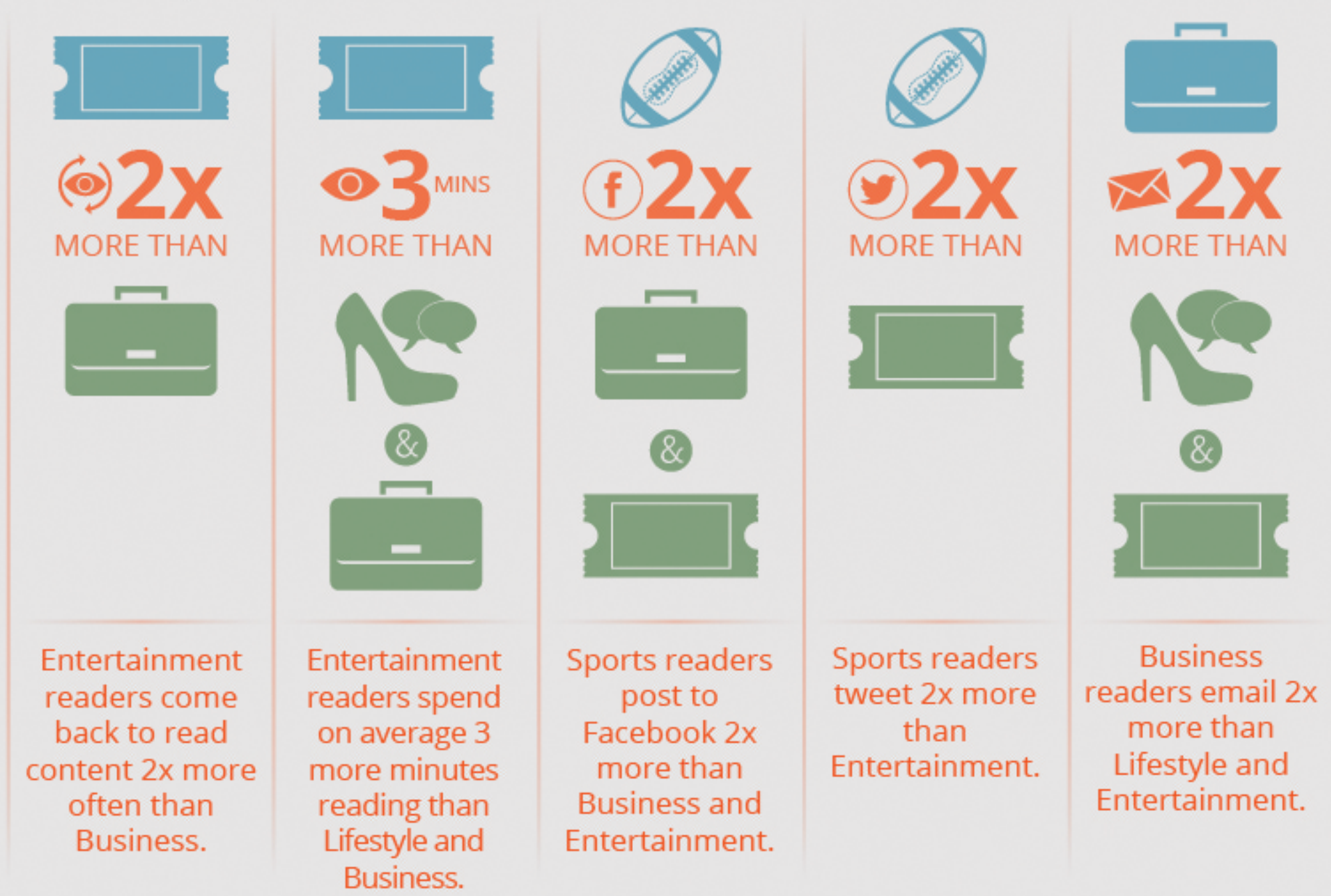
2) SHARING IS CARING

Aggregate data over the past 3 years shows that people really prefer to keep things private. From over 300,000 shares, 70% of people share privately.



3) WHO'S THE MOST SOCIAL OF THEM ALL?

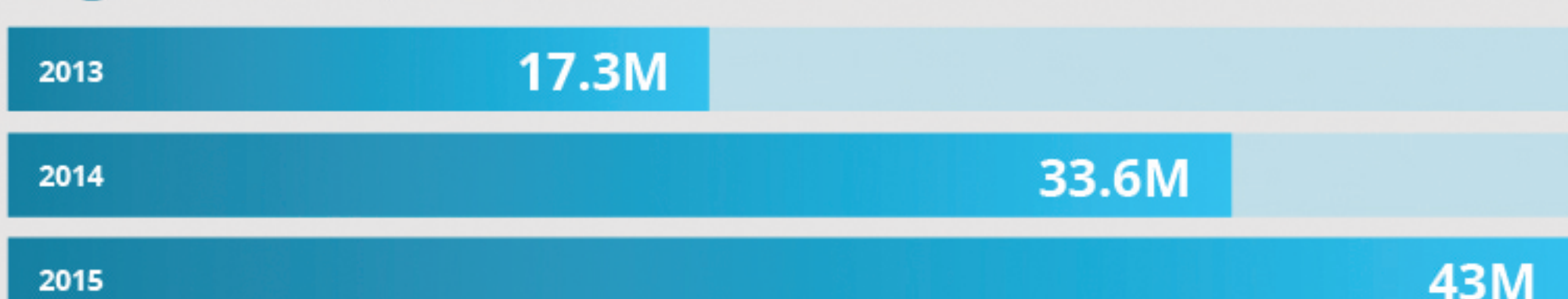
Different readers have different habits. Turns out Sports fans are most social, Entertainment readers are most engaged, and Business people love to email.



4) TOTAL PAGE VIEWS

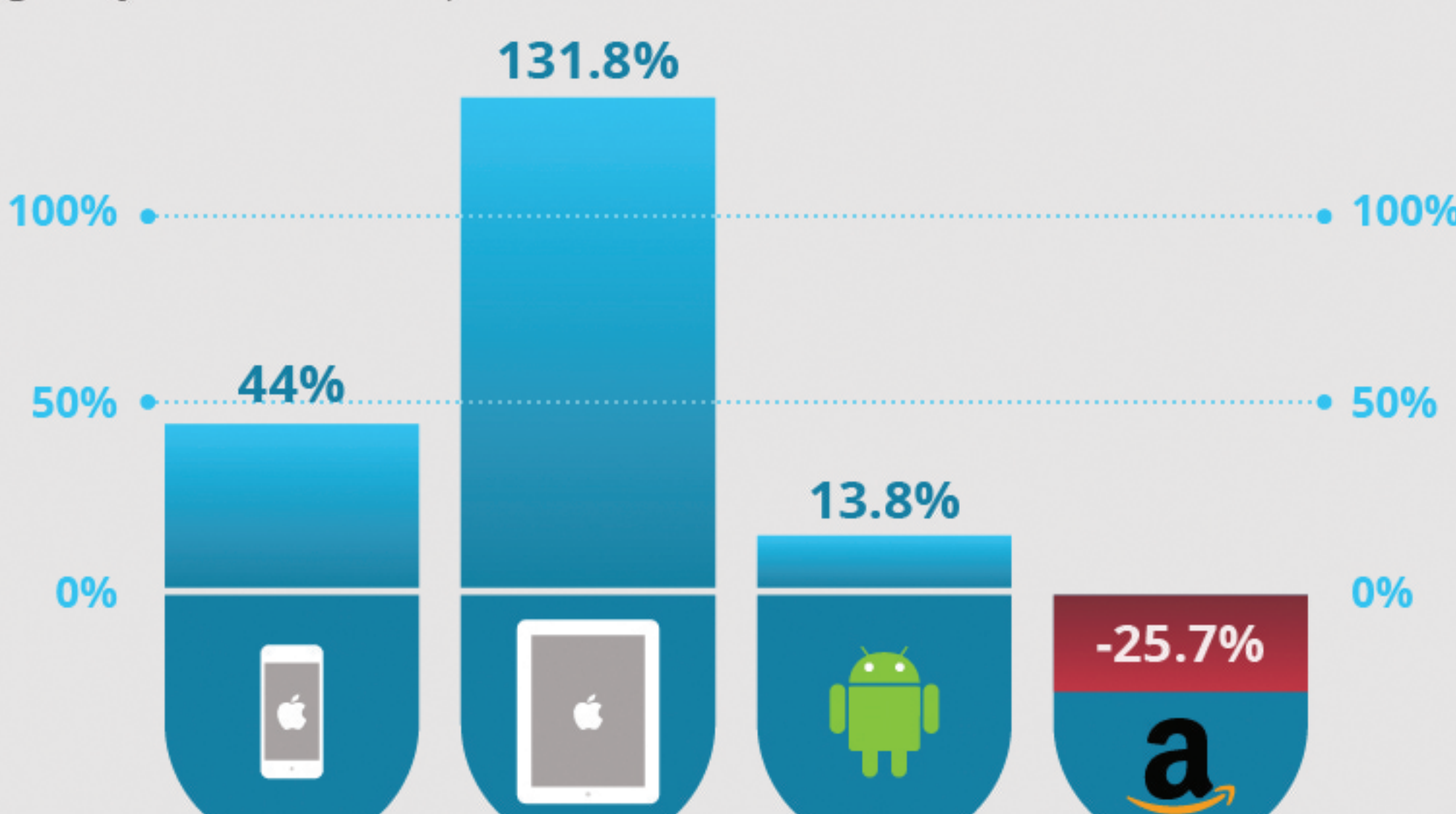
Digital magazine page view growth from 2013 - 2015.

Page Views - Q1 Growth



5) APP LAUNCHES ARE ON THE RISE

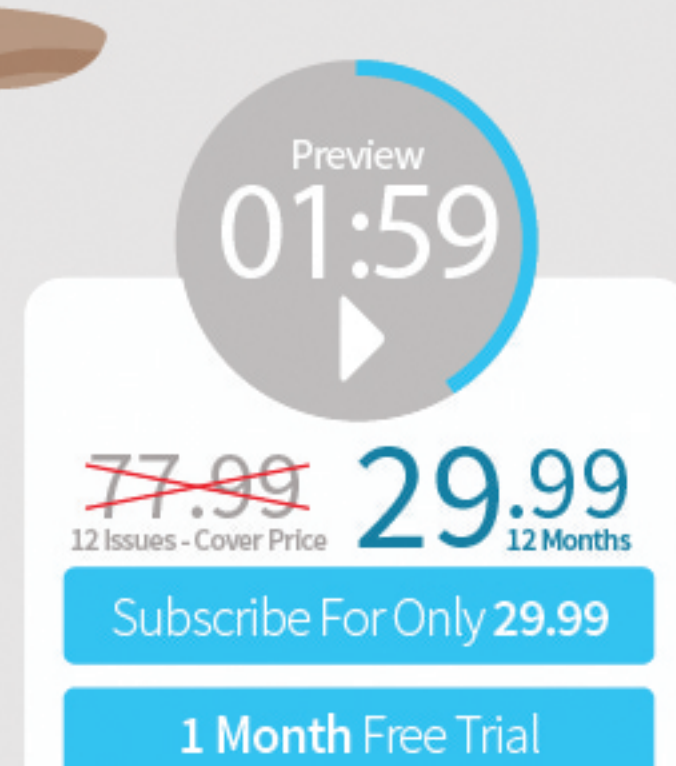
Comparing the number of app launches from Q1 2014 to Q1 2015 per device brand, we found that everyone has had a really good year so far. Except Amazon.



6) GIVE MORE, GET MORE

COMPARISON OF Q1 2014 / Q1 2015

Timed Access, which allows free access to issues for an allotted time, has lead to immense growth in issue and subscription sales per download between Q1 2014 - 2015.



ISSUE SALES



CONVERSION RATE



SUBSCRIPTION SALES



7) PUSH NOTIFICATIONS

Users engage a lot more the day of and after a push notification is sent.



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