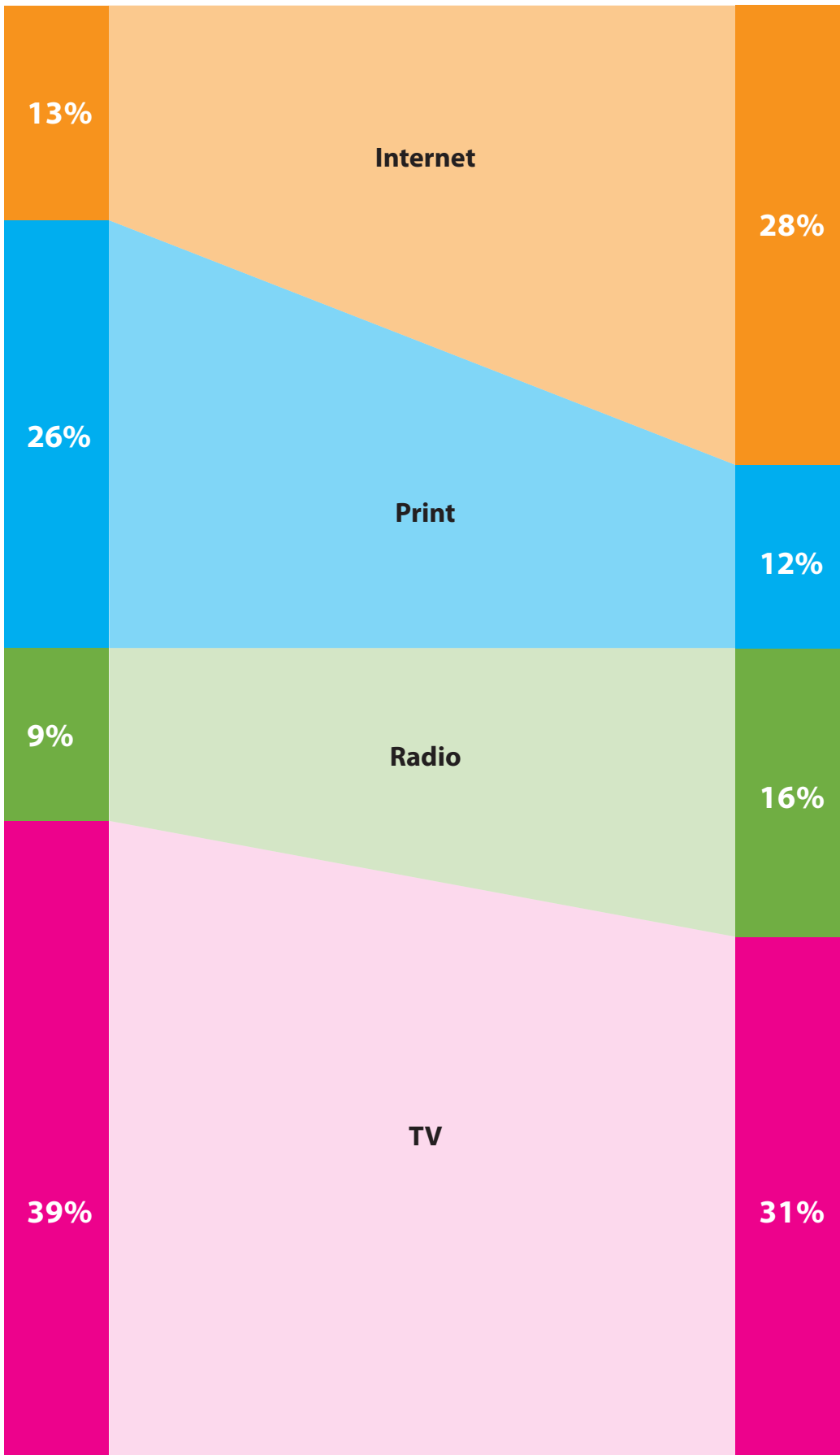


# Budget Imbalance

Gap still wide between where marketers spend their money and consumers spend their time.

## Ad Budgets

## Time Spent



Source: Morgan Stanley US, 2009