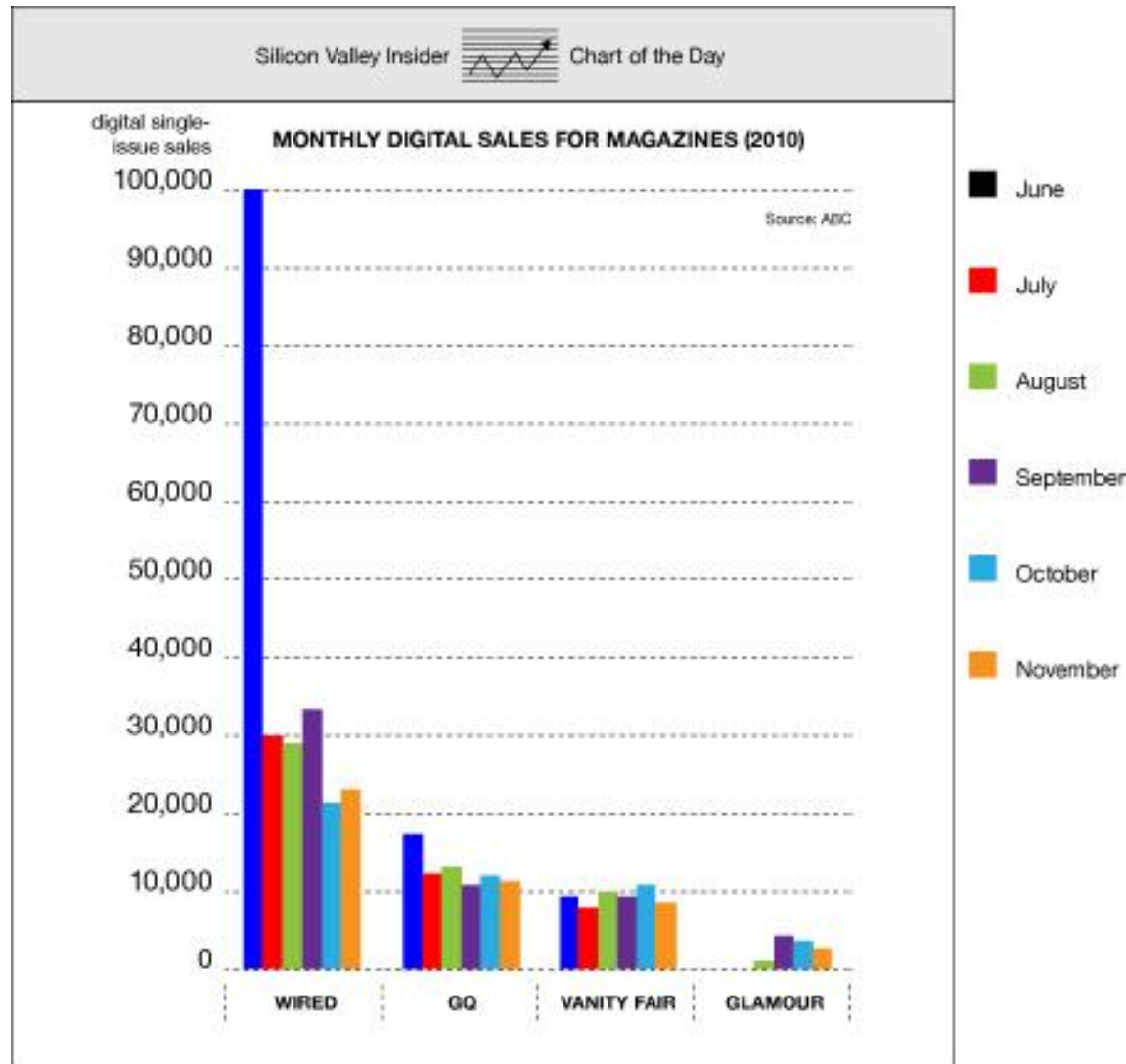


TECHNOLOGY'S IMPACT ON CONTENT CREATION

Anecdotal Data: Publishing



Anecdotal Data: Catalog

"With millions of Apple products sold every year, more shoppers are turning to mobile commerce to get what they want,"

— Susan Sachatello, chief marketing officer, Lands' End.
Source: PRNewswire



Anecdotal Data: Agency

