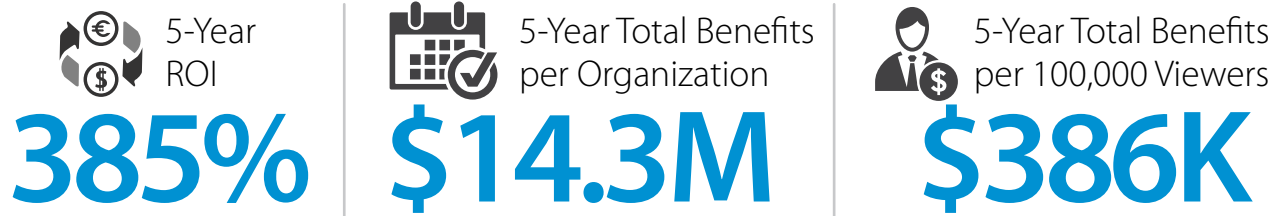


Business Value of Adobe Primetime



Key Benefits Realized with Adobe Primetime

Increase in Viewership Rates

12%

Increase in number of viewers per OTT service

Increase in Viewer Engagement Rates

24%

Average increase of seven minutes

Increase in Developer Productivity

59%

Less developer time required to deliver an OTT video service

Impact on IT Staff Management of Media Services



Annual Average Benefits per Year Over Five Years with Adobe Primetime

Business Productivity Benefits per Organization

\$3.7M

IT Staff Productivity Benefits per Organization

\$800K

Average Payback Period per Organization

10 months