



## Limelight Networks(R) Research Finds Consumers Intend to Make More Purchases Using Mobile Devices This Holiday Season

TEMPE, Ariz., Nov. 29, 2011 (GLOBE NEWSWIRE) -- [Limelight Networks, Inc.](http://www.limelightnetworks.com) (Nasdaq:LLNW) today released research results indicating that between 20-25% more consumers will research and/or purchase holiday gifts on their Internet-connected mobile devices this year than last year. Respondents who have used an Internet-connected mobile device to research or purchase products in the past were asked about their holiday buying intentions this year. The survey found that 89% of smartphone users and 89% of tablet users intend to research and/or purchase holiday gifts on their mobile device this season. This is up from holiday season 2010 by 25% for smartphone users and by 20% for tablet users.

"As ownership of smartphones and tablets continues to rise, more consumers are shopping on these devices, making it imperative for retailers to seriously consider their m-commerce strategies," said David Hatfield, Senior Vice President, Sales and Marketing, Limelight Networks. "Retailers who optimize their mobile shopping experiences will have the opportunity to increase sales conversions this holiday season and boost brand loyalty for future shopping."

### Shopping on Smartphones This Holiday Season Versus Last Holiday Season

Respondents were asked how much holiday gift research and/or purchasing they intend to do with their Internet-connected mobile device during the upcoming holiday season versus how much holiday gift research and/or purchasing they did with their device last holiday season.

Respondents who use smartphones with iOS, Android or Windows operating systems reported their smartphone use for holiday shopping activities as such:

- *A bit here and there*: 54% this year vs. 44% last year
- *Between 20-50%*: 22% this year vs. 19% last year
- *More than 50%*: 13% this year vs. 8% last year
- *Did not/will not use their mobile device for shopping*: 11% this year vs. 29% last year

#### Other Smartphone Holiday Shopping Behaviors

- 89% intend to research and/or purchase holiday gifts on their smartphone this year, compared to 71% last year — an increase of 25%
- 35% intend to research and/or purchase 20% to 100% of their holiday gifts on their smartphone
- 11% reported that they are *not* planning to use their smartphone to research and/or purchase holiday gifts this year — a decrease of 62% compared to last year

### Shopping on Tablets This Holiday Season Versus Last Holiday Season

Respondents who use tablets reported their tablet use for holiday shopping activities as such:

- *A bit here and there*: 40% this year vs. 39% last year
- *Between 20-50%*: 31% this year vs. 19% last year
- *More than 50%*: 18% this year vs. 16% last year
- *Did not use their mobile device for shopping*: 11% this year vs. 26% last year

#### Other Tablet Holiday Shopping Behaviors

- 89% intend to research and/or purchase holiday gifts on their tablet this year, compared to 74% last year — and increase of 20%
- 49% intend to research and/or purchase holiday gifts on their tablet for between 20%-100% of their holiday gifts
- 11% reported that they are *not* planning to use their tablet to shop for holiday gifts this year — a decrease of 58% compared to last year

### Survey Respondents

The survey examined the holiday shopping behaviors of those who have previously used an Internet-connected smartphone or

tablet to research and/or purchase products. Of approximately 500 respondents who completed the survey:

- 83% have researched *and* purchased a product on a shopping site using their Internet-connected mobile device
- 17% of respondents have simply researched products on a shopping site using their Internet-connected mobile device
- 96% own a smartphone
- 27% own a tablet

Limelight Networks surveyed a panel of consumers. Initially, a total of 1,052 consumers entered into the survey. The first question asked consumers to select from a list which, if any, Internet-connected mobile device they own. Only those who own smartphones that use an iOS, Android, or Windows operating system (OS) and/or who own a tablet could continue taking the survey, which included 771 respondents. Respondents were then asked if they had previously researched and/or purchased a product on a shopping site using their Internet-connected mobile device. Respondents who answered "yes" were allowed to continue the survey, which included 520 respondents. Thus, a total of 520 respondents completed the survey, and only their responses are included in the results.

- 73% of all initial respondents own smartphones that use an iOS, Android, or Windows operating system (OS) and/or who own a tablet (771 out of 1,052)
- 67% of respondents who own smartphones that use an iOS, Android, or Windows operating system (OS) and/or who own a tablet have researched and/or purchased products on a shopping site using their Internet-connected mobile device (520 out of 771)
- Almost 50% of all initial respondents own smartphones that use an iOS, Android, or Windows operating system (OS) and/or who own a tablet and have used their device to research and/or purchase products on a shopping site (520 out of 1,052)

### **About Limelight Networks, Inc.**

Limelight Networks, Inc. (Nasdaq:LLNW) provides solutions that enable business and technology decision makers to profit from the shift of content and advertising to the online world, the explosive growth of mobile and connected devices, and the migration of IT applications and services into the cloud. Our worldwide customers use Limelight's massively scalable software services that engage audiences, enhance brand presence, analyze viewer preferences, optimize advertising, manage and monetize digital assets, and ultimately help build stronger customer relationships. For more information, please visit <http://www.limelightnetworks.com> or follow us on Twitter at [www.twitter.com/llnw](http://www.twitter.com/llnw).

Copyright © 2011 Limelight Networks, Inc. All rights reserved. All product or service names are the property of their respective owners.

CONTACT: Media Contact:

Heather Miller

215-867-8600 x239

media@llnw.com