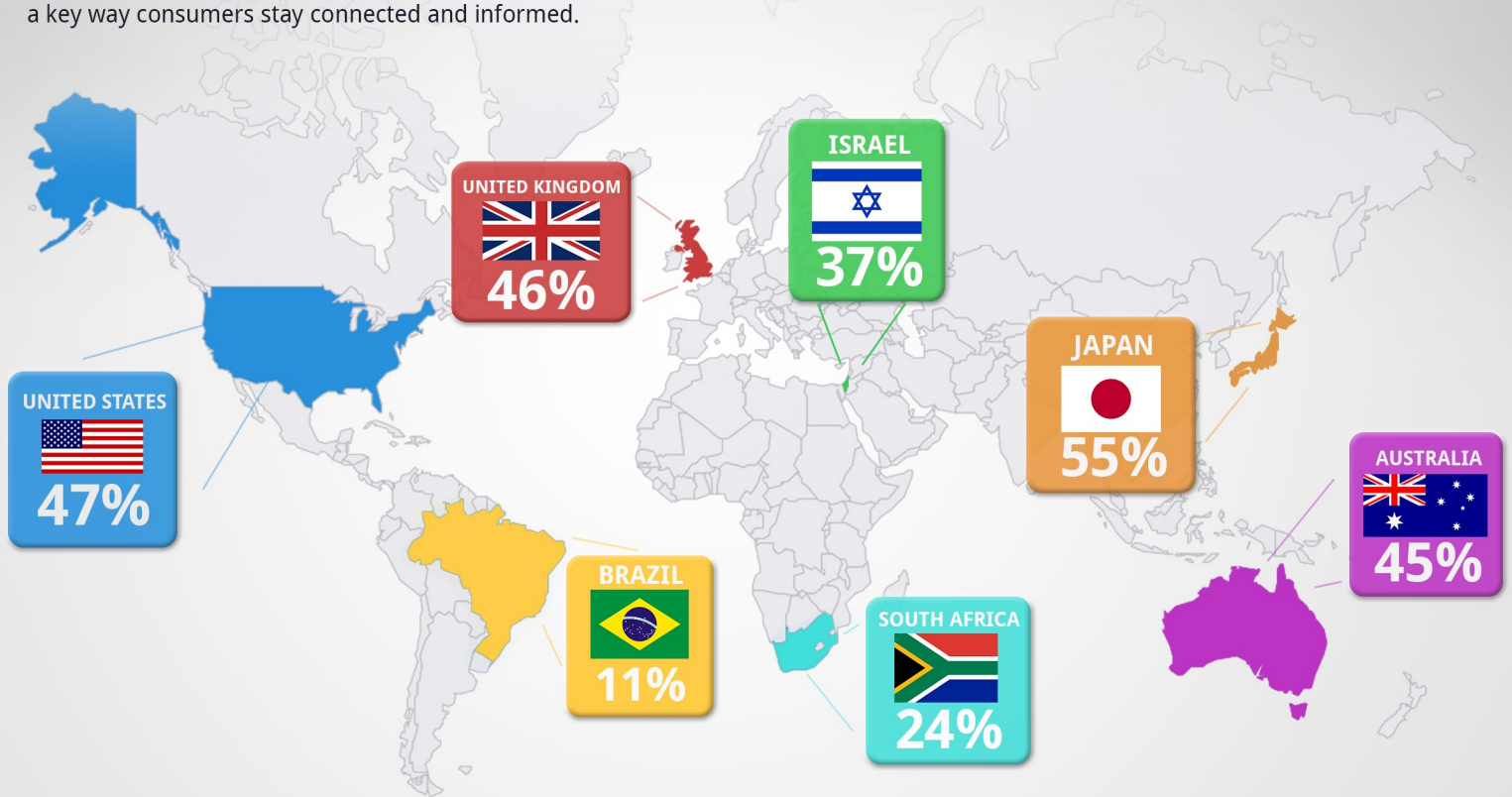


As athletes from around the world gathered in London for the 2012 Olympics, viewers back home turned to their mobile devices to find information and stay up-to-date. This infographic shows combined **MOBILE SMARTPHONE** and **TABLET** search share for Olympics related queries on the first two days of the Olympics, July 27th-28th. Mobile usage is rapidly taking off in every corner of the globe as a key way consumers stay connected and informed.



## NORTH AMERICA



## SOUTH AMERICA



## EUROPE



## MIDDLE EAST



## ASIA



## AFRICA

