

RULE #1:

DON'T BE BORING

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8 seconds

**Amount of time
to capture attention**

miniinfographic

declining attention span

the average attention span, in seconds...

...Americans
in 2000



...Americans
in 2012



...goldfish

source: statisticbrain.com; The Associated Press (4/28/2013)

50

**Amount of daily email considered
ideal for employees**

147

**Average number of emails
an employee gets daily**

12 hours

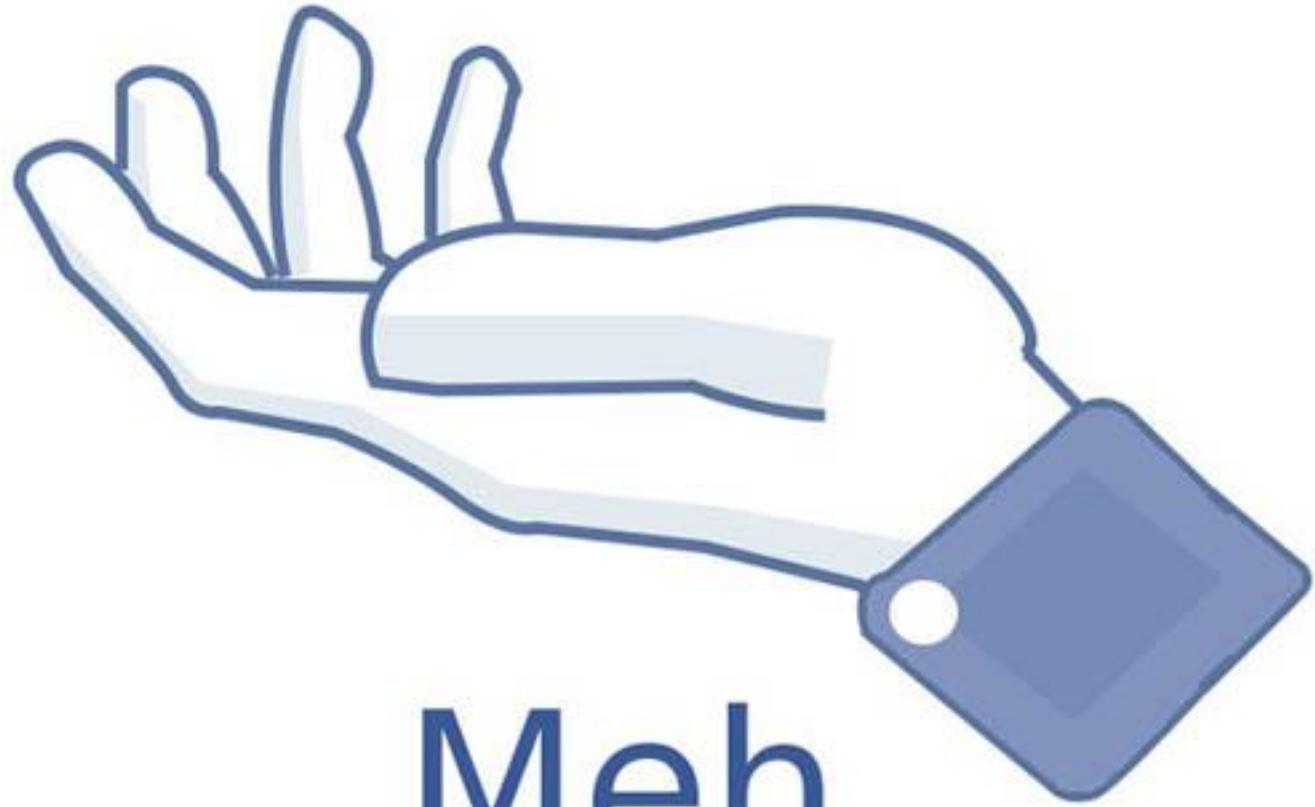
**Amount of time a day employees are
connected to technology for work**

3 years

**Average tenure of
employees between 25-34**

10-14

**Number of jobs a Millennial will
hold before they turn 40**



Meh

RULE #2:

DON'T BE BORED

**When was the
last time you
were inspired?**

**When was the
last time you
were inspiring?**

66 days

**Amount of time needed
to implement change**

January 2

1 thing

1 x 50%

VS.

5 x 10%

147

**Average number of emails
an employee gets a day**

+

12

**Hours a day employees are
connected to technology**

Making Content Snackable

Expedia, Inc. Reports Second Quarter 2015 Results

BELLEVUE, WA – July 30, 2015 – Expedia, Inc. (NASDAQ: EXPE) today announced financial results for the second quarter ended June 30, 2015.

- Room night growth excluding eLong™ accelerated to 35% year-over-year, with domestic and international room nights growing 24% and 50% year-over-year, respectively.
- Gross bookings excluding eLong increased 20% and revenue excluding eLong increased 15% year-over-year. Excluding the impact of foreign exchange, gross bookings increased 28% and revenue increased 25% year-over-year.
- Strong performance in the Core OTA segment drove growth in Expedia® of 12% year-over-year.
- Advertising & Media business excluding eLong delivered over \$515 million on a three-month basis, an increase of 27% year-over-year, driven by growth in travel advertising.
- During the second quarter of 2015, Expedia added nearly 27,000 properties to its platform, and the total number of properties now stands at approximately 257,000 properties available on Expedia, Inc.
- In May 2015, Expedia sold its 62.4% equity stake in eLong, Inc. (“eLong”) to several purchasers including Ctrip.com International, Ltd. (“Ctrip”) and Expedia, Inc. entered into a strategic partnership agreement on cooperation for certain travel products in specified geographies.
- In June 2015, Expedia, Inc. issued €650 million senior notes that are due in 2020 with a coupon rate of 2.5% per annum. Subsequent to quarter end, the Executive Committee of the Board of Directors announced a 33% increase in the cash dividend payable in September; raising the dividend to \$0.40 per share of common stock.

▲ Car Days
40%

00:50

Car is cool.

1 thing

<2 minutes

Focus 50%

66 Days

Be inspired

Be inspiring

Don't be boring