

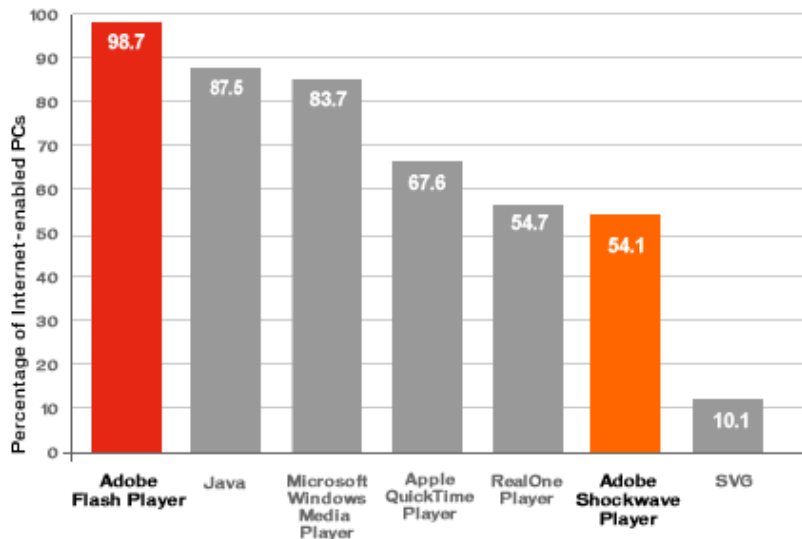
# Flash Player Penetration

Flash content reaches 98% of Internet viewers

Adobe® Flash® Player is the world's most pervasive software platform, reaching 98% of Internet-enabled desktops in mature markets as well as a wide range of devices.<sup>1</sup>

[View the worldwide ubiquity of Adobe Flash Player by version ›](#)

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Millward Brown survey, conducted March 2007. See [Methodology Section](#) for details on the Millward Brown study.

## Notes

1. Mature Markets include US, Canada, UK, France, Germany, Japan.