

Adobe

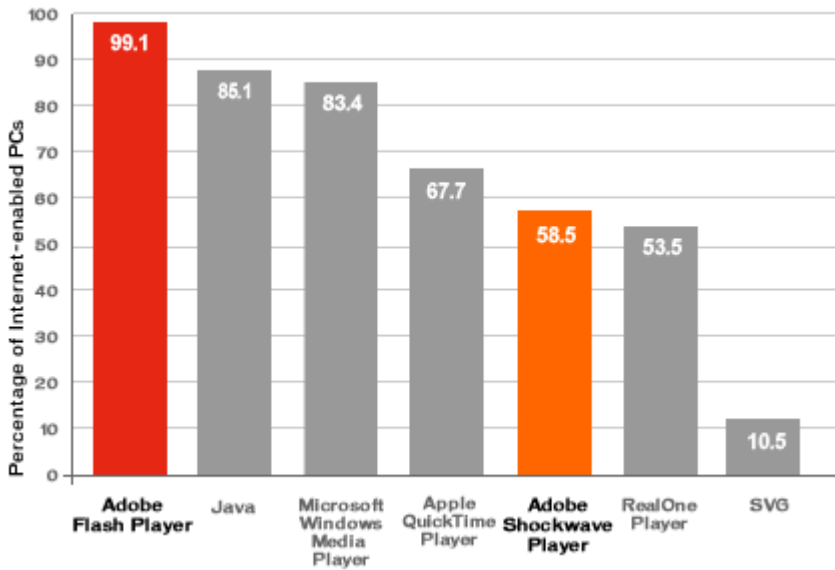
Flash Player Penetration

Flash content reaches 99% of Internet viewers

Adobe® Flash® Player is the world's most pervasive software platform, used by over 2 million professionals and reaching 99% of Internet-enabled desktops in mature markets as well as a wide range of devices.¹

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Flash Player Home
Penetration
Version Penetration
PC Penetration
Methodology



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

Notes

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