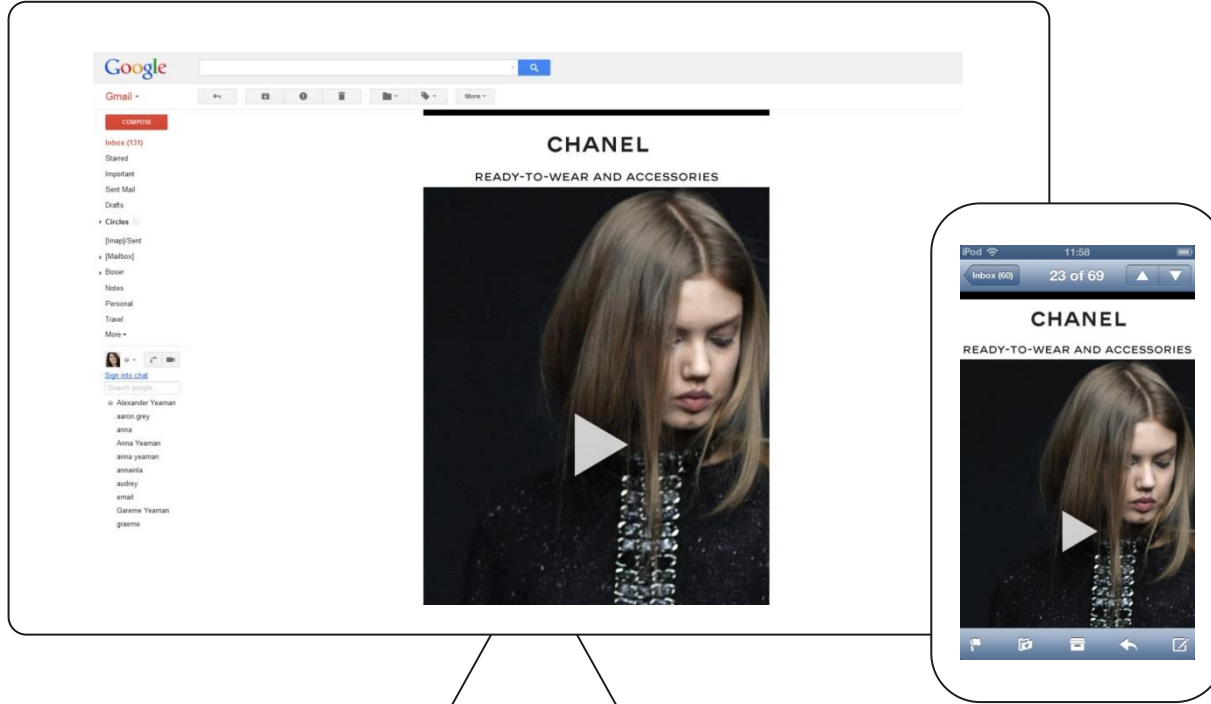


Chanel

HTML5 video (EDM2)



Support

HTML5 Video

Desktop: Only Apple Mail supports HTML5 video in email

Desktop Email Clients	HTML5 support
Apple Mail	Yes
Outlook	No
Lotus Notes	No
Thunderbird	No

Webmail: Only Outlook.com / Hotmail

*Though no player controls, so right-click to play or set to auto-play.

Web-Based Email Clients	HTML5 support
Hotmail / Outlook.com	Yes*
Gmail	No
Yahoo! Mail	No
AOL	No

Mobile: Only iOS

Mobile Email Clients	HTML5 support
iPhone	Yes
iPad	Yes
Android	No
BB	No
WP	No

Hotmail / Outlook.com

Support but no player controls
(cannot click to play)

Search email

Senders

1908

6

EDM2 test - Preview



StyleCampaign (anna@stylecampaign.com) Schedule cleanup 9/20/13
To: stylecampaign@outlook.com

**Right-click to bring up controls
(Hotmail/Outlook.com)**

Quick views

Documents

ged

os 2

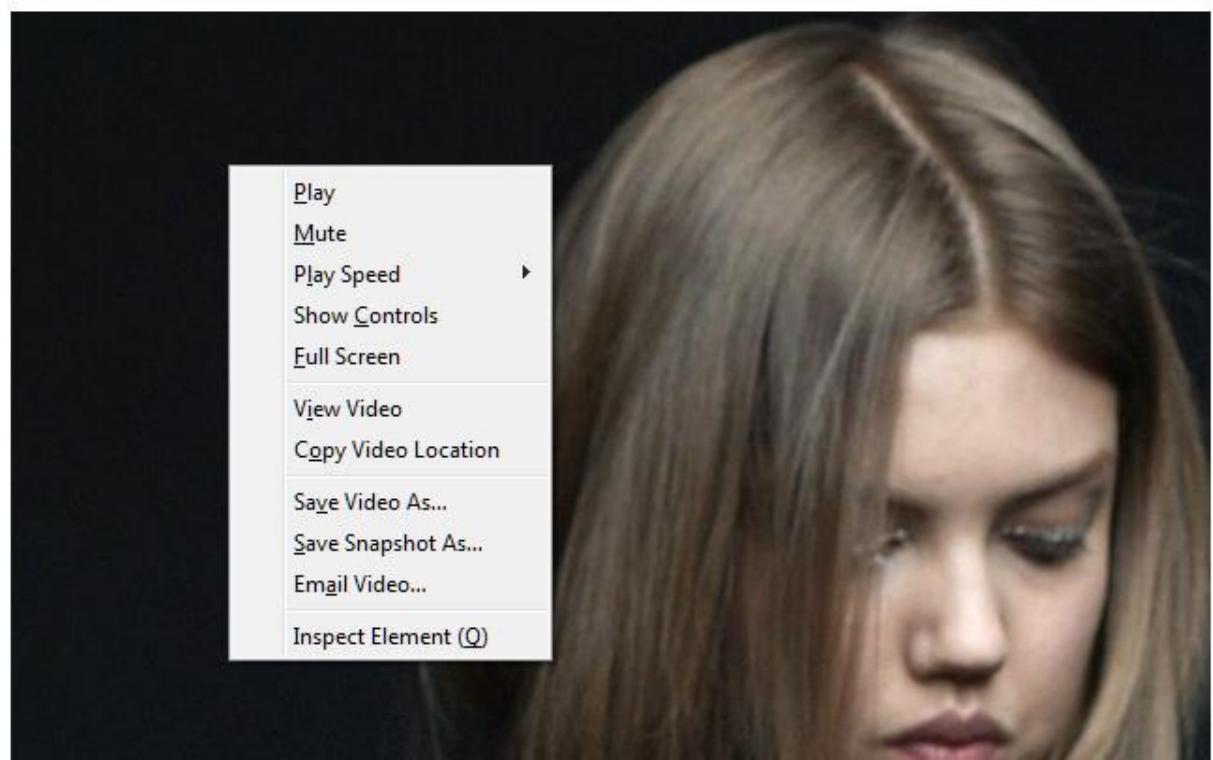
ping updates

category



CHANEL

READY-TO-WEAR AND ACCESSORIES



Search email
Senders
x 1908
6

EDM2 test - Preview



StyleCampaign (anna@stylecampaign.com) Schedule cleanup 9/20/13
To: stylecampaign@outlook.com

**Plays video in email
(Though easy to miss)**

Quick views
Documents
ged
os 2
ping updates
category



CHANEL

READY-TO-WEAR AND ACCESSORIES



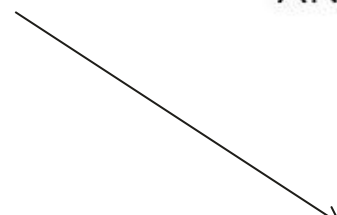
“THE FILM” fallback



THE COLLECTION DETAILS

FALL-WINTER 2013/14

IN BOUTIQUES
AND ON CHANEL.COM



▶ THE FILM

▶ READY-TO-WEAR

FALL-WINTER 2013/14

Chanel.com video



Coverage

This solution covers all the environments that currently support HTML5 video.

~96% of Chanel mobile opens are on iOS (iPhone & iPad).

63-68% of all users will see the live video:

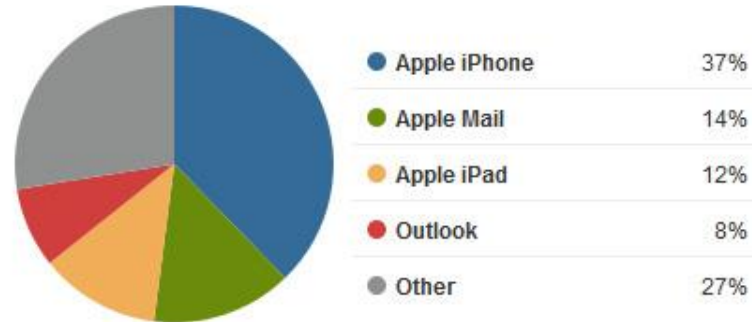
iPhone 37%

Apple Mail 14%

iPad 12%

Hotmail/Outlook.com 5%

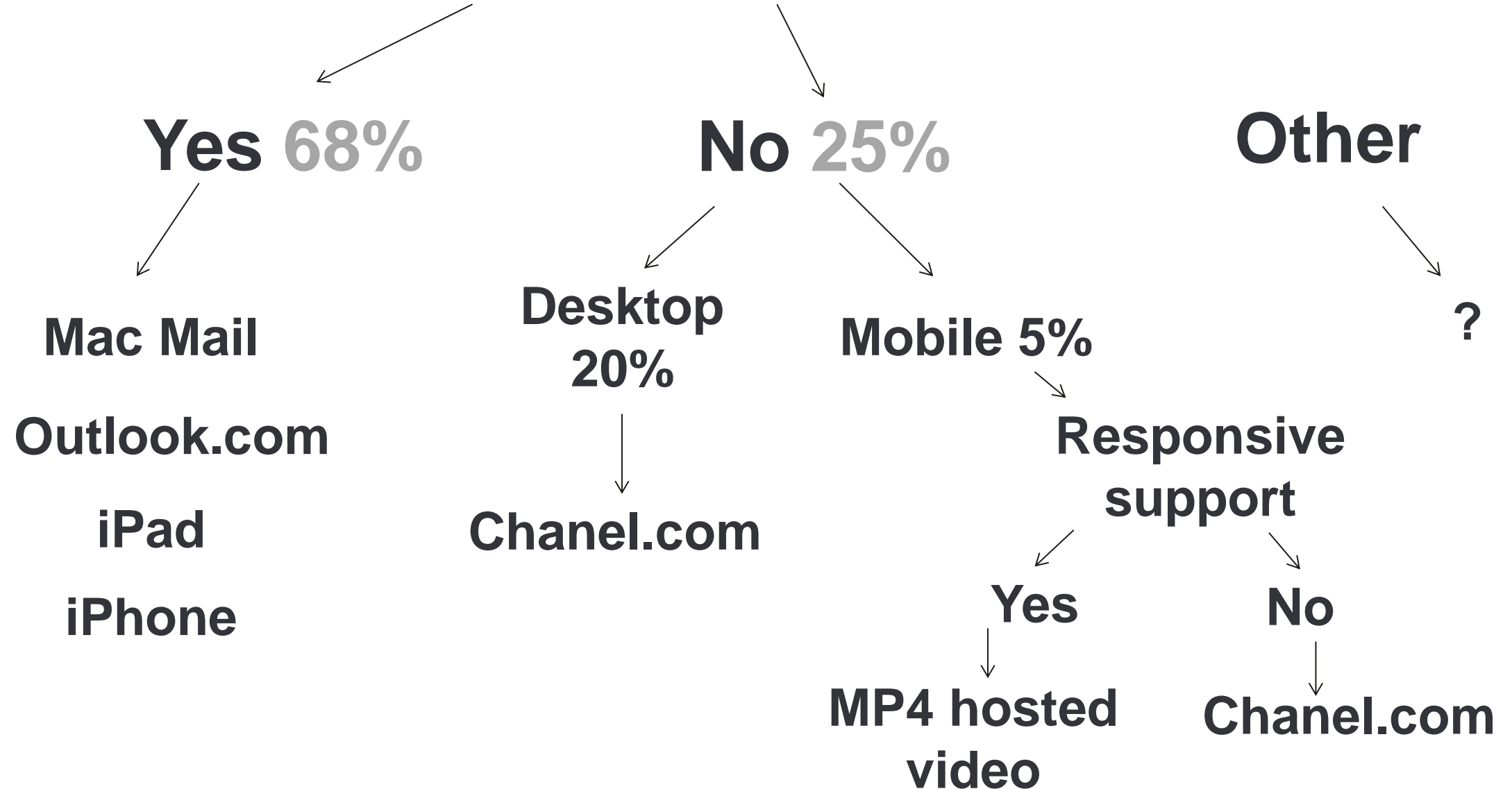
Email Client Usage – 1/23 S-S Haute Couture Email



- The clients and devices subscribers use to open emails has changed since 2012:
 - iPhone – continues to be #1 email client since 2012 – increased from 30% to 37% of all email views YoY.
 - However, iPad is now the #3 most popular email client (up from #4 in January 2012).
 - Use of traditional desktop clients – like Outlook, Gmail, Hotmail, and Yahoo! – declined YoY as engagement with email shifted to mobile and tablet.

	Email Client	2012 % of Opens		Email Client	2013 % of Opens
1	Apple iPhone	30.32%		Apple iPhone	37.00%
2	Apple Mail	12.77%		Apple Mail	14.29%
3	Outlook	10.02%	↑	Apple iPad	12.59%
4	Apple iPad	8.74%	↓	Outlook	8.20%
5	Yahoo! Mail	8.58%	↑	Gmail	6.08%
6	Live Hotmail	8.32%		Live Hotmail	5.32%
7	Gmail	6.89%	↓	Yahoo! Mail	4.78%
8	Web version	6.03%	↑	Google Android	4.24%
9	Google Android	2.81%	↓	Web version	2.90%
10	Yahoo! Mail Classic	1.53%		Yahoo! Mail Classic	0.96%

HTML5 video support?



4% Android will be a mixed experience

(Native vs. Gmail app)

&

(Old vs. New hardware)

**Video research & QA was carried out on real devices,
but you can also view FR screens at:**

<https://litmus.com/pub/43dd25d/screenshots>