Media Universe

Average number of TV sets per household:

- Total U.S.: 2.5 sets
  - 1.6 SD sets
  - 0.9 HD sets
- SD homes: 2.1 sets
  - 2.1 SD sets
- HD homes: 2.7 sets
  - 1.2 SD sets
  - 1.5 HD sets

U.S. homes with at least one TV: 115.9M

U.S. homes that are cable and/or satellite ready: 104.7M

U.S. homes with a DVD player: 100.2M

U.S. homes with a VCR: 70.6M

TVs in the U.S. that are HD compatible: 65M

U.S. homes with digital cable: 55.6M

U.S. homes with a DVR: 43.1M

U.S. homes with satellite: 34.7M

How (and how much) we watch:

- 31% of Americans own 4 or more television sets

Adults over 65: 48.9 hours/week
Average Americans: 35.6 hours/week
Kids 2-11: 25.8 hours/week

Broadband vs. Cable:

While the percentage of consumers with broadband but no cable has remained relatively stable, presence of both cable and broadband has increased, indicating there is limited evidence of cord cutting.

DVR Playback:

- 21% of all viewing in DVR homes is DVR playback
- 45% of all recorded ads are viewed
- 2hr 9m of timeshifted TV is watched every week by DVR users
MOBILE PHONE UNIVERSE

228M
Mobile phone users, 13+

83.2M
Mobile phone web users

Top 10 Mobile Video Channels
1. YouTube
2. FOX
3. Comedy Central
4. ESPN
5. MTV
6. ABC
7. CBS
8. AdultSwim
9. NBC
10. Discovery Channel

Top 10 Mobile Phones
1. Apple iPhone 3GS
2. Samsung SCH-U450
3. Motorola Droid
4. RIM Blackberry 8500 series
   Curve 8520, 8530
5. Apple iPhone 4
6. Apple iPhone 3G
7. RIM Blackberry 8300 series
   Curve 8310, 8320, 8330, 8350i
8. LG VX9200
9. Samsung SCH-U350 series
   Smooth, Glam
10. RIM Blackberry 9700
    Bold

Number of SMS sent/received per month by age

<table>
<thead>
<tr>
<th>Age</th>
<th>SMS Sent/Received</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-12</td>
<td>1,178</td>
</tr>
<tr>
<td>13-17</td>
<td>3,705</td>
</tr>
<tr>
<td>18-24</td>
<td>1,707</td>
</tr>
<tr>
<td>25-34</td>
<td>758</td>
</tr>
<tr>
<td>35-44</td>
<td>583</td>
</tr>
<tr>
<td>45-54</td>
<td>349</td>
</tr>
<tr>
<td>55-64</td>
<td>126</td>
</tr>
<tr>
<td>65+</td>
<td>41</td>
</tr>
</tbody>
</table>

66% of mobile phone owners send SMS/text messages

Mobile phone usage: Voice vs. SMS/texts

While voice minutes used has remained relatively stable, text messaging activity has exploded.

Women talk and text more than men do

In the U.S., women talk 28% more than men (818 minutes a month compared to men’s 640); they text more, too, sending or receiving an average of 716 SMS messages a month compared to the 555 monthly text messages sent or received by the average American male.

31% of all U.S. mobile subscribers now have smartphones

WOMEN
- 818 minutes per month
- 716 texts per month

MEN
- 640 minutes per month
- 555 texts per month
U.S. mobile internet time by category
Share of mobile internet time based on total time at an individual site-level*
May 2010

Email
38.5% of time spent

Social Networking
10.7%

News & Current Events
7.2%

Search
6.3%

Portals
4.6%

Entertainment
4.3%

Sports
4.1%

Music
4.0%

Videos/Movies**
3.0%

Weather
2.8%

Total U.S. mobile market & smartphone market

While 40 percent of those who purchased a smartphone in the last six months chose one with the Android operating system (OS), when it comes to overall consumer market share, Android OS (25.8%) is still behind Apple iOS (28.6%). RIM BlackBerry’s position is less clear: Its share (26.1%) puts it within the margin of error of both Apple iOS and Android, making it statistically tied with both Apple for first and Android for third.

Total Market Share
November 2010, Mobile Insights, National

Feature phone
Smartphone

RIM BlackBerry OS
26.1%

Apple iOS
28.6%

Android OS
25.8%

Other
19.5%

The average number of apps that smartphone app downloaders have on their phones is 27

Intent to purchase a 3DTV in the next 12 months
North America

- Definitely will purchase, 3%
- Probably will purchase, 3%
- Might or might not purchase, 16%
- Probably won’t purchase, 17%
- Will definitely not purchase, 59%
- I already own, 2%

Emerging media devices
Adoption amongst “connected consumers” in the U.S.

<table>
<thead>
<tr>
<th>Device</th>
<th>Own</th>
<th>Definitely/probably will buy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computers with high-speed internet</td>
<td>75</td>
<td>5</td>
</tr>
<tr>
<td>HDTVs</td>
<td>46</td>
<td>10</td>
</tr>
<tr>
<td>Digital video recorders</td>
<td>35</td>
<td>9</td>
</tr>
<tr>
<td>Handheld multimedia devices</td>
<td>20</td>
<td>5</td>
</tr>
<tr>
<td>TVs with internet connections</td>
<td>14</td>
<td>7</td>
</tr>
<tr>
<td>Devices that connect TV to the internet</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>Netbooks</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>E-book readers</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>Tablets</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>3D TVs</td>
<td>6</td>
<td>6</td>
</tr>
</tbody>
</table>

Source
For the latest information about consumer media use please visit nielsenwire.com.

Please source all information to The Nielsen Company.

4. The Nielsen Company. Note: Data from Oct. 2010. Results collected from survey data.
5. The Nielsen Company. Note: Data from Jan. 10, Sept. 2010. Top phones among consumers who have acquired a new device in the past year. Results collected from survey data.
6. The Nielsen Company. Data from Nielsen Consumer Value Metrics panel in Q3 2010. Results collected from analysis of over 60,000 phone bills in the U.S.
7. The Nielsen Company. Note: Data from Nielsen Consumer Value Metrics panel trending from Jan. 2005 to Sept. 2010. Results collected from a analysis of over 60,000 phone bills in the U.S.
8. The Nielsen Company. Note: Data from Nielsen’s Global Online Survey conducted Sept. 2010. Nielsen surveyed 26,644 online consumers ages 15+ in 53 countries (with translation), but only U.S. and Canadian consumers are included here.
9. The Nielsen Company. Note: Data from May 2010. *The original share of time analysis was based on the average time spent at a category-level. **The Videos/Movies category refers to time spent on video-specific (e.g., YouTube, Yahoo! Videos, Hulu) and movie-related websites (e.g., IMDb, Blockbuster and Netflix) only. It is not a measure of video streaming or inclusive of video streaming on non-video-specific or movie-specific websites (e.g., streamed video on sports or news sites). **New Analysis.
10. The Nielsen Company. Note: Data from Nov. 2010. Results collected from survey data.