On my daily commute, it’s become normal for me to find that the majority of my fellow commuters are thoroughly engrossed with their digital devices—whether they are listening to music, watching video content, reading or just playing games. These devices have become a constant companion to over 200 million consumers in the U.S. and this personalized entertainment is always at their fingertips.

Being in research, these commuters with their heads down and thumbs up lead to many questions for me. What are they watching? Is it a movie or a TV episode or a short-form video clip? Is this adding to or replacing time they may have watched at home? How many different social apps are they using? Is music being streamed or part of their library on their phone?

In the Q2 2017 edition of the Nielsen Total Audience Report, we continue to explore this ever-changing media landscape. After all, adults in the U.S. are spending an additional half hour more a day compared to last year connected to media across platforms—digital, audio and television—which are the three platforms of content distribution and discovery for the average consumer.

In the upfront section of the report, as opposed to focusing on one central theme, we spotlighted insights across these platforms. For television, we focused on internet enabled TV-connected devices. These increasingly popular devices allow consumers to stream content to their television set in addition to traditional television programming. For audio, we looked at different listener behaviors. A majority of AM/FM radio usage takes place away from the home while consumers are at work or in transit during their commute. For digital, we looked at the two largest categories for time spent across computers, smartphones and tablets—entertainment and search engines/social networking.

As consumer behaviors evolve, so will this report. As we move forward with the Q3 2017 report, changes will be made to make sure you have the most relevant information to understand the changing media landscape.
**TV SPOTLIGHT**

With the continued emergence of technologies, households are adapting new means to receive content. As of June 2017, 58.7% of TV Households (or 69.5 million TV households) own at least one Internet-enabled device that is capable of streaming content to the television set. This includes an enabled multimedia device, an enabled Smart TV or an enabled video game console. Penetration of these devices grew by 12% from June 2016 when penetration was 52.2%.

---

**HOUSEHOLD OWNERSHIP OF ENABLED DEVICES (ONE, TWO OR THREE)**

*Of the 58.7% of TV Households that have an enabled device...*

<table>
<thead>
<tr>
<th></th>
<th>BLACK</th>
<th>HISPANIC</th>
<th>ASIAN AMERICAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multimedia Device Only</td>
<td>8.5%</td>
<td>7.1%</td>
<td>11.3%</td>
</tr>
<tr>
<td>Game Console Only</td>
<td>12.9%</td>
<td>13.9%</td>
<td>10.5%</td>
</tr>
<tr>
<td>Smart TV Only</td>
<td>9.3%</td>
<td>11.6%</td>
<td>15.3%</td>
</tr>
<tr>
<td>Multimedia Device &amp; Game Console</td>
<td>6.3%</td>
<td>6.7%</td>
<td>9.1%</td>
</tr>
<tr>
<td>Multimedia Device &amp; Smart TV</td>
<td>4.4%</td>
<td>4.7%</td>
<td>10.0%</td>
</tr>
<tr>
<td>Game Console &amp; Smart TV</td>
<td>7.8%</td>
<td>12.2%</td>
<td>10.6%</td>
</tr>
<tr>
<td>All Three</td>
<td>5.7%</td>
<td>7.2%</td>
<td>9.0%</td>
</tr>
<tr>
<td>At Least One Device</td>
<td>54.9%</td>
<td>63.4%</td>
<td>75.6%</td>
</tr>
</tbody>
</table>

Source: Nielsen National Panel, 6/15/2017, Household. Sum of pieces may vary slightly from total due to rounding. Multimedia Devices includes the four main digital streaming device brands solely used to stream content.
Enabled device homes skew younger with nearly half under the age of 45 and are much more likely to have children. There are a greater percentage of these homes in urban and suburban areas. These device owners are more affluent and work primarily in white-collar occupations. They also have a larger proportion of Hispanics and Asian Americans.

Source: Nielsen National Panel, 6/15/2017, Household, May vary slightly from 100% due to rounding
Enabled Device = enabled multimedia device, enabled Smart TV, or enabled video game console
**Enabled Device Usage Among Users**

**How Many - Monthly Reach %**

- Kids have the greatest reach of enabled devices while teens and persons 18-34 spend the most time with these devices on a day with usage. Users of these devices ages 2-34 spend as much as 12 days using them within the month.
- Reach and Frequency metrics are similar across race and ethnicity. Blacks followed by Hispanics spend the most time with these devices. Black and Hispanic teens spend the most time with the devices on usage days.

**How Often - Average Days in the Month with Usage**

**How Long - Daily Hours: Minutes of Usage**

---

*Source: Nielsen National Panel, June 2017*

*Enabled Device = enabled multimedia device, enabled Smart TV, or enabled video game console*
AM/FM radio is an away-from-home medium with employed users who listen 2.5 hours longer than those not employed. The audience is very consistent all year with very high reach and frequent usage at 5 out 7 days per week. Most listening goes to the listener’s favorite station and there are many formats tailored to reach a large group with common interests.

**DISTRIBUTION OF AQH LISTENING BY LOCATION & DAYPART FOR AM/FM RADIO**

<table>
<thead>
<tr>
<th>Daypart</th>
<th>Home (%)</th>
<th>Away from Home (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon-Sun 6AM-MID</td>
<td>32%</td>
<td>68%</td>
</tr>
<tr>
<td>AM Drive 6AM-10AM</td>
<td>35%</td>
<td>65%</td>
</tr>
<tr>
<td>MIDDAY 10AM-3PM</td>
<td>26%</td>
<td>74%</td>
</tr>
<tr>
<td>PM Drive 3PM-7PM</td>
<td>25%</td>
<td>75%</td>
</tr>
<tr>
<td>EVENINGS 7PM-MID</td>
<td>43%</td>
<td>57%</td>
</tr>
<tr>
<td>Weekends 6AM-MID</td>
<td>41%</td>
<td>59%</td>
</tr>
</tbody>
</table>

Source: Nielsen RADAR 134 / Share of Average Quarter Hour Audience by Listening Location for Persons 18+

**HOURLY AQH RATING BY EMPLOYMENT TYPE FOR AM/FM RADIO**

- 76% of 18-64 radio listeners are in the workforce.
- Full-time employed listeners listen 2.5 hours longer per week than the not employed.

Source: TAPSCAN™ Web National Regional Database, Spring 2017, P18-64 AQH Rating, M-F 5A-12M

- Most AM/FM Radio usage takes place away from home when people are working or shopping.
- Full-time employed listeners are heavy users of radio compared to those who are not employed.
DAILY AND WEEKLY REACH OF AM/FM RADIO BY ETHNICITY

- **Black**
  - Daily Reach: 67%
  - Weekly Reach: 93%

- **Hispanic**
  - Daily Reach: 73%
  - Weekly Reach: 98%

**Average Quarter Hour Audience of AM/FM Radio in Millions**

- **January** (Jan): 10.9
- **February** (Feb): 11.5
- **March** (Mar): 11.7
- **April** (Apr): 11.8
- **May** (May): 12.0
- **June** (Jun): 11.7
- **July** (Jul): 11.5
- **August** (Aug): 11.5
- **September** (Sep): 11.3
- **October** (Oct): 11.7
- **November** (Nov): 11.5
- **December** (Dec): 11.3
- **Holiday** (HOL): 11.2

**Source:** Nielsen RADAR 134 / M-Su 12M-12M / Daily Cume and Weekly Cume for P18+

- 67% of Black adults use radio on a daily basis with an average of 5 days of listening per week.
- 73% of Hispanic adults use radio on a daily basis with an average of 5.2 days of listening per week.
- Very little seasonal fluctuation exists in radio usage which may differ from other forms of media.

**Source:** Nielsen Portable People Meter (PPM) markets, JAN 2016 – HOL 2016 / AQH Persons 18+ / M-Su 6A-12M

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LOYALTY: SHARE OF RADIO USAGE BY PREFERENCE LEVEL

Source: Nielsen Portable People Meter (PPM) markets, OCT 2017 / AQH Persons 18+ / M-Su 6A-12M

• Most AM/FM radio listening is spent with just one station, the listeners’ favorite station.
• Radio formats are tailored to reach a large group with a common interest.

TOP 20 RADIO FORMATS RANKED BY SHARE OF TOTAL LISTENING

Source: Nielsen National Regional Database, Spring 2017, M-SU 6AM-MID, Adults18+, AQH Share
DIGITAL SPOTLIGHT

Across computers, smartphones and tablets, users are spending half or more of their time with two categories—entertainment and search engines/social networking. While a greater share of time is spent with search & social on smartphones, tablet usage skews more heavily toward entertainment. Computer usage varies by demographic with younger users favoring entertainment on these devices and older users spending more time with search & social.

SHARE OF GROSS MINUTES BY CATEGORY AMONG ADULTS 18+

SHARE OF GROSS MINUTES BY CATEGORY BY DEMO & RACE/ETHNICITY

Source: Nielsen Netview (Computer), EMM (Smartphone & Tablet), June 2017
Categories may differ across device. Categories with a smaller share were grouped into “Other”. May vary slightly from 100% due to rounding.
• Adults in the total population are spending an hour a day with entertainment sites & apps across digital devices. This increases another 20 minutes among P35-49 with the majority of time spent coming from smartphones.

• Within entertainment, gaming has the largest share followed by video/movies. These subcategories each make up about a third of usage for computer while there is more gaming happening on mobile devices.

Source: Nielsen Netview (Computer), EMM (Smartphone & Tablet), June 2017, May vary slightly from 100% due to rounding.
• P35-49 in the total population are spending almost an hour a day on social networking sites and apps with three quarters of this usage coming from smartphones.

• P18-34 spend 52 minutes a day on social networking sites and apps with 83% of this usage coming from smartphones.

Source: Nielsen Netview (Computer), EMM (Smartphone & Tablet), June 2017, May vary slightly from 100% due to rounding.
AVERAGE TIME SPENT PER ADULT 18+ PER DAY
EXHIBIT 1 - BASED ON THE TOTAL U.S. POPULATION

The data sources in Exhibit 2 should not be added or subtracted; they are based on users of each medium and the bases vary by source. Panel enhancements made in March and August 2016 impacted mobile reporting.

EXHIBIT 2 - BASED ON USERS OF EACH MEDIUM

<table>
<thead>
<tr>
<th></th>
<th>Q2 2015</th>
<th>Q2 2016</th>
<th>Q2 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live+DVR/Time-shifted TV</td>
<td>6:22</td>
<td>6:13</td>
<td>5:56</td>
</tr>
<tr>
<td>DVR/Time-shifted TV</td>
<td>1:57</td>
<td>1:53</td>
<td>1:55</td>
</tr>
<tr>
<td>AM/FM Radio</td>
<td>2:42</td>
<td>2:44</td>
<td>2:43</td>
</tr>
<tr>
<td>DVD/Blu-Ray Device</td>
<td>1:37</td>
<td>1:47</td>
<td>1:48</td>
</tr>
<tr>
<td>Game Console</td>
<td>2:53</td>
<td>2:54</td>
<td>2:56</td>
</tr>
<tr>
<td>Multimedia Device</td>
<td>2:21</td>
<td>2:26</td>
<td>2:11</td>
</tr>
<tr>
<td>Internet on a Computer</td>
<td>2:11</td>
<td>3:07</td>
<td>2:52</td>
</tr>
<tr>
<td>App/Web on a Smartphone</td>
<td>1:58</td>
<td>2:29</td>
<td>2:59</td>
</tr>
</tbody>
</table>

The data sources in Exhibit 2 should not be added or subtracted; they are based on users of each medium and the bases vary by source. Panel enhancements made in March and August 2016 impacted mobile reporting.
### TABLE IA – WEEKLY TIME SPENT IN HOURS: MINUTES AMONG U.S. POPULATION FOR Q2 2017

<table>
<thead>
<tr>
<th>Activity</th>
<th>Demo (Pop)</th>
<th>Total</th>
<th>A 18+</th>
<th>K 2-11</th>
<th>T 12-17</th>
<th>A 18-24</th>
<th>A 25-34</th>
<th>A 35-49</th>
<th>A 50-64</th>
<th>A 65+</th>
<th>Black Total</th>
<th>Hisp. Total</th>
<th>Asian Am. Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DVD/Blu-Ray Device</strong></td>
<td>P2+</td>
<td>0:46</td>
<td>0:42</td>
<td>1:11</td>
<td>0:40</td>
<td>0:43</td>
<td>0:53</td>
<td>0:46</td>
<td>0:33</td>
<td>0:45</td>
<td>0:40</td>
<td>0:40</td>
<td>0:27</td>
</tr>
<tr>
<td><strong>Game Console</strong></td>
<td>P2+</td>
<td>1:50</td>
<td>1:29</td>
<td>2:38</td>
<td>4:01</td>
<td>3:58</td>
<td>3:05</td>
<td>1:18</td>
<td>0:23</td>
<td>0:08</td>
<td>2:12</td>
<td>1:58</td>
<td>1:01</td>
</tr>
<tr>
<td><strong>Internet on a Computer</strong></td>
<td>P2+</td>
<td>4:51</td>
<td>6:04</td>
<td>0:13</td>
<td>0:32</td>
<td>2:57</td>
<td>5:56</td>
<td>8:07</td>
<td>7:03</td>
<td>4:20</td>
<td>4:58</td>
<td>3:00</td>
<td>3:04</td>
</tr>
<tr>
<td><strong>Video on a Computer</strong></td>
<td>P2+</td>
<td>1:57</td>
<td>2:19</td>
<td>0:30</td>
<td>0:35</td>
<td>2:35</td>
<td>3:19</td>
<td>3:27</td>
<td>1:41</td>
<td>0:44</td>
<td>2:44</td>
<td>1:34</td>
<td>1:36</td>
</tr>
<tr>
<td><strong>App/Web on a Smartphone</strong></td>
<td>P18+</td>
<td>17:13</td>
<td>17:13</td>
<td>n/a</td>
<td>n/a</td>
<td>20:18</td>
<td>17:51</td>
<td>20:36</td>
<td>21:38</td>
<td>4:46</td>
<td>20:20</td>
<td>19:47</td>
<td>14:18</td>
</tr>
<tr>
<td><strong>Video on a Smartphone</strong></td>
<td>P18+</td>
<td>0:50</td>
<td>0:50</td>
<td>n/a</td>
<td>n/a</td>
<td>1:31</td>
<td>1:12</td>
<td>0:59</td>
<td>0:40</td>
<td>0:06</td>
<td>1:22</td>
<td>1:28</td>
<td>0:49</td>
</tr>
</tbody>
</table>

Video on a Computer methodology has changed from prior reports. Video on a Smartphone is inclusive of video focused sites only. See Sourcing & Methodologies section for additional information.
TABLE IB – WEEKLY TIME SPENT IN HOURS: MINUTES AMONG U.S. POPULATION FOR Q2 2016

<table>
<thead>
<tr>
<th>Demo (Pop)</th>
<th>Total</th>
<th>A 18+</th>
<th>K 2-11</th>
<th>T 12-17</th>
<th>A 18-24</th>
<th>A 25-34</th>
<th>A 35-49</th>
<th>A 50-64</th>
<th>A 65+</th>
<th>Black Total</th>
<th>Hisp. Total</th>
<th>Asian Am. Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>DVR/ Time-shifted TV</td>
<td>P2+</td>
<td>3:11</td>
<td>3:33</td>
<td>2:03</td>
<td>1:29</td>
<td>1:26</td>
<td>2:44</td>
<td>4:00</td>
<td>4:21</td>
<td>4:01</td>
<td>2:07</td>
<td>1:52</td>
</tr>
<tr>
<td>DVD/Blu-Ray Device</td>
<td>P2+</td>
<td>0:55</td>
<td>0:51</td>
<td>1:22</td>
<td>0:47</td>
<td>0:42</td>
<td>0:57</td>
<td>1:01</td>
<td>0:52</td>
<td>0:38</td>
<td>0:59</td>
<td>0:52</td>
</tr>
<tr>
<td>Game Console</td>
<td>P2+</td>
<td>1:50</td>
<td>1:30</td>
<td>2:30</td>
<td>3:59</td>
<td>4:01</td>
<td>3:06</td>
<td>1:20</td>
<td>0:24</td>
<td>0:06</td>
<td>2:06</td>
<td>1:58</td>
</tr>
<tr>
<td>Multimedia Device</td>
<td>P2+</td>
<td>1:40</td>
<td>1:37</td>
<td>2:06</td>
<td>1:24</td>
<td>1:52</td>
<td>2:43</td>
<td>1:50</td>
<td>1:12</td>
<td>0:46</td>
<td>1:29</td>
<td>1:40</td>
</tr>
<tr>
<td>Video on a Computer</td>
<td>P2+</td>
<td>1:33</td>
<td>1:49</td>
<td>0:32</td>
<td>0:38</td>
<td>1:59</td>
<td>2:49</td>
<td>2:12</td>
<td>1:33</td>
<td>0:39</td>
<td>2:21</td>
<td>1:26</td>
</tr>
<tr>
<td>App/Web on a Smartphone</td>
<td>P18+</td>
<td>12:01</td>
<td>12:01</td>
<td>n/a</td>
<td>n/a</td>
<td>15:45</td>
<td>13:46</td>
<td>14:48</td>
<td>13:10</td>
<td>2:54</td>
<td>12:47</td>
<td>14:31</td>
</tr>
<tr>
<td>Video on a Smartphone</td>
<td>P18+</td>
<td>0:24</td>
<td>0:24</td>
<td>n/a</td>
<td>n/a</td>
<td>0:52</td>
<td>0:31</td>
<td>0:27</td>
<td>0:17</td>
<td>IFR</td>
<td>0:40</td>
<td>0:44</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Medium</th>
<th>Demo (Users)</th>
<th>Total</th>
<th>A 18+</th>
<th>K 2-11</th>
<th>T 12-17</th>
<th>A 18-24</th>
<th>A 25-34</th>
<th>A 35-49</th>
<th>A 50-64</th>
<th>A 65+</th>
<th>Black Total</th>
<th>Hisp. Total</th>
<th>Asian Am. Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live+DVR/ Time-shifted TV</td>
<td>P2+</td>
<td>291,358</td>
<td>229,960</td>
<td>37,988</td>
<td>23,408</td>
<td>26,433</td>
<td>38,230</td>
<td>57,523</td>
<td>60,393</td>
<td>47,382</td>
<td>39,063</td>
<td>50,649</td>
<td>16,336</td>
</tr>
<tr>
<td>DVR/ Time-shifted TV</td>
<td>P2+</td>
<td>203,615</td>
<td>161,506</td>
<td>26,536</td>
<td>15,574</td>
<td>16,297</td>
<td>27,795</td>
<td>43,453</td>
<td>43,047</td>
<td>30,914</td>
<td>27,828</td>
<td>30,503</td>
<td>10,266</td>
</tr>
<tr>
<td>AM/FM Radio</td>
<td>P12+</td>
<td>267,263</td>
<td>243,381</td>
<td>n/a</td>
<td>23,877</td>
<td>29,818</td>
<td>42,641</td>
<td>60,112</td>
<td>62,714</td>
<td>48,873</td>
<td>34,535</td>
<td>44,628</td>
<td>n/a</td>
</tr>
<tr>
<td>DVD/Blu-Ray Device</td>
<td>P2+</td>
<td>95,634</td>
<td>72,972</td>
<td>15,297</td>
<td>7,365</td>
<td>5,856</td>
<td>10,388</td>
<td>20,979</td>
<td>21,380</td>
<td>14,369</td>
<td>10,440</td>
<td>14,200</td>
<td>4,349</td>
</tr>
<tr>
<td>Game Console</td>
<td>P2+</td>
<td>85,699</td>
<td>55,610</td>
<td>17,773</td>
<td>12,316</td>
<td>11,635</td>
<td>16,507</td>
<td>17,973</td>
<td>7,295</td>
<td>2,200</td>
<td>11,472</td>
<td>16,807</td>
<td>4,051</td>
</tr>
<tr>
<td>Multimedia Device</td>
<td>P2+</td>
<td>128,826</td>
<td>97,628</td>
<td>20,256</td>
<td>10,943</td>
<td>12,720</td>
<td>21,496</td>
<td>29,675</td>
<td>22,353</td>
<td>11,382</td>
<td>14,867</td>
<td>22,966</td>
<td>10,709</td>
</tr>
<tr>
<td>Internet on a Computer</td>
<td>P2+</td>
<td>177,668</td>
<td>160,095</td>
<td>9,178</td>
<td>8,395</td>
<td>15,681</td>
<td>28,530</td>
<td>45,093</td>
<td>43,952</td>
<td>26,839</td>
<td>22,470</td>
<td>23,337</td>
<td>6,351</td>
</tr>
<tr>
<td>Video on a Computer</td>
<td>P2+</td>
<td>111,544</td>
<td>102,349</td>
<td>4,933</td>
<td>4,263</td>
<td>9,866</td>
<td>18,022</td>
<td>29,768</td>
<td>27,903</td>
<td>16,725</td>
<td>15,009</td>
<td>14,115</td>
<td>4,505</td>
</tr>
<tr>
<td>App/Web on a Smartphone</td>
<td>P18+</td>
<td>207,659</td>
<td>207,659</td>
<td>n/a</td>
<td>n/a</td>
<td>29,263</td>
<td>38,902</td>
<td>59,219</td>
<td>67,116</td>
<td>13,160</td>
<td>25,554</td>
<td>35,194</td>
<td>12,062</td>
</tr>
<tr>
<td>Video on a Smartphone</td>
<td>P18+</td>
<td>168,789</td>
<td>168,789</td>
<td>n/a</td>
<td>n/a</td>
<td>24,968</td>
<td>32,465</td>
<td>49,134</td>
<td>52,986</td>
<td>9,236</td>
<td>22,464</td>
<td>30,187</td>
<td>9,301</td>
</tr>
</tbody>
</table>
### TABLE 2B – USERS BY MEDIUM FOR Q2 2016
NUMBER OF USERS (IN 000’S) – MONTHLY REACH

<table>
<thead>
<tr>
<th>Medium</th>
<th>Demo (Users)</th>
<th>Total</th>
<th>A 18+</th>
<th>K 2-11</th>
<th>T 12-17</th>
<th>A 18-24</th>
<th>A 25-34</th>
<th>A 35-49</th>
<th>A 50-64</th>
<th>A 65+</th>
<th>Black Total</th>
<th>Hisp. Total</th>
<th>Asian Am. Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live+DVR/Time-shifted TV</td>
<td>P2+</td>
<td>286,183</td>
<td>225,615</td>
<td>37,383</td>
<td>23,185</td>
<td>26,246</td>
<td>37,137</td>
<td>57,037</td>
<td>59,673</td>
<td>45,523</td>
<td>38,388</td>
<td>49,777</td>
<td>15,747</td>
</tr>
<tr>
<td>DVR/Time-shifted TV</td>
<td>P2+</td>
<td>194,924</td>
<td>154,635</td>
<td>25,144</td>
<td>15,144</td>
<td>15,700</td>
<td>26,336</td>
<td>41,792</td>
<td>41,812</td>
<td>28,994</td>
<td>25,886</td>
<td>29,226</td>
<td>9,396</td>
</tr>
<tr>
<td>AM/FM Radio</td>
<td>P12+</td>
<td>263,717</td>
<td>239,854</td>
<td>n/a</td>
<td>23,862</td>
<td>29,804</td>
<td>41,890</td>
<td>59,951</td>
<td>61,984</td>
<td>46,903</td>
<td>33,977</td>
<td>43,477</td>
<td>n/a</td>
</tr>
<tr>
<td>DVD/Blu-Ray Device</td>
<td>P2+</td>
<td>112,839</td>
<td>86,133</td>
<td>17,706</td>
<td>9,000</td>
<td>7,678</td>
<td>13,078</td>
<td>24,918</td>
<td>24,782</td>
<td>15,676</td>
<td>13,208</td>
<td>18,149</td>
<td>5,036</td>
</tr>
<tr>
<td>Game Console</td>
<td>P2+</td>
<td>89,409</td>
<td>58,003</td>
<td>18,625</td>
<td>12,781</td>
<td>12,281</td>
<td>16,567</td>
<td>19,017</td>
<td>8,030</td>
<td>2,108</td>
<td>11,574</td>
<td>17,274</td>
<td>4,628</td>
</tr>
<tr>
<td>Multimedia Device</td>
<td>P2+</td>
<td>86,689</td>
<td>65,098</td>
<td>14,163</td>
<td>7,428</td>
<td>8,644</td>
<td>15,360</td>
<td>20,173</td>
<td>14,223</td>
<td>6,700</td>
<td>9,068</td>
<td>15,565</td>
<td>8,392</td>
</tr>
<tr>
<td>Internet on a Computer</td>
<td>P2+</td>
<td>179,346</td>
<td>159,405</td>
<td>10,530</td>
<td>9,410</td>
<td>16,043</td>
<td>28,730</td>
<td>45,803</td>
<td>43,665</td>
<td>25,164</td>
<td>22,364</td>
<td>23,100</td>
<td>6,582</td>
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<tr>
<td>Video on a Computer</td>
<td>P2+</td>
<td>121,026</td>
<td>109,609</td>
<td>6,176</td>
<td>5,240</td>
<td>10,352</td>
<td>19,275</td>
<td>31,389</td>
<td>31,086</td>
<td>17,507</td>
<td>15,372</td>
<td>14,863</td>
<td>4,664</td>
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<tr>
<td>App/Web on a Smartphone</td>
<td>P18+</td>
<td>202,324</td>
<td>202,324</td>
<td>n/a</td>
<td>n/a</td>
<td>29,055</td>
<td>38,649</td>
<td>58,587</td>
<td>62,978</td>
<td>13,055</td>
<td>24,883</td>
<td>34,643</td>
<td>11,885</td>
</tr>
<tr>
<td>Video on a Smartphone</td>
<td>P18+</td>
<td>156,531</td>
<td>156,531</td>
<td>n/a</td>
<td>n/a</td>
<td>24,452</td>
<td>30,734</td>
<td>47,452</td>
<td>45,519</td>
<td>8,373</td>
<td>19,589</td>
<td>27,286</td>
<td>8,936</td>
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</table>
## TABLE 3A – PERCENTAGE OF USERS AMONG U.S. POPULATION FOR Q2 2017

**MONTHLY REACH**

<table>
<thead>
<tr>
<th></th>
<th>Demo (Users)</th>
<th>Total</th>
<th>A 18+</th>
<th>K 2-11</th>
<th>T 12-17</th>
<th>A 18-24</th>
<th>A 25-34</th>
<th>A 35-49</th>
<th>A 50-64</th>
<th>A 65+</th>
<th>Black Total</th>
<th>Hisp. Total</th>
<th>Asian Am. Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Live+DVR/Time-shifted TV</strong></td>
<td>P2+</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>83%</td>
</tr>
<tr>
<td><strong>DVR/Time-shifted TV</strong></td>
<td>P2+</td>
<td>93%</td>
<td>94%</td>
<td>93%</td>
<td>93%</td>
<td>86%</td>
<td>90%</td>
<td>95%</td>
<td>96%</td>
<td>97%</td>
<td>95%</td>
<td>96%</td>
<td>65%</td>
</tr>
<tr>
<td><strong>AM/FM Radio</strong></td>
<td>P12+</td>
<td>97%</td>
<td>97%</td>
<td>n/a</td>
<td>94%</td>
<td>94%</td>
<td>98%</td>
<td>97%</td>
<td>99%</td>
<td>97%</td>
<td>97%</td>
<td>98%</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>DVD/Blu-Ray Device</strong></td>
<td>P2+</td>
<td>31%</td>
<td>30%</td>
<td>37%</td>
<td>29%</td>
<td>19%</td>
<td>24%</td>
<td>35%</td>
<td>34%</td>
<td>29%</td>
<td>25%</td>
<td>27%</td>
<td>22%</td>
</tr>
<tr>
<td><strong>Game Console</strong></td>
<td>P2+</td>
<td>28%</td>
<td>23%</td>
<td>44%</td>
<td>49%</td>
<td>38%</td>
<td>39%</td>
<td>30%</td>
<td>12%</td>
<td>5%</td>
<td>28%</td>
<td>32%</td>
<td>21%</td>
</tr>
<tr>
<td><strong>Multimedia Device</strong></td>
<td>P2+</td>
<td>41%</td>
<td>40%</td>
<td>50%</td>
<td>44%</td>
<td>41%</td>
<td>50%</td>
<td>49%</td>
<td>36%</td>
<td>23%</td>
<td>36%</td>
<td>43%</td>
<td>55%</td>
</tr>
<tr>
<td><strong>Internet on a Computer</strong></td>
<td>P2+</td>
<td>57%</td>
<td>65%</td>
<td>22%</td>
<td>34%</td>
<td>51%</td>
<td>67%</td>
<td>74%</td>
<td>70%</td>
<td>55%</td>
<td>55%</td>
<td>44%</td>
<td>32%</td>
</tr>
<tr>
<td><strong>Video on a Computer</strong></td>
<td>P2+</td>
<td>36%</td>
<td>42%</td>
<td>12%</td>
<td>17%</td>
<td>32%</td>
<td>42%</td>
<td>49%</td>
<td>44%</td>
<td>34%</td>
<td>37%</td>
<td>27%</td>
<td>23%</td>
</tr>
<tr>
<td><strong>App/Web on a Smartphone</strong></td>
<td>P18+</td>
<td>85%</td>
<td>85%</td>
<td>n/a</td>
<td>n/a</td>
<td>95%</td>
<td>91%</td>
<td>97%</td>
<td>99%</td>
<td>28%</td>
<td>91%</td>
<td>92%</td>
<td>99%</td>
</tr>
<tr>
<td><strong>Video on a Smartphone</strong></td>
<td>P18+</td>
<td>69%</td>
<td>69%</td>
<td>n/a</td>
<td>n/a</td>
<td>81%</td>
<td>76%</td>
<td>81%</td>
<td>82%</td>
<td>20%</td>
<td>80%</td>
<td>78%</td>
<td>76%</td>
</tr>
</tbody>
</table>

Total Universe Estimates differ by platform.
<table>
<thead>
<tr>
<th></th>
<th>Demo (Users)</th>
<th>Total</th>
<th>A 18+</th>
<th>K 2-11</th>
<th>T 12-17</th>
<th>A 18-24</th>
<th>A 25-34</th>
<th>A 35-49</th>
<th>A 50-64</th>
<th>A 65+</th>
<th>Black Total</th>
<th>Hisp. Total</th>
<th>Asian Am. Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Live+DVR/Time-shifted TV</strong></td>
<td>P2+</td>
<td>93%</td>
<td>93%</td>
<td>92%</td>
<td>92%</td>
<td>85%</td>
<td>89%</td>
<td>94%</td>
<td>96%</td>
<td>97%</td>
<td>94%</td>
<td>96%</td>
<td>85%</td>
</tr>
<tr>
<td><strong>DVR/Time-shifted TV</strong></td>
<td>P2+</td>
<td>63%</td>
<td>64%</td>
<td>62%</td>
<td>60%</td>
<td>51%</td>
<td>63%</td>
<td>69%</td>
<td>67%</td>
<td>62%</td>
<td>64%</td>
<td>56%</td>
<td>51%</td>
</tr>
<tr>
<td><strong>AM/FM Radio</strong></td>
<td>P12+</td>
<td>97%</td>
<td>97%</td>
<td>n/a</td>
<td>95%</td>
<td>95%</td>
<td>98%</td>
<td>98%</td>
<td>99%</td>
<td>97%</td>
<td>97%</td>
<td>98%</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>DVD/Blu-Ray Device</strong></td>
<td>P2+</td>
<td>37%</td>
<td>35%</td>
<td>43%</td>
<td>36%</td>
<td>25%</td>
<td>31%</td>
<td>41%</td>
<td>40%</td>
<td>33%</td>
<td>32%</td>
<td>35%</td>
<td>27%</td>
</tr>
<tr>
<td><strong>Game Console</strong></td>
<td>P2+</td>
<td>29%</td>
<td>24%</td>
<td>46%</td>
<td>51%</td>
<td>40%</td>
<td>39%</td>
<td>31%</td>
<td>13%</td>
<td>4%</td>
<td>28%</td>
<td>33%</td>
<td>25%</td>
</tr>
<tr>
<td><strong>Multimedia Device</strong></td>
<td>P2+</td>
<td>28%</td>
<td>27%</td>
<td>35%</td>
<td>30%</td>
<td>28%</td>
<td>37%</td>
<td>33%</td>
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<td>14%</td>
<td>22%</td>
<td>30%</td>
<td>45%</td>
</tr>
<tr>
<td><strong>Internet on a Computer</strong></td>
<td>P2+</td>
<td>58%</td>
<td>66%</td>
<td>26%</td>
<td>38%</td>
<td>52%</td>
<td>68%</td>
<td>75%</td>
<td>70%</td>
<td>53%</td>
<td>55%</td>
<td>44%</td>
<td>36%</td>
</tr>
<tr>
<td><strong>Video on a Computer</strong></td>
<td>P2+</td>
<td>39%</td>
<td>45%</td>
<td>15%</td>
<td>21%</td>
<td>34%</td>
<td>46%</td>
<td>52%</td>
<td>50%</td>
<td>37%</td>
<td>38%</td>
<td>29%</td>
<td>25%</td>
</tr>
<tr>
<td><strong>App/Web on a Smartphone</strong></td>
<td>P18+</td>
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<td>83%</td>
<td>n/a</td>
<td>n/a</td>
<td>95%</td>
<td>91%</td>
<td>96%</td>
<td>97%</td>
<td>29%</td>
<td>92%</td>
<td>94%</td>
<td>99%</td>
</tr>
<tr>
<td><strong>Video on a Smartphone</strong></td>
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<td>64%</td>
<td>64%</td>
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<td>n/a</td>
<td>80%</td>
<td>72%</td>
<td>78%</td>
<td>70%</td>
<td>19%</td>
<td>72%</td>
<td>74%</td>
<td>76%</td>
</tr>
</tbody>
</table>

Total Universe Estimates differ by platform.
## TABLE 4A – MONTHLY TIME SPENT IN HOURS: MINUTES AMONG USERS FOR Q2 2017

<table>
<thead>
<tr>
<th>Demo (Users)</th>
<th>P2+</th>
<th>Total</th>
<th>A 18+</th>
<th>K 2-11</th>
<th>T 12-17</th>
<th>A 18-24</th>
<th>A 25-34</th>
<th>A 35-49</th>
<th>A 50-64</th>
<th>A 65+</th>
<th>Black Total</th>
<th>Hisp. Total</th>
<th>Asian Am. Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live+DVR/Time-shifted TV</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>DVR/Time-shifted TV</td>
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<td></td>
</tr>
<tr>
<td>AM/FM Radio</td>
<td>P12+</td>
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<td></td>
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</tr>
<tr>
<td>DVD/Blu-Ray Device</td>
<td>P2+</td>
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</tr>
<tr>
<td>Game Console</td>
<td>P2+</td>
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<td></td>
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<td></td>
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</tr>
<tr>
<td>Internet on a Computer</td>
<td>P2+</td>
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<tr>
<td>Video on a Computer</td>
<td>P2+</td>
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</tr>
<tr>
<td>App/Web on a Smartphone</td>
<td>P18+</td>
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<td></td>
</tr>
<tr>
<td>Video on a Smartphone</td>
<td>P18+</td>
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</tr>
</tbody>
</table>

The data sources in Table 4 should not be added or subtracted; they are based on users of each medium and the bases vary by source.
## TABLE 4B – MONTHLY TIME SPENT IN HOURS: MINUTES AMONG USERS FOR Q2 2016

<table>
<thead>
<tr>
<th></th>
<th>Demo (Users)</th>
<th>Total</th>
<th>A 18+</th>
<th>K 2-11</th>
<th>T 12-17</th>
<th>A 18-24</th>
<th>A 25-34</th>
<th>A 35-49</th>
<th>A 50-64</th>
<th>A 65+</th>
<th>Black Total</th>
<th>Hisp. Total</th>
<th>Asian Am. Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>App/Web on a Smartphone</td>
<td>P18+</td>
<td>59:46</td>
<td>59:46</td>
<td>n/a</td>
<td>n/a</td>
<td>69:00</td>
<td>61:56</td>
<td>63:38</td>
<td>53:52</td>
<td>43:49</td>
<td>64:30</td>
<td>63:55</td>
<td>53:09</td>
</tr>
<tr>
<td>Video on a Smartphone</td>
<td>P18+</td>
<td>2:31</td>
<td>2:31</td>
<td>n/a</td>
<td>n/a</td>
<td>4:32</td>
<td>2:54</td>
<td>2:19</td>
<td>1:40</td>
<td>0:58</td>
<td>4:21</td>
<td>4:07</td>
<td>3:09</td>
</tr>
</tbody>
</table>

The data sources in Table 4 should not be added or subtracted; they are based on users of each medium and the bases vary by source.
### TABLE 4C – MONTHLY TIME SPENT IN HOURS: MINUTES AMONG USERS FOR Q2 2017 AMONG BLACK

<table>
<thead>
<tr>
<th>Demo (Users)</th>
<th>Total</th>
<th>A 18+</th>
<th>K 2-11</th>
<th>T 12-17</th>
<th>A 18-24</th>
<th>A 25-34</th>
<th>A 35-49</th>
<th>A 50-64</th>
<th>A 65+</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Live+DVR/ Time-shifted TV</strong></td>
<td>P2+</td>
<td>183:00</td>
<td>206:47</td>
<td>121:21</td>
<td>92:46</td>
<td>112:30</td>
<td>140:05</td>
<td>191:00</td>
<td>262:11</td>
</tr>
<tr>
<td><strong>AM/FM Radio</strong></td>
<td>P12+</td>
<td>56:30</td>
<td>59:15</td>
<td>n/a</td>
<td>34:18</td>
<td>45:33</td>
<td>48:27</td>
<td>62:02</td>
<td>72:14</td>
</tr>
<tr>
<td><strong>Internet on a Computer</strong></td>
<td>P2+</td>
<td>38:48</td>
<td>42:36</td>
<td>4:33</td>
<td>6:58</td>
<td>29:57</td>
<td>40:00</td>
<td>52:57</td>
<td>43:13</td>
</tr>
<tr>
<td><strong>App/Web on a Smartphone</strong></td>
<td>P18+</td>
<td>96:31</td>
<td>96:31</td>
<td>n/a</td>
<td>n/a</td>
<td>96:54</td>
<td>98:18</td>
<td>100:52</td>
<td>93:20</td>
</tr>
<tr>
<td><strong>Video on a Smartphone</strong></td>
<td>P18+</td>
<td>7:27</td>
<td>7:27</td>
<td>n/a</td>
<td>n/a</td>
<td>11:40</td>
<td>9:15</td>
<td>7:30</td>
<td>5:04</td>
</tr>
</tbody>
</table>

The data sources in Table 4 should not be added or subtracted; they are based on users of each medium and the bases vary by source.
TABLE 4D – MONTHLY TIME SPENT IN HOURS: MINUTES AMONG USERS FOR Q2 2017 AMONG HISPANIC

<table>
<thead>
<tr>
<th>Demo (Users)</th>
<th>Total</th>
<th>A 18+</th>
<th>K 2-11</th>
<th>T 12-17</th>
<th>A 18-24</th>
<th>A 25-34</th>
<th>A 35-49</th>
<th>A 50-64</th>
<th>A 65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>App/Web on a Smartphone</td>
<td>P18+</td>
<td>82:24</td>
<td>82:24</td>
<td>n/a</td>
<td>n/a</td>
<td>87:15</td>
<td>81:39</td>
<td>84:53</td>
<td>79:20</td>
</tr>
<tr>
<td>Video on a Smartphone</td>
<td>P18+</td>
<td>7:03</td>
<td>7:03</td>
<td>n/a</td>
<td>n/a</td>
<td>8:59</td>
<td>7:35</td>
<td>6:53</td>
<td>4:53</td>
</tr>
</tbody>
</table>

The data sources in Table 4 should not be added or subtracted; they are based on users of each medium and the bases vary by source.
### TABLE 4E – MONTHLY TIME SPENT IN HOURS: MINUTES AMONG USERS FOR Q2 2017

**AMONG ASIAN AMERICAN**

<table>
<thead>
<tr>
<th>Demo (Users)</th>
<th>Total</th>
<th>A 18+</th>
<th>K 2-11</th>
<th>T 12-17</th>
<th>A 18-24</th>
<th>A 25-34</th>
<th>A 35-49</th>
<th>A 50-64</th>
<th>A 65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>App/Web on a Smartphone</td>
<td>P18+</td>
<td>71:19</td>
<td>71:19</td>
<td>n/a</td>
<td>n/a</td>
<td>72:04</td>
<td>71:50</td>
<td>66:52</td>
<td>IFR</td>
</tr>
<tr>
<td>Video on a Smartphone</td>
<td>P18+</td>
<td>5:10</td>
<td>5:10</td>
<td>n/a</td>
<td>n/a</td>
<td>6:58</td>
<td>5:57</td>
<td>3:09</td>
<td>IFR</td>
</tr>
</tbody>
</table>

The data sources in Table 4 should not be added or subtracted; they are based on users of each medium and the bases vary by source.
### TABLE 5 – TELEVISION DISTRIBUTION SOURCES
#### NUMBER OF HOUSEHOLDS (IN 000’S)

<table>
<thead>
<tr>
<th></th>
<th>Composite</th>
<th>Black</th>
<th>Hispanic</th>
<th>Asian American</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Q2 2016</td>
<td>Q2 2017</td>
<td>Q2 2016</td>
<td>Q2 2017</td>
</tr>
<tr>
<td>Broadcast</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>13,610</td>
<td>15,749</td>
<td>2,396</td>
<td>2,799</td>
</tr>
<tr>
<td>Total Multichannel*</td>
<td>98,690</td>
<td>97,860</td>
<td>12,565</td>
<td>12,285</td>
</tr>
<tr>
<td>Wired Cable (No Telco)</td>
<td>53,401</td>
<td>51,766</td>
<td>7,040</td>
<td>6,647</td>
</tr>
<tr>
<td>Telco</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>11,208</td>
<td>9,681</td>
<td>1,759</td>
<td>1,571</td>
</tr>
<tr>
<td>Satellite</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>34,116</td>
<td>35,284</td>
<td>3,750</td>
<td>3,916</td>
</tr>
<tr>
<td>Broadband Only</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4,100</td>
<td>5,941</td>
<td>272</td>
<td>630</td>
</tr>
</tbody>
</table>

Table 5 is based on weighted intab counts. Breaks are not mutually exclusive.
*Total Multichannel is inclusive of Wired Cable, Telco, Satellite, and Virtual Providers. Virtual Providers only included for Q2 2017.

### TABLE 6 – TELEVISION DISTRIBUTION SOURCES BY ETHNICITY
#### PERCENTAGE OF HOUSEHOLDS

<table>
<thead>
<tr>
<th></th>
<th>Composite</th>
<th>Black</th>
<th>Hispanic</th>
<th>Asian American</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcast</td>
<td>13%</td>
<td>17%</td>
<td>20%</td>
<td>15%</td>
</tr>
<tr>
<td>Total Multichannel</td>
<td>83%</td>
<td>80%</td>
<td>76%</td>
<td>76%</td>
</tr>
<tr>
<td>Wired Cable (No Telco)</td>
<td>44%</td>
<td>43%</td>
<td>37%</td>
<td>41%</td>
</tr>
<tr>
<td>Telco</td>
<td>8%</td>
<td>11%</td>
<td>7%</td>
<td>13%</td>
</tr>
<tr>
<td>Satellite</td>
<td>30%</td>
<td>26%</td>
<td>31%</td>
<td>20%</td>
</tr>
<tr>
<td>Broadband Only</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Total Multichannel is inclusive of Wired Cable, Telco, Satellite, and Virtual Providers. Virtual Providers only included for Q2 2017.
### TABLE 7 – PROVIDER TYPE WITH INTERNET STATUS
NUMBER OF HOUSEHOLDS (IN 000’S)

<table>
<thead>
<tr>
<th></th>
<th>Composite</th>
<th></th>
<th>Black</th>
<th></th>
<th>Hispanic</th>
<th></th>
<th>Asian American</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Q2 2016</td>
<td>Q2 2017</td>
<td>Q2 2016</td>
<td>Q2 2017</td>
<td>Q2 2016</td>
<td>Q2 2017</td>
<td>Q2 2016</td>
<td>Q2 2017</td>
</tr>
<tr>
<td>Broadcast and Broadband Access</td>
<td>7,726</td>
<td>9,384</td>
<td>778</td>
<td>1,052</td>
<td>1,162</td>
<td>1,536</td>
<td>696</td>
<td>775</td>
</tr>
<tr>
<td>Broadcast and No Internet/Dial-Up Access</td>
<td>5,884</td>
<td>6,365</td>
<td>1,618</td>
<td>1,747</td>
<td>1,459</td>
<td>1,661</td>
<td>156</td>
<td>117</td>
</tr>
<tr>
<td>Total Multichannel and Broadband Access</td>
<td>79,451</td>
<td>80,057</td>
<td>8,828</td>
<td>8,817</td>
<td>8,717</td>
<td>8,598</td>
<td>3,832</td>
<td>4,173</td>
</tr>
<tr>
<td>Total Multichannel and No Internet/Dial-Up Access</td>
<td>19,239</td>
<td>17,803</td>
<td>3,736</td>
<td>3,471</td>
<td>3,337</td>
<td>3,163</td>
<td>313</td>
<td>244</td>
</tr>
</tbody>
</table>

Table 7 is based on weighted inab counts.
Total Multichannel is inclusive of Wired Cable, Telco, Satellite, and Virtual Providers. Virtual Providers only included for Q2 2017.

### TABLE 8 – DEVICES IN TV HOUSEHOLDS
PERCENTAGE OF HOUSEHOLDS

<table>
<thead>
<tr>
<th></th>
<th>Composite</th>
<th></th>
<th>Black</th>
<th></th>
<th>Hispanic</th>
<th></th>
<th>Asian American</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Q2 2016</td>
<td>Q2 2017</td>
<td>Q2 2016</td>
<td>Q2 2017</td>
<td>Q2 2016</td>
<td>Q2 2017</td>
<td>Q2 2016</td>
<td>Q2 2017</td>
</tr>
<tr>
<td>DVD/Blu-Ray Player</td>
<td>76%</td>
<td>72%</td>
<td>73%</td>
<td>67%</td>
<td>71%</td>
<td>64%</td>
<td>67%</td>
<td>59%</td>
</tr>
<tr>
<td>DVR</td>
<td>51%</td>
<td>54%</td>
<td>48%</td>
<td>52%</td>
<td>45%</td>
<td>47%</td>
<td>42%</td>
<td>47%</td>
</tr>
<tr>
<td>Enabled Smart TV</td>
<td>24%</td>
<td>31%</td>
<td>20%</td>
<td>27%</td>
<td>28%</td>
<td>36%</td>
<td>34%</td>
<td>45%</td>
</tr>
<tr>
<td>High Definition TV</td>
<td>94%</td>
<td>96%</td>
<td>91%</td>
<td>94%</td>
<td>96%</td>
<td>97%</td>
<td>97%</td>
<td>99%</td>
</tr>
<tr>
<td>Multimedia Device</td>
<td>27%</td>
<td>33%</td>
<td>22%</td>
<td>32%</td>
<td>28%</td>
<td>36%</td>
<td>49%</td>
<td>54%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>83%</td>
<td>87%</td>
<td>85%</td>
<td>89%</td>
<td>92%</td>
<td>94%</td>
<td>93%</td>
<td>95%</td>
</tr>
<tr>
<td>Subscription Video on Demand</td>
<td>53%</td>
<td>59%</td>
<td>44%</td>
<td>50%</td>
<td>54%</td>
<td>60%</td>
<td>66%</td>
<td>71%</td>
</tr>
<tr>
<td>Tablet</td>
<td>60%</td>
<td>63%</td>
<td>54%</td>
<td>56%</td>
<td>61%</td>
<td>64%</td>
<td>73%</td>
<td>76%</td>
</tr>
<tr>
<td>Video Game Console</td>
<td>44%</td>
<td>43%</td>
<td>44%</td>
<td>43%</td>
<td>54%</td>
<td>52%</td>
<td>48%</td>
<td>46%</td>
</tr>
</tbody>
</table>
SOURCING AND METHODOLOGIES
GLOSSARY

**AM/FM Radio:** Listening to programming from AM/FM radio stations or network programming.

**Broadband Access:** Paid, high-speed Internet access delivered via DSL, Cable Internet through cable provider, Fiber-Optic Service, U-Verse, Satellite Internet, Data Card (aircard that connects to a cellular phone network) or Computer tethered to cell phone (cellular phone network).

**Broadband Only:** A household with at least one operable TV/monitor that receives video exclusively through a broadband internet connection instead of traditional means (over-the-air, wired cable, telco, satellite).

**Broadcast:** A mode of television content delivery that does not involve satellite transmission or cables (i.e.—a paid service). Also commonly referred to as “over-the-air.”

**Dial-Up:** A household that accesses the Internet via a telephone line.

**Enabled Smart TV:** A household with at least one television set that is capable and enabled to access the internet.

**Multimedia Device:** Viewing on an Apple TV, Roku, Google Chromecast, Amazon Fire TV, Smartphone, Computer/Laptops, etc. connected to the TV.

**Satellite:** A paid TV subscription where the signal is distributed to an orbiting satellite. The amplified signal is then re-transmitted to the home and received via a dish. (Sometimes also referred to as “dish.”)

**Subscription Video on Demand (SVOD):** A household with access to a subscription video on demand service, such as Netflix, Amazon Prime and Hulu Plus.

**Telco:** A paid TV subscription delivered fiber-optically via a traditional telephone provider.

**Total Multichannel:** Inclusive of Traditional Cable Plus as well as homes that have a virtual provider.

**Traditional Cable Plus:** Inclusive of Wired Cable, Telco, and Satellite. Broadband Only Homes would be not included.

**TV Household:** A home with at least one operable TV/monitor with the ability to deliver video via traditional means of antennae, cable STB or Satellite receiver and/ or with a broadband connection.

**Virtual Providers:** A household that can watch TV programming through a virtual provider, including Sling TV, Sony VUE, and DirecTV Now, as delivered on a TV set.

**Wired Cable:** Traditional cable delivered through wires to your home.
## DIGITAL AUDIENCE MEASUREMENT

The following table provides additional detail on what is and is not included in digital measurement within this report.

<table>
<thead>
<tr>
<th></th>
<th>Includes</th>
<th>Does Not Include</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet on a Computer</td>
<td>Computer measurement of URLs and Internet Applications</td>
<td>Non-browser requested URLs on Internet Applications such as office apps, most games and email apps, banking information, private/incognito browsing</td>
</tr>
<tr>
<td>Video on a Computer</td>
<td>Both active (tagged) and passive (non-tagged) publisher measurement</td>
<td>Untagged content where audio is not present.</td>
</tr>
<tr>
<td>App/Web on a Smartphone</td>
<td>Android: all app/web activity, measured passively</td>
<td>iOS apps with no http/https activity (Ex. Calculator, Notes)</td>
</tr>
<tr>
<td></td>
<td>iOS: all activity routed through an http and https proxy for both app and browser URLs</td>
<td>Email activity through the standard Mail app for iOS Standard text messaging is not included</td>
</tr>
<tr>
<td>Video on a Smartphone</td>
<td>Apps and sites specifically designed to view video content (Ex. Netflix, HBOGO)</td>
<td>Video content available through apps/web where video is not the primary focus (Ex. CNN, Weather Channel, Facebook)</td>
</tr>
<tr>
<td>App/Web on a Tablet</td>
<td>iOS: all activity routed through an http and https proxy for both app and browser URLs</td>
<td>Android tablets, iOS apps with no http/https activity mail activity through the standard Mail app for iOS Standard text messaging is not included</td>
</tr>
</tbody>
</table>
TELEVISION METHODOLOGY

Live+DVR/Time-shifted TV includes Live usage plus any playback viewing within the measurement period. DVR/Time-shifted TV is playback primarily on a DVR but includes playback from video on demand, DVD recorders, server based DVR's and services like Start Over.

TV-connected devices (DVD, Game Console, Multimedia Device) would include content being viewed on the TV screen through these devices. This would include when these devices are in use for any purpose, not just for accessing media content. For example, Game Console would also include when the game console is being used to play video games.

Multimedia Devices is a combination of usage of the Internet Connected Devices viewing source and Audio-Video viewing sources. It would include viewing on an Apple TV, Roku, Google Chromecast, Amazon Fire TV, Smartphone, Computer/ Laptop, etc. connected to the TV unless otherwise noted.

Reach for television and TV-connected devices includes those viewing at least one minute within the measurement period.

Data used in this report is inclusive of multicultural audiences. Hispanic consumer audiences are comprised of both English and Spanish speaking representative populations.

AM/FM RADIO METHODOLOGY

Audience estimates for 48 large markets are based on a panel of people who carry a portable device called a Personal People Meter (PPM) that passively detects exposure to content that contains inaudible codes embedded within the program content. Audience estimates from the balance of markets and countries in the U.S. are based on surveys of people who record their listening in a written diary for a week.

The estimates in this report are based on RADAR and the National Regional Database. RADAR reports national network radio ratings covering the U.S. using both PPM and Diary measurement and it is based on a rolling one-year average of nearly 400,000 respondents aged 12+ per year. The Q2 2017 report is based on the September RADAR studies.

Monthly Radio Estimates: Nielsen’s Measurement Science group used statistical modeling techniques to estimate the total cume audience to radio in a four week period, as compared to the total cume audience to radio in an average week. The methodology utilized PPM panel data, and essentially measured how many people who were not exposed to radio in a single week might typically be exposed to radio over a consecutive four week period. A radio cume growth factor was then determined and applied to radio listening on a national basis.

Listening to HD radio broadcasts, Internet streams of AM/FM radio stations and Satellite Radio is included in the Persons Using Radio estimates in this report where the tuning meets our reporting and crediting requirements of at least 5 minutes of usage. Reach for AM/FM Radio includes those listening for at least 5 minutes within the measurement period.
Data used in this report is inclusive of multicultural audiences. Hispanic consumer audiences are comprised of both English and Spanish speaking representative populations.

**COMPUTER METHODOLOGY**

Nielsen Netview and VideoCensus data is reflective of the hybrid methodology which combines a census level accounting of page views and video streams where Nielsen measurement tags have been deployed in order to project audience and behavior to the full universe of all Internet users. For VideoCensus, the portion of the total video streams calibrated by census data, previously allocated to Home/Work computers, are allocated to other devices and locations outside of home and work. Nielsen’s Online Panel is recruited in Spanish and English.

Internet on a Computer metrics are derived from Nielsen Netview. Video on a Computer metrics are derived from Nielsen VideoCensus. As some reported brands transition to Digital Content Ratings, they are no longer reported in VideoCensus as of Q2 2017. Accordingly, the methodology and computation of these metrics has been adjusted. Fusion data from Nielsen Media Impact (derived from panel and census data) was used to create a percent change from Q1 2017 to Q2 2017 for Video on a Computer. The percent change was then applied to the Q1 2017 VideoCensus data to calculate Q2 2017 metrics.

**MOBILE METHODOLOGY**

Nielsen’s Electronic Mobile Measurement (EMM) is an observational, user-centric approach that uses passive metering technology on smartphones and tablets to track device and application usage on an opt-in convenience panel, recruited online in English and recently in Spanish as well. There may be limited representation of non-English language audiences as recruitment is ramped up. The smartphone sample was around 12,500 and the tablet sample was around 3,250 during Q2 2017. This method provides a holistic view of all activity on the device as the behavior is being tracked without interruption.

A number of steps are taken after the data collection process to ensure the reported data is representative of the mobile population. For smartphones, weighting controls are applied across five characteristics (gender, age, income, race, and ethnicity) while independent enumeration studies are carried out on a continuous basis to provide the most current estimates of the mobile population (aka Universe Estimation).

Tablet data is unweighted and projections are applied using estimates from the National Panel that is the industry standard for TV ratings.

App/Web refers to consuming mobile media content through a web browser or via a mobile app. It does not include other types of activity such as making/receiving phone calls, sending SMS/MMS messages etc, which has been excluded for this report.

Video is a subset of App/Web and refers to those individuals who visit a website or use a mobile app specifically designed to watch video content.
Nielsen implemented a crediting enhancement to improve the reporting of mobile usage on iOS devices in March 2016 and Android devices in August 2016. A legacy crediting rule that limited usage at 30 minutes was removed, so now if a panelist uses an app or visits a website for more than 30 minutes at a time the entire duration is now credited towards the app or website. There are no minimum qualifiers; crediting begins when the site or app is loaded in the foreground of the device.

**SOURCING**

**EXHIBIT 1, 2 & TABLES 1, 2, 3, 4 – AVERAGE TIME SPENT PER ADULT 18+ PER DAY, WEEKLY TIME SPENT AMONG US POPULATION, USERS BY MEDIUM, PERCENTAGE OF USERS, MONTHLY TIME SPENT AMONG USERS**


Exhibit 1 and Table 1 are based on the total U.S. population whether or not they have the technology.

Exhibit 2 and Tables 2-4 are based on users of each medium.

Table 3 percentage of users is based on the users by medium out of the Nielsen total universe estimates. Due to variations in sources, radio is based on the RADAR universe estimates and mobile is based on the Mobile Insights universe estimates. All other sources are based on the total universe estimates.

To more accurately reflect included data, source names have been adjusted from PC to Computer.

IFR represents data that is insufficient for reporting due to small sample sizes. n/a represents data unavailability.

**TABLE 5 – TELEVISION DISTRIBUTION SOURCES**

Source: Based on the weighted intab counts for the 15th of each month within the quarter via Nielsen NPOWER/National Panel.

**TABLE 6 – TELEVISION DISTRIBUTION SOURCES BY ETHNICITY**

Source: Based on the scaled installed counts for the 15th of each month within the quarter via Nielsen NPOWER/National Panel.

**TABLE 7 – PROVIDER TYPE WITH INTERNET STATUS**

Source: Based on the weighted intab counts for the 15th of each month within the quarter via Nielsen NPOWER/National Panel. Broadband access is inclusive of Unknown status.

**TABLE 8 – DEVICES IN TV HOUSEHOLDS**

Source: Based on the scaled installed counts for the 15th of each month within the quarter via Nielsen NPOWER/National Panel.
ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Nielsen Total Audience measurement services for all devices on which content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.