DIGITAL REVOLUTION

THE LAST 10 YEARS

274 MILLION AMERICANS HAVE INTERNET ACCESS
MORE THAN DOUBLE THE NUMBER WITH INTERNET ACCESS IN 2000

81 BILLION MINUTES SPENT ON SOCIAL NETWORKS/BLOGS

64% OF MOBILE PHONE TIME IS SPENT ON APPS

42% OF TABLET OWNERS USE THEM DAILY WHILE WATCHING TV

NUMBER OF LAPTOPS SURPASSES DESKTOPS WITHIN TV HOMES

274 MILLION AMERICANS HAVE INTERNET ACCESS
MORE THAN DOUBLE THE NUMBER WITH INTERNET ACCESS IN 2000

81 BILLION MINUTES SPENT ON SOCIAL NETWORKS/BLOGS

64% OF MOBILE PHONE TIME IS SPENT ON APPS

42% OF TABLET OWNERS USE THEM DAILY WHILE WATCHING TV

NUMBER OF LAPTOPS SURPASSES DESKTOPS WITHIN TV HOMES

132.2 MILLION AMERICANS HAD INTERNET ACCESS

DVD OVERTAKES VHS AS PREDOMINANT HOME VIDEO FORMAT
DVD represented 2/3 of all units sold

6.6 BILLION MINUTES SPENT ON MEMBER COMMUNITY SITES
(NOW KNOWN AS SOCIAL NETWORKS/BLOGS)
Top Member Community was MSN Spaces
(2 million unique U.S. visitors)

SOCIAL NETWORKS/BLOGS BECOME TOP ONLINE DESTINATION
Accounted for 9.2% of Internet time. Passed former top category, Email.

Americans averaged 1 hour, 50 minutes watching video online
11 million Americans watched video on their mobile phones

NEARLY 30 MILLION AMERICANS ACCESSED THE MOBILE WEB

3.2% OF MOBILE SUBSCRIBERS OWNED A SMARTPHONE

DEBUT OF BLU-RAY
Discs offer increased storage capacity, high definition video and audio

Source: Nielsen
## Audience Composition %

Read as: Forty-nine percent of U.S. TV viewers are male

Source: Nielsen

**TV Viewers**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 - 17</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>18 - 34</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>35 - 49</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>50 - 64</td>
<td>20%</td>
<td>14%</td>
</tr>
<tr>
<td>65+</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>Hispanic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asian</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

73% Male, 6% Hispanic, 13% Black, 6% Asian

**Online Video Viewers**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 - 17</td>
<td>47%</td>
<td>53%</td>
</tr>
<tr>
<td>18 - 34</td>
<td>27%</td>
<td>28%</td>
</tr>
<tr>
<td>35 - 49</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>50 - 64</td>
<td>10%</td>
<td>12%</td>
</tr>
<tr>
<td>65+</td>
<td>10%</td>
<td>12%</td>
</tr>
<tr>
<td>Hispanic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asian</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

78% Male, 12% Hispanic, 11% Black, 3% Asian

**Social Network/Blog Visitors**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 - 17</td>
<td>46%</td>
<td>54%</td>
</tr>
<tr>
<td>18 - 34</td>
<td>27%</td>
<td>28%</td>
</tr>
<tr>
<td>35 - 49</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>50 - 64</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>65+</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Hispanic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asian</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

79% Male, 12% Hispanic, 12% Black, 3% Asian

## Tablets are the Only Digital Category Where Males Make Up the Majority

### Tablet Owners

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 - 17</td>
<td>53%</td>
<td>47%</td>
</tr>
<tr>
<td>18 - 34</td>
<td>39%</td>
<td>33%</td>
</tr>
<tr>
<td>35 - 49</td>
<td>29%</td>
<td>21%</td>
</tr>
<tr>
<td>50 - 64</td>
<td>7%</td>
<td>15%</td>
</tr>
<tr>
<td>65+</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hispanic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asian</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

53% Male, 60% Hispanic, 61% Black, 6% Asian

### Smartphone Owners

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 - 17</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>18 - 34</td>
<td>39%</td>
<td>33%</td>
</tr>
<tr>
<td>35 - 49</td>
<td>30%</td>
<td>20%</td>
</tr>
<tr>
<td>50 - 64</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>65+</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hispanic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asian</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

50% Male, 61% Hispanic, 12% Black, 6% Asian

Read as: Fifty-three percent of U.S. tablet owners are male

Read as: Fifty-nine percent of U.S. smartphone owners are male

Source: Nielsen
Consumers have more choices than ever for accessing their digital content. As more devices become increasingly connected, the ability to access the same pictures, videos or music files across multiple devices has become a valuable feature.

**Platforms for Digital Access**

- **5PM**
  - **117.6 Million Mobile Internet Visitors**
  - **58.6 Million TV Homes Have Digital Cable (51%)**
  - **35.9 Million TV Homes Have 4 or More TV Sets (31%)**
  - **76.6 Million TV Homes Are HD Capable (67%)**
  - **70% Time Spent Using Tablets at Home (30% of Time Spent On-The-Go)**
  - **44% of U.S. Mobile Subscribers Own a Smartphone**
  - **39% Content Accessed Daily: News**
  - **34% Sports**
  - **31% Books**
  - **169.6 Million Visitors to Social Networks/Blogs**
  - **165.9 Million People Watched Video on a Computer**
  - **274.2 Million Americans Have Internet Access**

**App Usage Among Adults Peaks 44%**

Source: Nielsen
CROSS-PLATFORM VIDEO ENGAGEMENT

With an array of online video content to choose from, consumers increased their monthly online video time in 3Q 2011 by 7 percent from the same period last year.

- Watching Traditional TV
- Watching Video on Internet
- Mobile Subscribers Watching Video on a Mobile Phone

### MONTHLY TIME SPENT IN HOURS:MINUTES—PER USER 2+ OF EACH MEDIUM

<table>
<thead>
<tr>
<th>Medium</th>
<th>Q3 11</th>
<th>% Diff YOY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching TV in the Home</td>
<td>146:45</td>
<td>0.9%</td>
</tr>
<tr>
<td>Watching Video on Internet</td>
<td>431:45</td>
<td>7.1%</td>
</tr>
<tr>
<td>Mobile Subscribers Watching Video on a Mobile Phone</td>
<td>420:45</td>
<td>0%</td>
</tr>
</tbody>
</table>

### MONTHLY TIME SPENT IN HOURS:MINUTES RACE/ETHNICITY

- **White**
  - 3Q 11: 142:05
  - % Diff YOY: 95:55

- **African-American**
  - 3Q 11: 6:11

- **Asian**
  - 3Q 11: 5:47
  - % Diff YOY: 9:28

- **Hispanic**
  - 3Q 11: 4:20
  - % Diff YOY: 6:29

### MONTHLY TIME SPENT IN HOURS:MINUTES AGE

- **2-11**
  - 116:46
  - 2:24

- **12-17**
  - 25-34
  - 109:15
  - 6:30

- **18-24**
  - 113:46
  - 7:33

- **25-34**
  - 125:55
  - 6:30

- **35-49**
  - 143:22
  - 4:20

- **40-64**
  - 178:29
  - 3:22

- **65+**
  - 203:50
  - 2:53

### Source

Nielsen
DIGITAL DIVERSITY

A look at digital across four distinct groups of U.S. consumers in October 2011

WHITE MALES 55+
- 20% accessed their mobile phone’s Web browser
- Spent 3.2 billion minutes watching video online
- 34% more likely than average to visit LinkedIn
- NCIS (CBS)—Top Primetime Broadcast Program
- 164.2 million total video streams

AFRICAN-AMERICAN FEMALES 25-54
- The YBF—Social Network with the highest concentration of this demo
- Reed Between the Lines (BET)—Top Primetime Cable Program
- 812 million total video streams
- Spent 2.4 billion minutes watching video online

HISPANIC MALES 18-34
- 13.6 million total video streams
- Spent 2.2 billion minutes watching video online
- 69% own a smartphone
- 63% more likely than average to visit Myspace.com
- 46% download apps on their mobile phone

ASIAN FEMALES 12-17
- 35.4 million total video streams
- 29% downloaded games on their mobile phone
- 62% visited Facebook
- 57% accessed their mobile phone’s Web browser
- Spent 106.9 million minutes watching video online

Source: Nielsen
A BREAKDOWN OF DIGITAL TIME BY DEVICE

During October 2011, YouTube was the top destination for online video content, accounting for nearly half (45%) of Americans' total streaming time, while Social Networks/Blogs garnered the most Internet time overall. The majority of mobile phone time was consumed by app usage with Social Networking apps accounting for the nearly 6 percent of mobile time.
More and more, consumers are multi-tasking across their various screens. Fifty-seven percent of smartphone and tablet owners checked email while watching a TV program—their top activity—and 44 percent visited a social networking site. Advertisers wondering if consumers might miss their message should note that 19 percent of smartphone and tablet owners searched for product information and 16 percent looked up coupons or deals while the television was on.

**TOP WEBSITES VISITED WHILE WATCHING TV**

<table>
<thead>
<tr>
<th>1. Facebook</th>
<th>6. Craigslist</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. YouTube</td>
<td>7. eBay</td>
</tr>
<tr>
<td>3. Zynga</td>
<td>8. Electronic Arts (EA) Online</td>
</tr>
<tr>
<td>4. Google Search</td>
<td>9. MSN/WindowsLive/Bing</td>
</tr>
<tr>
<td>5. Yahoo! Mail</td>
<td>10. Yahoo! Homepage</td>
</tr>
</tbody>
</table>

**WHAT ARE TABLET AND SMARTPHONE OWNERS DOING WHILE WATCHING TV?**

- **57%**  
  _Checked Email_  
  During Program

- **44%**  
  _Surfed for Unrelated Info_  
  During Program

- **44%**  
  _Visited Social Networking Site_  
  During Program

- **59%**  
  _Checked Email_  
  During Commercial

- **44%**  
  _Surfed for Unrelated Info_  
  During Commercial

- **44%**  
  _Visited Social Networking Site_  
  During Commercial

- **45%**  
  _Used a Downloaded Application_  
  During Program

- **34%**  
  _Checked Sport Scores_  
  During Commercial

- **29%**  
  _Looked Up Information Related to the TV Program I Was Watching_  
  During Program

- **19%**  
  _Looked Up Product Information for an Ad I Saw_  
  During Program

- **16%**  
  _Looked Up Coupons or Deals Related to an Advertisement I Saw on TV_  
  During Program

Source: Nielsen
SOCIAL NETWORKING
BY DEVICE

While nearly all social media users (97%) access social networking sites from their computers, NM Incite, a Nielsen McKinsey company, found that females are more likely than men to read social media content from their eReaders and men are more likely than women to access their social content from an Internet-enabled TV or gaming console.

METHODS USED TO ACCESS SOCIAL NETWORKING
BY GENDER

<table>
<thead>
<tr>
<th>Device</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Phone</td>
<td>34.4%</td>
<td>38.5%</td>
</tr>
<tr>
<td>eReader</td>
<td>0.8%</td>
<td>2.3%</td>
</tr>
<tr>
<td>iPad</td>
<td>3.4%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Computer</td>
<td>96.4%</td>
<td>96.8%</td>
</tr>
<tr>
<td>Internet-enabled TV</td>
<td>2.9%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Gaming Console</td>
<td>3.6%</td>
<td>2.3%</td>
</tr>
<tr>
<td>Handheld Music Player</td>
<td>0.8%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Other</td>
<td>1.1%</td>
<td>0.8%</td>
</tr>
</tbody>
</table>

Source: NM Incite
By the end of 2011, NM Incite, a Nielsen/McKinsey company, tracked over 181 million blogs around the world, up from 36 million in 2006. Three of the top ten social networks in the U.S. during October were true blogs (Blogger, WordPress.com, Tumblr), with a combined 80 million unique visitors. Among the top social networks, Tumblr has shown the strongest growth in visitors, more than doubling its audience from last year.

Emerging Social Network: Pinterest
- 4.5 million unique U.S. visitors during Oct 2011 – 37 times its size at the beginning of 2011
- Consumers ages 25-34 – most likely out of all age groups to view pages on Pinterest
- 92 percent of Pinterest’s audience also visited a Mass Merchandiser site during Oct 2011

NUMBER OF BLOGS TRACKED BY NM INCITE

Source: Nielsen and NM Incite

TOP 10 U.S. SOCIAL NETWORKS/BLOGS BY UNIQUE AUDIENCE
(Oct 2011, Home & Work Computers)

<table>
<thead>
<tr>
<th>UNIQUE VISITORS</th>
<th>YOY % Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>139.1M</td>
<td>Facebook</td>
</tr>
<tr>
<td>46.3M</td>
<td>Blogger</td>
</tr>
<tr>
<td>20.4M</td>
<td>WordPress.com</td>
</tr>
<tr>
<td>13.8M</td>
<td>Tumblr</td>
</tr>
<tr>
<td>13.4M</td>
<td>Myspace.com</td>
</tr>
<tr>
<td>9.5M</td>
<td>Google+</td>
</tr>
<tr>
<td>7.6M</td>
<td>Wikia</td>
</tr>
<tr>
<td>7.0M</td>
<td>Squidoo</td>
</tr>
</tbody>
</table>

Source: Nielsen and NM Incite
MARKETING TO THE DIGITAL CONSUMER

WHEN VIEWING ADS ON THEIR DEVICE:

<table>
<thead>
<tr>
<th>TABLET OWNERS</th>
<th>SMARTPHONE OWNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clicked on ad to view the full ad or product offering</td>
<td>24%</td>
</tr>
<tr>
<td>Made a purchase through their computer</td>
<td>23%</td>
</tr>
<tr>
<td>Searched for more info about the business</td>
<td>21%</td>
</tr>
<tr>
<td>Used or requested a coupon through the ad</td>
<td>13%</td>
</tr>
</tbody>
</table>

AMONG MOBILE CONNECTED DEVICE OWNERS:

- 33% find ads that offer custom information based on their location useful
- 26% are more likely to look at ads if they have an interesting video
- 20% enjoy ads that have interactive features

TRUST IN ADVERTISING AMONG ONLINE CONSUMERS

% Who Trust

- Branded Websites: Female 52%, Male 51%
- Display Ads (Video or Banner): Female 31%, Male 23%
- Online Banner Ads: Female 34%, Male 24%
- Text (SMS) Ads: Female 29%
- Ads on Mobile Phones: Female 29%, Male 22%
- Ads on TV: Female 45%, Male 47%
- TV Program Product Placements: Female 35%, Male 37%
- Ads Served in Search Engine Results: Female 39%, Male 34%
- Online Video Ads: Female 34%, Male 30%
- Ads on Social Networks: Female 36%, Male 30%

Source: Nielsen
Mobile is transforming into a powerful commerce tool, facilitating consumer transactions and access to real-time information and deals. Twenty-nine percent of smartphone owners use their phone for shopping-related activities and more than half of mobile users are repeat visitors to daily deal sites. The Groupon app is the 10th most popular app on the iOS platform and ranks 22nd on Android devices.

**MOBILE SHOPPING ACTIVITIES IN THE PAST 30 DAYS**

(% of mobile shoppers)

- Comparing prices online while shopping in a store: 38%
- Browsing products through websites or apps: 38%
- Reading online reviews of products: 32%
- Searching for/using online coupons: 24%
- Purchasing products: 22%
- Scanning a barcode for price/product information: 22%
- Using location-based services to find a retail location: 18%
- Placing a bid through an online auction: 15%
- Purchasing tickets to events: 12%
- Purchasing music or video content: 10%
- Paying for goods or services at point of sale: 9%

27% of male and 22% of female online consumers would use their mobile phones to make payments in restaurants or shops if they could.

**UNIQUE AUDIENCE FOR DAILY DEAL APPS (OCT 2011)**

<table>
<thead>
<tr>
<th>App</th>
<th>Android in millions</th>
<th>iOS in millions</th>
<th>Visits per person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Groupon</td>
<td>4.8</td>
<td>6.1</td>
<td>11</td>
</tr>
<tr>
<td>LivingSocial</td>
<td>1.2</td>
<td>2.4</td>
<td>7</td>
</tr>
</tbody>
</table>

Source: Nielsen
THE IN-HOME STREAMING EXPERIENCE

The home entertainment landscape is becoming increasingly complex as consumers are presented with a greater variety of ways to consume content, especially with the addition of digital streaming and movie downloads via the Internet.

33% OF CONSUMERS STREAMED A MOVIE OR TV SHOW FROM THE INTERNET THROUGH A SUBSCRIPTION SERVICE LIKE NETFLIX OR HULU PLUS

FEMALES ACCOUNT FOR 64% OF TOTAL TIME SPENT WATCHING VIDEO CONTENT ON NETFLIX AND HULU

HISPANICS ARE MUCH MORE LIKELY TO WATCH VIDEO ON NETFLIX THAN ON HULU

ASIANS STREAM MORE VIDEOS ON HULU THAN ON NETFLIX

HULU VIEWERS ARE MORE LIKELY TO HAVE A BACHELOR’S OR POST-GRAD DEGREE THAN NETFLIX VIEWERS

MORE THAN A THIRD OF HULU’S AUDIENCE IS OVER THE AGE OF 50

PAID TO DOWNLOAD A MOVIE OR TV SHOW FROM THE INTERNET (% OF CONSUMERS)

Source: Nielsen
Nielsen's survey of more than 25,000 online respondents from 56 countries around the world reveals consumers' multi-screen video habits.

**Europe**
- Online consumers in Europe were more likely to watch video on their mobile phone daily.
- **20%**
- **13%**
- **8%**
- **6%**

**North America**
- **37%**
- **12%**
- **11%**
- **9%**

**Middle East, Africa, Pakistan**
- **41%**
- **15%**
- **9%**
- **9%**

**Asia Pacific**
- **41%**
- **15%**
- **9%**
- **9%**

Source: Nielsen
THE GLOBAL ONLINE PERSPECTIVE

TOP 10 WEB BRANDS BY UNIQUE AUDIENCE (Oct 2011, Home & Work Computers)

GERMANY
1. Google
2. Facebook
3. YouTube
4. eBay
5. Microsoft
6. Amazon
7. MSN/WindowsLive/Bing
8. Wikipedia
9. T-Online
10. Web.de

BRAZIL
1. Google
2. MSN/WindowsLive/Bing
3. Facebook
4. UOL
5. Microsoft
6. Terra
7. Globo.com
8. Orkut
9. Local.ch
10. search.ch

FRANCE
1. Google
2. Facebook
3. MSN/WindowsLive/Bing
4. Microsoft
5. YouTube
6. Orange
8. Free
9. PagesJaunes
10. Yahoo!

UK
1. Google
2. Facebook
3. MSN/WindowsLive/Bing
4. BBC
5. YouTube
6. Yahoo!
7. Amazon
8. eBay
9. Microsoft
10. Wikipedia

ITALY
1. Google
2. Facebook
3. YouTube
4. eBay
5. Microsoft
6. Amazon
7. MSN/WindowsLive/Bing
8. Wikipedia
9. T-Online
10. Blogger

JAPAN
1. Yahoo!
2. Google
3. FC2
4. YouTube
5. Rakuten
7. Microsoft
8. goo
9. Ameba
10. Amazon

SPAIN
1. Google
2. MSN/WindowsLive/Bing
3. Facebook
4. YouTube
5. Microsoft
6. Blogger
7. Yahoo!
8. Wikipedia
9. T-Online
10. Web.de

AUSTRALIA
1. Google
2. Facebook
3. NineMSN/MSN
4. YouTube
5. Microsoft
6. Yahoo!
8. Apple
9. eBay
10. Blogger

Source: Nielsen
SOURCES

2 • 2000: NetView (Home & Work), Jan 2000
   • 2002: VideoScan, 2002
   • 2005: NetView (Home & Work), Oct 2005
   • 2006: Mobile Insights, 3Q 2006
   • 2007: Mobile Insights, Jan 2007
   • 2008: VideoCensus (Home & Work), Jan 2008
   Mobile Media Marketplace, 3Q 2008
   • 2009: NetView (Home & Work), May 2009
   "The Switch from Analog to Digital TV," Nov 2009
   • 2011: NetView (Total), Oct 2011
   Smartphone Analytics, Oct 2011
   Mobile Connected Device Report, 3Q 2011
   NPOWER (NPM Sample), Aug 2011

3 • TV Viewers: National UEs and MarketBreaks 2012
   • Online Video Viewers: VideoCensus (Total), Oct 2011
   • Social Network/Blog Visitors: NetView (Total), Oct 2011
   • Tablet Owners: Mobile Insights, 3Q 2011
   • Smartphone Owners: Mobile Insights, 3Q 2011

4 Mobile
   • Mobile Internet Visitors: Mobile Insights, 3Q 2011
   • Smartphone Penetration: Mobile Insights, Oct 2011
   • Peak App Usage: Smartphone Analytics (Android), Oct 2011
   Internet
   • Internet Access and Social Network/Blog Visitors: NetView (Total), Oct 2011
   • Video Viewers: VideoCensus (Total), Oct 2011
   TV
   • National Media Related UEs, Nov 2011

5 • Cross-Platform Report 3Q 2011. Click here to download the complete report for more detailed footnotes.

6 • Online Video Streams and Total Minutes: VideoCensus (Total), Oct 2011
   • Social Networking: NetView (Total), Oct 2011
   • TV Programs: NPOWER, Oct 2011, Live+SD. Excludes Breakouts, specials, Sports, programs less than 5 minutes in duration and programs with less than three telecasts

7 • Mobile Phone: Smartphone Analytics, Oct 2011
   • Online Video: VideoCensus (Total), Oct 2011
   • Internet: NetView (Total), Oct 2011

8 • Activities while watching TV: Mobile Connected Device Report, 3Q 2011
   • Top sites visited while watching TV: NPOWER (Cross-Platform Homes), Oct 2011

9 • NM Incite, State of Social Media Survey, April 2011

10 • Top U.S. Social Networks/Blogs and Pinterest: NetView (Home & Work), Oct 2011
    • Blog trend: NM Incite, Oct 2006-2011
    • Over-the-Top device buzz: NM Incite, 3Q 2011

11 • Trust in Advertising: Nielsen Global Survey, 3Q 2011
    • Among smartphone, tablet and connected mobile device owners: Mobile Connected Device Report, 3Q 2011

12 • Mobile Shopping Activities: Mobile Insights, Oct 2011
    • Daily Deal Apps: Smartphone Analytics, Oct 2011
    • Mobile Payments (red circle): Nielsen Global Survey, 3Q 2011 (U.S.)

13 • Netflix/Hulu: VideoCensus (Home), Oct 2011
    • Downloading and streaming behaviors: New Media Tracking, Jan 2012

14 • Nielsen Global Survey, 3Q 2011

15 • NetView (Home & Work), Oct 2011

Copyright © 2012 The Nielsen Company. All rights reserved. Nielsen and the Nielsen logo are trademarks or registered trademarks of CZT/ACN Trademarks, L.L.C. Other product and service names are trademarks or registered trademarks of their respective companies. 12/4377