



## The Top Trends for 2010

**December 22, 2010** - The Nielsen Company provides a complete understanding of what consumers watch and buy. Throughout 2010, several popular media and consumer spending trends emerged. This document highlights the trends across:

- Television
- DVDs
- Video Games
- Books
- Consumer Purchasing Trends
- Advertising
- Mobile

The top tens below show year-to-date results for each media and consumer related category measured by The Nielsen Company. Measurement dates may vary depending on the category.

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### Television

#### Top 10 TV Programs – Single Telecast

Rank	Telecast	Originator	Date Aired	Total Persons	Rating
1	Super Bowl XLIV	CBS	2/7/10	36.5	
2	Super Bowl XLIV Post Game	CBS	2/7/10	25.8	
3	Super Bowl Kick-Off	CBS	2/7/10	20.8	
4	FOX NFC Championship	FOX	1/24/10	19.8	
5	AFC Championship on CBS	CBS	1/24/10	16.1	
6	Academy Awards	ABC	3/7/10	14.3	
7	Undercover Boss	CBS	2/7/10	13.2	
8	FOX NFC Playoff-Sun	FOX	1/17/10	12.9	
9	AFC Divisional Playoff-Sun	CBS	1/17/10	12.2	
10	FOX NFC Wildcard Game	FOX	1/10/10	11.8	

Source: The Nielsen Company. \*Top Telecasts: Note: Data from January 1, 2010 – November 28, 2010. Persons 2+ Ratings include Live and Same Day timeshifted viewing. Excludes telecasts under 5 minutes.

### Top 10 TV Programs – Regularly Scheduled

Rank	Program	Originator	Total Persons Rating
1	American Idol -Tuesday	FOX	7.9
2	American Idol -Wednesday	FOX	7.5
3	Dancing with the Stars	ABC	7.1
4	NBC Sunday Night Football	NBC	7.0
5	Dancing w/Stars Results	ABC	5.5
6	Sunday Night NFL Pre-Kick	NBC	5.3
7	NCIS	CBS	5.0
8	NFL Regular Season L	ESPN	4.9
9	Survivor: Heroes-Villains	CBS	4.3
10	NCIS: Los Angeles	CBS	4.2
10	Two and a Half Men	CBS	4.2

Source: The Nielsen Company. \*Top Primetime programs: Note Data from January 1, 2010 – November 28, 2010, regularly scheduled programs. Persons 2+ Ratings include Live and Same Day timeshifted viewing. Excludes programs with less than 4 telecasts and programs under 5 minutes.

### Top 10 Timeshifted Primetime TV Programs

Rank	Program	Originator	% Increase of Timeshifted Viewing
1	Mad Men	AMC	88.7
2	Sons of Anarchy	FX	62.7
3	Justified	FX	61.9
4	Lie to Me -Mon 9P	FOX	61.5
5	Leverage	TNT	61.4
6	Covert Affairs	USA	61.2
7	Psych	USA	59.1
8	Royal Pains	USA	54.5
8	White Collar	USA	54.5
10	Heroes	NBC	53.0

Source: The Nielsen Company. \*Primetime TSV%: Data from January 1, 2010 – November 14, 2010, regularly scheduled programs. Percent increase in rating is based on absolute difference between Live Person 2+ Ratings and Live + 7. A program must reach at least a 1.0 Live +7 P2+ rating and have at least 4 telecasts.

## DVD

### Top 10 DVD Sales

Rank	Title	Distributor	Release Date
1	Avatar	20th Century Fox Home Ent	4/22/2010
2	Toy Story 3	Disney/Buena Vista Home Video	11/2/2010
3	The Blind Side	Warner Home Video	3/23/2010
4	Twilight Saga: New Moon	Universal Home Entertainment	3/20/2010
5	Iron Man 2	Paramount Home Entertainment	9/28/2010
6	Alice in Wonderland	Disney/Buena Vista Home Video	6/1/2010
7	Alvin and the Chipmunks: The Squeakquel	20th Century Fox Home Ent	3/30/2010
8	Princess and the Frog	Disney/Buena Vista Home Video	3/16/2010
9	The Hangover	Warner Home Video	12/15/2009
10	How to Train Your Dragon	Paramount Home Entertainment	10/15/2010

Source: The Nielsen Company. Note: Data from January 10, 2010 – November 28, 2010; several key 4Q titles have not yet been released as of December 6. Note: Based on Aggregate Disc unit sales (DVD, Blu-ray, etc.) from January 10 – November 28, 2010. Does not include data from Wal-Mart. Most other sell-through retailers are included.

## Video Games

### Video Game Console Usage

Console	Total Minutes Played %
Xbox 360	24.4%
Wii	20.7%
PlayStation 3	16.0%
PlayStation 2	13.1%
Xbox	3.7%
GameCube	1.1%
Other	20.9%

Source: The Nielsen Company. Note: Data from January – October 2010. Usage minutes% is the percent of all measured console minutes. 'Other' consists of any other console system found in the home, including older generation consoles, educational systems, retro games and a small percentage of unidentified systems.

## Books

### Top 10 Print Book Sales – Adult Fiction

Rank	Title	Format	Author	Publisher	Publication Date
1	The Girl With The Dragon Tattoo	Trade Paperback	Stieg Larsson	Vintage Books USA	6/1/2009
2	The Girl Who Played With Fire	Trade Paperback	Stieg Larsson	Vintage Books USA	3/1/2010
3	The Girl Who Kicked The Hornet's Nest	Hardcover	Stieg Larsson	Knopf Publishing Group	5/1/2010
4	The Help	Hardcover	Kathryn Stockett	Amy Einhorn Books	2/1/2009
5	The Girl With The Dragon Tattoo	Mass Market Paperback	Stieg Larsson	Vintage Books USA	6/1/2009
6	The Girl Who Played With Fire	Mass Market Paperback	Stieg Larsson	Vintage Books USA	3/1/2010
7	Little Bee	Trade Paperback	Chris Cleave	Simon & Schuster	2/1/2010
8	A Reliable Wife	Trade Paperback	Robert Goolrick	Algonquin Books of Chapel Hill	1/1/2010
9	The Art of Racing In The Rain	Trade Paperback	Garth Stein	Harper Paperbacks	6/1/2009
10	Dead In The Family	Hardcover	Charlaine Harris	Ace Books	5/1/2010

Source: The Nielsen Company. Data does not include sales from Wal-Mart or Sam's Club. Note: Sales from January 4-November 28, 2010.

### Top 10 Print Book Sales – Adult Non Fiction

Rank	Title	Format	Author	Publisher	Publication Date
1	Eat, Pray, Love	Trade Paperback	Elizabeth Gilbert	Penguin Books	2/1/2007
2	Decision Points	Hardcover	George W. Bush	Crown Publishing Group (NY)	11/1/2010
3	Women, Food, and God	Hardcover	Geneen Roth	Scribner Book Company	3/1/2010
4	Eat, Pray, Love	Trade Paperback – Movie Tie-In	Elizabeth Gilbert	Penguin Books	6/1/2010
5	Chelsea Chelsea Bang Bang	Hardcover	Chelsea Handler	Grand Central Publishing	3/1/2010
6	The Big Short	Hardcover	Michael Lewis	W.W. Norton & Company	3/1/2010
7	Game Change	Hardcover	John Heilemann	Harper	1/1/2010
8	Are You There, Vodka? It's Me, Chelsea	Trade Paperback	Chelsea Handler	Simon Spotlight Entertainment	12/1/2009
9	Strengths Finder 2.0	Hardcover	Tom Rath	Gallup Press	1/1/2007
10	Three Cups of Tea	Trade Paperback	Greg Mortenson	Penguin Books	2/1/2007

Source: The Nielsen Company. Data does not include sales from Wal-Mart or Sam's Club. Note: Sales from January 4 – November 28, 2010.

### Top 10 Audio Book Sales – Includes Adult and Juvenile

Rank	Title	Author	Publisher	Publication Date
1	The Girl With The Dragon Tattoo	Stieg Larsson	Random House Audio	6/1/2009
2	Decision Points [Abridged]	George W. Bush	Random House Audio	11/1/2010
3	The Girl Who Kicked The Hornet's Nest	Stieg Larsson	Random House Audio	5/1/2010
4	The Girl Who Played With Fire	Stieg Larsson	Random House Audio	7/1/2009
5	The Help	Kathryn Stockett	Penguin Audiobooks	2/1/2009
6	The Secret [Unabridged]	Rhonda Byrne	Simon & Schuster Audio	11/1/2006
7	Toy Story 3 Read – Along Storybook	Rick Zieff	Disney Press	5/1/2010
8	The Lightning Thief	Rick Riordan	Listening Library	7/1/2005
9	The Overton Window	Glenn Beck	Simon & Schuster Audio	6/1/2010
10	The Shack	William Paul Young	Oasis Audio	6/1/2008

Source: The Nielsen Company. Data does not include sales from Wal-Mart or Sam's Club. Note: Sales from January 4 – November 28, 2010.

### Top 10 Print Book Sales – Juvenile

Rank	Title	Format	Author	Publisher	Publication Date
1	The Ugly Truth	Hardcover	Jeff Kinney	Amulet Books	11/1/2010
2	The Short Second Life of Bree	Hardcover	Stephenie Meyer	Little, Brown Books for Young	6/1/2010
3	Mockingjay	Hardcover	Suzanne Collins	Scholastic Press	8/1/2010
4	The Wimpy Kid Movie Diary	Hardcover	Jeff Kinney	Amulet Books	3/1/2010
5	The Sea Of Monsters	Trade Paperback	Rick Riordan	Miramax Books	4/1/2007
6	The Battle Of The Labyrinth	Trade Paperback	Rick Riordan	Hyperion Books	4/1/2009
7	The Lightning Thief	Trade Paperback	Rick Riordan	Miramax Books	3/1/2006
8	The Last Olympian	Hardcover	Rick Riordan	Hyperion Books	5/1/2009
9	Diary of a Wimpy Kid Do-It-Yourself Book	Hardcover	Jeff Kinney	Amulet Books	10/1/2008
10	The Titan's Curse	Trade Paperback	Rick Riordan	Hyperion Books for Children	4/1/2008

Source: The Nielsen Company. Data does not include sales from Wal-Mart or Sam's Club. Note: Sales from January 4 – November 28, 2010.

## Consumer Purchasing Trends

### Top 10 Consumer Packaged Goods (CPG) Percentage of Growth by Dollar Volume

Rank	Category	% Dollar Growth
1	Snacks/Spreads/Dip-Dairy	9.3
2	Yogurt	7.0
3	Wine	6.2
4	Sugar/Sugar Substitutes	6.0
5	Canning/Freezing Supplies	5.7
6	Vitamins	4.8
7	Nuts	4.4
8	Tea	4.2
9	Candy	4.0
10	Cosmetics	3.9

Source: The Nielsen Company. Total U.S. – Food/Drug/Mass Merchandiser Stores (including Wal-Mart); 52-weeks ending November 27, 2010 (versus prior year); UPC-coded; 117 major categories

### Top 10 Consumer Packaged Goods (CPG) Percentage of Growth by Unit Volume

Rank	Category	% Unit Growth
1	Frozen Novelties	6.7
2	Fragrances - Women	6.7
3	Wine	6.2
4	Tea	5.7
5	Nuts	5.1
6	Snacks/Spreads/Dip - Dairy	4.9
7	Seafood - Canned	4.9
8	Liquor	3.8
9	Juices/Drinks - Shelf Stable	3.8
10	Vitamins	3.7

Source: The Nielsen Company. Total U.S. – Food/Drug/Mass Merchandiser Stores (including Wal-Mart); 52-weeks ending November 27, 2010 (versus prior year); UPC-coded; 117 major categories

## Advertising

### Top 10 Best-Liked TV Commercials

Rank	Brand	Ad Description (seconds)	Likeability Index
1	Snickers	Super Bowl – Betty White is tackled in football and later transforms into a young man after taking a bite of a candy bar (:30)	226
2	Snickers	Betty White is tackled in football and later transforms into a young man after taking a bite of a candy bar (:15)	217
3	Target	Smoke Detector – Black smoke billows over discarded items on the beach and then flies way, “Lost” tie-in (:15)	216
4	M&M’s	Candies fight back when a husband tries to get some snacks to eat from the cupboard (:30)	213
5	Samsung	3D LED TV – Family sits on a couch as fish and a manta ray fly out from 3D television screen (:15)	196
6	Snickers	Aretha Franklin is called a diva by friends on a road trip and later transforms into a young man after taking a bite of a candy bar (:30)	195
7	Chef Boyardee	Big Beef Ravioli – Woman knocks over a display to keep her child from hearing there are vegetables in his food (:30)	193
8	M&M’s	Candies campaign like politicians to be chosen as the favorite color (:15)	186
9	Starburst	A Korean Scottish man talks about a screaming mime being a contradiction, much like a solid but juicy candy (:30)	184
10	M&M’s	Candies fight back when a husband tries to get some snacks to eat from the cupboard (:15)	182

Source: The Nielsen Company. Data from January 1 – November 28, 2010. Only new broadcast primetime ad executions considered. The Likeability Score is the percentage of TV viewers who report to like “a lot” an ad they were exposed to during the normal course of viewing TV (among those recalling the brand of the ad), among persons 13+.

## Top 10 Most Effective Product Placements on Brand Opinion

Rank	Brand	Ad Description	Program (Network/Air Dates)	Brand Opinion Index
1	1-800-FLOWERS	Company president goes undercover to investigate business from the inside	Undercover Boss (CBS, 4/11/10 & 8/15/10)	353
2	Subway	Chief Development Officer goes undercover to investigate business from the inside	Undercover Boss (CBS, 11/21/10)	344
3	Sears	Hosts shop to get various home goods; store pays off family's debt	Extreme Makeover: Home Edition (ABC, 1/24/10 – 11/7/10)	323
4	Waste Management	President/COO goes undercover to investigate business from the inside	Undercover Boss (CBS, 2/7/10, 2/12/10 & 9/12/10)	302
5	Ride the Ducks	President/CEO goes undercover to investigate business from the inside	Undercover Boss (CBS, 3/28/10 & 8/29/10)	293
6	Ancestry.com	People use site to search for information on relatives	Who Do You Think You Are? (NBC, 3/5/10 – 9/3/10)	292
7	Hooters	President/CEO goes undercover to investigate business from the inside	Undercover Boss (CBS, 2/14/10, 8/1/10 & 9/19/10)	278
8	DirecTV	President/CEO goes undercover to investigate business from the inside	Undercover Boss (CBS, 10/10/10)	271
9	Subway	Different characters eat sandwiches and mention the restaurant chain	Chuck (NBC, 3/8/10 – 11/15/10)	270
10	Roto-Rooter	President/COO goes undercover to investigate business from the inside	Undercover Boss (CBS, 4/4/10 & 7/25/10)	260

Source: The Nielsen Company. Data from January 1 – November 28, 2010. Broadcast Primetime Networks (includes ABC, CBS, CW, FOX, NBC). The placements delivered the greatest percentage of viewers who both recalled and cited an improved opinion of the integrated brands, among persons 13+.



### Top 10 Programs with Product Placement Activity

Rank	Program	Network	Total # of Occurrences
1	American Idol	FOX	657
2	The Jay Leno Show	NBC	507
3	The Celebrity Apprentice	NBC	503
4	The Biggest Loser	NBC	486
5	Extreme Makeover: Home Edition	ABC	382
6	America's Next Top Model	CW	373
7	The Amazing Race 16	CBS	325
8	America's Got Talent	NBC	274
9	Dancing with the Stars	ABC	270
10	Undercover Boss	CBS	214

Source: The Nielsen Company. Note: Data from Jan. 1 - Nov. 21, 2010, Broadcast Primetime Networks (includes ABC, CBS, CW, FOX, NBC). First-run episodes only. As a result of coding enhancements implemented in 2009, occurrence counts now reflect the total number of show segments in which a brand/product appears or is mentioned.

### Top 10 Most Engaging Programs

Rank	Program	Network
1	Mike & Molly	CBS
2	Lost	ABC
3	Army Wives	Lifetime
4	Chuck	NBC
5	Justified	FX
6	No Ordinary Family	ABC

7	The Event	NBC
8	Covert Affairs	USA
9	Romantically Challenged	ABC
10	Raising Hope	FOX

Source: The Nielsen Company. Program Engagement measures viewer attention to TV episode content. Includes regularly airing primetime entertainment series with at least three telecasts. Data based on time period January 1 – November 29, 2010 among persons 13+ on A&E, ABC, BRAVO, CBS, COMEDY, CW, DSC, ESPN, FOOD, FOX, FX, HGTV, HISTORY, LIFE, MTV, NBC, NIK, SPEED, SYFY, TBS, TLC, TNT, USA, VH1.

## Mobile

### Top 10 Mobile Phones

Rank	Phone
1	Apple iPhone 3G S
2	Samsung SCH-U450 (Intensity, Doubletake)
3	Motorola Droid
4	RIM BlackBerry 8500 series (Curve 8520, 8530)
5	Apple iPhone 4
6	Apple 3G iPhone
7	RIM BlackBerry 8300 series (Curve, 8310, 8320, 8330, 8350i)
8	LG VX9200 (enV3)
9	Samsung SCH-U350 series (Smooth, Glint)
10	RIM BlackBerry 9700 (Bold)

Source: The Nielsen Company. Data from September 2009 – September 2010. Top phones among recent phone acquirers who have purchased a new device in the past year.

### **Top 10 Mobile Internet Video Channels**

<b>Rank</b>	<b>Channel</b>
1	YouTube
2	FOX
3	Comedy Central
4	ESPN
5	MTV
6	ABC
7	CBS
8	AdultSwim
9	NBC
10	Discovery Channel

Source: The Nielsen Company. Data from July – September 2010.

### **Top 10 Paid App Category Downloads – Apple iPad**

<b>Rank</b>	<b>Paid App</b>	<b>% Downloaded</b>
1	Games	62%
2	Books	54%
3	Music	50%
4	Shopping	45%

5	News & Headlines	45%
6	Celebrity & Entertainment News	44%
7	Location & Direction	42%
8	Movie Schedules, Buying Tickets	41%
9	Magazines	41%
10	Banking	39%

Source: The Nielsen Company. Data from October 2010 among iPad owners who have downloaded a paid app.