

# THE NIELSEN TOTAL AUDIENCE REPORT

Q1 2016

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AN UNCOMMON SENSE  
OF THE CONSUMER™



GLENN ENOCH  
SVP AUDIENCE INSIGHTS  
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My staff spends a lot of time each quarter working on the “front” of the Nielsen Total Audience Report – the pages directly following this introduction that explore a specific topic. However, we are aware that many users focus their attention on the “back” of the report – the pages with tables and exhibits that provide comprehensive data on media behavior.

We’re constantly striving to make these data and the formats better, more useful and easier to read. For this First Quarter 2016 report we have made a larger-than-usual number of changes.

In 2015 we introduced the Comparable Metrics report, which provides data on media usage on the same platforms as the Nielsen Total Audience Report. With the first quarter 2016 edition of both reports, we have aligned the measurement periods by expanding the Comparable Metrics report to the full quarter, and have ensured that the calculations and reported data match up across the two reports.

For example, in the Nielsen Total Audience Report, Exhibit 2 provides data on platform usage for the average day. We have changed this calculation to “average usage on days with usage,” which is the method we employ in the Comparable Metrics report.

In previous editions of the Nielsen Total Audience Report, Tables 1A and 1B had one format and the remaining user/usage tables from 2A to 4B had another. We have changed this so that all the tables have the same format, which should make them easier to use.

Tables 2A and 2B previously provided data on users by platform, but only for adults and “total measured persons.” We have expanded this to provide data for all our standard building-block demos.

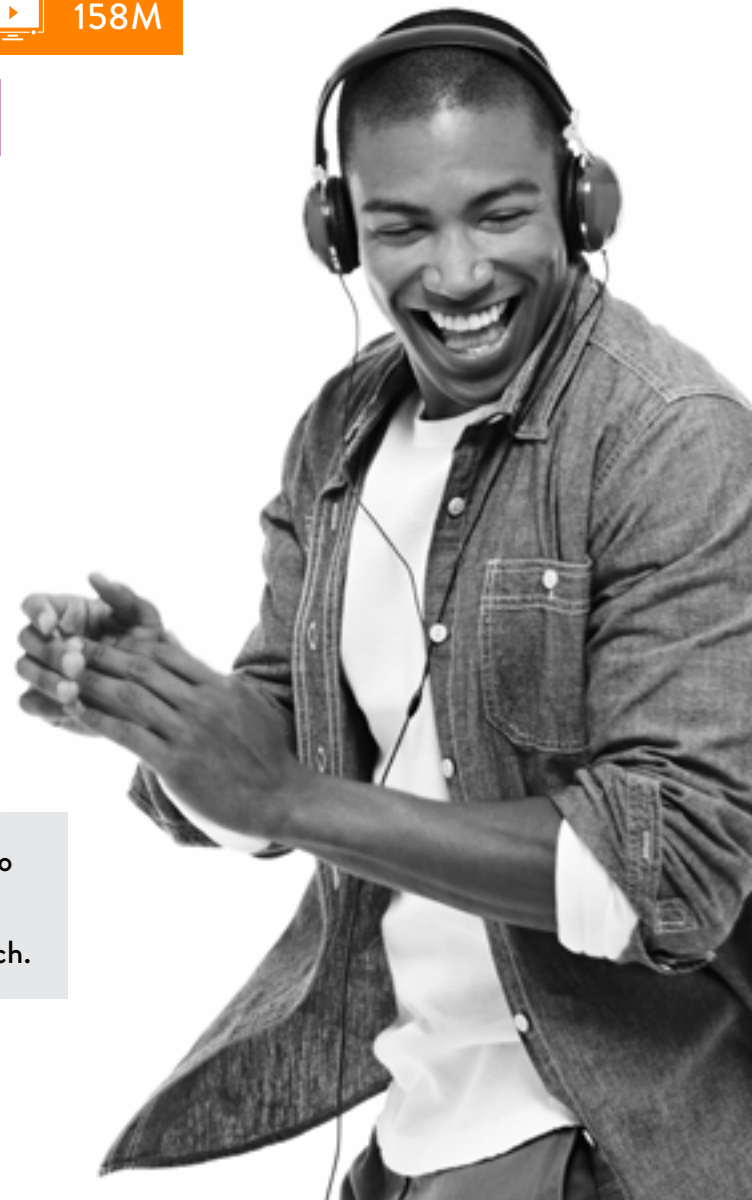
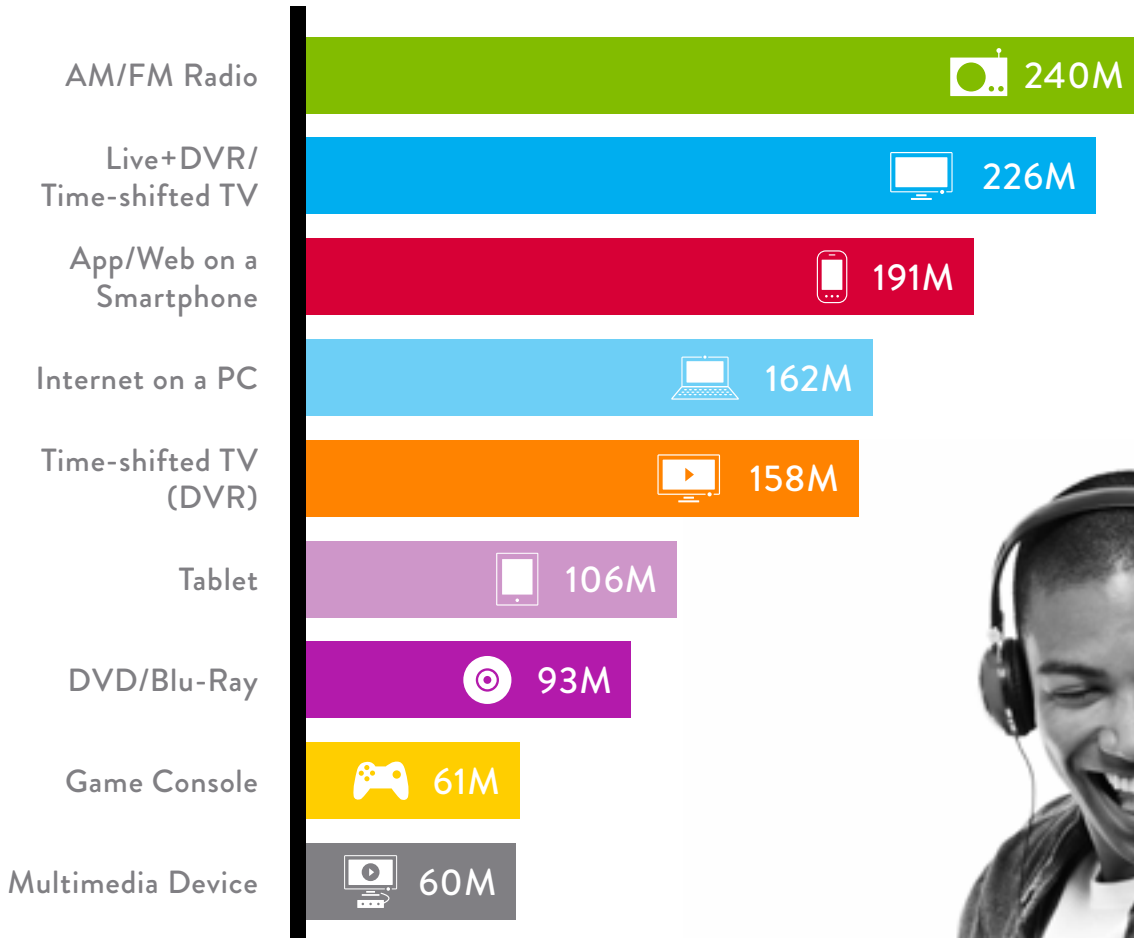
We have always provided the number of users by platform, but, starting with this report, we have added the percent of the population using each platform – these data can be found in Tables 3A and 3B. We still provide monthly time spent by platform by demo – the year-over-year comparisons are now available as Tables 4A and 4B. Tables 4C, 4D and 4E provide this information for Blacks, Hispanics and Asian-Americans.

In recognition of the importance of the back of the report and the many changes we have made, we are making insights from these tables the feature content of the front of this edition of the report. We examine large trends in penetration, users and usage across all platforms, show how different demos and race/ethnicity groups spend their media time, and explore the contributions of heavy users.

We’re also marking an important milestone in US media: availability of SVOD programming (Netflix, Hulu Plus, Amazon Prime) is now equal to DVR penetration, with both available in 50% of US TV households.

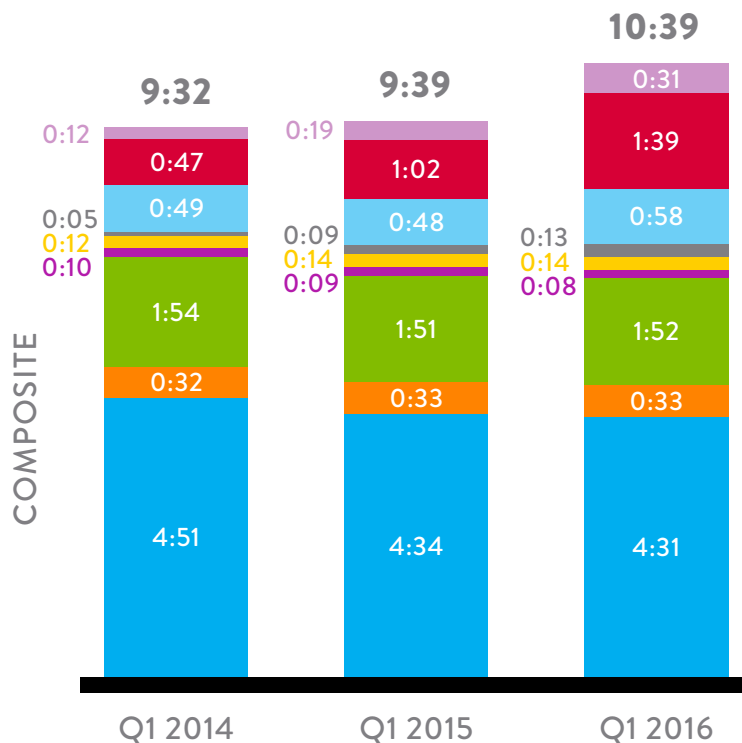
*Glenn*  
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## NUMBER OF ADULT USERS PER MONTH



- Despite growing options, radio and television continue to reach the most users.
- Of new technologies, Smartphones have the largest reach.

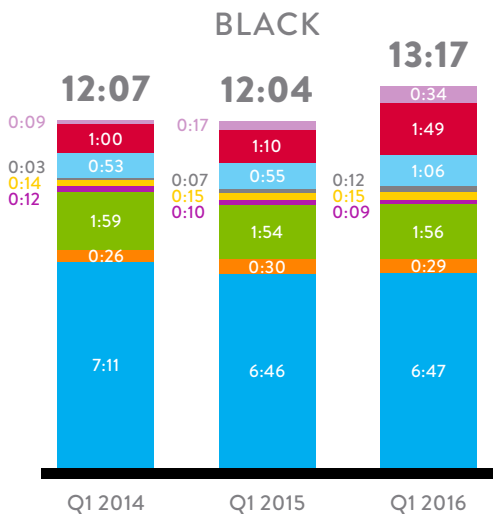
# AVERAGE TIME SPENT PER ADULT PER DAY BASED ON THE TOTAL US POPULATION



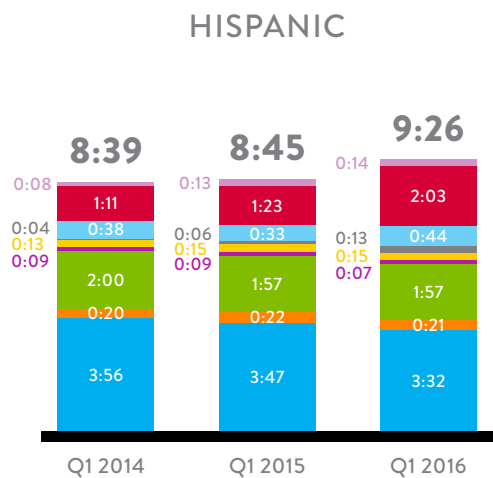
	2015-16 Diff	2015-16 Diff %
<b>Total</b>	<b>1:00</b>	<b>+10%</b>
Tablet (App/Web)	0:12	+63%
Smartphone (App/Web)	0:37	+60%
Internet on PC	0:10	+21%
Multimedia Device	0:04	+44%
Video Game Console	0:00	0%
DVD	(0:01)	-11%
AM/FM Radio	0:01	+1%
Time-shifted TV (DVR)	0:00	0%
Live TV	(0:03)	-1%

- Total media consumption continues to increase among adults with an additional hour of overall time spent as compared to the prior year.
- With more choices, there is more competition in the media landscape.

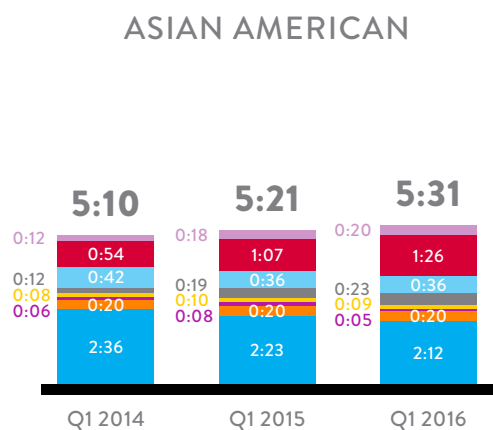
# AVERAGE TIME SPENT PER ADULT PER DAY BASED ON THE TOTAL US POPULATION



	2015-16 Diff	2015-16 Diff %
<b>Total</b>	<b>1:13</b>	<b>+10%</b>
Tablet (App/Web)	0:17	+100%
Smartphone (App/Web)	0:39	+56%
Internet on PC	0:11	+20%
Multimedia Device	0:05	+71%
Video Game Console	0:00	0%
DVD	(0:01)	-10%
AM/FM Radio	0:02	+2%
Time-shifted TV (DVR)	(0:01)	-3%
Live TV	0:01	0%



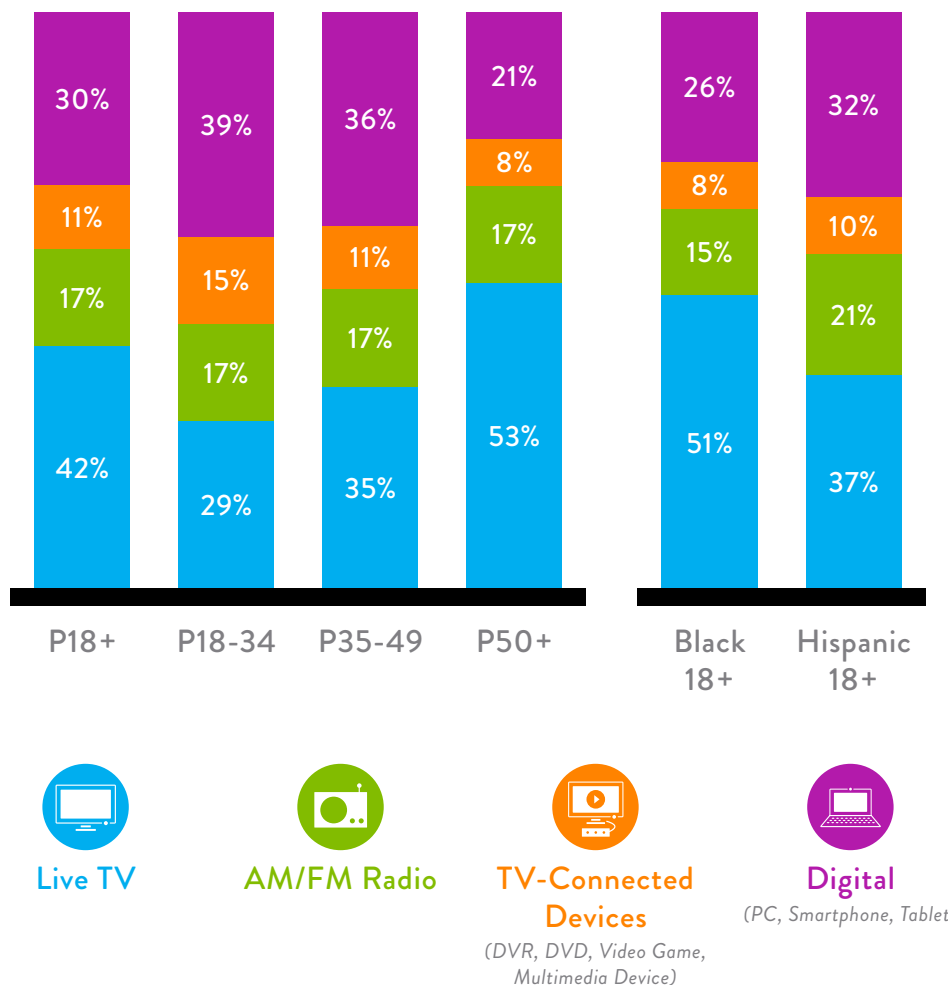
	2015-16 Diff	2015-16 Diff %
<b>Total</b>	<b>0:41</b>	<b>+8%</b>
Tablet (App/Web)	0:01	+8%
Smartphone (App/Web)	0:40	+48%
Internet on PC	0:11	+33%
Multimedia Device	0:07	+117%
Video Game Console	0:00	0%
DVD	(0:02)	-22%
AM/FM Radio	0:00	0%
Time-shifted TV (DVR)	(0:01)	-5%
Live TV	(0:15)	-7%



	2015-16 Diff	2015-16 Diff %
<b>Total</b>	<b>0:10</b>	<b>+3%</b>
Tablet (App/Web)	0:02	+11%
Smartphone (App/Web)	0:19	+28%
Internet on PC	0:00	0%
Multimedia Device	0:04	+21%
Video Game Console	(0:01)	-10%
DVD	(0:03)	-38%
Time-shifted TV (DVR)	0:00	0%
Live TV	(0:11)	-8%

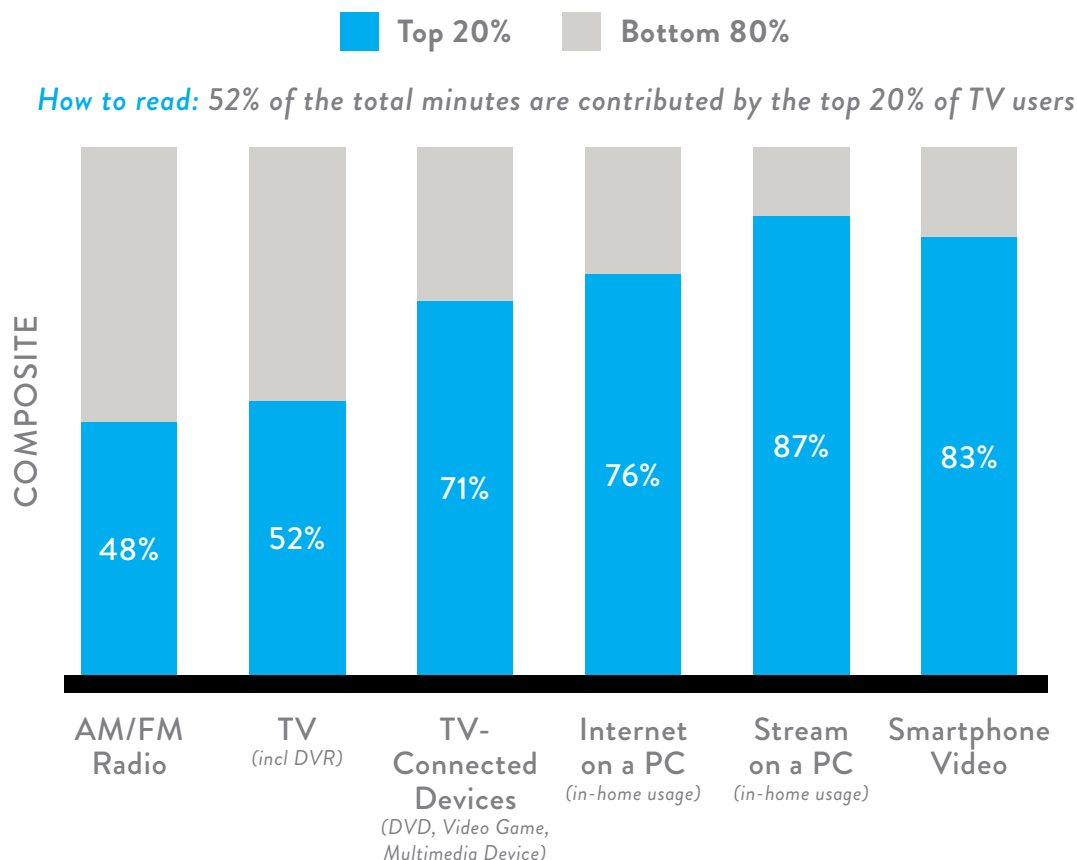
Note: Radio measurement includes Asian Americans but cannot be separated from the total audience at this time.

## SHARE OF AVERAGE TIME SPENT PER ADULT BASED ON THE TOTAL US POPULATION



- Traditional platforms continue to make up the largest part of media usage.
- Radio has the most consistent share of time spent across demographics.
- The share of live TV increases with age while the share of digital and TV-Connected Devices is highest among younger adults.
- P18-34 and P35-49 have about the same share of media usage going to digital.
- More than half of overall time spent for blacks is spent with live TV.
- AM/FM radio represents a fifth of time spent for Hispanics while digital makes up one-third of the share.

## PERCENT OF USAGE CONTRIBUTED BY THE TOP 20% OF USERS

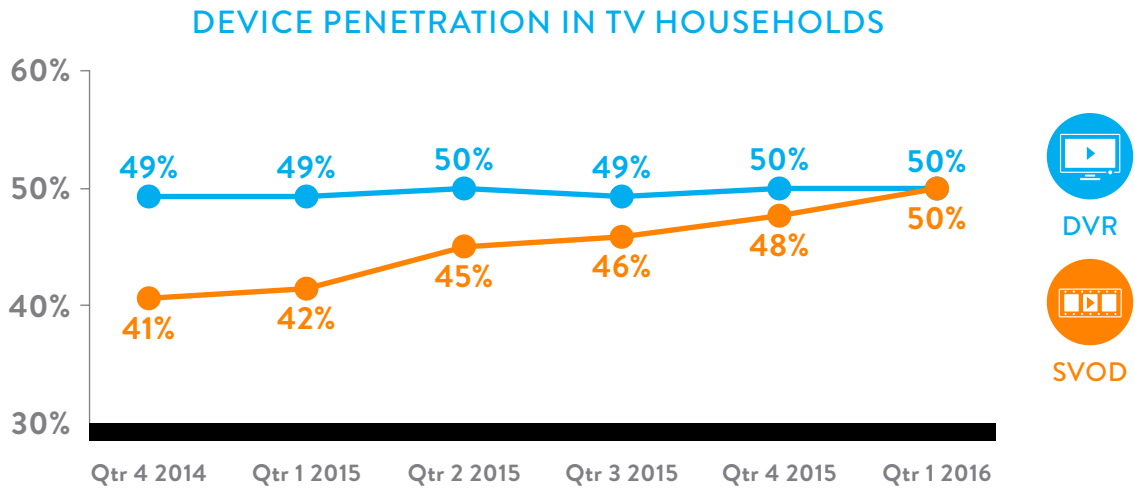


	AM/FM Radio	TV (incl DVR)	TV-Connected Devices	Internet on a PC	Stream on a PC	Smartphone Video
Black	47%	49%	73%	76%	84%	88%
Hispanic	50%	50%	68%	79%	85%	92%
Asian American	33%	60%	67%	77%	89%	89%

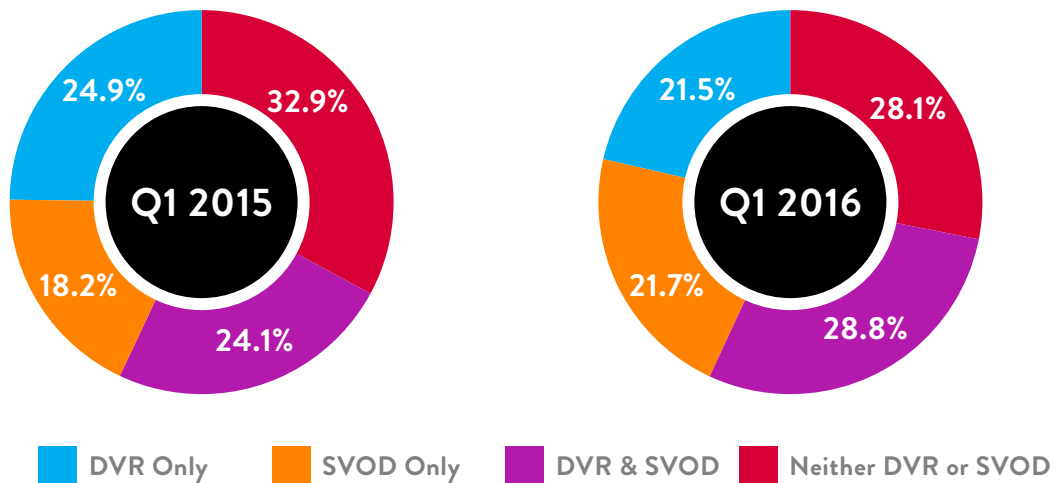
- Larger, widespread behaviors are less concentrated among the heaviest users. Here, we see that only about half of TV viewing and AM/FM radio listening are done by the heaviest 20% of users (i.e. the top quintile) for the composite population.
- Smaller behaviors done by fewer persons tend to be more concentrated among the heaviest users. 71% of TV-connected device usage minutes are done by the top 20% of users within the composite population. Digital usage is even more concentrated among heavy users – over 75% of total minutes come from the top 20% of users.

Source: Radio - Scarborough USA+ Release 2, 2015 (Aug 2014 - Oct 2015) P18+, TV and Online - Nielsen NPOWER/Cross Platform Homes Panel for P2+ - Internet and Streaming based on home PC only, Smartphone Video - Electronic Mobile Measurement for P18+

## DVR AND SUBSCRIPTION VIDEO ON DEMAND



- While DVR penetration has plateaued, SVOD penetration is growing.
- In 1st Quarter 2016, SVOD penetration equaled DVR penetration with half of homes having access to each of these.



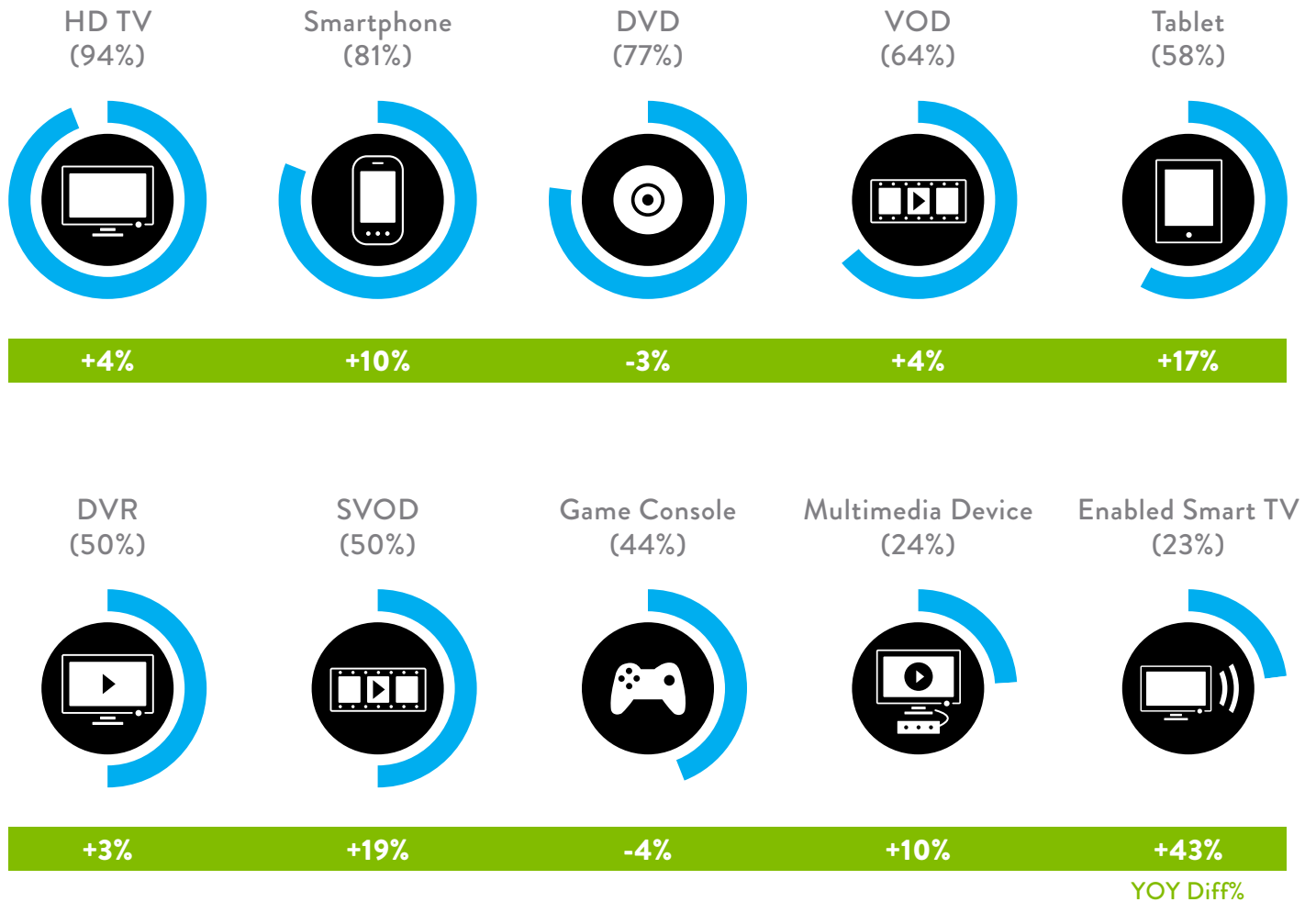
- 72% of homes have either a DVR or access to SVOD, up from 67% last year.
- The steady growth of SVOD means that the “SVOD Only” and “DVR and SVOD” categories are growing, while fewer homes have “DVR Only.”

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



## TECHNOLOGY/SERVICES PENETRATION

### Q1 2016 AND CHANGE FROM Q1 2015



- Changing consumer behavior is being driven by growth of technologies and services.
- Emerging technologies are showing growth in ownership while some older devices are experiencing declines or a flattening in ownership.

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

## AVERAGE TIME SPENT PER ADULT 18+ PER DAY

EXHIBIT 1 - BASED ON THE TOTAL US POPULATION

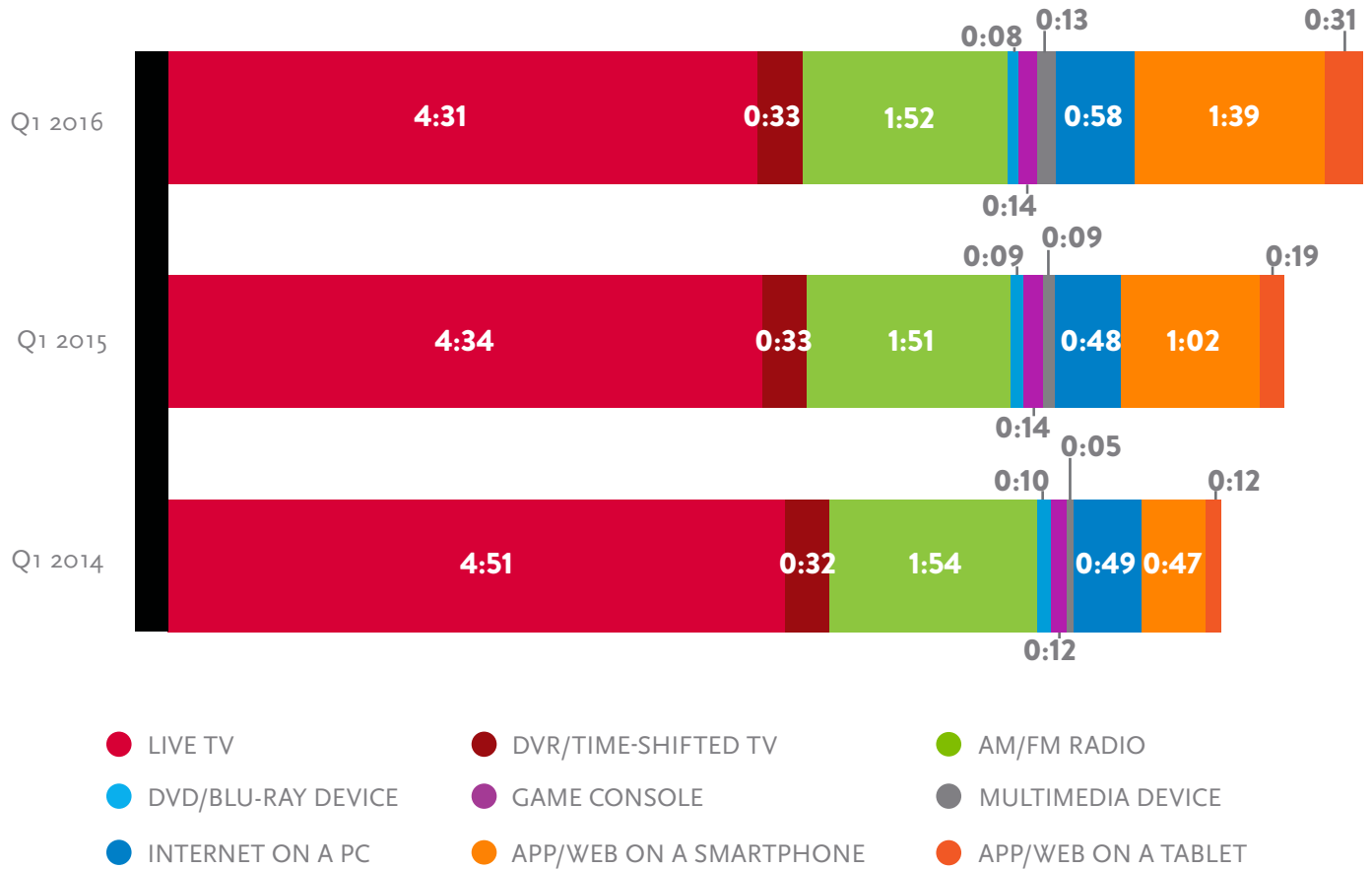


EXHIBIT 2 - BASED ON USERS OF EACH MEDIUM

	Q1 2014	Q1 2015	Q1 2016
Live+DVR/Time-shifted TV	6:51	6:46	6:37
DVR/Time-shifted TV	2:03	2:05	1:58
AM/FM Radio	2:45	2:42	2:44
DVD/Blu-Ray Device	1:46	1:44	1:48
Game Console	2:42	2:52	2:58
Multimedia Device	2:17	2:33	2:29
Internet on a PC	2:16	2:18	3:01
App/Web on a Smartphone	1:35	1:51	2:32

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.

TABLE 1A – WEEKLY TIME SPENT IN HOURS: MINUTES AMONG US POPULATION FOR Q1 2016

	Demo (Pop)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	Black Total	Hisp. Total	Asian Am. Total
Live+DVR/Time-shifted TV	P2+	31:50	35:26	20:22	15:29	16:18	23:26	32:07	44:06	51:32	45:33	24:38	16:05
DVR/Time-shifted TV	P2+	3:25	3:49	2:10	1:34	1:30	3:01	4:22	4:39	4:12	3:01	2:14	2:02
AM/FM Radio	P12+	12:26	13:01	n/a	6:55	10:19	11:20	13:40	15:09	12:32	12:48	12:57	n/a
DVD/Blu-Ray Device	P2+	1:02	0:58	1:33	0:52	0:48	1:07	1:05	1:00	0:42	1:04	0:58	0:38
Game Console	P2+	1:58	1:38	2:39	3:59	4:17	3:20	1:30	0:28	0:07	2:07	2:04	1:12
Multimedia Device	P2+	1:34	1:33	1:51	1:18	1:55	2:36	1:44	1:07	0:42	1:18	1:32	2:36
Internet on a PC	P2+	5:23	6:43	0:18	0:44	4:32	7:53	8:20	7:21	4:10	5:50	3:47	3:24
Video on a PC	P2+	1:33	1:49	0:31	0:40	2:01	2:57	2:12	1:26	0:41	2:14	1:31	1:19
App/Web on a Smartphone	P18+	11:36	11:36	n/a	n/a	15:11	13:47	14:34	12:13	2:41	12:43	14:24	10:06
Video on a Smartphone	P18+	0:23	0:23	n/a	n/a	0:54	0:31	0:25	0:16	IFR	0:36	0:43	0:34

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

TABLE 1B – WEEKLY TIME SPENT IN HOURS: MINUTES AMONG US POPULATION FOR Q1 2015

	Demo (Pop)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	Black Total	Hisp. Total	Asian Am. Total
Live+DVR/Time-shifted TV	P2+	32:33	35:50	22:13	17:52	18:04	24:36	32:54	43:49	51:14	45:44	26:41	17:39
DVR/Time-shifted TV	P2+	3:29	3:50	2:28	1:50	1:43	3:24	4:26	4:31	3:54	3:12	2:20	2:08
AM/FM Radio	P12+	12:21	12:55	n/a	7:02	10:13	11:33	13:36	14:55	12:16	12:42	12:53	n/a
DVD/Blu-Ray Device	P2+	1:12	1:05	2:00	1:04	0:58	1:18	1:14	1:07	0:42	1:11	1:10	0:57
Game Console	P2+	1:59	1:35	2:55	4:22	4:34	3:07	1:16	0:27	0:07	2:11	2:12	1:23
Multimedia Device	P2+	1:01	1:01	1:08	0:43	1:21	1:41	1:11	0:40	0:27	0:46	0:45	2:04
Internet on a PC	P2+	4:30	5:36	0:17	0:46	4:26	5:36	7:06	6:19	3:23	4:56	2:52	3:27
Video on a PC	P2+	1:17	1:32	0:21	0:24	1:51	1:58	1:56	1:22	0:38	1:50	0:57	1:02
App/Web on a Smartphone	P18+	7:20	7:20	n/a	n/a	10:08	9:40	9:00	7:02	1:28	8:09	9:43	7:51
Video on a Smartphone	P18+	0:14	0:14	n/a	n/a	0:32	0:22	0:14	0:09	IFR	0:19	0:25	0:21

**TABLE 2A – USERS BY MEDIUM FOR Q1 2016**  
 NUMBER OF USERS (IN 000'S) - MONTHLY REACH

	Demo (Users)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	Black Total	Hisp. Total	Asian Am. Total
Live+DVR/Time-shifted TV	P2+	287,297	226,101	37,764	23,431	26,524	37,509	57,270	59,659	45,139	38,506	49,872	15,863
DVR/Time-shifted TV	P2+	199,597	158,194	25,866	15,536	16,133	26,791	42,533	42,897	29,839	26,348	30,160	9,590
AM/FM Radio	P12+	263,342	239,551	n/a	23,789	29,819	41,858	59,891	61,840	46,820	33,883	43,354	n/a
DVD/Blu-Ray Device	P2+	122,004	93,035	19,071	9,899	8,082	14,247	27,126	26,738	16,842	14,125	19,445	5,707
Game Console	P2+	92,660	60,681	19,158	12,821	12,211	17,087	20,340	8,834	2,208	11,940	17,568	4,905
Multimedia Device	P2+	79,701	60,185	12,680	6,836	7,843	14,223	19,028	13,169	5,922	7,825	13,897	7,845
Internet on a PC	P2+	183,144	162,063	11,271	9,810	16,544	29,284	46,533	43,864	25,838	22,995	23,738	6,341
Video on a PC	P2+	123,940	112,364	6,316	5,260	10,767	19,825	31,725	31,631	18,416	15,849	15,162	4,352
App/Web on a Smartphone	P18+	190,771	190,771	n/a	n/a	27,670	36,769	55,564	58,120	12,647	23,496	33,016	11,125
Video on a Smartphone	P18+	151,011	151,011	n/a	n/a	24,185	30,366	46,420	42,054	7,987	19,781	27,278	8,365

**TABLE 2B – USERS BY MEDIUM FOR Q1 2015**  
 NUMBER OF USERS (IN 000'S) - MONTHLY REACH

	Demo (Users)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	Black Total	Hisp. Total	Asian Am. Total
Live+DVR/Time-shifted TV	P2+	284,817	223,447	37,833	23,537	25,878	36,890	57,577	59,570	43,532	37,712	48,695	15,310
DVR/Time-shifted TV	P2+	182,725	143,980	23,886	14,858	15,023	24,928	40,374	38,668	24,988	23,765	26,042	8,409
AM/FM Radio	P12+	260,963	237,135	n/a	23,830	29,869	41,503	59,951	61,387	45,003	33,379	42,358	n/a
DVD/Blu-Ray Device	P2+	140,826	106,510	22,496	11,820	9,731	16,970	31,132	30,568	18,109	16,262	22,563	6,760
Game Console	P2+	98,664	63,496	20,880	14,288	12,818	18,202	20,782	9,419	2,276	12,352	17,947	5,763
Multimedia Device	P2+	53,236	39,917	8,772	4,547	5,239	9,867	12,943	8,257	3,612	5,231	8,059	5,912
Internet on a PC	P2+	192,875	169,249	12,743	10,883	18,625	29,711	49,504	46,665	24,743	24,748	25,024	6,829
Video on a PC	P2+	138,502	124,065	7,856	6,582	12,918	21,201	36,121	35,468	18,356	17,851	16,822	5,107
App/Web on a Smartphone	P18+	170,303	170,303	n/a	n/a	25,392	33,481	49,694	51,155	10,582	20,717	29,492	10,192
Video on a Smartphone	P18+	128,432	128,432	n/a	n/a	21,949	27,817	39,165	33,402	6,100	17,255	24,688	7,824

TABLE 3A – PERCENTAGE OF USERS BY MEDIUM FOR Q1 2016

## PERCENTAGE OF USERS - MONTHLY REACH

	Demo (Users)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	Black Total	Hisp. Total	Asian Am. Total
Live+DVR/Time-shifted TV	P2+	93%	93%	93%	93%	86%	89%	94%	96%	96%	95%	96%	86%
DVR/Time-shifted TV	P2+	65%	65%	63%	62%	52%	64%	70%	69%	63%	65%	58%	52%
AM/FM Radio	P12+	97%	97%	n/a	95%	95%	98%	98%	99%	97%	97%	98%	n/a
DVD/Blu-Ray Device	P2+	39%	38%	47%	39%	26%	34%	45%	43%	36%	35%	37%	31%
Game Console	P2+	30%	25%	47%	51%	40%	41%	34%	14%	5%	29%	34%	27%
Multimedia Device	P2+	26%	25%	31%	27%	25%	34%	31%	21%	13%	19%	27%	42%
Internet on a PC	P2+	59%	67%	28%	39%	54%	70%	77%	70%	55%	57%	46%	34%
Video on a PC	P2+	40%	46%	15%	21%	35%	47%	52%	51%	39%	39%	29%	24%
App/Web on a Smartphone	P18+	79%	79%	n/a	n/a	90%	88%	92%	93%	27%	77%	89%	76%
Video on a Smartphone	P18+	62%	62%	n/a	n/a	78%	72%	76%	67%	17%	65%	74%	57%

TABLE 3B – PERCENTAGE OF USERS BY MEDIUM FOR Q1 2015

## PERCENTAGE OF USERS - MONTHLY REACH

	Demo (Users)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	Black Total	Hisp. Total	Asian Am. Total
Live+DVR/Time-shifted TV	P2+	93%	93%	93%	94%	84%	89%	95%	96%	96%	94%	96%	86%
DVR/Time-shifted TV	P2+	60%	60%	59%	59%	49%	60%	67%	62%	55%	59%	51%	47%
AM/FM Radio	P12+	97%	97%	n/a	95%	95%	99%	98%	99%	97%	97%	98%	n/a
DVD/Blu-Ray Device	P2+	46%	44%	55%	47%	32%	41%	51%	49%	40%	41%	44%	38%
Game Console	P2+	32%	26%	51%	57%	42%	44%	34%	15%	5%	31%	35%	32%
Multimedia Device	P2+	17%	17%	22%	18%	17%	24%	21%	13%	8%	13%	16%	33%
Internet on a PC	P2+	63%	70%	31%	43%	60%	72%	82%	75%	55%	62%	49%	38%
Video on a PC	P2+	45%	52%	19%	26%	42%	51%	60%	57%	40%	45%	33%	29%
App/Web on a Smartphone	P18+	71%	71%	n/a	n/a	82%	81%	82%	83%	23%	69%	82%	72%
Video on a Smartphone	P18+	53%	53%	n/a	n/a	71%	67%	65%	54%	13%	58%	68%	56%



TABLE 4A – MONTHLY TIME SPENT IN HOURS: MINUTES AMONG USERS FOR Q1 2016

	Demo (Users)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	Black Total	Hisp. Total	Asian Am. Total
Live+DVR/Time-shifted TV	P2+	148:19	165:04	95:25	71:50	82:16	113:35	147:29	199:52	232:51	208:28	111:30	81:14
DVR/Time-shifted TV	P2+	22:52	25:21	14:48	11:01	12:29	20:27	26:59	29:20	28:41	20:12	16:43	16:59
AM/FM Radio	P12+	54:52	57:11	n/a	31:37	46:20	49:15	60:00	66:13	54:36	56:29	54:51	n/a
DVD/Blu-Ray Device	P2+	11:18	10:51	14:25	9:30	13:12	14:14	10:35	10:05	8:33	13:21	11:10	8:48
Game Console	P2+	28:19	28:22	24:29	33:46	46:58	35:26	19:22	14:16	10:10	31:11	26:32	19:40
Multimedia Device	P2+	26:19	27:05	25:50	20:35	32:51	33:11	23:52	22:56	24:17	29:14	24:50	26:31
Internet on a PC	P2+	39:30	43:49	4:44	8:03	36:25	49:11	47:31	45:28	33:01	44:39	35:59	43:24
Video on a PC	P2+	16:38	16:55	14:10	13:27	24:48	26:52	18:07	12:15	7:32	24:41	22:24	23:58
App/Web on a Smartphone	P18+	59:40	59:40	n/a	n/a	67:34	63:27	64:39	53:13	39:06	66:56	65:06	52:32
Video on a Smartphone	P18+	2:31	2:31	n/a	n/a	4:31	2:57	2:16	1:41	0:37	3:48	3:59	3:59

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 Q1 2015

	Demo (Users)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	Black Total	Hisp. Total	Asian Am. Total
Live+DVR/Time-shifted TV	P2+	151:33	166:56	103:43	82:26	93:19	119:30	150:15	197:20	231:20	210:42	120:58	89:05
DVR/Time-shifted TV	P2+	25:16	27:39	18:16	13:23	15:16	24:26	28:52	31:20	30:41	23:22	19:50	19:37
AM/FM Radio	P12+	54:24	56:38	n/a	32:05	45:44	49:52	59:39	65:11	53:35	55:48	54:31	n/a
DVD/Blu-Ray Device	P2+	11:19	10:33	15:45	9:44	13:19	13:42	10:24	9:49	7:38	12:38	11:23	10:56
Game Console	P2+	26:42	25:53	24:43	33:13	47:35	30:38	16:00	12:41	10:28	30:44	27:03	18:39
Multimedia Device	P2+	25:11	26:37	22:52	17:02	34:23	30:43	24:01	21:46	24:34	25:17	20:25	27:03
Internet on a PC	P2+	30:36	34:05	3:59	7:29	31:28	33:39	37:20	35:58	26:31	34:17	25:08	38:50
Video on a PC	P2+	12:13	12:47	7:51	6:39	19:01	16:39	13:55	10:12	6:41	17:39	12:25	15:40
App/Web on a Smartphone	P18+	44:32	44:32	n/a	n/a	53:25	51:57	47:01	36:29	27:05	51:36	52:37	45:48
Video on a Smartphone	P18+	1:54	1:54	n/a	n/a	3:14	2:21	1:34	1:12	0:49	2:20	2:53	2:39

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 Q1 2016**  
**AMONG BLACKS**

	Demo (Users)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+
Live+DVR/Time-shifted TV	P2+	208:28	232:19	144:05	123:13	136:21	168:18	217:35	291:12	336:57
DVR/Time-shifted TV	P2+	20:12	22:27	14:09	12:01	14:23	19:00	26:32	26:33	19:03
AM/FM Radio	P12+	56:29	59:20	n/a	34:02	45:32	50:24	62:33	70:58	60:02
DVD/Blu-Ray Device	P2+	13:21	13:22	15:17	9:50	12:23	18:11	12:53	12:54	10:28
Game Console	P2+	31:11	30:19	27:59	38:49	47:13	39:07	20:05	14:30	10:30
Multimedia Device	P2+	29:14	30:36	26:10	23:50	39:16	34:45	27:31	27:00	19:51
Internet on a PC	P2+	44:39	49:18	4:58	7:57	48:36	59:15	52:20	45:15	30:00
Video on a PC	P2+	24:41	25:49	13:43	12:40	37:15	33:40	25:42	19:48	8:23
App/Web on a Smartphone	P18+	66:56	66:56	n/a	n/a	69:00	77:57	73:34	60:20	IFR
Video on a Smartphone	P18+	3:48	3:48	n/a	n/a	5:56	4:31	3:07	3:23	IFR

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 Q1 2016**  
**AMONG HISPANICS**

	Demo (Users)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+
Live+DVR/Time-shifted TV	P2+	111:30	123:36	90:06	66:49	69:33	97:28	122:29	160:36	210:55
DVR/Time-shifted TV	P2+	16:43	18:33	13:07	10:32	11:42	17:44	19:59	21:13	21:38
AM/FM Radio	P12+	54:51	58:18	n/a	31:06	46:54	53:00	64:11	68:26	57:57
DVD/Blu-Ray Device	P2+	11:10	10:32	13:57	9:19	12:28	11:37	9:20	10:19	9:51
Game Console	P2+	26:32	25:24	23:28	36:10	40:33	28:23	16:10	12:43	13:08
Multimedia Device	P2+	24:50	25:06	25:29	21:45	30:50	27:36	21:41	23:34	18:03
Internet on a PC	P2+	35:59	42:42	4:55	7:45	41:58	48:02	42:27	39:56	34:32
Video on a PC	P2+	22:24	23:50	15:28	15:07	30:27	30:48	24:14	13:12	15:31
App/Web on a Smartphone	P18+	65:06	65:06	n/a	n/a	71:55	64:57	67:47	56:01	IFR
Video on a Smartphone	P18+	3:59	3:59	n/a	n/a	5:36	3:57	3:46	2:21	IFR

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 Q1 2016**  
 AMONG ASIAN AMERICANS

	Demo (Users)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+
Live+DVR/Time-shifted TV	P2+	81:14	90:44	52:33	36:48	45:06	69:23	77:23	105:49	150:30
DVR/Time-shifted TV	P2+	16:59	19:11	9:26	7:57	7:47	16:05	19:42	25:53	19:03
DVD/Blu-Ray Device	P2+	8:48	8:43	10:21	7:03	9:19	13:32	8:17	7:24	7:03
Game Console	P2+	19:40	19:13	19:23	24:06	37:16	27:21	13:08	7:32	8:08
Multimedia Device	P2+	26:31	27:51	25:01	15:51	27:11	29:22	21:33	28:27	50:12
Internet on a PC	P2+	43:24	48:35	IFR	IFR	59:12	64:07	53:48	22:14	24:34
Video on a PC	P2+	23:58	25:06	IFR	IFR	29:59	32:12	26:43	14:55	10:08
App/Web on a Smartphone	P18+	52:32	52:32	n/a	n/a	59:57	58:51	54:32	IFR	IFR
Video on a Smartphone	P18+	3:59	3:59	n/a	n/a	5:57	2:48	4:19	IFR	IFR

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 5A – CROSS PLATFORM HOMES RANKED BY IN-HOME STREAMING BEHAVIOR

STREAMING QUINTILE	COMPOSITE				BLACKS			
	# OF PERSONS (000)	STREAM ON A PC ( AVERAGE DAILY MINUTES )	INTERNET ON A PC ( AVERAGE DAILY MINUTES )	TV	# OF PERSONS (000)	STREAM ON A PC ( AVERAGE DAILY MINUTES )	INTERNET ON A PC ( AVERAGE DAILY MINUTES )	TV
Stream 1	18,044	22.1	64.5	255.7	1,776	22.3	57.4	314.2
Stream 2	18,033	2.3	33.5	269.7	1,797	2.7	23.6	361.8
Stream 3	18,049	0.6	21.0	264.3	1,797	0.6	20.2	365.3
Stream 4	18,040	0.1	15.4	278.0	1,780	0.1	15.3	362.9
Stream 5	18,044	0.0	12.0	273.1	1,790	0.0	11.2	364.8
Non Streamers	150,644	0.0	1.6	231.0	17,172	0.0	1.6	311.8
All	240,855	1.9	12.1	245.0	26,112	1.8	9.9	326.3

STREAMING QUINTILE	HISPANICS				ASIAN AMERICANS			
	# OF PERSONS (000)	STREAM ON A PC ( AVERAGE DAILY MINUTES )	INTERNET ON A PC ( AVERAGE DAILY MINUTES )	TV	# OF PERSONS (000)	STREAM ON A PC ( AVERAGE DAILY MINUTES )	INTERNET ON A PC ( AVERAGE DAILY MINUTES )	TV
Stream 1	2,167	21.7	44.6	199.1	1,019	32.6	52.4	89.3
Stream 2	2,164	2.8	18.2	206.0	1,009	2.8	32.1	154.0
Stream 3	2,169	0.7	12.9	212.9	1,009	0.7	17.8	117.8
Stream 4	2,171	0.2	13.0	216.3	1,014	0.2	9.3	151.8
Stream 5	2,165	0.0	9.6	193.1	1,011	0.0	18.5	157.1
Non Streamers	23,821	0.0	0.9	187.8	10,455	0.0	1.4	138.0
All	34,657	1.6	6.8	193.4	15,517	2.4	9.5	136.7

TABLE 5B – CROSS PLATFORM HOMES RANKED BY IN-HOME INTERNET BEHAVIOR

INTERNET QUINTILE	COMPOSITE				BLACKS			
	# OF PERSONS (000)	STREAM ON A PC ( AVERAGE DAILY MINUTES )	INTERNET ON A PC	TV	# OF PERSONS (000)	STREAM ON A PC ( AVERAGE DAILY MINUTES )	INTERNET ON A PC	TV
Internet 1	30,102	11.2	73.2	303.7	3,053	10.7	64.4	375.0
Internet 2	30,107	2.4	15.9	271.0	3,045	3.0	13.2	311.1
Internet 3	30,103	1.1	4.8	254.2	3,047	1.1	4.5	398.7
Internet 4	30,105	0.2	1.3	231.4	3,049	0.2	1.3	346.5
Internet 5	30,106	0.1	0.2	218.5	3,049	0.0	0.2	283.5
Non Internet Users	90,331	0.0	0.0	226.6	10,869	0.0	0.0	302.3
All	240,855	1.9	12.1	245.0	26,112	1.8	9.9	326.3

INTERNET QUINTILE	HISPANICS				ASIAN AMERICANS			
	# OF PERSONS (000)	STREAM ON A PC ( AVERAGE DAILY MINUTES )	INTERNET ON A PC	TV	# OF PERSONS (000)	STREAM ON A PC ( AVERAGE DAILY MINUTES )	INTERNET ON A PC	TV
Internet 1	3,788	10.7	49.0	225.3	1,717	16.5	66.2	153.9
Internet 2	3,773	2.8	9.4	198.3	1,711	2.7	13.4	144.3
Internet 3	3,777	0.8	2.7	194.8	1,714	1.5	3.9	150.1
Internet 4	3,782	0.2	0.7	179.1	1,714	0.5	1.0	120.9
Internet 5	3,780	0.1	0.1	180.2	1,717	0.1	0.2	123.0
Non Internet Users	15,757	0.0	0.0	190.6	6,944	0.0	0.0	134.4
All	34,657	1.6	6.8	193.4	15,517	2.4	9.5	136.7

TABLE 5C – CROSS PLATFORM HOMES RANKED BY IN-HOME TELEVISION VIEWING BEHAVIOR

TELEVISION QUINTILE	COMPOSITE				BLACKS			
	# OF PERSONS (000)	STREAM ON A PC ( AVERAGE DAILY MINUTES )	INTERNET ON A PC ( AVERAGE DAILY MINUTES )	TV	# OF PERSONS (000)	STREAM ON A PC ( AVERAGE DAILY MINUTES )	INTERNET ON A PC ( AVERAGE DAILY MINUTES )	TV
Television 1	47,461	2.0	18.4	646.4	5,143	1.7	13.5	805.9
Television 2	47,476	1.5	13.4	314.9	5,145	2.2	12.9	432.9
Television 3	47,468	1.3	9.6	177.9	5,147	1.5	8.7	251.2
Television 4	47,471	1.6	8.3	81.0	5,145	2.1	8.0	121.5
Television 5	47,469	2.8	10.0	15.4	5,145	1.4	6.6	29.9
Non Television Viewers	3,509	4.9	18.3	0.0	388	1.0	5.4	0.0
All	240,855	1.9	12.1	245.0	26,112	1.8	9.9	326.3

TELEVISION QUINTILE	HISPANICS				ASIAN AMERICANS			
	# OF PERSONS (000)	STREAM ON A PC ( AVERAGE DAILY MINUTES )	INTERNET ON A PC ( AVERAGE DAILY MINUTES )	TV	# OF PERSONS (000)	STREAM ON A PC ( AVERAGE DAILY MINUTES )	INTERNET ON A PC ( AVERAGE DAILY MINUTES )	TV
Television 1	6,894	1.3	8.4	485.6	3,003	1.4	10.6	421.1
Television 2	6,886	2.1	8.5	247.6	3,000	0.9	8.6	167.9
Television 3	6,891	1.4	6.0	145.6	3,006	1.1	5.6	80.3
Television 4	6,895	1.5	6.1	70.0	3,007	2.2	7.8	30.4
Television 5	6,890	1.7	5.0	17.1	2,998	5.9	13.3	4.2
Non Television Viewers	202	0.8	6.8	0.0	502	5.6	19.3	0.0
All	34,657	1.6	6.8	193.4	15,517	2.4	9.5	136.7



**TABLE 6 – SMARTPHONE VIDEO VIEWING QUINTILES**  
 BASED ON ADULTS 18+ MONTHLY USAGE OF VIDEO ON APPS/WEB

SMARTPHONE QUINTILES	Q1 2015		Q1 2016	
	# OF PERSONS (000)	TPP (HH:MM:SS)	# OF PERSONS (000)	TPP (HH:MM:SS)
Smartphone 1	25,679	7:37:46	30,189	10:24:44
Smartphone 2	25,667	1:17:03	30,202	1:31:45
Smartphone 3	25,697	0:25:11	30,204	0:29:16
Smartphone 4	25,677	0:07:30	30,206	0:08:24
Smartphone 5	25,712	0:00:57	30,210	0:01:05
All	128,432	1:53:39	151,011	2:31:00

**TABLE 7 – TELEVISION DISTRIBUTION SOURCES**  
 NUMBER OF HOUSEHOLDS (IN 000'S)

	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
	Q1 2015	Q1 2016	Q1 2015	Q1 2016	Q1 2015	Q1 2016	Q1 2015	Q1 2016
Broadcast Only	12,485	13,301	1,991	2,314	2,425	2,535	825	798
Cable Plus	100,774	99,225	12,854	12,684	12,048	12,165	4,235	4,234
Wired Cable (No Telco)	53,053	52,273	7,154	7,054	5,623	5,512	2,497	2,243
Telco	13,444	12,832	1,855	1,851	1,484	1,439	840	900
Satellite	34,755	34,507	3,901	3,838	5,015	5,259	942	1,137
Broadband Only	3,141	3,874	249	235	337	410	368	400

Table 7 is based on weighted intab counts.

Cable Plus is inclusive of Wired Cable, Telco, and Satellite

**TABLE 8 – TELEVISION DISTRIBUTION SOURCES BY ETHNICITY**  
PERCENTAGE OF HOUSEHOLDS

	COMPOSITE	WHITE	BLACK	HISPANIC	ASIAN AMERICAN
Broadcast Only	12%	10%	15%	17%	15%
Cable Plus	85%	87%	83%	80%	78%
Wired Cable (No Telco)	44%	45%	45%	37%	42%
Telco	11%	11%	12%	10%	16%
Satellite	30%	31%	26%	33%	22%
Broadband Only	3%	3%	1%	3%	7%

*Cable Plus is inclusive of Wired Cable, Telco, and Satellite*

**TABLE 9 – PROVIDER TYPE WITH INTERNET STATUS**  
NUMBER OF HOUSEHOLDS (IN 000'S)

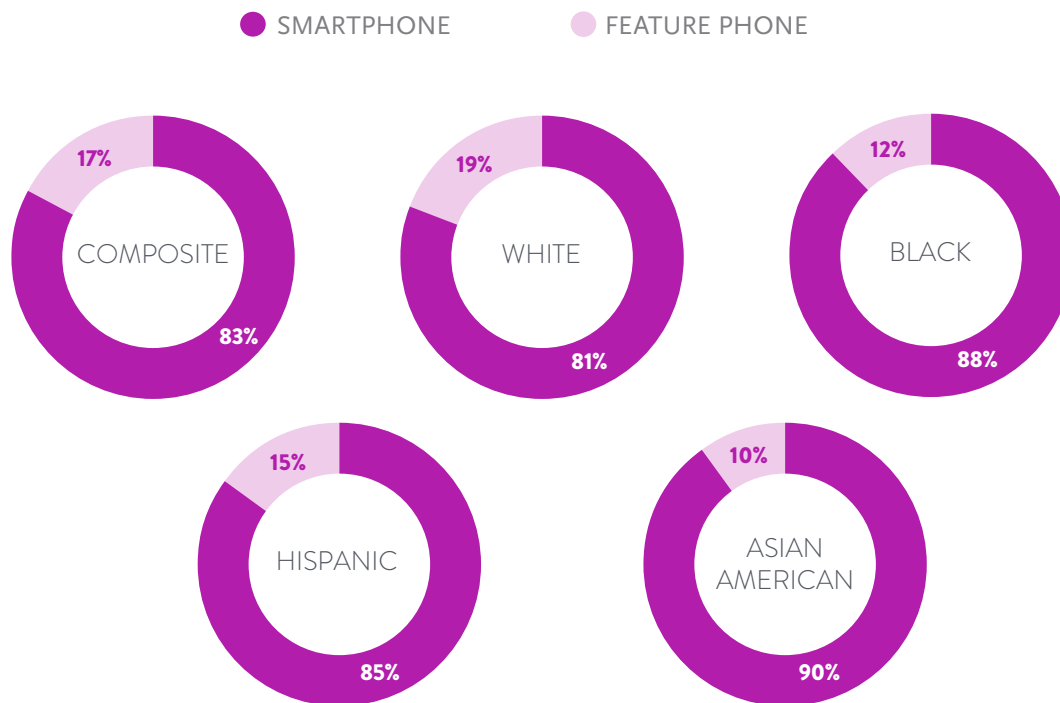
	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
	Q1 2015	Q1 2016	Q1 2015	Q1 2016	Q1 2015	Q1 2016	Q1 2015	Q1 2016
Broadcast Only and Broadband Access	6,613	7,302	686	726	1,017	1,112	629	662
Broadcast Only and No Internet/Dial-Up Access	5,872	5,999	1,305	1,587	1,408	1,423	196	135
Cable Plus and Broadband Access	80,515	79,261	8,728	8,650	8,574	8,653	3,946	3,929
Cable Plus and No Internet/Dial-Up Access	20,259	19,964	4,126	4,034	3,474	3,512	289	305

*Table 9 is based on weighted intab counts.*

**TABLE 10 – DEVICES IN TV HOUSEHOLDS**  
PERCENTAGE OF HOUSEHOLDS

	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
	Q1 2015	Q1 2016	Q1 2015	Q1 2016	Q1 2015	Q1 2016	Q1 2015	Q1 2016
DVD/Blu-Ray Player	80%	77%	77%	74%	76%	72%	71%	68%
DVR	49%	50%	43%	46%	41%	44%	41%	42%
Enabled Smart TV	16%	23%	12%	18%	19%	25%	25%	34%
High Definition TV	90%	94%	87%	91%	92%	95%	95%	97%
Multimedia Device	22%	24%	16%	19%	22%	25%	43%	45%
Any Smartphone	74%	81%	75%	83%	83%	91%	85%	93%
Subscription Video on Demand	42%	50%	33%	41%	41%	51%	57%	66%
Any Tablet	50%	58%	42%	51%	49%	59%	66%	72%
Video Game Console	46%	44%	47%	43%	54%	54%	51%	48%

**EXHIBIT 3 – MOBILE DEVICE PENETRATION AMONG MOBILE SUBSCRIBERS 13+**



# SOURCING & 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 PC 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 ONLY:** 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.”

**CABLE PLUS:** Inclusive of Wired Cable, Telco, and Satellite. Broadband Only Homes would be not included. (Also referred to as Multichannel)

**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, 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.

**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.

**WIRED CABLE:** Traditional cable delivered through wires to your home.

## 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, Smartphone, Computer/Laptop, etc. connected to the TV.

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.

**The last phase of a two-year sample expansion initiative (referred to as NPX) was completed on December 28, 2015, essentially doubling the sample size of our National Panel. The official production ratings that comprise Nielsen's National television measurement service will be based on the larger panel of households. As with any past panel enhancements or methodology change, there is a trend break in the data when looking at year-over-year comparisons.**

## 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 Q1 2016 report is based on the June RADAR studies to more accurately align with the other included media. This adjustment is also reflected in the included historical data.

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. In the Q1 2016 report, the model for monthly radio estimates has been refined to more accurately align with the other included media. This adjustment is also reflected in the included historical data.

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.

## ONLINE METHODOLOGY

Nielsen's Online Panel is recruited based on an opt-in convenience panel. Online recruitment pages are offered in both English and Spanish. Panelists then download Nielsen's patented desktop NetSight meter, which accurately identifies which browser, tab, Internet application (including media players and instant messaging) or desktop application is in focus. Nielsen's Online Panel tracks usage across web sites and digital applications to deliver audience and analytics through metered measurement of panels of Internet users at both home and work.

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 now allocated to other devices and locations such as smartphones and viewing outside of home and work.

Hours:minutes for Internet and video use are based on the universe of persons who used the Internet/watched online video. All Internet figures are weekly or monthly averages over the course of the quarter. All Internet on a PC metrics are derived from Nielsen NetView, while all Video on a PC metrics are derived from Nielsen VideoCensus. The audience of Video on a PC is a subset of Internet on a PC.

As of August 2015, the rules used for crediting page views and duration within Netview have been updated with more comprehensive accounting of multi-tabbed browsing and iFrames, as well as the implementation of a longer timeout threshold for mouse/keyboard inactivity. These changes resulted in an increase in Internet duration on a PC.

Meter collection capability improved in February 2016, which generally resulted in increased audience, page view, stream and duration metrics for Internet on a PC and Video on a PC.

## 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 and in English. Results are then reported out through Nielsen Mobile NetView 3.0. There are approximately 9,000 smartphone and 1,300 tablet panelists in the U.S. across both iOS and Android smartphone devices. 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.

Figures reported in Nielsen's Mobile NetView 3.0 include those individuals who are P18+ who have used an iOS or Android device in the U.S. In particular:

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.

Due to the methodology change from survey based data to EMM as of the Q4 2013 Total Audience report, data should not be trended to previous quarters' published editions.

Weekly smartphone data is now based on weekly weights. This adjustment is also reflected in the included historical data.

In March 2016 Nielsen implemented a crediting enhancement to improve the reporting of mobile usage on iOS devices. A legacy crediting rule that capped 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. This crediting rule will also be implemented on Android devices in the coming months.

## SOURCING

### EXHIBIT 1, 2 & TABLES 1, 2, 3, 4 – AVERAGE TIME SPENT PER ADULT 18+ PER DAY, A WEEK IN THE LIFE, USERS BY MEDIUM, PERCENTAGE OF USERS BY MEDIUM, MONTHLY TIME SPENT BY MEDIUM AMONG USERS

Source: Live+DVR/Time-shifted TV, DVR/Time-shifted TV, DVD, Game Consoles, Multimedia Devices 12/28/2015 – 03/27/2016 via Nielsen NPOWER/National Panel, Radio 03/26/15 – 03/23/16 via RADAR 129, PC 01/01/16 – 03/31/16 via Nielsen Netview and Nielsen VideoCensus, Smartphone 01/01/16 – 03/31/16 via Nielsen Electronic Mobile Measurement, Tablet 01/01/16 – 03/31/16 via Nielsen Electronic Mobile Measurement – unweighted, projections based on estimates from the NPOWER/National Panel.

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.

The calculations within Exhibit 2 have been adjusted to reflect actual usage of daily users.

Table 3 percentage of users is based on the users by medium out of the total universe estimates. Due to variations in sources, radio is based on the RADAR universe estimates while all other sources are based on the total universe estimates.

Q1 2016 Universe Estimates (000's)	Demo	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+
Total UEs	P2+	308,930	243,020	40,820	25,090	30,890	41,960	60,700	62,400	47,070
RADAR UEs	P12+	271,848	246,705	n/a	25,143	31,516	42,716	61,418	62,748	48,307

Q1 2016 Universe Estimates (000's)	Demo	Black Total	Hispanic Total	Asian Am. Total	Black 18+	Hispanic 18+	Asian Am. 18+
Total UEs	P2+	40,676	52,112	18,493	30,535	37,110	14,634
RADAR UEs	P12+	34,922	44,371	n/a	30,812	38,537	n/a

As of the Q2 2015 report, TV-connected devices (DVR, DVD, Game Console, and Multimedia Devices) among users of each medium are calculated based on users of each TV-connected device. Prior year data within this report has been adjusted to reflect this change.



## TABLE 5 – CROSS PLATFORM HOMES RANKED BY IN-HOME BEHAVIOR

Source: 01/01/16 – 03/31/16 via Nielsen NPOWER/Cross Platform Homes Panel for P2+. Internet and Streaming based on home PC only.

## TABLE 6 – SMARTPHONE VIDEO VIEWING QUINTILES

Source: 01/01/16 – 03/31/16 via Electronic Mobile Measurement for P18+.

## TABLE 7 – TELEVISION DISTRIBUTION SOURCES

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

Cable Plus is inclusive of Wired Cable, Telco, and Satellite. The sum of Wired Cable, Telco, and Satellite may be greater than Cable Plus due to homes that have multiple providers.

## TABLE 8 – TELEVISION DISTRIBUTION SOURCES BY ETHNICITY

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

Cable Plus is inclusive of Wired Cable, Telco, and Satellite. The sum of Wired Cable, Telco, and Satellite may be greater than Cable Plus due to homes that have multiple providers.

## TABLE 9 – PROVIDER TYPE WITH INTERNET STATUS

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

## TABLE 10 – DEVICES IN TV HOUSEHOLDS

Source: Based on the scaled installed counts for the 15<sup>th</sup> of each month within the quarter via Nielsen NPOWER/National Panel. For Multimedia Devices, Q1 2015 data is based on October 15 2015.

## EXHIBIT 3 – MOBILE DEVICE PENETRATION AMONG MOBILE SUBSCRIBERS 13+

Source: Mobile 01/01/16 – 03/31/16 via Nielsen Mobile Insights

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

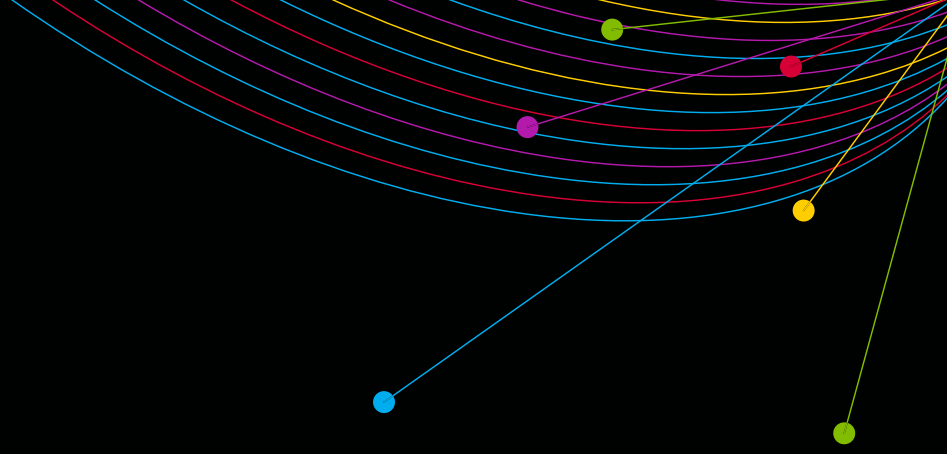
## ABOUT NIELSEN

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 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.

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