LIGHTS, CAMERA, ACTION:

TELEVISION KEEPS US ENTERTAINED OUT-OF-HOME
Whether it’s watching the glitz and glamour on the red carpet, witnessing the wedding nuptials of the nerdiest theoretical physicist and neurobiologist, or rooting for the next singing sensation, U.S. consumers constantly watch entertainment programs regardless of where they are throughout the day. And while viewers go about their days, they seek out new and existing TV programming, along with tent pole events like award shows and special events, at an array of venues—not just at home. Whether it be at a gym or a hotel room, people gather just about anywhere to binge new comedy programs, check out movies and participate in viewing parties.

To better understand out-of-home (OOH) TV viewing, Nielsen in December 2018 fielded two surveys (one for the general population and one for the Hispanic population) among 18-plus consumers to assess their entertainment viewing when they’re away from home. The surveys examined OOH preferences and offer actionable insights into attitudes, reasons, and brand engagement, as well as the overall profiles of these viewers.

**OOH ENTERTAINMENT VIEWERS LEAN YOUNGER, FEMALE, ESPECIALLY AMONG HISPANICS**

The survey results offered compelling insights into the gender balance of the prime time entertainment OOH viewer. General population viewership leans slightly female, 55% to 45%. However, Hispanic entertainment viewership was heavily female: 71% of Spanish-dominant or those who speak both languages equally and 79% Hispanic English-dominant speakers were female.

Among the general population survey, the average reported age of respondents was 37, they lived in a home with an average income of $55,000 and 42% said they have a college or graduate degree. In contrast, the Hispanic results show that viewers were younger than the general population, with an average age of 31. Their average household income was $50,000 and 41% said they have a college or graduate degree. However a higher percent of Spanish-dominant or those who speak both languages equally reported having a college or graduate degree across both languages than Hispanic English-dominant (40% vs. 27%).

<table>
<thead>
<tr>
<th>SURVEY</th>
<th>AVERAGE AGE</th>
<th>AVERAGE INCOME</th>
<th>% WITH COLLEGE OR GRADUATE DEGREE</th>
</tr>
</thead>
<tbody>
<tr>
<td>GENERAL POPULATION</td>
<td>37</td>
<td>$55,000</td>
<td>42%</td>
</tr>
<tr>
<td>HISPANIC</td>
<td>31</td>
<td>$50,000</td>
<td>41%</td>
</tr>
</tbody>
</table>

ENTERTAINMENT PROGRAMMING: A SOCIAL PHENOMENON

Across the board, Spanish-dominant speakers reported being the most social (with an average group size of 3.7). In addition, for both surveys, young adults 18-24 reported watching with more people than their older counterparts, and males watched with more people than females. Adults 18-plus in the general population survey reported watching with an average of 3.3 persons, and adults 18-plus in the Hispanic survey reported watching with an average of 3.6 persons.

AVERAGE VIEWING GROUP SIZE

<table>
<thead>
<tr>
<th>Ages</th>
<th>Group Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>3.5</td>
</tr>
<tr>
<td>25-34</td>
<td>3.4</td>
</tr>
<tr>
<td>35+</td>
<td>3.2</td>
</tr>
</tbody>
</table>


And not only are these OOH entertainment viewers social, but they frequently engage with the programming. Over one-third of respondents across adults 18-plus surveyed reported watching entertainment programming OOH several times a week.

STAYING ENGAGED: ENTERTAINMENT PROGRAMMING LEADS TO BRAND ENGAGEMENT

When adults 18-plus reported watching entertainment programming OOH, they pay attention to the advertising. In fact, nearly 60% of the general population and Hispanic adults talked about the brands they saw in advertisements during entertainment programming. Furthermore, for both surveys, around half of respondents researched the brands online, and over two-fifths actually purchased the products in a store. A higher percentage of Spanish-dominant or those who speak both languages equally, reported purchasing the brand in store as a result of advertising (50%) than Hispanic English-dominant speakers (40%).
CAUSE AND EFFECT: OOH VIEWING LEADS TO DIRECT ACTION

The need for companionship and sharing with others is a key driver for viewers to seek enjoyment in watching entertainment content OOH. Additionally, when they view this content with others OOH they like to do so on large screens, at special events or over dinner.

GRAB THE POPCORN: ADULTS ARE WATCHING MOVIES AWAY FROM THEIR HOMES

Across both the general population and Hispanic surveys, movies was the top genre of primetime entertainment programming viewed OOH in December 2018. For the general population survey the second-most popular genre for OOH viewing during this time was live sports followed by comedy programs. However, among the Hispanic survey the second-most popular genre was reality TV, followed by comedy.

COME ON OVER: OOH IS POPULAR FOR ENTERTAINMENT VIEWING

Around three-quarters of respondents across surveys reported they had the ability to change the channel when watching entertainment TV during primetime OOH. This makes sense, as someone else’s home was the overwhelming winner for viewing entertainment primetime programming OOH across the general population and Hispanic surveys. According to the general population and Hispanic surveys, around 65% and 70% respectively, reported having viewed at someone else’s home. On the other hand, 35% of the general population and 40% of the Hispanic respondents said they viewed entertainment content in a restaurant or bar.
Hispanic survey respondents reported being more likely to watch entertainment OOH in places like the gym or the office compared to general population respondents. Spanish-dominant, or those who speak both languages equally, were more likely than Hispanic English-dominant speakers to watch at a gym or at work, indicating they tend to be more active while viewing OOH.

**LOCATIONS TO VIEW ENTERTAINMENT PROGRAMS OOH**

**(RESPONDENTS CAN CHOOSE MULTIPLE)**

While audiences today are constantly on the go, entertainment programming provides a unique way to reach viewers away from the comfort of the home. Viewers, especially female, are choosing to spend time at their friends’ houses where they can watch a feature film, catch the season finale of their favorite reality TV show or attend one of the many award show parties that take place during the first half of the year.

And while entertainment programs offers a sense of community and social interaction, the survey results shine a light on how even with distractions, viewers are engaged with advertising. For media buyers and sellers understanding the nuances of the OOH entertainment viewers can provide a leg up when it comes to reaching this consumer group.
NIELSEN’S OUT-OF-HOME ENTERTAINMENT LOCATION SURVEY

Nielsen conducted an online survey to provide an independent measure of out-of-home linear TV viewing by location for entertainment. Viewing entertainment outside of the home has seen significant increases in audience among television genres. This study was conducted to understand the profile, composition, and makeup of these OOH viewers.

ONLINE SURVEY METHODOLOGY

The online survey collected only out-of-home linear TV viewing from the previous week of viewing. This report showcases data among adults 18-plus who viewed measured prime time entertainment programming OOH in locations including: offices, gyms, restaurants/bars, airports, someone else’s home, and hotels. Survey respondents must have watched live TV as it aired, watched on a TV screen outside of the home and have been able to hear at least some of the audio. The survey results do not include samples that are representative of the total United States, but rather only those who watched the specific content, outside of their home, on TV and in a location where they could hear the audio.

Viewing to other than the specified programs, all in-home viewing, viewing other than on a TV screen, pre-recorded programming and video on demand programming was not measured.

ABOUT THE GENERAL POPULATION OUT-OF-HOME ENTERTAINMENT LOCATION SURVEY, DEC. 3-5, 2018

The Entertainment survey was fielded to a national sample of 600 respondents from Dec. 3-5, 2018. The survey included those who watched primetime entertainment programming out of the home in the past week, on TV and in a location where they could hear at least part of the audio. This survey did not exclude Hispanics.

ABOUT THE HISPANIC OUT-OF-HOME ENTERTAINMENT LOCATION SURVEY, DEC. 3-5, 2018

The Entertainment survey was fielded to a national sample of 300 respondents from Dec. 3-5, 2018. The survey included those who watched primetime entertainment programming out of the home in the past week, on TV and in a location where they could hear at least part of the audio. The survey was fielded and available in both languages. The languages spoken in the home of the survey respondents were as follows: 14% Spanish dominant, 34% equally Spanish and English speaking, and 52% English dominant. We have included data where there are meaningful differences between these groups and sufficient sample size.
ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what’s happening now, what’s happening next, and how to best act on this knowledge. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.

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