Nielsen's Q1 2019 Total Audience Report highlights cross-media fragmentation and consumer time spent over traditional and nascent technologies. This report provides direction into the many media choices consumers have and how they may be taking advantage of those choices. The Nielsen Total Audience Report uses Nielsen's industry-leading intelligence to provide media owners, publishers, programmers, brands, marketers and agencies alike with a bold new take on what might be next and what they should consider as they seek to navigate this ever-expanding ecosystem.

In the Q1 2019 report, we delved into the topics below that are critical to the changing media landscape.

NARRATIVE TOPICS DISCUSSED
- Media Time by Demographic
- Weekly Reach across Platforms
- Media Connected Consumers
- Video Content Discovery
- The Multicultural Consumer
- The Audio Universe
- Devices and Services in the Household
- The Cinema Moviegoer

Reach and time spent metrics provided for a variety of demographics across Television, TV-Connected Devices, Audio and Digital (computer, smartphone, tablet) platforms.

To purchase the Q1 2019 Total Audience report, click here.