



AN UNCOMMON SENSE
OF THE CONSUMER™

COMPARABLE METRICS

Q1 2016



WELCOME

Welcome to the Q1 2016 Nielsen Comparable Metrics Report! This is an in-depth study of users and usage – averaged across the U.S. population – with the purpose of aligning methodologies and metrics to display an “apples to apples” view of consumption across TV, Radio, TV-connected devices, PCs, Smartphones, and Tablets. The core purpose of this report is to address three basic concepts equally applicable to all categories of media measurement: how many, how often, and how long.

HOW MANY is commonly displayed in TV as *Reach*, in Radio as *Cume*, and in digital as *Unique Audience*, but they are all synonyms. This is simply the number of adults who use a given platform or content type in an average week.

HOW OFTEN is expressed as the number of days per week that those adults access said platform.

HOW LONG is a measure of the time spent engaging with each platform. This is displayed both in raw terms as Gross Minutes and also as Average Audience, which is defined as the number of adults engaging with the platform in an average minute during the week.

Beginning this quarter there are some important enhancements and updates to the report. Most notably, we have expanded the reporting period to include the full 13 weeks that make up both Q1 2015 and Q1 2016. This serves two important functions. First, this gives us a fully comprehensive look at usage across the entire quarter rather than viewing a 5-6 week snapshot. Second, we now have the ability to directly compare and align metrics with Nielsen’s Total Audience Report, allowing the two reports to be used concurrently to gain a better understanding of the marketplace.

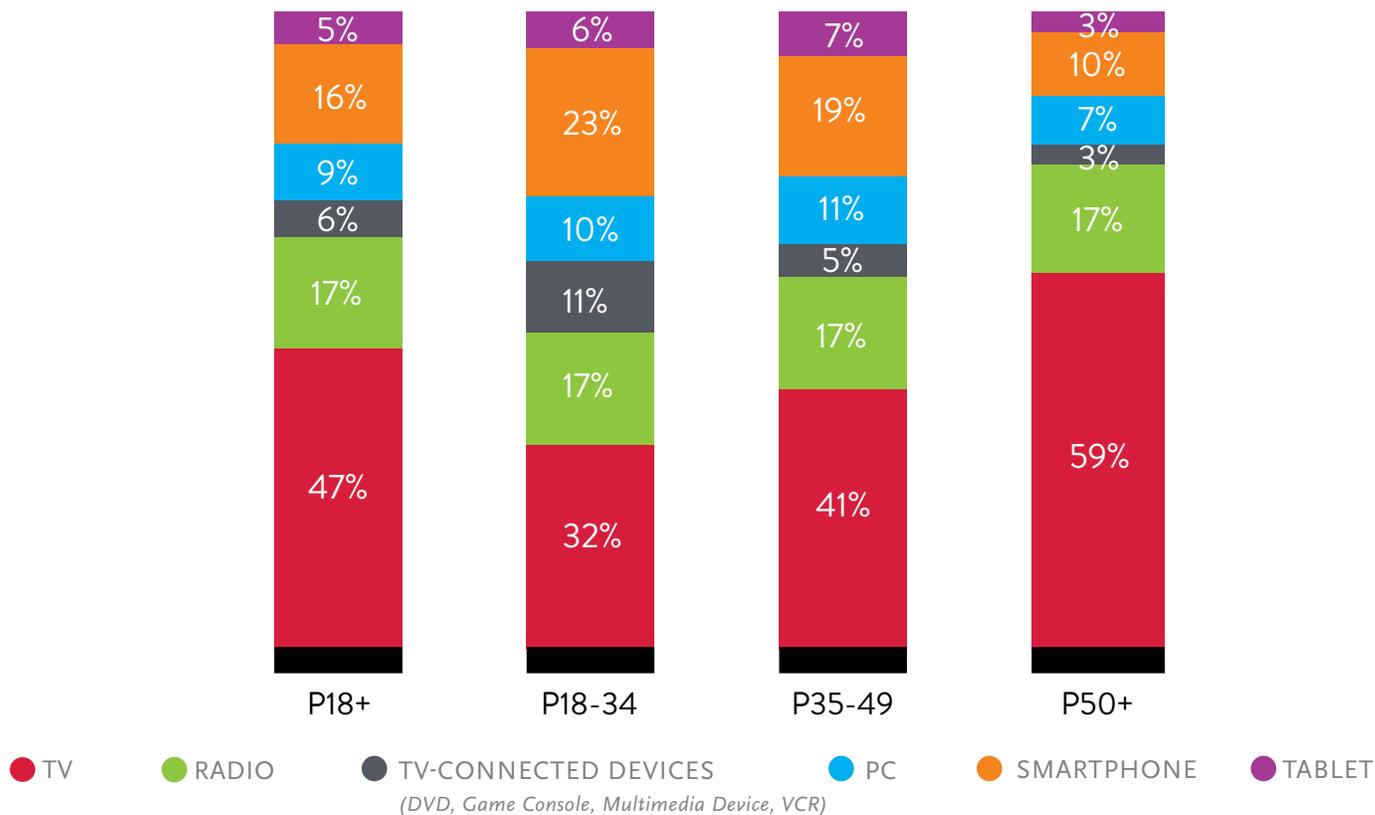
Some of the calculations for TV and TV-Connected devices have also been updated. Gross minutes will continue to include visitor viewing time and, as a result, minutes/adult (population) remains unchanged. However, the calculations for minutes/day (users) and minutes/adult (users) will not include visitor viewing time as we cannot factor in how that affects frequency (usage days/week).

Panel enhancements made in March 2016 have also affected smartphone and tablet reporting. A legacy crediting rule on iOS devices 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 time for the session is now credited. This rule will also be implemented for Android devices in the coming months. Removal of the 30 minute cap did result in some increase in time spent but most can be attributed to gains in users and the organic growth of app and web usage, not the change in the rule.

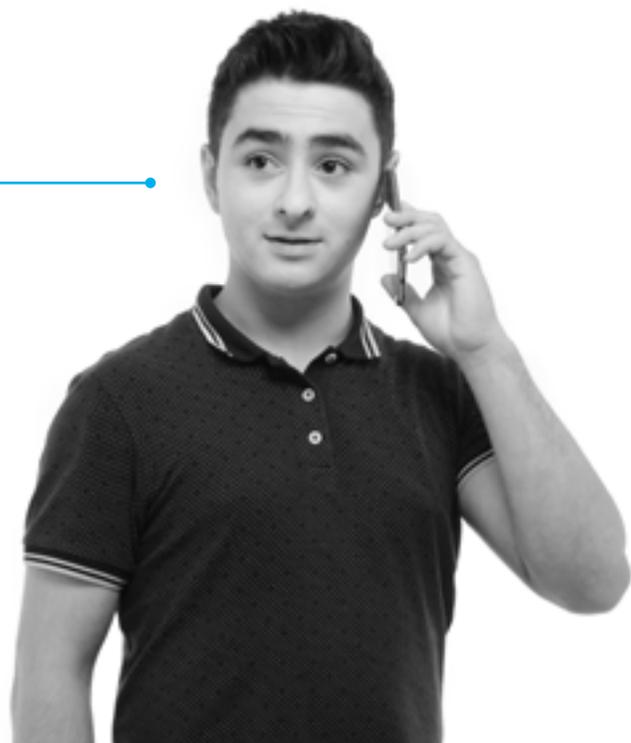
AVERAGE AUDIENCE COMPOSITION

LINEAR AND DIGITAL PLATFORM USAGE DIFFERS BY AGE

Q1 2016 AVERAGE AUDIENCE COMPOSITION BY PLATFORM



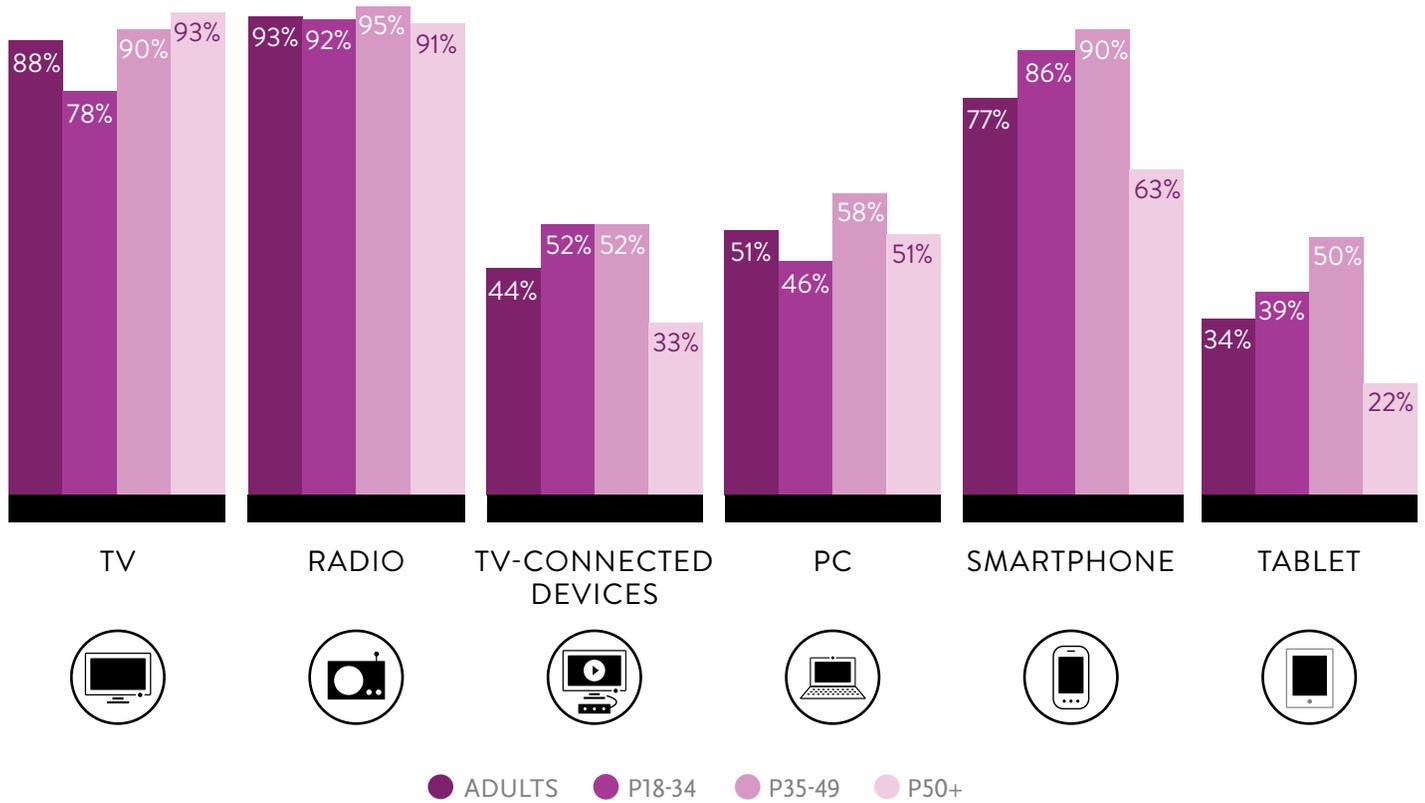
- **TV ACCOUNTS FOR 47% OF THE TOTAL AVERAGE AUDIENCE AMONG ADULTS 18+**
- SMARTPHONES, TABLETS, PCS, AND TV-CONNECTED DEVICES COMBINE FOR HALF OF THE AVERAGE AUDIENCE FOR P18-34



HOW MANY

OVER 90% OF ADULTS LISTEN TO RADIO EACH WEEK

WEEKLY REACH (% OF POPULATION)

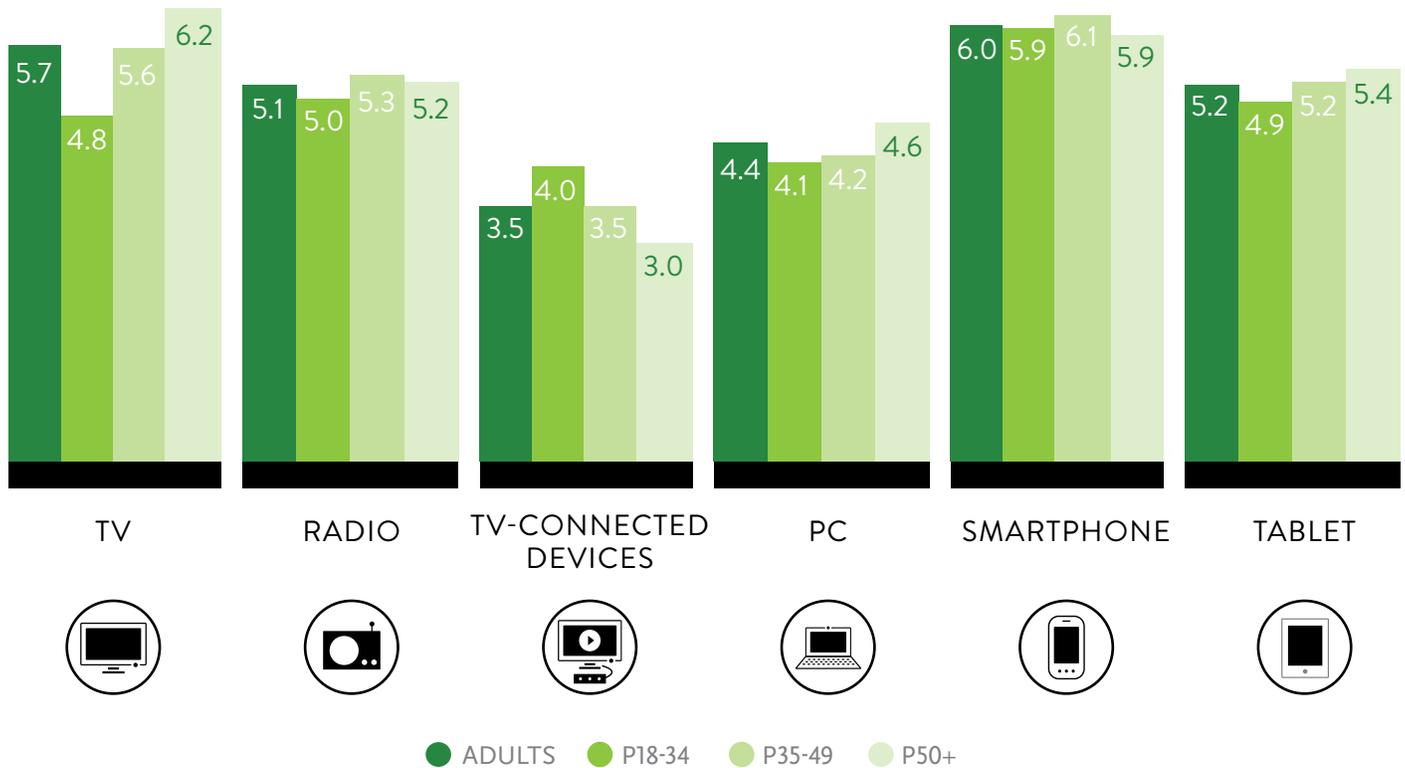


- **52% OF P18-49 ARE USING TV-CONNECTED DEVICES**
- AM/FM RADIO REACHES OVER 90% OF ALL ADULTS IN A GIVEN WEEK
- MORE ADULTS P35-49 USE SMARTPHONES, TABLETS AND PCS THAN P18-34

HOW OFTEN

ADULTS USE SMARTPHONES NEARLY EVERY DAY

AVG DAYS PER WEEK WITH USAGE (AMONG USERS)



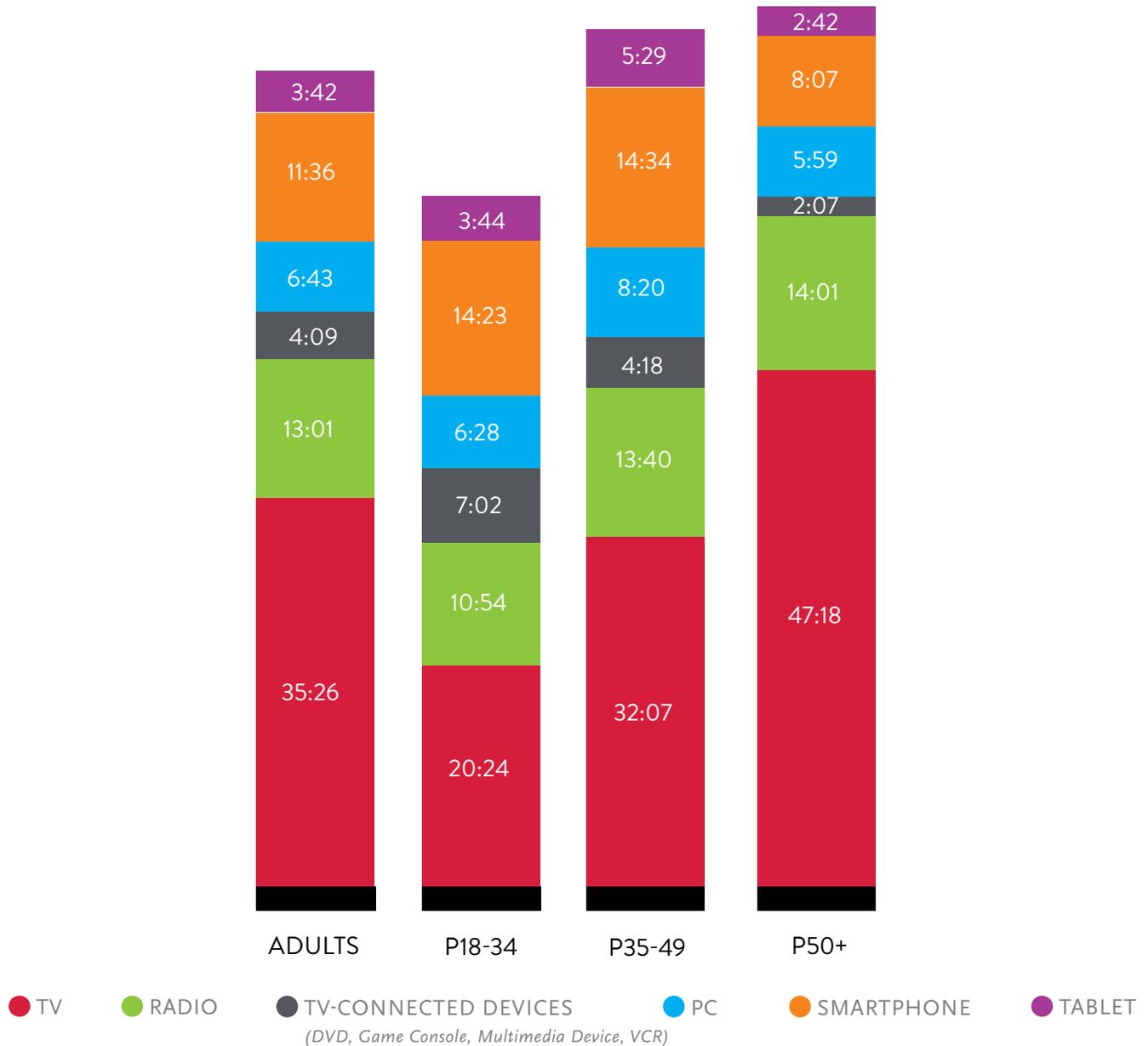
- **ADULT TV VIEWERS ARE WATCHING AN AVERAGE OF 5.7 OUT OF 7 DAYS PER WEEK**
- ADULTS LISTEN TO RADIO OVER 5 DAYS PER WEEK
- TV-CONNECTED DEVICES ARE USED 4 DAYS PER WEEK BY USERS AGE 18-34



HOW LONG

ADULTS SPEND THE MOST TIME WATCHING TV

WEEKLY HOURS:MINS OF USAGE (IN POPULATION)



- TV IS THE MOST HEAVILY CONSUMED PLATFORM AMONG ADULTS OF ALL AGES
- MILLENNIALS AGE 18-34 USE TV-CONNECTED DEVICES OVER 6 HOURS PER WEEK
- ADULTS 18-49 SPEND OVER 14 HOURS EACH WEEK ON SMARTPHONES

COMPARABLE METRICS BY RACE AND ETHNICITY



WEEKLY HOURS:MINS OF USAGE BY ETHNICITY & RACE

ADULTS 18+	COMPOSITE	BLACK	HISPANIC	ASIAN AMERICAN
TV	35:26	50:54	27:13	17:47
Radio	13:01	13:29	13:42	n/a
TV-Connected Devices	4:09	4:09	4:05	4:16
PC Total	6:43	7:39	5:08	4:13
PC Video	1:49	2:49	1:54	1:35
PC Streaming Audio	0:07	0:10	0:07	0:03
PC Social Network	0:53	0:52	0:29	0:21
Smartphone (App+Web)	11:36	12:43	14:25	10:06
Smartphone Video	0:23	0:36	0:43	0:34
Smartphone Streaming Audio	0:34	0:35	0:53	0:34
Smartphone Social Network	3:36	3:43	4:38	2:42
Tablet (App+Web)	3:42	4:03	1:41	2:20
Tablet Video	0:19	0:26	0:11	0:21
Tablet Streaming Audio	0:14	0:17	0:10	0:07
Tablet Social Network	0:50	0:51	0:21	0:20

- **BLACK AUDIENCES WATCH MORE TV THAN ANY OTHER GROUP**
- **HISPANICS ARE THE MOST AVID RADIO LISTENERS AND SPEND THE MOST TIME USING THEIR SMARTPHONES**
- **ASIAN AMERICANS HAVE THE HIGHEST AMOUNT OF TV-CONNECTED DEVICE USAGE**

COMPARABLE METRICS - ADULTS 18+

AVERAGE WEEK DECEMBER 29, 2014-MARCH 29, 2015

ADULTS 18+ UE = 240,160,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH%	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA%	AVG AUDIENCE
TV	210,276,524	87.6%	5.60	407	516,461,212,875	2,150	2,277	21.3%	51,236,231
Radio	222,654,000	92.7%	5.15	162	186,138,744,000	775	836	7.7%	18,466,145
TV-Connected Devices	101,412,616	42.2%	3.35	139	53,159,469,960	221	466	2.2%	5,273,757
PC	131,168,510	54.6%	4.44	138	80,610,852,998	336	615	3.3%	7,997,108
PC Video	86,308,332	35.9%	3.58	71	22,110,031,382	92	256	0.9%	2,193,455
PC Streaming Audio	23,906,085	10.0%	2.41	31	1,808,360,232	8	76	0.1%	179,401
PC Social Network	80,421,847	33.5%	3.71	42	12,603,437,384	52	157	0.5%	1,250,341
Smartphone (App+Web)	161,917,579	67.4%	5.90	111	105,728,605,759	440	653	4.4%	10,488,949
Smartphone Video	85,425,515	35.6%	2.74	15	3,412,081,169	14	40	0.1%	338,500
Smartphone Streaming Audio	67,618,536	28.2%	2.83	23	4,389,343,949	18	65	0.2%	435,451
Smartphone Social Network	140,618,262	58.6%	5.01	39	27,612,962,315	115	196	1.1%	2,739,381
Tablet (App+Web)	63,932,531	26.6%	4.92	105	33,052,870,915	138	517	1.4%	3,279,055
Tablet Video	31,690,710	13.2%	2.61	20	1,692,535,029	7	53	0.1%	167,910
Tablet Streaming Audio	20,266,842	8.4%	2.61	21	1,088,431,010	5	54	0.0%	107,979
Tablet Social Network	53,942,890	22.5%	4.28	38	8,763,072,277	36	162	0.4%	869,352

COMPARABLE METRICS - ADULTS 18+

AVERAGE WEEK DECEMBER 28, 2015-MARCH 27, 2016

ADULTS 18+ UE = 243,020,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH%	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA%	AVG AUDIENCE
TV	213,516,829	87.9%	5.69	397	516,774,314,178	2,126	2,260	21.1%	51,267,293
Radio	224,922,000	92.6%	5.15	164	189,834,168,000	781	844	7.7%	18,832,755
TV-Connected Devices	106,245,353	43.7%	3.52	145	60,399,343,524	249	512	2.5%	5,991,998
PC	124,230,095	51.1%	4.37	181	97,891,188,465	403	788	4.0%	9,711,427
PC Video	77,705,567	32.0%	3.52	97	26,433,682,074	109	340	1.1%	2,622,389
PC Streaming Audio	19,530,619	8.0%	2.21	42	1,819,050,092	7	93	0.1%	180,461
PC Social Network	72,742,542	29.9%	3.57	50	12,968,891,121	53	178	0.5%	1,286,596
Smartphone (App+Web)	186,641,243	76.8%	5.96	152	169,346,661,890	697	907	6.9%	16,800,264
Smartphone Video	110,098,402	45.3%	2.76	19	5,690,347,292	23	52	0.2%	564,519
Smartphone Streaming Audio	84,435,893	34.7%	3.19	31	8,339,701,579	34	99	0.3%	827,351
Smartphone Social Network	164,641,370	67.7%	5.20	61	52,445,935,201	216	319	2.1%	5,202,970
Tablet (App+Web)	82,674,274	34.0%	5.16	127	53,997,410,013	222	653	2.2%	5,356,886
Tablet Video	46,986,190	19.3%	2.86	35	4,630,828,681	19	99	0.2%	459,408
Tablet Streaming Audio	30,710,471	12.6%	3.43	33	3,487,891,964	14	114	0.1%	346,021
Tablet Social Network	68,827,474	28.3%	4.34	41	12,248,456,588	50	178	0.5%	1,215,125

COMPARABLE METRICS - PERSONS 18-34

AVERAGE WEEK DECEMBER 29, 2014-MARCH 29, 2015

P18-34 UE = 72,210,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH%	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA%	AVG AUDIENCE
TV	55,548,554	76.9%	4.70	310	94,478,671,969	1,308	1,455	13.0%	9,372,884
Radio	66,905,000	92.7%	4.97	143	47,609,055,000	659	712	6.5%	4,723,121
TV-Connected Devices	36,375,363	50.4%	3.88	168	27,889,615,663	386	652	3.8%	2,766,827
PC	35,057,063	48.5%	4.20	150	22,100,635,213	306	630	3.0%	2,192,523
PC Video	22,730,240	31.5%	3.64	100	8,286,522,365	115	365	1.1%	822,076
PC Streaming Audio	9,355,497	13.0%	2.66	32	788,139,731	11	84	0.1%	78,188
PC Social Network	20,821,324	28.8%	3.63	36	2,713,532,089	38	130	0.4%	269,200
Smartphone (App+Web)	55,976,950	77.5%	5.95	128	42,756,423,665	592	764	5.9%	4,241,709
Smartphone Video	36,838,553	51.0%	3.13	17	1,905,429,764	26	52	0.3%	189,031
Smartphone Streaming Audio	28,054,676	38.9%	3.13	25	2,204,661,790	31	79	0.3%	218,716
Smartphone Social Network	50,359,599	69.7%	5.33	47	12,661,396,306	175	251	1.7%	1,256,091
Tablet (App+Web)	22,106,043	30.6%	4.64	99	10,135,451,947	140	458	1.4%	1,005,501
Tablet Video	11,513,740	15.9%	2.79	27	855,570,673	12	74	0.1%	84,878
Tablet Streaming Audio	7,475,828	10.4%	2.48	26	475,303,796	7	64	0.1%	47,153
Tablet Social Network	18,441,997	25.5%	4.02	35	2,624,083,779	36	142	0.4%	260,326

COMPARABLE METRICS - PERSONS 18-34

AVERAGE WEEK DECEMBER 28, 2015-MARCH 27, 2016

P18-34 UE = 72,850,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH%	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA%	AVG AUDIENCE
TV	56,868,752	78.1%	4.76	283	89,200,011,275	1,224	1,347	12.1%	8,849,207
Radio	67,190,000	92.2%	4.96	143	47,704,900,000	655	710	6.5%	4,732,629
TV-Connected Devices	37,974,921	52.1%	4.05	172	30,717,299,484	422	698	4.2%	3,047,351
PC	33,167,550	45.5%	4.10	208	28,259,042,753	388	852	3.8%	2,803,476
PC Video	20,496,139	28.1%	3.54	154	11,139,652,049	153	544	1.5%	1,105,124
PC Streaming Audio	7,265,771	10.0%	2.41	47	817,394,021	11	112	0.1%	81,091
PC Social Network	18,651,308	25.6%	3.34	50	3,095,938,477	42	166	0.4%	307,137
Smartphone (App+Web)	62,788,777	86.2%	5.94	169	62,876,959,059	863	1001	8.6%	6,237,794
Smartphone Video	43,827,570	60.2%	3.16	22	3,014,692,100	41	69	0.4%	299,077
Smartphone Streaming Audio	34,653,582	47.6%	3.50	34	4,163,734,129	57	120	0.6%	413,069
Smartphone Social Network	56,267,873	77.2%	5.44	69	21,041,585,467	289	374	2.9%	2,087,459
Tablet (App+Web)	28,457,964	39.1%	4.93	116	16,336,672,213	224	574	2.2%	1,620,702
Tablet Video	16,708,154	22.9%	3.02	40	2,005,932,465	28	120	0.3%	199,001
Tablet Streaming Audio	12,294,186	16.9%	3.50	39	1,695,672,953	23	138	0.2%	168,222
Tablet Social Network	22,787,775	31.3%	4.09	43	3,993,512,629	55	175	0.5%	396,182

COMPARABLE METRICS - PERSONS 35-49

AVERAGE WEEK DECEMBER 29, 2014-MARCH 29, 2015

P35-49 UE = 60,690,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH%	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA%	AVG AUDIENCE
TV	54,873,294	90.4%	5.54	365	119,784,614,741	1,974	2,019	19.6%	11,883,394
Radio	57,629,000	95.0%	5.32	162	49,560,940,000	817	860	8.1%	4,916,760
TV-Connected Devices	29,937,822	49.3%	3.32	125	13,398,334,439	221	417	2.2%	1,329,200
PC	38,299,740	63.1%	4.35	155	25,839,104,165	426	675	4.2%	2,563,403
PC Video	25,015,613	41.2%	3.54	79	7,017,692,090	116	281	1.1%	696,200
PC Streaming Audio	7,664,029	12.6%	2.37	32	584,542,359	10	76	0.1%	57,990
PC Social Network	23,786,537	39.2%	3.69	44	3,905,124,730	64	164	0.6%	387,413
Smartphone (App+Web)	47,537,539	78.3%	6.04	114	32,783,920,622	540	690	5.4%	3,252,373
Smartphone Video	25,675,367	42.3%	2.65	13	858,542,017	14	33	0.1%	85,173
Smartphone Streaming Audio	21,092,859	34.8%	2.78	22	1,310,318,965	22	62	0.2%	129,992
Smartphone Social Network	42,551,760	70.1%	5.18	39	8,661,415,014	143	204	1.4%	859,267
Tablet (App+Web)	23,195,318	38.2%	5.03	97	11,318,485,690	186	488	1.9%	1,122,866
Tablet Video	11,733,832	19.3%	2.56	19	557,644,223	9	48	0.1%	55,322
Tablet Streaming Audio	7,576,361	12.5%	2.78	13	280,368,125	5	37	0.0%	27,814
Tablet Social Network	19,628,755	32.3%	4.37	34	2,909,234,753	48	148	0.5%	288,615

COMPARABLE METRICS - PERSONS 35-49

AVERAGE WEEK DECEMBER 28, 2015-MARCH 27, 2016

P35-49 UE = 60,700,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH%	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA%	AVG AUDIENCE
TV	54,738,326	90.2%	5.65	353	116,946,076,706	1,927	1,992	19.1%	11,601,793
Radio	57,571,000	94.8%	5.30	163	49,798,915,000	820	865	8.1%	4,940,369
TV-Connected Devices	31,842,322	52.5%	3.48	133	15,718,486,391	259	463	2.6%	1,559,374
PC	35,391,173	58.3%	4.20	205	30,374,458,464	500	858	5.0%	3,013,339
PC Video	21,826,672	36.0%	3.44	107	8,022,479,020	132	368	1.3%	795,881
PC Streaming Audio	6,268,092	10.3%	2.24	41	574,568,508	9	92	0.1%	57,001
PC Social Network	20,544,287	33.8%	3.48	54	3,891,048,756	64	189	0.6%	386,017
Smartphone (App+Web)	54,676,791	90.1%	6.11	159	53,076,982,279	874	971	8.7%	5,265,574
Smartphone Video	33,942,768	55.9%	2.68	17	1,560,095,511	26	46	0.3%	154,771
Smartphone Streaming Audio	25,794,734	42.5%	3.13	30	2,419,596,620	40	94	0.4%	240,039
Smartphone Social Network	49,809,019	82.1%	5.41	63	17,103,477,066	282	343	2.8%	1,696,774
Tablet (App+Web)	30,458,116	50.2%	5.19	126	19,946,895,282	329	655	3.3%	1,978,859
Tablet Video	17,337,852	28.6%	2.94	38	1,912,441,313	32	110	0.3%	189,726
Tablet Streaming Audio	11,091,234	18.3%	3.43	22	845,613,388	14	76	0.1%	83,890
Tablet Social Network	25,705,171	42.3%	4.37	41	4,642,578,950	76	181	0.8%	460,573

COMPARABLE METRICS - PERSONS 50+

AVERAGE WEEK DECEMBER 29, 2014-MARCH 29, 2015

P50+ UE =107,260,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH%	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA%	AVG AUDIENCE
TV	99,854,648	93.1%	6.13	469	302,197,926,165	2,817	2,876	28.0%	29,979,953
Radio	98,120,000	91.5%	5.18	175	88,876,712,000	829	906	8.2%	8,817,134
TV-Connected Devices	35,099,471	32.7%	2.83	112	11,871,519,858	111	316	1.1%	1,177,730
PC	57,811,708	53.9%	4.64	122	32,671,113,620	305	565	3.0%	3,241,182
PC Video	38,562,479	36.0%	3.58	49	6,805,816,927	63	176	0.6%	675,180
PC Streaming Audio	6,886,558	6.4%	2.10	30	435,678,141	4	63	0.0%	43,222
PC Social Network	35,813,986	33.4%	3.78	44	5,984,780,565	56	167	0.6%	593,728
Smartphone (App+Web)	58,403,090	54.5%	5.75	90	30,188,261,472	281	517	2.8%	2,994,867
Smartphone Video	22,911,595	21.4%	2.20	13	648,109,387	6	28	0.1%	64,297
Smartphone Streaming Audio	18,471,001	17.2%	2.44	19	874,363,193	8	47	0.1%	86,742
Smartphone Social Network	47,706,902	44.5%	4.52	29	6,290,150,996	59	132	0.6%	624,023
Tablet (App+Web)	18,631,171	17.4%	5.11	122	11,598,878,381	108	623	1.1%	1,150,682
Tablet Video	8,443,138	7.9%	2.45	14	279,249,878	3	33	0.0%	27,703
Tablet Streaming Audio	5,214,653	4.9%	2.56	25	332,675,989	3	64	0.0%	33,004
Tablet Social Network	15,872,139	14.8%	4.48	45	3,229,689,705	30	203	0.3%	320,406

COMPARABLE METRICS - PERSONS 50+

AVERAGE WEEK DECEMBER 28, 2015-MARCH 27, 2016

P50+ UE = 109,470,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH%	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA%	AVG AUDIENCE
TV	101,909,805	93.1%	6.24	467	310,628,226,197	2,838	2,914	28.2%	30,816,292
Radio	100,161,000	91.5%	5.19	177	92,148,120,000	842	920	8.4%	9,141,679
TV-Connected Devices	36,428,011	33.3%	3.00	120	13,963,557,650	128	359	1.3%	1,385,274
PC	55,671,371	50.9%	4.63	152	39,257,687,247	359	705	3.6%	3,894,612
PC Video	35,382,756	32.3%	3.57	58	7,271,551,005	66	206	0.7%	721,384
PC Streaming Audio	5,996,755	5.5%	1.94	37	427,087,563	4	71	0.0%	42,370
PC Social Network	33,546,947	30.6%	3.74	48	5,981,903,887	55	178	0.5%	593,443
Smartphone (App+Web)	69,175,675	63.2%	5.87	132	53,392,720,552	488	772	4.8%	5,296,897
Smartphone Video	32,328,064	29.5%	2.29	15	1,115,559,681	10	35	0.1%	110,671
Smartphone Streaming Audio	23,987,577	21.9%	2.81	26	1,756,370,830	16	73	0.2%	174,243
Smartphone Social Network	58,564,478	53.5%	4.78	51	14,300,872,669	131	244	1.3%	1,418,737
Tablet (App+Web)	23,758,194	21.7%	5.38	139	17,713,783,316	162	746	1.6%	1,757,320
Tablet Video	12,940,184	11.8%	2.53	22	712,372,151	7	55	0.1%	70,672
Tablet Streaming Audio	7,325,051	6.7%	3.32	39	946,552,604	9	129	0.1%	93,904
Tablet Social Network	20,334,528	18.6%	4.57	39	3,612,305,859	33	178	0.3%	358,364

COMPARABLE METRICS - BLACK 18+

AVERAGE WEEK DECEMBER 29, 2014-MARCH 29, 2015

BLACK 18+ UE = 29,936,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH%	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA%	AVG AUDIENCE
TV	26,791,702	89.5%	5.67	543	91,383,993,266	3,053	3,075	30.3%	9,065,872
Radio	27,718,000	92.6%	5.00	172	23,920,634,000	799	863	7.9%	2,373,079
TV-Connected Devices	11,407,124	38.1%	3.21	155	6,544,383,631	219	500	2.2%	649,244
PC	16,538,592	55.2%	4.44	158	11,628,902,754	388	703	3.9%	1,153,661
PC Video	11,039,205	36.9%	3.72	103	4,224,932,541	141	383	1.4%	419,140
PC Streaming Audio	3,391,976	11.3%	2.40	35	286,250,300	10	84	0.1%	28,398
PC Social Network	9,630,957	32.2%	3.57	48	1,643,811,884	55	171	0.5%	163,077
Smartphone (App+Web)	19,366,337	64.7%	5.98	127	14,655,115,168	490	757	4.9%	1,453,880
Smartphone Video	12,104,002	40.4%	2.92	16	581,103,487	19	48	0.2%	57,649
Smartphone Streaming Audio	8,854,944	29.6%	2.92	26	677,914,595	23	77	0.2%	67,253
Smartphone Social Network	16,769,042	56.0%	4.91	46	3,760,023,713	126	224	1.2%	373,018
Tablet (App+Web)	6,462,256	21.6%	4.92	113	3,590,964,172	120	556	1.2%	356,246
Tablet Video	3,445,853	11.5%	2.71	25	232,820,258	8	68	0.1%	23,097
Tablet Streaming Audio	2,235,366	7.5%	2.67	21	125,017,213	4	56	0.0%	12,403
Tablet Social Network	5,432,066	18.1%	4.37	39	915,846,228	31	169	0.3%	90,858

COMPARABLE METRICS - BLACK 18+

AVERAGE WEEK DECEMBER 28, 2015-MARCH 27, 2016

BLACK 18+ UE = 30,535,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH%	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA%	AVG AUDIENCE
TV	27,602,359	90.4%	5.79	530	93,259,775,423	3,054	3,065	30.3%	9,251,962
Radio	28,176,000	92.3%	5.02	175	24,710,352,000	809	877	8.0%	2,451,424
TV-Connected Devices	12,111,078	39.7%	3.38	164	7,591,042,207	249	556	2.5%	753,080
PC	15,621,529	51.2%	4.33	207	14,014,840,449	459	897	4.6%	1,390,361
PC Video	10,034,063	32.9%	3.58	144	5,161,666,054	169	514	1.7%	512,070
PC Streaming Audio	3,067,133	10.0%	2.32	44	314,932,586	10	103	0.1%	31,243
PC Social Network	8,793,348	28.8%	3.36	54	1,601,912,124	52	182	0.5%	158,920
Smartphone (App+Web)	22,952,489	75.2%	5.96	170	23,300,075,326	763	1015	7.6%	2,311,515
Smartphone Video	15,266,780	50.0%	3.10	24	1,125,948,874	37	74	0.4%	111,701
Smartphone Streaming Audio	10,272,335	33.6%	3.14	33	1,073,397,708	35	104	0.3%	106,488
Smartphone Social Network	20,381,708	66.7%	5.07	66	6,817,179,116	223	334	2.2%	676,307
Tablet (App+Web)	8,610,999	28.2%	5.43	159	7,416,605,473	243	861	2.4%	735,774
Tablet Video	5,867,443	19.2%	3.25	42	805,997,680	26	137	0.3%	79,960
Tablet Streaming Audio	3,868,669	12.7%	3.72	36	517,902,883	17	134	0.2%	51,379
Tablet Social Network	7,619,367	25.0%	4.57	45	1,555,982,134	51	204	0.5%	154,363

COMPARABLE METRICS - HISPANIC 18+

AVERAGE WEEK DECEMBER 29, 2014-MARCH 29, 2015

HISPANIC 18+ UE = 36,157,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH%	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA%	AVG AUDIENCE
TV	32,364,391	89.5%	5.33	335	63,130,781,733	1,746	1,785	17.3%	6,262,974
Radio	35,084,000	97.0%	5.27	160	29,505,644,000	816	841	8.1%	2,927,147
TV-Connected Devices	15,308,660	42.3%	3.10	142	7,713,390,443	213	441	2.1%	765,217
PC	14,256,051	39.4%	3.97	148	8,374,135,610	232	587	2.3%	830,767
PC Video	8,747,750	24.2%	3.26	89	2,529,367,767	70	289	0.7%	250,929
PC Streaming Audio	3,196,242	8.8%	2.32	34	253,837,207	7	79	0.1%	25,182
PC Social Network	7,595,674	21.0%	3.33	39	992,813,085	27	131	0.3%	98,493
Smartphone (App+Web)	27,694,309	76.6%	5.97	128	21,109,101,500	584	762	5.8%	2,094,157
Smartphone Video	17,795,182	49.2%	3.05	17	939,766,426	26	53	0.3%	93,231
Smartphone Streaming Audio	13,241,214	36.6%	3.14	28	1,151,503,396	32	87	0.3%	114,236
Smartphone Social Network	24,618,325	68.1%	5.18	48	6,150,848,860	170	250	1.7%	610,203
Tablet (App+Web)	6,655,110	18.4%	4.71	109	3,414,824,011	94	513	0.9%	338,772
Tablet Video	3,304,997	9.1%	3.00	24	242,561,676	7	73	0.1%	24,064
Tablet Streaming Audio	1,789,231	4.9%	2.23	29	114,877,726	3	64	0.0%	11,397
Tablet Social Network	5,309,449	14.7%	4.13	44	973,717,472	27	183	0.3%	96,599

COMPARABLE METRICS - HISPANIC 18+

AVERAGE WEEK DECEMBER 28, 2015-MARCH 27, 2016

HISPANIC 18+ UE = 37,110,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH%	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA%	AVG AUDIENCE
TV	33,264,147	89.6%	5.38	314	60,594,716,104	1,633	1,688	16.2%	6,011,381
Radio	35,945,000	96.9%	5.27	161	30,517,305,000	822	849	8.2%	3,027,510
TV-Connected Devices	16,698,674	45.0%	3.40	146	9,115,946,292	246	497	2.4%	904,360
PC	13,707,976	36.9%	3.97	210	11,447,032,674	308	835	3.1%	1,135,618
PC Video	8,101,252	21.8%	3.35	155	4,213,157,976	114	520	1.1%	417,972
PC Streaming Audio	2,434,937	6.6%	2.19	47	250,847,050	7	103	0.1%	24,886
PC Social Network	7,022,805	18.9%	3.18	49	1,088,135,402	29	155	0.3%	107,950
Smartphone (App+Web)	32,160,386	86.7%	5.95	168	32,084,216,636	865	998	8.6%	3,182,958
Smartphone Video	21,993,740	59.3%	3.19	23	1,626,331,431	44	74	0.4%	161,342
Smartphone Streaming Audio	16,069,346	43.3%	3.33	37	1,984,015,712	53	123	0.5%	196,827
Smartphone Social Network	28,433,253	76.6%	5.28	69	10,309,766,114	278	363	2.8%	1,022,794
Tablet (App+Web)	7,160,378	19.3%	4.94	106	3,749,398,341	101	524	1.0%	371,964
Tablet Video	3,979,420	10.7%	3.03	34	403,921,985	11	102	0.1%	40,072
Tablet Streaming Audio	2,771,252	7.5%	3.31	41	374,350,463	10	135	0.1%	37,138
Tablet Social Network	5,710,541	15.4%	3.94	34	775,554,252	21	136	0.2%	76,940

COMPARABLE METRICS - ASIAN AMERICAN 18+

AVERAGE WEEK DECEMBER 29, 2014-MARCH 29, 2015

ASIAN AMERICAN 18+ UE = 14,074,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH%	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA%	AVG AUDIENCE
TV	10,561,303	75.0%	4.89	279	16,016,301,145	1,138	1,365	11.3%	1,588,919
TV-Connected Devices	6,444,176	45.8%	3.76	142	3,646,192,107	259	534	2.6%	361,725
PC	4,769,001	33.9%	4.57	164	3,569,674,239	254	749	2.5%	354,134
PC Video	3,389,292	24.1%	3.74	83	1,049,677,345	75	310	0.7%	104,135
PC Streaming Audio	1,127,671	8.0%	2.82	21	68,161,078	5	60	0.0%	6,762
PC Social Network	3,019,231	21.5%	3.73	32	357,165,552	25	118	0.3%	35,433
Smartphone (App+Web)	9,669,570	68.7%	5.85	117	6,638,543,324	472	687	4.7%	658,586
Smartphone Video	5,738,696	40.8%	3.19	16	299,620,077	21	52	0.2%	29,724
Smartphone Streaming Audio	3,928,139	27.9%	2.98	22	255,331,523	18	65	0.2%	25,331
Smartphone Social Network	8,082,685	57.4%	5.08	40	1,628,184,559	116	201	1.1%	161,526
Tablet (App+Web)	3,742,458	26.6%	4.78	103	1,847,327,099	131	494	1.3%	183,267
Tablet Video	1,879,470	13.4%	2.96	28	157,575,886	11	84	0.1%	15,633
Tablet Streaming Audio	935,590	6.6%	2.24	14	29,324,399	2	31	0.0%	2,909
Tablet Social Network	3,052,658	21.7%	3.93	27	322,235,243	23	106	0.2%	31,968

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

COMPARABLE METRICS - ASIAN AMERICAN 18+

AVERAGE WEEK DECEMBER 28, 2015-MARCH 27, 2016

ASIAN AMERICAN 18+ UE = 14,634,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH%	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA%	AVG AUDIENCE
TV	11,070,849	75.7%	4.90	262	15,621,289,055	1,067	1,284	10.6%	1,549,731
TV-Connected Devices	6,775,351	46.3%	3.68	140	3,754,871,185	257	517	2.5%	372,507
PC	4,178,360	28.6%	4.29	206	3,695,898,450	253	885	2.5%	366,657
PC Video	2,684,512	18.3%	3.59	144	1,385,024,999	95	516	0.9%	137,403
PC Streaming Audio	761,466	5.2%	2.30	29	49,979,991	3	66	0.0%	4,958
PC Social Network	2,404,552	16.4%	3.39	37	303,269,850	21	126	0.2%	30,086
Smartphone (App+Web)	10,633,820	72.7%	5.54	151	8,879,915,822	607	835	6.0%	880,944
Smartphone Video	6,524,339	44.6%	3.17	24	506,110,380	35	78	0.3%	50,209
Smartphone Streaming Audio	4,680,474	32.0%	3.49	30	496,080,566	34	106	0.3%	49,214
Smartphone Social Network	8,662,468	59.2%	4.95	55	2,376,839,224	162	274	1.6%	235,798
Tablet (App+Web)	3,953,461	27.0%	4.91	105	2,045,372,463	140	517	1.4%	202,914
Tablet Video	2,145,352	14.7%	3.10	46	307,348,143	21	143	0.2%	30,491
Tablet Streaming Audio	919,840	6.3%	3.22	37	109,224,856	7	119	0.1%	10,836
Tablet Social Network	3,105,846	21.2%	3.63	26	292,165,976	20	94	0.2%	28,985

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

DIGITAL AUDIENCE MEASUREMENT

	INCLUDES	DOES NOT INCLUDE
PC	Home and work PC measurement of URLs and Internet Applications such as instant messengers, media players, and web phones	Non-browser requested URLs Non-Internet Applications such as office apps, most games, and email apps
PC Video	Both active (tagged) and passive (non-tagged) publisher measurement	Untagged content among active publishers, content that has been tagged for less than one full month
PC Streaming Audio	Sites and Internet Applications specifically designed to provide audio content when they are in the foreground (Ex. Pandora, Spotify, iHeartRadio)	Audio content through YouTube, VEVO, and other sites that also provide video capabilities. Duration is not credited if the page is in the background or the user is inactive for over 30 minutes (Excludes Internet applications like Spotify or Apple Music)
PC Social Network	All sites in the Member Communities subcategory as defined in the Nielsen NetView dictionary	Reddit, YouTube, and other sites with active public forums and comment sections
Smartphone (App+Web)	Android: all app/web activity, measured passively iOS: all activity routed through an http and https proxy for both app and browser URLs	iOS apps with no http/https activity (Ex. Calculator, Notes) Email activity through the standard Mail app for iOS Standard text messaging is not included
Smartphone Video	Apps and sites specifically designed to view video content (Ex. Netflix, YouTube, HBOGO)	Video content available through apps/web where video is not the primary focus (Ex. CNN, Weather Channel, Facebook)
Smartphone Streaming Audio	Apps and sites specifically designed to provide audio content (Ex. Pandora, Spotify, iHeartRadio)	Audio content through YouTube, VEVO, and other apps that also provide video capabilities
Smartphone Social Network	All apps/sites in the Social Networking subcategory as defined in the Nielsen EMM dictionary	Reddit, YouTube, and other sites with active public forums and comment sections
Tablet (App+Web)	iOS: all activity routed through an http and https proxy for both app and browser URLs	Android tablets, iOS apps with no http/https activity Email activity through the standard Mail app for iOS Standard text messaging is not included
Tablet Video	Apps and sites specifically designed to view video content (Ex. Netflix, YouTube, HBOGO)	Video content available through apps/web where video is not the primary focus (Ex. CNN, Weather Channel, Facebook)
Tablet Streaming Audio	Apps and sites specifically designed to provide audio content (Ex. Pandora, Spotify, iHeartRadio)	Audio content through YouTube, VEVO, and other apps that also provide video capabilities
Tablet Social Network	All apps/sites in the Social Networking subcategory as defined in the Nielsen EMM dictionary	Reddit, YouTube, and other sites with active public forums and comment sections

SOURCING & METHODOLOGIES

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, VCR) would include content being viewed on the TV 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 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.

AM/FM RADIO METHODOLOGY

AM/FM Radio includes listening to programming from AM/FM radio stations or network programming.

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 counties 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.

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.

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 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. While the audience of Video on a PC is a subset of Internet on a PC, overall time spent for Video on a PC should not be subtracted from Internet on a PC due to variations in the methodology and calculations.

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.

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. There are approximately 9,000 smartphone and 1,300 tablet panelists in the U.S. across both iOS and Android 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 People Meter (NPM) panel that is the industry standard for TV Ratings.

In Q3 2015 Nielsen updated measurement of the Streaming Audio subcategory to accurately reflect new entrants to the market and updates to existing services. One popular service also implemented a free trial during the reporting period. These changes resulted in an increase in users and usage on smartphones and tablets.

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

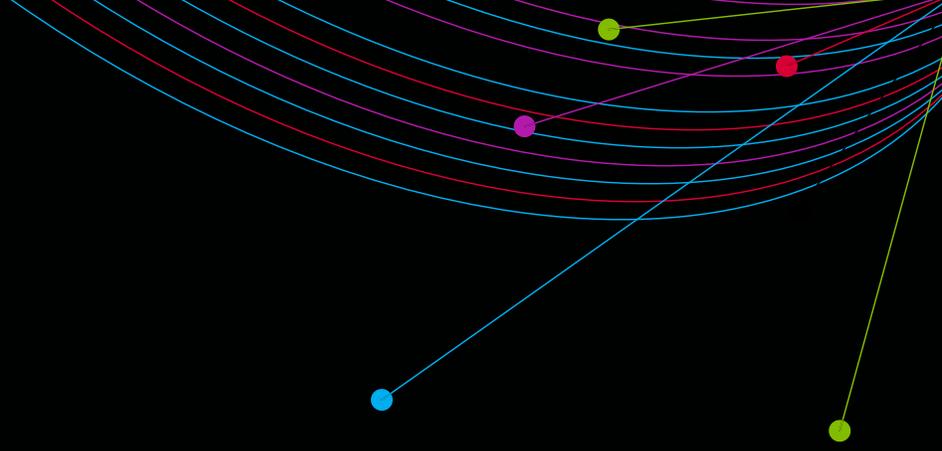
Source: Live+DVR/Time-shifted TV, TV-Connected Devices (DVD, Game Console, Multimedia Device, VCR) 12/28/15-03/27/16, 12/29/14-03/29/15 via Nielsen NPOWER/NPM Panel, Radio 03/26/15-03/23/16, 03/27/14-03/25/15 via RADAR 129, RADAR 125, PC-Total, Streaming Audio, Social Networking 12/28/15-03/27/16, 12/29/14-03/29/15 via Nielsen Netview, PC Streaming Video 12/28/15-03/27/16, 12/29/14-03/29/15 via Nielsen VideoCensus, Smartphone - App/Web Total, Streaming Video, Streaming Audio, Social Networking 12/28/15-03/27/16, 12/29/14-03/29/15 via Nielsen Electronic Mobile Measurement, iOS and Android, Tablet - App/Web Total, Streaming Video, Streaming Audio, Social Networking 12/28/15-03/27/16, 12/29/14-03/29/15 via Nielsen Electronic Mobile Measurement - unweighted, projections based on estimates from the NPOWER/NPM Panel.

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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