

nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™

THE NIELSEN COMPARABLE METRICS REPORT

Q2 2016



WELCOME

Welcome to the Q2 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.

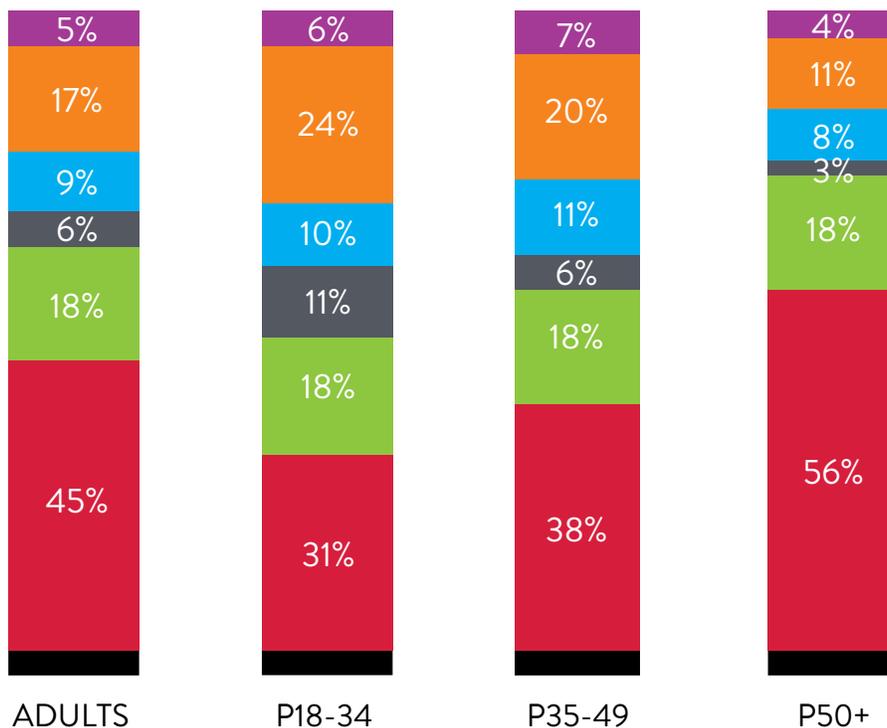
This quarter we are continuing to build upon the enhancements made to the previous edition of the report. In Q1 2016 the reporting period was expanded to include the full 13 weeks rather than a 5-6 week snapshot. As a result we can now directly compare and align metrics with The Nielsen Total Audience Report, allowing the two reports to be used concurrently to gain a better understanding of trends in the marketplace.

Q2 2016 also marks the first full quarter that we are reporting on the effects of the panel enhancements made back in March 2016 to 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. Removal of the 30 minute cap did result in some increase in time spent but we estimate that usage would have been up 42% even without this enhancement to the methodology. A similar change went into effect for Android devices in August 2016 so, while not reflected in this report, additional increases in Q3 2016 are anticipated as a result.

AVERAGE AUDIENCE COMPOSITION

LINEAR AND DIGITAL PLATFORM USAGE DIFFERS BY AGE

Q2 2016 AVERAGE AUDIENCE COMPOSITION BY PLATFORM



● TV
 ● RADIO
 ● TV-CONNECTED DEVICES
(DVD, Game Console, Multimedia Device, VCR)
 ● PC
 ● SMARTPHONE
 ● TABLET

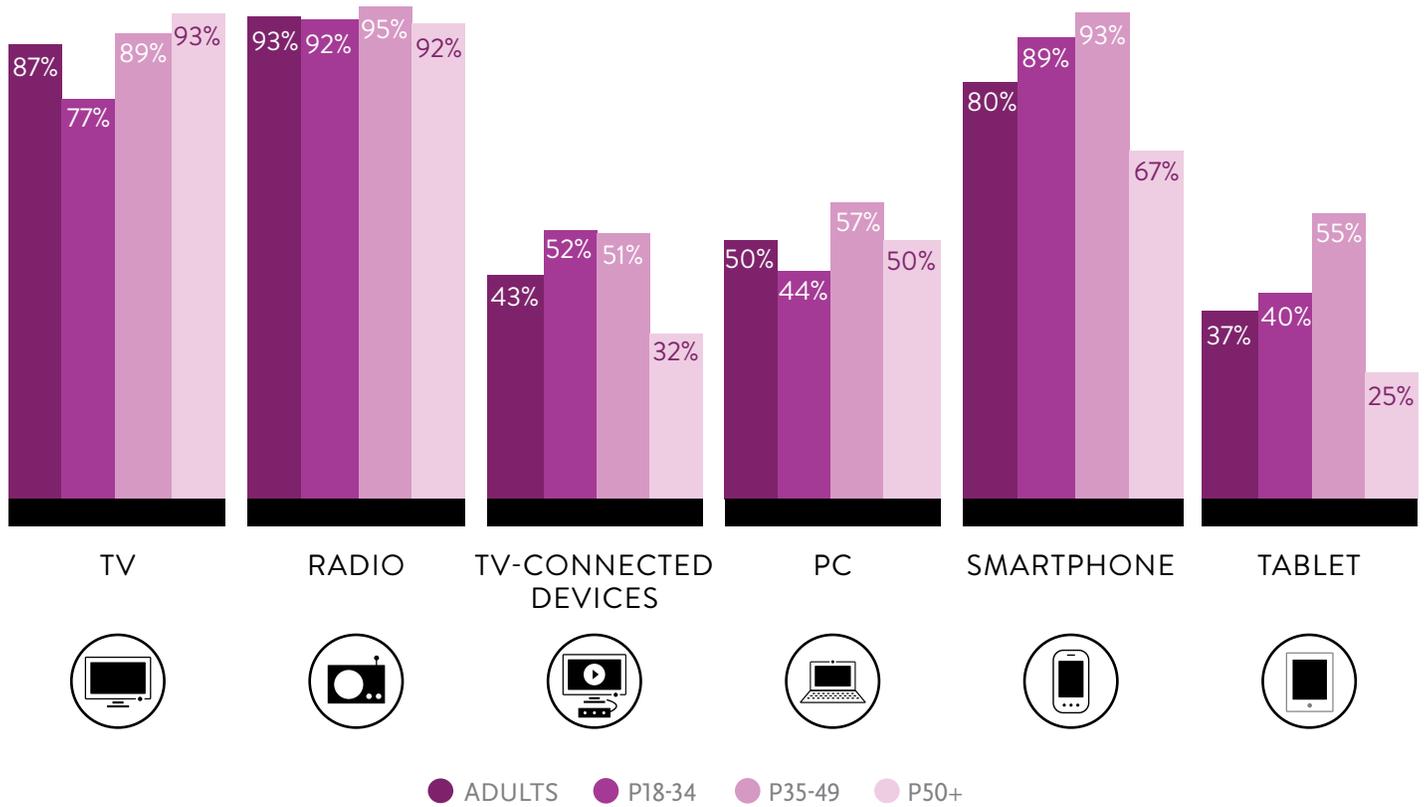
- **TV ACCOUNTS FOR 45% OF THE TOTAL AVERAGE AUDIENCE AMONG ADULTS 18+**
- **SMARTPHONES, TABLETS, PCS, AND TV-CONNECTED DEVICES COMBINE FOR OVER HALF OF THE AVERAGE AUDIENCE FOR P18-34**



HOW MANY

OVER 90% OF ADULTS LISTEN TO RADIO EACH WEEK

WEEKLY REACH (% OF POPULATION)

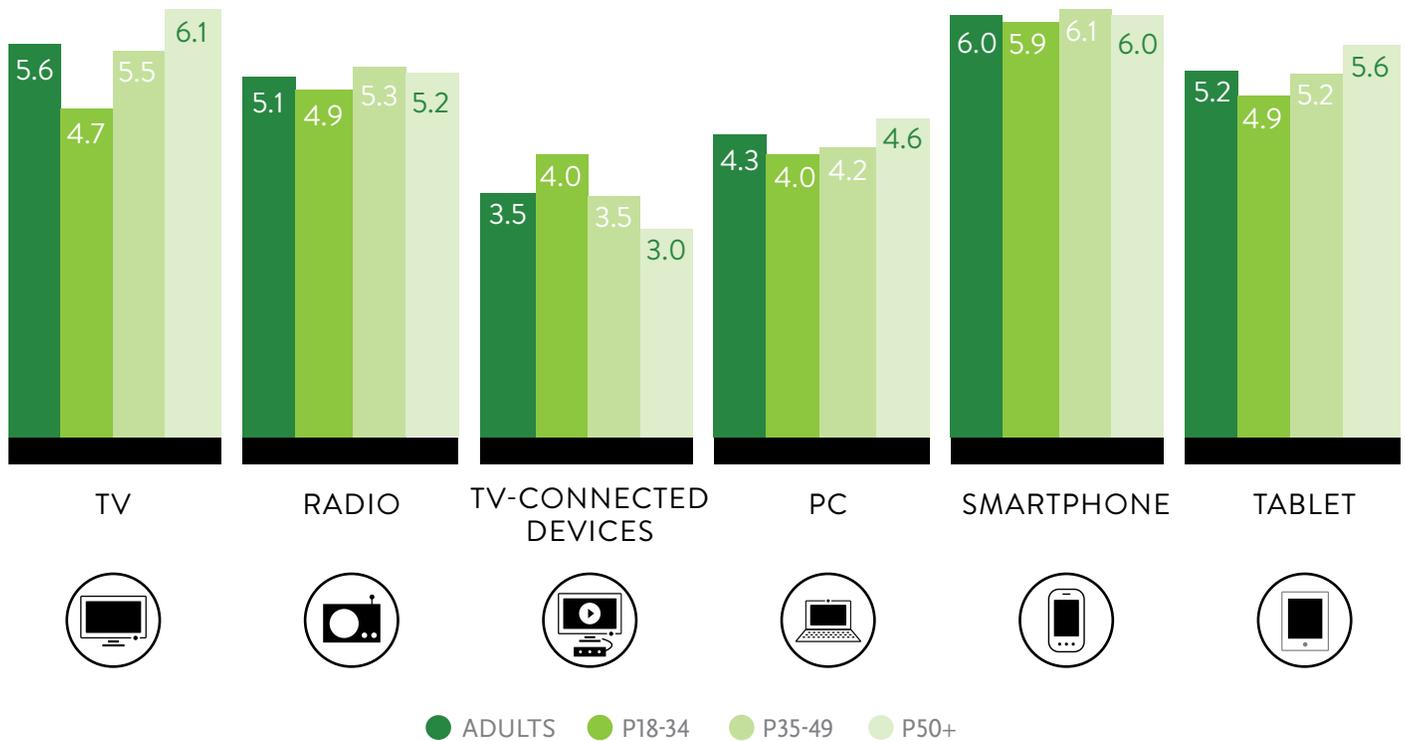


- **52% OF P18-34 ARE USING TV-CONNECTED DEVICES**
- 93% OF P35-49 ARE USING SMARTPHONES
- MORE ADULTS P35-49 USE SMARTPHONES, TABLETS AND PCS THAN P18-34

HOW OFTEN

ADULTS USE SMARTPHONES NEARLY EVERY DAY

AVG DAYS PER WEEK WITH USAGE (AMONG USERS)



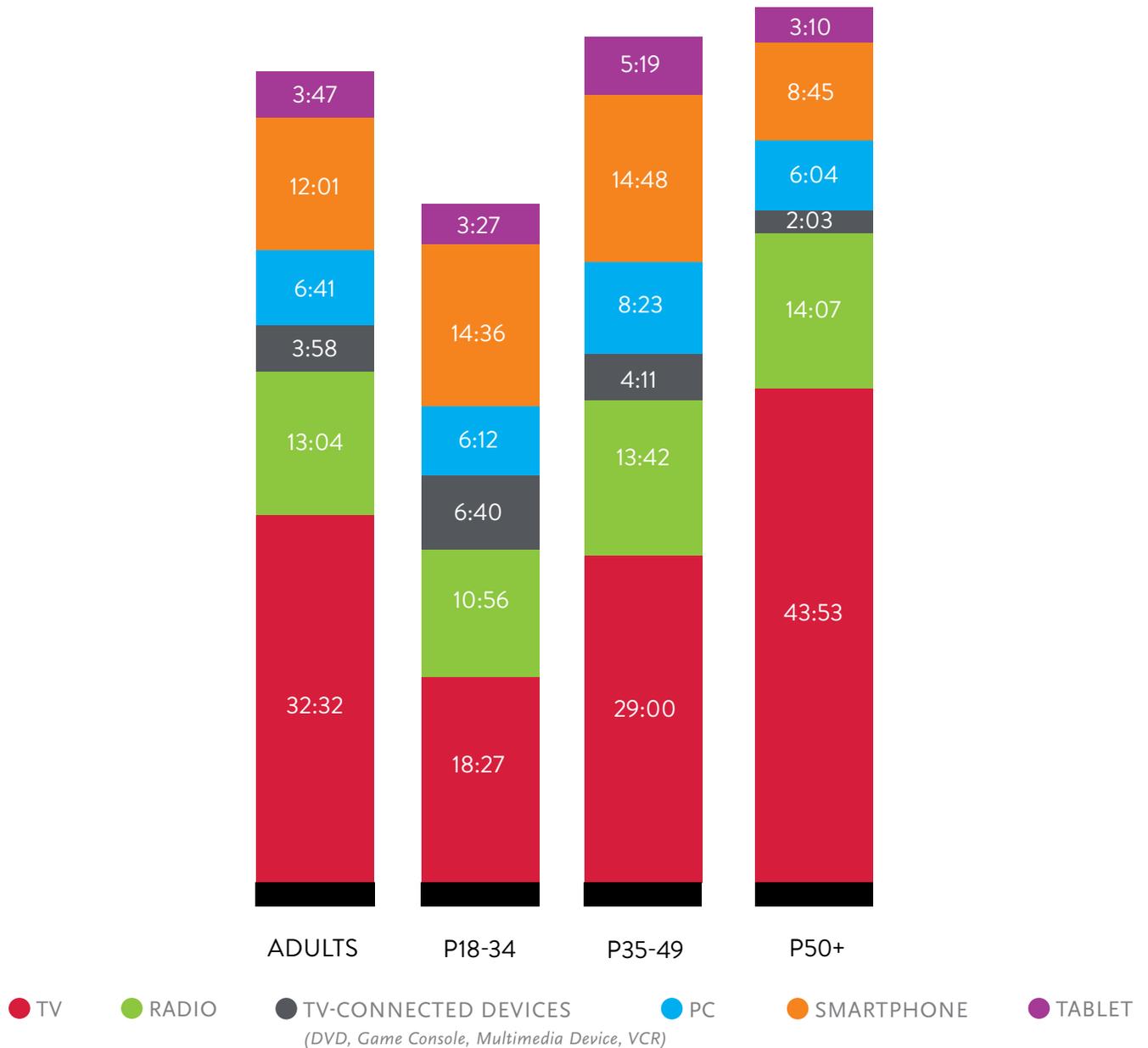
- **ADULT TV VIEWERS ARE WATCHING AN AVERAGE OF 5.6 OUT OF 7 DAYS PER WEEK**
- TV-CONNECTED DEVICES ARE USED 4 DAYS PER WEEK BY USERS AGE 18-34
- ADULTS LISTEN TO RADIO OVER 5 DAYS PER WEEK



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
- TV-CONNECTED DEVICES ARE USED 6:40 PER WEEK AMONG P18-34
- ADULTS 35-49 SPEND THE MOST TIME PER WEEK ON SMARTPHONES, PCS AND TABLETS

COMPARABLE METRICS BY RACE AND ETHNICITY



WEEKLY HOURS:MINS OF USAGE BY ETHNICITY & RACE

ADULTS 18+	COMPOSITE	BLACK	HISPANIC	ASIAN AMERICAN
TV	32:32	47:58	25:26	16:09
Radio	13:04	13:34	13:52	n/a
TV-Connected Devices	3:58	4:09	4:00	4:18
PC Total	6:41	7:43	5:01	4:26
PC Video	1:49	3:00	1:46	1:32
PC Streaming Audio	0:07	0:10	0:07	0:03
PC Social Network	1:01	1:01	0:34	0:25
Smartphone (App+Web)	12:01	12:47	14:31	10:27
Smartphone Video	0:24	0:40	0:44	0:28
Smartphone Streaming Audio	0:42	0:45	1:00	0:46
Smartphone Social Network	3:35	3:40	4:39	2:41
Tablet (App+Web)	3:47	3:53	1:49	2:28
Tablet Video	0:17	0:25	0:15	0:13
Tablet Streaming Audio	0:15	0:20	0:10	0:07
Tablet Social Network	0:47	0:52	0:18	0:15

- **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 MARCH 30, 2015 - JUNE 28, 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	208,838,789	87.0%	5.46	382	471,007,588,831	1,961	2,085	19.5%	46,726,943
Radio	222,367,000	92.6%	5.15	162	185,454,078,000	772	834	7.7%	18,398,222
TV-Connected Devices	97,729,944	40.7%	3.30	136	48,895,891,132	204	448	2.0%	4,850,783
PC	127,269,501	53.0%	4.39	132	73,738,741,777	307	579	3.0%	7,315,351
PC Video	83,304,927	34.7%	3.52	74	21,660,159,541	90	260	0.9%	2,148,825
PC Streaming Audio	24,709,247	10.3%	2.30	29	1,671,239,378	7	68	0.1%	165,798
PC Social Network	77,783,289	32.4%	3.65	41	11,550,528,420	48	148	0.5%	1,145,886
Smartphone (App+Web)	170,982,230	71.2%	5.78	119	117,111,767,849	488	685	4.8%	11,618,231
Smartphone Video	88,746,433	37.0%	2.80	15	3,807,039,350	16	43	0.2%	377,682
Smartphone Streaming Audio	69,902,034	29.1%	3.02	23	4,760,496,354	20	68	0.2%	472,271
Smartphone Social Network	147,659,949	61.5%	4.89	45	32,528,264,953	135	220	1.3%	3,227,010
Tablet (App+Web)	69,213,429	28.8%	4.94	103	35,245,510,099	147	509	1.5%	3,496,578
Tablet Video	34,116,786	14.2%	2.78	23	2,200,522,981	9	64	0.1%	218,306
Tablet Streaming Audio	21,468,846	8.9%	2.69	27	1,571,136,661	7	73	0.1%	155,867
Tablet Social Network	57,187,506	23.8%	4.25	43	10,453,869,476	44	183	0.4%	1,037,090

COMPARABLE METRICS - ADULTS 18+

AVERAGE WEEK MARCH 28, 2016 - JUNE 26, 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	212,381,800	87.4%	5.60	374	474,468,325,399	1,952	2,090	19.4%	47,070,270
Radio	225,207,000	92.7%	5.15	164	190,525,122,000	784	846	7.8%	18,901,302
TV-Connected Devices	104,210,918	42.9%	3.51	144	57,899,951,002	238	505	2.4%	5,744,043
PC	121,139,161	49.8%	4.30	187	97,492,634,087	401	805	4.0%	9,671,888
PC Video	75,140,284	30.9%	3.56	99	26,412,497,325	109	352	1.1%	2,620,287
PC Streaming Audio	21,132,024	8.7%	2.34	36	1,769,475,502	7	84	0.1%	175,543
PC Social Network	71,061,556	29.2%	3.62	58	14,853,671,136	61	209	0.6%	1,473,578
Smartphone (App+Web)	194,302,567	80.0%	6.02	150	175,335,717,195	721	902	7.2%	17,394,416
Smartphone Video	113,530,949	46.7%	2.80	18	5,832,312,937	24	51	0.2%	578,602
Smartphone Streaming Audio	93,695,746	38.6%	3.64	30	10,263,897,817	42	110	0.4%	1,018,244
Smartphone Social Network	171,268,679	70.5%	5.40	57	52,406,335,482	216	306	2.1%	5,199,041
Tablet (App+Web)	89,066,317	36.6%	5.23	119	55,364,811,556	228	622	2.3%	5,492,541
Tablet Video	52,078,786	21.4%	2.69	30	4,229,073,088	17	81	0.2%	419,551
Tablet Streaming Audio	35,411,237	14.6%	3.62	30	3,863,215,773	16	109	0.2%	383,256
Tablet Social Network	74,328,402	30.6%	4.39	35	11,477,459,317	47	154	0.5%	1,138,637

COMPARABLE METRICS - PERSONS 18-34

AVERAGE WEEK MARCH 30, 2015 - JUNE 28, 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	54,776,605	75.9%	4.56	294	85,391,267,486	1,183	1,339	11.7%	8,471,356
Radio	66,761,000	92.5%	4.96	142	47,176,376,000	653	707	6.5%	4,680,196
TV-Connected Devices	35,585,890	49.3%	3.80	165	25,733,165,289	356	628	3.5%	2,552,893
PC	35,355,027	49.0%	4.19	147	21,763,159,627	301	616	3.0%	2,159,044
PC Video	23,169,060	32.1%	3.58	104	8,607,712,594	119	372	1.2%	853,940
PC Streaming Audio	9,491,660	13.1%	2.47	32	751,998,684	10	79	0.1%	74,603
PC Social Network	21,334,724	29.5%	3.51	35	2,657,708,773	37	125	0.4%	263,662
Smartphone (App+Web)	58,793,563	81.4%	5.82	140	47,927,307,620	664	815	6.6%	4,754,693
Smartphone Video	38,473,090	53.3%	3.19	17	2,127,822,487	29	55	0.3%	211,094
Smartphone Streaming Audio	30,029,530	41.6%	3.30	26	2,536,683,578	35	84	0.3%	251,655
Smartphone Social Network	53,142,980	73.6%	5.24	54	15,098,186,922	209	284	2.1%	1,497,836
Tablet (App+Web)	23,837,055	33.0%	4.69	92	10,321,974,247	143	433	1.4%	1,024,005
Tablet Video	12,244,722	17.0%	2.93	29	1,033,964,750	14	84	0.1%	102,576
Tablet Streaming Audio	7,937,795	11.0%	2.72	25	545,234,991	8	69	0.1%	54,091
Tablet Social Network	19,440,072	26.9%	4.04	37	2,903,928,137	40	149	0.4%	288,088

COMPARABLE METRICS - PERSONS 18-34

AVERAGE WEEK MARCH 28, 2016 - JUNE 26, 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	56,069,380	77.0%	4.68	267	80,662,086,570	1,107	1,246	11.0%	8,002,191
Radio	67,206,000	92.3%	4.95	144	47,783,466,000	656	711	6.5%	4,740,423
TV-Connected Devices	37,872,260	52.0%	4.03	168	29,182,508,158	401	678	4.0%	2,895,090
PC	31,950,936	43.9%	4.03	211	27,122,950,068	372	849	3.7%	2,690,769
PC Video	19,611,364	26.9%	3.57	154	10,761,160,330	148	549	1.5%	1,067,575
PC Streaming Audio	7,280,769	10.0%	2.52	40	725,697,037	10	100	0.1%	71,994
PC Social Network	17,831,264	24.5%	3.46	56	3,450,640,042	47	194	0.5%	342,325
Smartphone (App+Web)	64,713,757	88.8%	5.94	166	63,862,320,181	877	987	8.7%	6,335,548
Smartphone Video	43,719,623	60.0%	3.17	21	2,933,676,809	40	67	0.4%	291,039
Smartphone Streaming Audio	36,906,995	50.7%	3.89	33	4,743,929,383	65	129	0.6%	470,628
Smartphone Social Network	57,735,033	79.3%	5.55	64	20,513,357,894	282	355	2.8%	2,035,055
Tablet (App+Web)	28,826,988	39.6%	4.88	107	15,098,470,560	207	524	2.1%	1,497,864
Tablet Video	17,426,237	23.9%	2.74	36	1,736,863,231	24	100	0.2%	172,308
Tablet Streaming Audio	13,174,630	18.1%	3.60	36	1,697,261,741	23	129	0.2%	168,379
Tablet Social Network	22,603,362	31.0%	4.07	36	3,356,679,991	46	149	0.5%	333,004

COMPARABLE METRICS - PERSONS 35-49

AVERAGE WEEK MARCH 30, 2015 - JUNE 28, 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	54,173,223	89.3%	5.37	337	106,627,527,209	1,757	1,810	17.4%	10,578,128
Radio	57,523,000	94.8%	5.31	162	49,354,734,000	813	858	8.1%	4,896,303
TV-Connected Devices	28,678,080	47.3%	3.26	122	12,249,904,898	202	399	2.0%	1,215,268
PC	36,661,535	60.4%	4.32	143	22,625,927,090	373	617	3.7%	2,244,636
PC Video	23,997,433	39.5%	3.50	80	6,683,586,639	110	279	1.1%	663,054
PC Streaming Audio	7,833,487	12.9%	2.31	28	514,797,879	8	66	0.1%	51,071
PC Social Network	22,584,190	37.2%	3.66	43	3,563,711,216	59	158	0.6%	353,543
Smartphone (App+Web)	50,305,379	82.9%	5.92	124	36,803,041,022	606	732	6.0%	3,651,095
Smartphone Video	27,063,322	44.6%	2.74	14	1,014,386,657	17	37	0.2%	100,634
Smartphone Streaming Audio	21,582,487	35.6%	3.00	22	1,398,461,259	23	65	0.2%	138,736
Smartphone Social Network	45,238,995	74.5%	5.05	46	10,593,530,071	175	234	1.7%	1,050,945
Tablet (App+Web)	25,681,901	42.3%	5.01	101	12,938,187,277	213	504	2.1%	1,283,550
Tablet Video	12,737,464	21.0%	2.85	23	834,998,590	14	66	0.1%	82,837
Tablet Streaming Audio	8,468,015	14.0%	2.75	27	634,423,152	10	75	0.1%	62,939
Tablet Social Network	21,113,270	34.8%	4.28	45	4,093,406,228	67	194	0.7%	406,092

COMPARABLE METRICS - PERSONS 35-49

AVERAGE WEEK MARCH 28, 2016 - JUNE 26, 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	54,166,170	89.2%	5.53	329	105,613,601,397	1,740	1,820	17.3%	10,477,540
Radio	57,629,000	94.9%	5.30	163	49,906,714,000	822	866	8.2%	4,951,063
TV-Connected Devices	30,999,165	51.1%	3.47	133	15,240,884,767	251	461	2.5%	1,511,993
PC	34,743,296	57.2%	4.16	211	30,559,123,512	503	880	5.0%	3,031,659
PC Video	21,574,457	35.5%	3.49	106	8,005,863,996	132	371	1.3%	794,233
PC Streaming Audio	6,717,070	11.1%	2.33	38	593,639,804	10	88	0.1%	58,893
PC Social Network	20,380,482	33.6%	3.53	63	4,535,726,129	75	223	0.7%	449,973
Smartphone (App+Web)	56,512,254	93.1%	6.14	155	53,934,136,971	889	954	8.8%	5,350,609
Smartphone Video	34,643,455	57.1%	2.72	18	1,659,658,479	27	48	0.3%	164,649
Smartphone Streaming Audio	28,846,442	47.5%	3.67	30	3,228,648,080	53	112	0.5%	320,302
Smartphone Social Network	51,109,189	84.2%	5.58	59	16,924,567,825	279	331	2.8%	1,679,025
Tablet (App+Web)	33,267,638	54.8%	5.22	112	19,415,131,060	320	584	3.2%	1,926,104
Tablet Video	19,181,083	31.6%	2.73	31	1,614,239,588	27	84	0.3%	160,143
Tablet Streaming Audio	12,521,555	20.6%	3.52	26	1,160,645,435	19	93	0.2%	115,143
Tablet Social Network	28,115,225	46.3%	4.32	33	4,067,790,740	67	145	0.7%	403,551

COMPARABLE METRICS - PERSONS 50+

AVERAGE WEEK MARCH 30, 2015 - JUNE 28, 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	99,888,933	93.1%	6.00	441	278,988,794,135	2,601	2,642	25.8%	27,677,460
Radio	98,083,000	91.4%	5.18	175	88,976,127,000	830	907	8.2%	8,826,997
TV-Connected Devices	33,466,026	31.2%	2.80	107	10,912,820,945	102	301	1.0%	1,082,621
PC	55,252,938	51.5%	4.58	116	29,349,655,060	274	531	2.7%	2,911,672
PC Video	36,138,433	33.7%	3.50	50	6,368,860,308	59	176	0.6%	631,831
PC Streaming Audio	7,384,100	6.9%	2.06	27	404,442,815	4	55	0.0%	40,123
PC Social Network	33,864,375	31.6%	3.72	42	5,329,108,430	50	157	0.5%	528,681
Smartphone (App+Web)	61,883,288	57.7%	5.62	93	32,381,419,206	302	523	3.0%	3,212,442
Smartphone Video	23,210,021	21.6%	2.23	13	664,830,205	6	29	0.1%	65,955
Smartphone Streaming Audio	18,290,017	17.1%	2.57	18	825,351,517	8	45	0.1%	81,880
Smartphone Social Network	49,277,974	45.9%	4.38	32	6,836,547,959	64	139	0.6%	678,229
Tablet (App+Web)	19,694,474	18.4%	5.13	119	11,985,242,056	112	609	1.1%	1,189,012
Tablet Video	9,134,600	8.5%	2.48	15	331,477,319	3	36	0.0%	32,885
Tablet Streaming Audio	5,063,036	4.7%	2.55	30	391,406,943	4	77	0.0%	38,830
Tablet Social Network	16,634,164	15.5%	4.45	47	3,456,458,748	32	208	0.3%	342,903

COMPARABLE METRICS - PERSONS 50+

AVERAGE WEEK MARCH 28, 2016 - JUNE 26, 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	102,146,248	93.3%	6.14	439	288,192,637,431	2,633	2,696	26.1%	28,590,539
Radio	100,372,000	91.7%	5.19	178	92,743,728,000	847	924	8.4%	9,200,767
TV-Connected Devices	35,339,345	32.3%	3.00	119	13,476,558,078	123	357	1.2%	1,336,960
PC	54,444,929	49.7%	4.55	161	39,810,560,508	364	731	3.6%	3,949,460
PC Video	33,954,463	31.0%	3.58	63	7,645,472,999	70	225	0.7%	758,479
PC Streaming Audio	7,134,184	6.5%	2.17	29	450,138,660	4	63	0.0%	44,657
PC Social Network	32,849,810	30.0%	3.75	56	6,867,304,965	63	209	0.6%	681,280
Smartphone (App+Web)	73,076,556	66.8%	6.01	131	57,539,260,042	526	787	5.2%	5,708,260
Smartphone Video	35,167,871	32.1%	2.41	15	1,238,977,648	11	35	0.1%	122,914
Smartphone Streaming Audio	27,942,309	25.5%	3.29	25	2,291,320,353	21	82	0.2%	227,314
Smartphone Social Network	62,424,456	57.0%	5.11	47	14,968,409,761	137	240	1.4%	1,484,961
Tablet (App+Web)	26,971,690	24.6%	5.61	138	20,851,127,645	190	773	1.9%	2,068,564
Tablet Video	15,471,466	14.1%	2.59	22	877,893,408	8	57	0.1%	87,093
Tablet Streaming Audio	9,715,052	8.9%	3.77	27	1,005,213,168	9	103	0.1%	99,724
Tablet Social Network	23,609,814	21.6%	4.77	36	4,052,893,158	37	172	0.4%	402,073

COMPARABLE METRICS - BLACK 18+

AVERAGE WEEK MARCH 30, 2015 - JUNE 28, 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	26,534,391	88.6%	5.51	525	85,530,611,616	2,857	2,890	28.3%	8,485,180
Radio	27,674,000	92.4%	5.00	173	23,938,010,000	800	865	7.9%	2,374,803
TV-Connected Devices	11,323,032	37.8%	3.28	155	6,501,781,367	217	508	2.2%	645,018
PC	16,107,143	53.8%	4.42	149	10,626,296,154	355	660	3.5%	1,054,196
PC Video	10,818,995	36.1%	3.62	95	3,737,423,429	125	345	1.2%	370,776
PC Streaming Audio	3,393,631	11.3%	2.21	35	259,834,966	9	77	0.1%	25,777
PC Social Network	9,298,108	31.1%	3.46	47	1,513,704,378	51	163	0.5%	150,169
Smartphone (App+Web)	20,632,750	68.9%	5.71	136	16,041,790,419	536	777	5.3%	1,591,447
Smartphone Video	12,378,103	41.3%	3.07	18	702,477,195	23	57	0.2%	69,690
Smartphone Streaming Audio	8,410,425	28.1%	3.01	24	596,581,779	20	71	0.2%	59,185
Smartphone Social Network	17,813,262	59.5%	4.76	50	4,237,320,888	142	238	1.4%	420,369
Tablet (App+Web)	6,874,109	23.0%	4.94	122	4,139,964,797	138	602	1.4%	410,711
Tablet Video	3,879,105	13.0%	3.04	27	316,929,099	11	82	0.1%	31,441
Tablet Streaming Audio	2,305,326	7.7%	2.76	53	337,551,066	11	146	0.1%	33,487
Tablet Social Network	5,834,285	19.5%	4.38	49	1,257,274,999	42	215	0.4%	124,730

COMPARABLE METRICS - BLACK 18+

AVERAGE WEEK MARCH 28, 2016 - JUNE 26, 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	27,447,399	89.9%	5.74	505	87,876,927,335	2,878	2,901	28.6%	8,717,949
Radio	28,249,000	92.5%	5.03	175	24,859,120,000	814	880	8.1%	2,466,183
TV-Connected Devices	11,997,605	39.3%	3.39	168	7,614,967,714	249	567	2.5%	755,453
PC	15,064,123	49.3%	4.30	218	14,125,806,507	463	938	4.6%	1,401,370
PC Video	9,619,690	31.5%	3.67	156	5,492,170,345	180	571	1.8%	544,858
PC Streaming Audio	3,133,000	10.3%	2.47	39	305,682,889	10	98	0.1%	30,326
PC Social Network	8,445,227	27.7%	3.47	64	1,862,998,704	61	221	0.6%	184,821
Smartphone (App+Web)	23,559,057	77.2%	5.91	168	23,443,545,220	768	995	7.6%	2,325,749
Smartphone Video	15,232,372	49.9%	3.12	26	1,237,530,801	41	81	0.4%	122,771
Smartphone Streaming Audio	11,079,491	36.3%	3.56	35	1,376,776,844	45	124	0.4%	136,585
Smartphone Social Network	20,672,624	67.7%	5.19	63	6,734,042,655	221	326	2.2%	668,060
Tablet (App+Web)	9,376,116	30.7%	5.45	140	7,130,687,084	234	761	2.3%	707,409
Tablet Video	6,390,521	20.9%	3.17	38	777,138,642	25	122	0.3%	77,097
Tablet Streaming Audio	4,339,437	14.2%	3.55	40	618,105,623	20	142	0.2%	61,320
Tablet Social Network	8,387,784	27.5%	4.50	43	1,610,202,230	53	192	0.5%	159,742

COMPARABLE METRICS - HISPANIC 18+

AVERAGE WEEK MARCH 30, 2015 - JUNE 28, 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	32,228,371	89.1%	5.23	314	58,154,716,879	1,608	1,640	16.0%	5,769,317
Radio	34,973,000	96.7%	5.26	159	29,272,401,000	810	837	8.0%	2,904,008
TV-Connected Devices	14,978,364	41.4%	3.12	137	7,216,872,512	200	427	2.0%	715,960
PC	14,132,364	39.1%	4.01	145	8,231,787,434	228	582	2.3%	816,646
PC Video	8,925,587	24.7%	3.28	95	2,786,247,212	77	312	0.8%	276,413
PC Streaming Audio	3,197,017	8.8%	2.36	36	268,733,478	7	84	0.1%	26,660
PC Social Network	7,811,702	21.6%	3.24	39	995,101,160	28	127	0.3%	98,720
Smartphone (App+Web)	29,474,944	81.5%	5.67	139	23,153,809,164	640	786	6.4%	2,297,005
Smartphone Video	18,505,820	51.2%	3.27	19	1,162,379,569	32	63	0.3%	115,315
Smartphone Streaming Audio	13,582,142	37.6%	3.37	30	1,366,098,095	38	101	0.4%	135,526
Smartphone Social Network	25,925,167	71.7%	4.94	52	6,708,283,008	186	259	1.8%	665,504
Tablet (App+Web)	6,832,921	18.9%	4.82	105	3,466,184,578	96	507	1.0%	343,868
Tablet Video	3,630,250	10.0%	2.88	21	224,629,876	6	62	0.1%	22,285
Tablet Streaming Audio	2,029,345	5.6%	2.51	32	165,209,875	5	81	0.0%	16,390
Tablet Social Network	5,548,799	15.3%	4.06	45	1,009,383,629	28	182	0.3%	100,137

COMPARABLE METRICS - HISPANIC 18+

AVERAGE WEEK MARCH 28, 2016 - JUNE 26, 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	33,157,366	89.3%	5.31	299	56,627,323,055	1,526	1,586	15.1%	5,617,790
Radio	36,047,000	97.1%	5.28	162	30,892,279,000	832	857	8.3%	3,064,710
TV-Connected Devices	16,712,680	45.0%	3.44	142	8,910,073,988	240	486	2.4%	883,936
PC	13,394,278	36.1%	3.91	213	11,174,170,335	301	834	3.0%	1,108,549
PC Video	7,956,374	21.4%	3.35	147	3,915,605,988	106	492	1.0%	388,453
PC Streaming Audio	2,471,148	6.7%	2.28	48	268,936,421	7	109	0.1%	26,680
PC Social Network	6,808,208	18.3%	3.22	58	1,274,226,951	34	187	0.3%	126,411
Smartphone (App+Web)	32,848,136	88.5%	5.95	165	32,357,802,616	872	985	8.7%	3,210,099
Smartphone Video	21,767,593	58.7%	3.23	23	1,635,950,808	44	75	0.4%	162,297
Smartphone Streaming Audio	17,081,339	46.0%	3.74	35	2,245,599,871	61	131	0.6%	222,778
Smartphone Social Network	28,794,983	77.6%	5.46	66	10,366,273,944	279	360	2.8%	1,028,400
Tablet (App+Web)	7,681,906	20.7%	4.94	107	4,071,786,216	110	530	1.1%	403,947
Tablet Video	4,413,986	11.9%	2.83	46	579,759,704	16	131	0.2%	57,516
Tablet Streaming Audio	2,913,492	7.9%	3.40	41	401,105,800	11	138	0.1%	39,792
Tablet Social Network	5,980,757	16.1%	3.97	29	683,078,232	18	114	0.2%	67,766

COMPARABLE METRICS - ASIAN AMERICAN 18+

AVERAGE WEEK MARCH 30, 2015 - JUNE 28, 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	10,305,452	73.2%	4.79	263	14,585,784,755	1,036	1,258	10.3%	1,447,002
TV-Connected Devices	6,330,227	45.0%	3.66	137	3,352,153,136	238	500	2.4%	332,555
PC	4,713,496	33.5%	4.58	157	3,383,393,219	240	718	2.4%	335,654
PC Video	3,382,528	24.0%	3.79	80	1,023,426,869	73	303	0.7%	101,530
PC Streaming Audio	1,070,455	7.6%	2.58	22	60,451,629	4	56	0.0%	5,997
PC Social Network	2,983,042	21.2%	3.67	31	338,556,049	24	113	0.2%	33,587
Smartphone (App+Web)	10,074,609	71.6%	5.71	115	6,616,112,301	470	657	4.7%	656,360
Smartphone Video	5,743,982	40.8%	3.24	16	299,280,727	21	52	0.2%	29,691
Smartphone Streaming Audio	4,052,349	28.8%	3.05	21	262,502,234	19	65	0.2%	26,042
Smartphone Social Network	8,230,425	58.5%	4.81	42	1,646,012,200	117	200	1.2%	163,295
Tablet (App+Web)	3,955,540	28.1%	4.75	86	1,613,044,851	115	408	1.1%	160,024
Tablet Video	1,899,984	13.5%	2.96	35	196,947,652	14	104	0.1%	19,538
Tablet Streaming Audio	1,114,001	7.9%	2.23	8	20,785,816	1	19	0.0%	2,062
Tablet Social Network	3,107,298	22.1%	3.78	29	337,952,051	24	109	0.2%	33,527

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

COMPARABLE METRICS - ASIAN AMERICAN 18+

AVERAGE WEEK MARCH 28, 2016 - JUNE 26, 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	10,933,716	74.7%	4.85	244	14,174,055,120	969	1,185	9.6%	1,406,156
TV-Connected Devices	6,865,996	46.9%	3.69	140	3,778,883,383	258	518	2.6%	374,889
PC	4,383,414	30.0%	4.33	205	3,889,604,330	266	887	2.6%	385,873
PC Video	2,909,017	19.9%	3.68	126	1,349,916,501	92	464	0.9%	133,920
PC Streaming Audio	838,049	5.7%	2.17	32	57,581,516	4	69	0.0%	5,712
PC Social Network	2,539,933	17.4%	3.41	44	376,917,318	26	148	0.3%	37,393
Smartphone (App+Web)	11,215,228	76.6%	5.69	144	9,184,002,063	628	819	6.2%	911,111
Smartphone Video	6,878,880	47.0%	3.09	20	423,036,015	29	61	0.3%	41,968
Smartphone Streaming Audio	5,218,328	35.7%	3.90	33	675,672,400	46	129	0.5%	67,031
Smartphone Social Network	9,215,765	63.0%	5.25	49	2,364,056,008	162	257	1.6%	234,529
Tablet (App+Web)	3,733,355	25.5%	4.73	123	2,171,979,017	148	582	1.5%	215,474
Tablet Video	1,959,081	13.4%	2.91	35	200,810,934	14	103	0.1%	19,922
Tablet Streaming Audio	950,873	6.5%	3.97	28	106,856,086	7	112	0.1%	10,601
Tablet Social Network	2,799,992	19.1%	3.54	23	223,580,558	15	80	0.2%	22,181

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.

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

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.

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

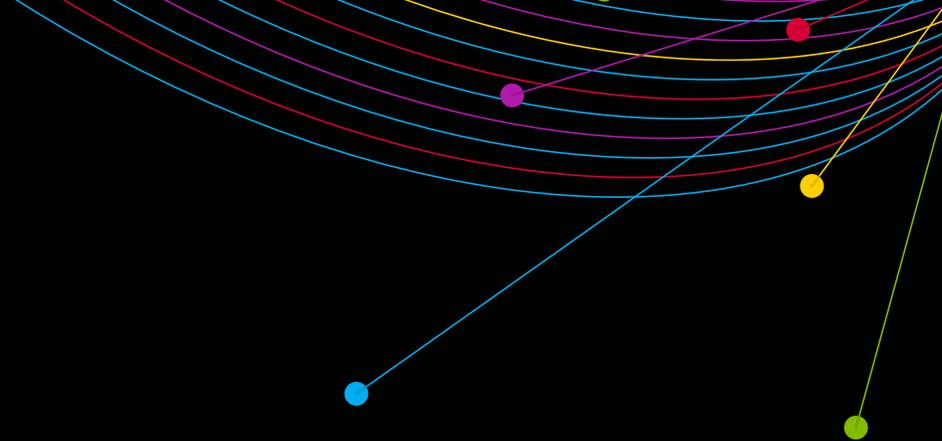
Source: Live+DVR/Time-shifted TV, TV-Connected Devices (DVD, Game Console, Multimedia Device, VCR) 03/30/15-06/28/15, 03/28/16-06/26/16 via Nielsen NPOWER/ National Panel, Radio 06/18/15-06/15/16, 06/19/14-06/17/15 via RADAR 130, RADAR 126, PC-Total, Streaming Audio, Social Networking 03/30/15-06/28/15, 03/28/16-06/26/16 via Nielsen Netview, PC Streaming Video 03/30/15-06/28/15, 03/28/16-06/26/16 via Nielsen VideoCensus, Smartphone - App/Web Total, Streaming Video, Streaming Audio, Social Networking 03/30/15-06/28/15, 03/28/16-06/26/16 via Nielsen Electronic Mobile Measurement, iOS and Android, Tablet - App/Web Total, Streaming Video, Streaming Audio, Social Networking 03/30/15-06/28/15, 03/28/16-06/26/16 via Nielsen Electronic Mobile Measurement - unweighted, projections based on estimates from the NPOWER/ National 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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