

nielsen
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AN UNCOMMON SENSE
OF THE CONSUMER™

COMPARABLE METRICS

Q3 2015



WELCOME

Welcome to the Q3 2015 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.

We have temporarily set aside metrics commonly associated with only one type of content, such as video starts or page views for digital or average quarter hour for radio, and instead focused on addressing three basic concepts equally applicable to all categories of media measurement.

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 content.

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 the number of adults engaging with the content in an average minute during the week.

In addition to measuring total usage of these platforms among adults by age, race, and ethnicity we have broken out digital measurement into Video, Streaming Audio, and Social Networking. These should be viewed as subsets of the totals listed for each category, and the table located on page 22 describes what is and is not included for each.

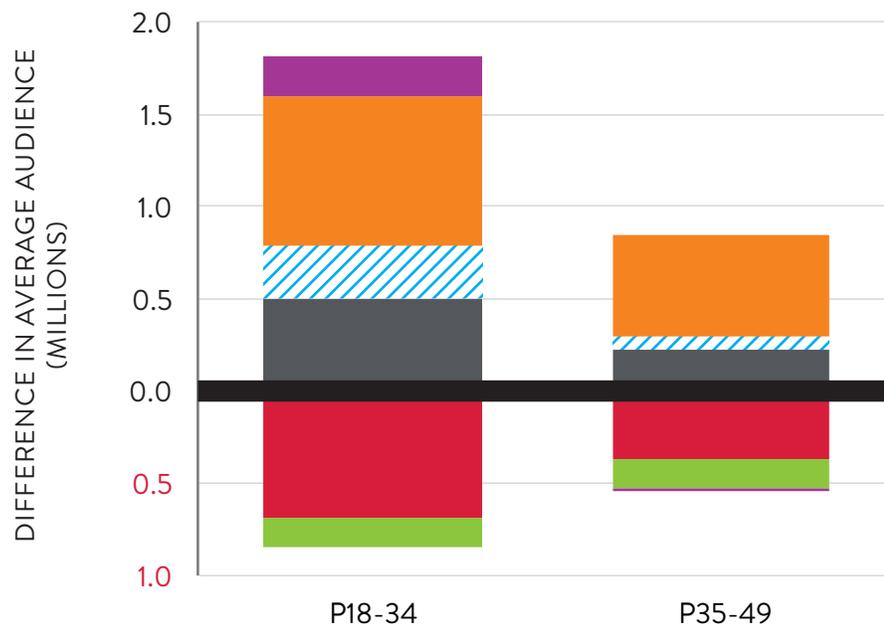
Please note: In August 2015 Nielsen’s PC measurement methodology was updated to more comprehensively account for multi-tabbed browsing and mouse/keyboard inactivity. These enhancements resulted in an increase to gross minutes and average audience (How Long) for the 2015 data, but metrics around How Many and How Often remain unaffected. The Streaming Audio subcategory has also been updated to reflect new entrants and changes to existing products. One service also implemented a free trial during the reporting period that contributed to an increase in users and usage from the previous report.

All of the findings were derived from the best available data in the reporting periods of July 28 – August 31, 2014 and July 27 – August 30, 2015, and will continue to evolve in 2016 and beyond as Nielsen’s Total Audience Measurement initiatives are implemented.

GAIN/LOSS IN OVERALL MEDIA USAGE

USAGE MOVING TO MOBILE AND TV-CONNECTED DEVICES

AUGUST 2014 - AUGUST 2015 DIFFERENCE IN AVERAGE AUDIENCE



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

- TOTAL AVERAGE AUDIENCE ACROSS ALL PLATFORMS GREW YEAR-OVER-YEAR AMONG P18-34 AND P35-49**
- SMARTPHONES AND TV-CONNECTED DEVICES EXPERIENCED THE LARGEST INCREASE**

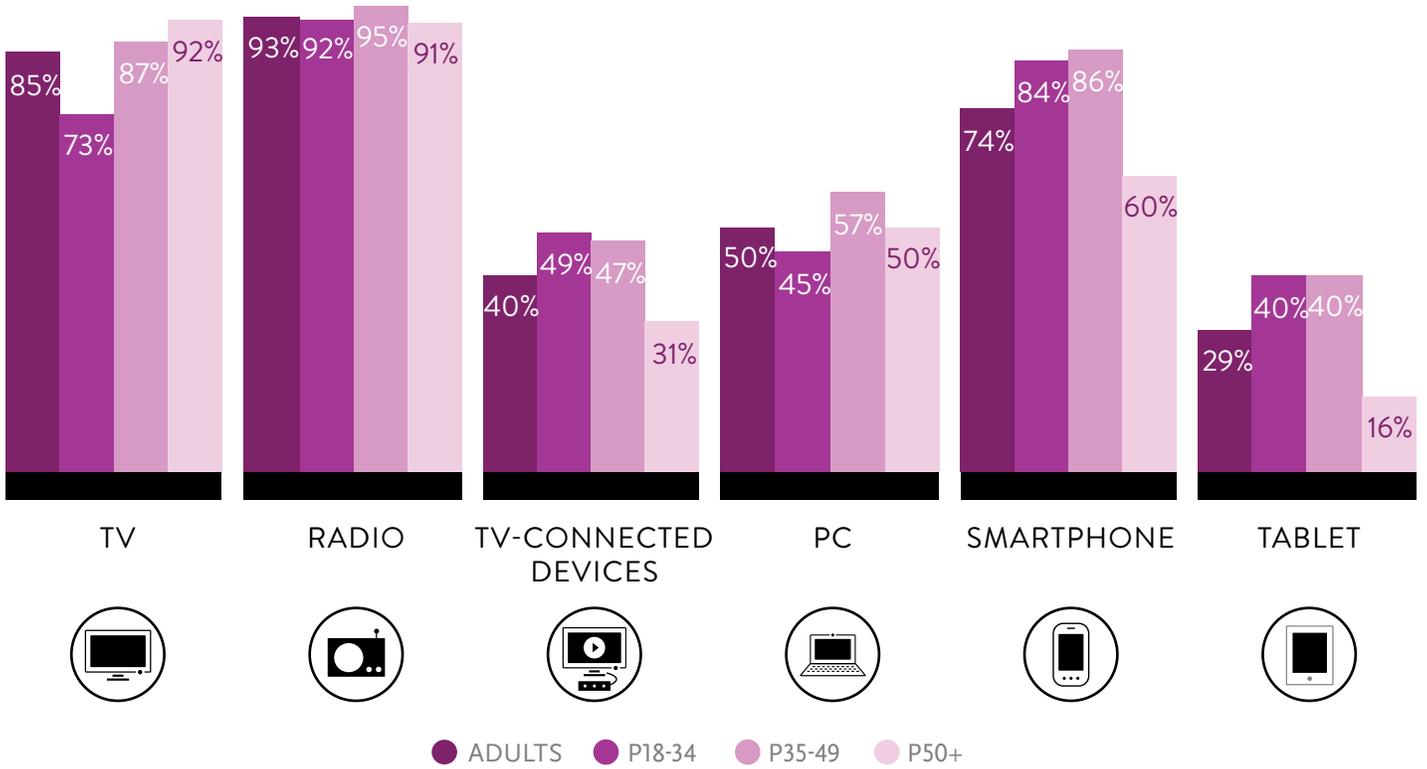


**PC crediting rules for duration were updated in August 2015*

HOW MANY

OVER 90% OF ADULTS LISTEN TO RADIO EACH WEEK

WEEKLY REACH (% OF POPULATION)

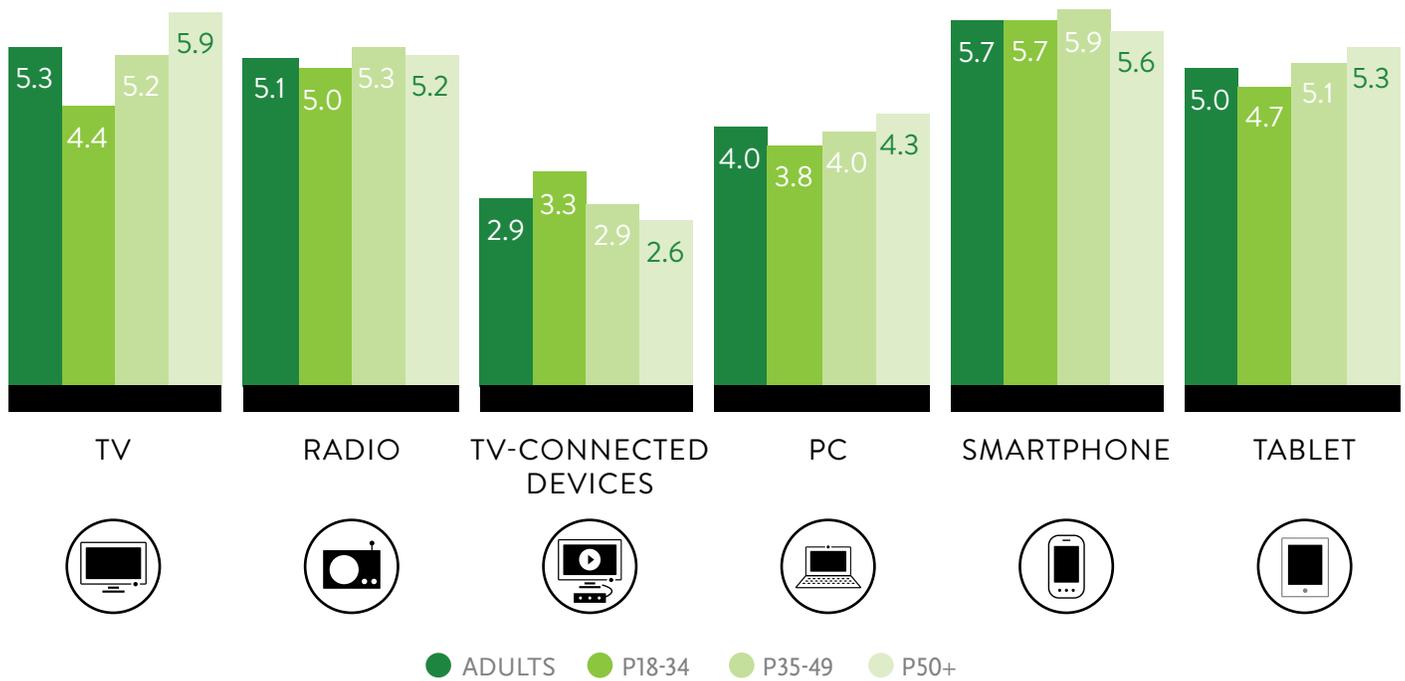


- **AM/FM RADIO REACHES OVER 90% OF ALL ADULTS IN A GIVEN WEEK**
- NEARLY HALF OF P18-34 ARE USING TV-CONNECTED DEVICES
- MORE ADULTS AGE 35-49 USE SMARTPHONES AND PCS THAN P18-34

HOW OFTEN

ADULTS USE SMARTPHONES NEARLY EVERY DAY

AVG DAY PER WEEK WITH USAGE (AMONG USERS)



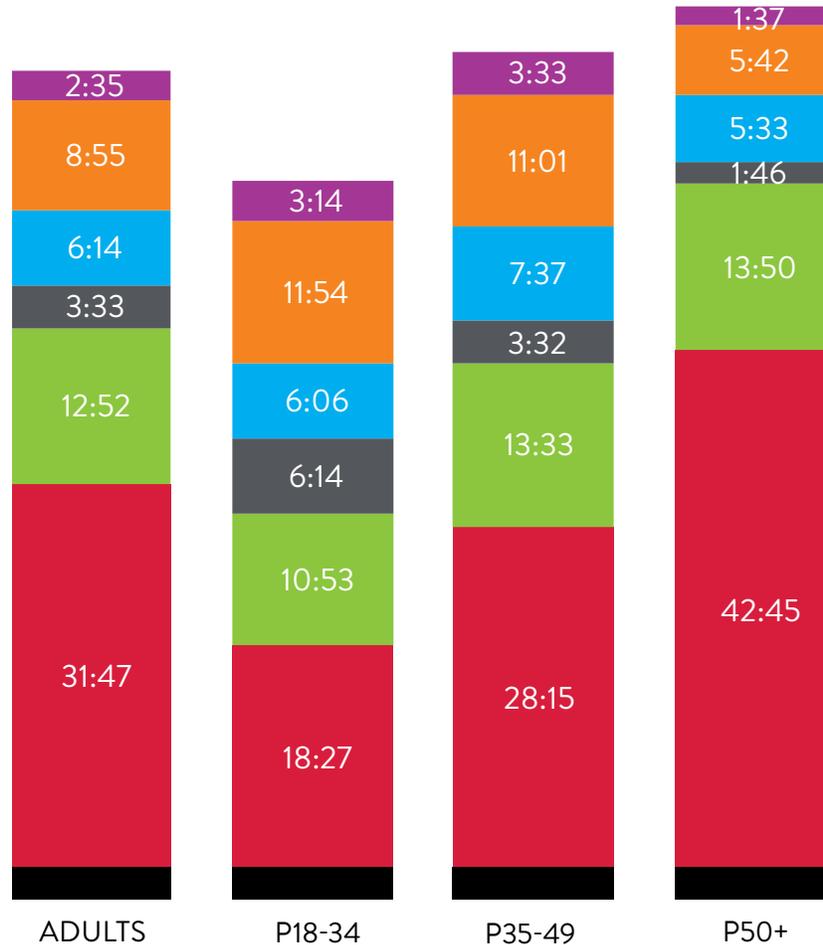
- **SMARTPHONES HAVE THE HIGHEST WEEKLY DAYS OF USAGE AMONG ADULT OWNERS**
- ADULT TV VIEWERS ARE WATCHING AN AVERAGE OF 5.3 DAYS PER WEEK
- TV-CONNECTED DEVICES ARE USED MOST OFTEN AMONG OWNERS AGE 18-34



HOW LONG

ADULTS SPEND THE MOST TIME WATCHING TV

WEEKLY HOURS:MINS OF USAGE (IN POPULATION)



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

- TV IS THE MOST HEAVILY CONSUMED PLATFORM AMONG ADULTS OF ALL AGES
- MILLENNIALS AGE 18-34 SPEND NEARLY AS MUCH TIME ON DIGITAL DEVICES AS THEY DO WATCHING TV
- RADIO HAS THE MOST CONSISTENT MINUTES OF USAGE ACROSS ALL AGE GROUPS

COMPARABLE METRICS BY RACE AND ETHNICITY



WEEKLY HOURS:MINS OF USAGE BY ETHNICITY & RACE

ADULTS 18+	COMPOSITE	BLACK	HISPANIC	ASIAN AMERICAN
TV	31:47	46:25	25:03	16:24
Radio	12:52	13:20	13:30	n/a
TV-Connected Devices	3:33	3:54	3:29	3:54
PC Total	6:14	6:41	4:47	4:43
PC Video	1:18	1:52	1:09	0:56
PC Streaming Audio	0:09	0:11	0:10	0:06
PC Social Network	0:37	0:38	0:26	0:18
Smartphone (App+Web)	8:55	9:49	11:51	8:07
Smartphone Video	0:18	0:28	0:35	0:28
Smartphone Streaming Audio	0:42	0:40	1:07	0:33
Smartphone Social Network	2:39	2:39	3:43	2:14
Tablet (App+Web)	2:35	2:47	1:36	1:49
Tablet Video	0:11	0:17	0:06	0:13
Tablet Streaming Audio	0:17	0:15	0:09	0:09
Tablet Social Network	0:46	0:46	0:29	0:22

- 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 AND BLACKS HAVE THE HIGHEST AMOUNT OF TV CONNECTED DEVICE USAGE

COMPARABLE METRICS - ADULTS 18+

AVERAGE WEEK JULY 28-AUGUST 31, 2014

ADULTS 18+ UE = 237,750,000	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	206,302,866	86.8%	5.39	414	460,677,612,199	1,938	2,233	19.2%	45,702,144
Radio	221,368,000	93.1%	5.18	164	187,720,064,000	790	848	7.8%	18,623,022
TV-Connected Devices	91,778,716	38.6%	2.78	165	42,233,009,266	178	460	1.8%	4,189,783
PC	132,389,601	55.7%	4.11	147	80,007,663,982	337	604	3.3%	7,937,268
PC Video	90,123,156	37.9%	3.03	77	21,117,335,189	89	234	0.9%	2,094,974
PC Streaming Audio	23,484,514	9.9%	2.19	37	1,915,866,221	8	82	0.1%	190,066
PC Social Network	87,901,863	37.0%	3.29	43	12,527,483,198	53	143	0.5%	1,242,806
Smartphone (App+Web)	154,735,961	65.1%	6.00	116	108,143,891,226	455	699	4.5%	10,728,561
Smartphone Video	85,642,093	36.0%	2.68	14	3,163,935,899	13	37	0.1%	313,883
Smartphone Streaming Audio	69,634,467	29.3%	2.80	24	4,700,039,238	20	67	0.2%	466,274
Smartphone Social Network	138,233,884	58.1%	5.01	40	27,575,524,331	116	199	1.2%	2,735,667
Tablet (App+Web)	56,375,603	23.7%	5.15	121	35,030,311,017	147	621	1.5%	3,475,229
Tablet Video	32,220,767	13.6%	3.00	20	1,980,997,227	8	61	0.1%	196,528
Tablet Streaming Audio	17,732,162	7.5%	2.77	19	917,464,874	4	52	0.0%	91,018
Tablet Social Network	47,654,515	20.0%	4.46	36	7,733,059,380	33	162	0.3%	767,169

COMPARABLE METRICS - ADULTS 18+

AVERAGE WEEK JULY 27-AUGUST 30, 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	204,244,262	85.0%	5.30	423	457,953,997,407	1,907	2,242	18.9%	45,431,944
Radio	222,367,000	92.6%	5.15	162	185,454,078,000	772	834	7.7%	18,398,222
TV-Connected Devices	96,706,454	40.3%	2.94	180	51,265,975,567	213	530	2.1%	5,085,910
PC	120,328,185	50.1%	4.04	185	89,899,646,068	374	747	3.7%	8,918,616
PC Video	76,143,463	31.7%	2.88	86	18,799,178,991	78	247	0.8%	1,864,998
PC Streaming Audio	20,837,759	8.7%	2.20	47	2,172,825,866	9	104	0.1%	215,558
PC Social Network	73,454,254	30.6%	3.07	39	8,778,484,705	37	120	0.4%	870,881
Smartphone (App+Web)	177,246,830	73.8%	5.70	127	128,401,649,370	535	724	5.3%	12,738,259
Smartphone Video	95,252,854	39.7%	2.60	17	4,300,850,150	18	45	0.2%	426,672
Smartphone Streaming Audio	82,867,496	34.5%	3.33	37	10,122,714,433	42	122	0.4%	1,004,238
Smartphone Social Network	156,497,358	65.2%	5.12	48	38,092,675,834	159	243	1.6%	3,779,035
Tablet (App+Web)	70,109,012	29.2%	4.97	107	37,305,525,800	155	532	1.5%	3,700,945
Tablet Video	35,760,580	14.9%	2.90	26	2,675,688,842	11	75	0.1%	265,445
Tablet Streaming Audio	25,820,163	10.8%	3.50	46	4,131,212,292	17	160	0.2%	409,842
Tablet Social Network	57,856,548	24.1%	4.37	43	10,955,709,903	46	189	0.5%	1,086,876

COMPARABLE METRICS - PERSONS 18-34

AVERAGE WEEK JULY 28-AUGUST 31, 2014

P18-34 UE = 71,630,000	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	54,549,893	76.2%	4.58	348	86,900,382,800	1,213	1,593	12.0%	8,621,070
Radio	66,941,000	93.5%	5.01	145	48,714,524,000	680	728	6.7%	4,832,790
TV-Connected Devices	33,113,647	46.2%	3.15	210	21,904,417,320	306	661	3.0%	2,173,057
PC	36,336,734	50.7%	3.75	173	23,604,896,092	330	650	3.3%	2,341,756
PC Video	24,549,476	34.3%	2.94	115	8,310,584,218	116	339	1.2%	824,463
PC Streaming Audio	8,454,794	11.8%	2.26	45	852,351,101	12	101	0.1%	84,559
PC Social Network	23,215,347	32.4%	3.08	38	2,744,630,969	38	118	0.4%	272,285
Smartphone (App+Web)	55,211,544	77.1%	5.98	132	43,434,209,476	606	787	6.0%	4,308,949
Smartphone Video	36,961,450	51.6%	3.01	16	1,758,167,725	25	48	0.2%	174,421
Smartphone Streaming Audio	30,001,192	41.9%	3.00	26	2,357,772,667	33	79	0.3%	233,906
Smartphone Social Network	50,724,383	70.8%	5.29	48	12,833,385,490	179	253	1.8%	1,273,153
Tablet (App+Web)	19,665,408	27.5%	5.00	120	11,788,730,346	165	599	1.6%	1,169,517
Tablet Video	11,910,944	16.6%	3.22	24	926,551,130	13	78	0.1%	91,920
Tablet Streaming Audio	6,573,037	9.2%	2.91	20	384,017,847	5	58	0.1%	38,097
Tablet Social Network	16,475,552	23.0%	4.32	36	2,540,059,764	35	154	0.4%	251,990

COMPARABLE METRICS - PERSONS 18-34

AVERAGE WEEK JULY 27-AUGUST 30, 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	52,654,976	72.9%	4.37	348	79,920,283,184	1,107	1,518	11.0%	7,928,600
Radio	66,761,000	92.5%	4.96	142	47,176,376,000	653	707	6.5%	4,680,196
TV-Connected Devices	35,205,307	48.8%	3.33	230	26,976,200,403	374	766	3.7%	2,676,210
PC	32,331,059	44.8%	3.77	217	26,452,717,831	366	818	3.6%	2,624,278
PC Video	20,071,704	27.8%	2.81	127	7,156,261,284	99	357	1.0%	709,947
PC Streaming Audio	8,066,260	11.2%	2.29	51	939,329,723	13	116	0.1%	93,187
PC Social Network	19,287,300	26.7%	2.87	39	2,152,589,104	30	112	0.3%	213,551
Smartphone (App+Web)	60,383,932	83.6%	5.73	149	51,589,216,727	714	854	7.1%	5,117,978
Smartphone Video	40,369,600	55.9%	2.99	20	2,408,269,564	33	60	0.3%	238,916
Smartphone Streaming Audio	35,129,285	48.6%	3.61	36	4,618,084,327	64	131	0.6%	458,143
Smartphone Social Network	55,344,340	76.6%	5.41	56	16,849,417,262	233	304	2.3%	1,671,569
Tablet (App+Web)	28,796,751	39.9%	4.70	104	14,028,586,234	194	487	1.9%	1,391,725
Tablet Video	15,672,078	21.7%	3.04	34	1,616,716,030	22	103	0.2%	160,388
Tablet Streaming Audio	11,158,741	15.5%	3.50	41	1,613,310,260	22	145	0.2%	160,051
Tablet Social Network	23,120,468	32.0%	4.16	41	3,900,658,308	54	169	0.5%	386,970

COMPARABLE METRICS - PERSONS 35-49

AVERAGE WEEK JULY 28-AUGUST 31, 2014

P35-49 UE = 60,860,000	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	53,851,721	88.5%	5.29	374	106,599,801,003	1,752	1,980	17.4%	10,575,377
Radio	58,116,000	95.5%	5.35	164	51,025,848,000	838	878	8.3%	5,062,088
TV-Connected Devices	27,741,777	45.6%	2.67	143	10,643,980,863	175	384	1.7%	1,055,950
PC	38,442,922	63.2%	4.14	170	26,998,042,436	444	702	4.4%	2,678,377
PC Video	26,378,410	43.3%	3.09	85	6,962,655,795	114	264	1.1%	690,740
PC Streaming Audio	8,718,115	14.3%	2.25	33	652,175,545	11	75	0.1%	64,700
PC Social Network	29,209,990	48.0%	3.39	49	4,843,747,244	80	166	0.8%	480,530
Smartphone (App+Web)	45,776,985	75.2%	6.16	123	34,648,047,812	569	757	5.6%	3,437,306
Smartphone Video	26,077,795	42.8%	2.62	13	856,476,150	14	33	0.1%	84,968
Smartphone Streaming Audio	21,700,208	35.7%	2.84	24	1,461,788,858	24	67	0.2%	145,019
Smartphone Social Network	41,713,683	68.5%	5.23	40	8,651,299,822	142	207	1.4%	858,264
Tablet (App+Web)	22,081,966	36.3%	5.17	114	13,050,409,679	214	591	2.1%	1,294,683
Tablet Video	12,512,398	20.6%	3.00	21	777,175,652	13	62	0.1%	77,101
Tablet Streaming Audio	7,088,569	11.6%	2.61	15	281,147,677	5	40	0.0%	27,892
Tablet Social Network	18,741,746	30.8%	4.48	37	3,082,893,774	51	164	0.5%	305,843

COMPARABLE METRICS - PERSONS 35-49

AVERAGE WEEK JULY 27-AUGUST 30, 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	52,993,832	87.3%	5.18	375	102,882,412,951	1,695	1,941	16.8%	10,206,589
Radio	57,523,000	94.8%	5.31	162	49,354,734,000	813	858	8.1%	4,896,303
TV-Connected Devices	28,497,044	47.0%	2.86	158	12,895,652,317	212	453	2.1%	1,279,331
PC	34,479,317	56.8%	3.98	202	27,735,074,934	457	804	4.5%	2,751,496
PC Video	21,702,443	35.8%	2.84	90	5,553,590,735	92	256	0.9%	550,951
PC Streaming Audio	6,908,543	11.4%	2.22	46	701,631,687	12	102	0.1%	69,606
PC Social Network	22,399,104	36.9%	3.06	42	2,864,115,922	47	128	0.5%	284,138
Smartphone (App+Web)	52,112,232	85.9%	5.86	131	40,129,060,455	661	770	6.6%	3,981,058
Smartphone Video	29,409,328	48.5%	2.50	15	1,107,257,946	18	38	0.2%	109,847
Smartphone Streaming Audio	24,223,256	39.9%	3.18	36	2,791,541,785	46	115	0.5%	276,939
Smartphone Social Network	47,364,707	78.0%	5.35	48	12,246,763,888	202	259	2.0%	1,214,957
Tablet (App+Web)	24,435,704	40.3%	5.06	104	12,907,257,381	213	528	2.1%	1,280,482
Tablet Video	12,695,491	20.9%	2.91	22	803,747,766	13	63	0.1%	79,737
Tablet Streaming Audio	9,109,741	15.0%	3.47	40	1,263,277,451	21	139	0.2%	125,325
Tablet Social Network	20,586,908	33.9%	4.46	45	4,083,517,674	67	198	0.7%	405,111

COMPARABLE METRICS - PERSONS 50+

AVERAGE WEEK JULY 28-AUGUST 31, 2014

P50+ UE = 105,260,000	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	97,901,252	93.0%	5.90	463	267,177,428,397	2,538	2,729	25.2%	26,505,697
Radio	96,311,000	91.5%	5.20	176	88,124,354,000	837	915	8.3%	8,742,495
TV-Connected Devices	30,923,293	29.4%	2.49	126	9,684,611,083	92	313	0.9%	960,775
PC	57,609,946	54.7%	4.32	118	29,404,725,453	279	510	2.8%	2,917,135
PC Video	39,195,270	37.2%	3.04	49	5,844,095,176	56	149	0.6%	579,771
PC Streaming Audio	6,311,605	6.0%	2.01	32	411,339,576	4	65	0.0%	40,807
PC Social Network	35,476,527	33.7%	3.34	42	4,939,104,985	47	139	0.5%	489,991
Smartphone (App+Web)	53,747,433	51.1%	5.90	95	30,061,633,937	286	559	2.8%	2,982,305
Smartphone Video	22,602,847	21.5%	2.20	11	549,292,024	5	24	0.1%	54,493
Smartphone Streaming Audio	17,933,067	17.0%	2.42	20	880,477,713	8	49	0.1%	87,349
Smartphone Social Network	45,795,817	43.5%	4.49	30	6,090,839,020	58	133	0.6%	604,250
Tablet (App+Web)	14,628,228	13.9%	5.33	131	10,191,085,070	97	697	1.0%	1,011,020
Tablet Video	7,797,426	7.4%	2.69	13	277,216,743	3	36	0.0%	27,502
Tablet Streaming Audio	4,070,557	3.9%	2.24	28	252,234,908	2	62	0.0%	25,023
Tablet Social Network	12,437,216	11.8%	4.61	37	2,110,041,401	20	170	0.2%	209,330

COMPARABLE METRICS - PERSONS 50+

AVERAGE WEEK JULY 27-AUGUST 30, 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	98,595,455	91.9%	5.85	477	275,151,301,272	2,565	2,791	25.4%	27,296,756
Radio	98,083,000	91.4%	5.18	175	88,976,127,000	830	907	8.2%	8,826,997
TV-Connected Devices	33,004,102	30.8%	2.59	133	11,394,122,847	106	345	1.1%	1,130,369
PC	53,517,808	49.9%	4.26	157	35,711,853,302	333	667	3.3%	3,542,843
PC Video	34,369,316	32.0%	2.96	60	6,089,326,972	57	177	0.6%	604,100
PC Streaming Audio	5,862,956	5.5%	2.05	44	531,864,455	5	91	0.0%	52,764
PC Social Network	31,767,850	29.6%	3.20	37	3,761,779,679	35	118	0.3%	373,192
Smartphone (App+Web)	64,750,666	60.4%	5.55	102	36,683,372,189	342	567	3.4%	3,639,223
Smartphone Video	25,473,926	23.7%	2.10	15	785,322,640	7	31	0.1%	77,909
Smartphone Streaming Audio	23,514,955	21.9%	3.06	38	2,713,088,321	25	115	0.3%	269,156
Smartphone Social Network	53,788,311	50.1%	4.63	36	8,996,494,685	84	167	0.8%	892,509
Tablet (App+Web)	16,876,557	15.7%	5.30	116	10,369,585,272	97	614	1.0%	1,028,729
Tablet Video	7,393,012	6.9%	2.60	13	255,128,134	2	35	0.0%	25,310
Tablet Streaming Audio	5,551,681	5.2%	3.56	63	1,254,527,669	12	226	0.1%	124,457
Tablet Social Network	14,149,173	13.2%	4.57	46	2,971,409,319	28	210	0.3%	294,783

COMPARABLE METRICS - BLACK 18+

AVERAGE WEEK JULY 28-AUGUST 31, 2014

BLACK 18+ UE = 29,497,000	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	26,161,963	88.7%	5.46	580	82,834,090,781	2,808	3,166	27.9%	8,217,668
Radio	27,473,000	93.1%	5.03	176	24,286,132,000	823	884	8.2%	2,409,338
TV-Connected Devices	10,436,329	35.4%	2.78	194	5,633,511,446	191	540	1.9%	558,880
PC	17,444,332	59.1%	3.98	153	10,632,045,270	360	609	3.6%	1,054,766
PC Video	12,318,628	41.8%	2.94	90	3,254,951,645	110	264	1.1%	322,912
PC Streaming Audio	3,135,297	10.6%	2.26	41	292,833,946	10	93	0.1%	29,051
PC Social Network	9,613,628	32.6%	3.02	61	1,761,523,018	60	183	0.6%	174,754
Smartphone (App+Web)	19,374,510	65.7%	6.13	132	15,706,566,099	532	811	5.3%	1,558,191
Smartphone Video	12,247,440	41.5%	2.94	17	619,175,683	21	51	0.2%	61,426
Smartphone Streaming Audio	10,245,178	34.7%	2.88	27	783,542,699	27	76	0.3%	77,732
Smartphone Social Network	17,460,570	59.2%	5.00	48	4,181,117,203	142	239	1.4%	414,793
Tablet (App+Web)	5,778,258	19.6%	5.34	128	3,946,711,070	134	683	1.3%	391,539
Tablet Video	3,802,051	12.9%	3.28	27	335,847,800	11	88	0.1%	33,318
Tablet Streaming Audio	2,416,558	8.2%	2.87	13	88,864,877	3	37	0.0%	8,816
Tablet Social Network	5,090,881	17.3%	4.57	30	702,154,965	24	138	0.2%	69,658

COMPARABLE METRICS - BLACK 18+

AVERAGE WEEK JULY 27-AUGUST 30, 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	25,833,002	86.3%	5.34	604	83,373,761,988	2,785	3,227	27.6%	8,271,207
Radio	27,674,000	92.4%	5.00	173	23,938,010,000	800	865	7.9%	2,374,803
TV-Connected Devices	11,043,679	36.9%	2.95	215	7,007,452,134	234	635	2.3%	695,184
PC	14,376,940	48.0%	4.00	209	12,005,692,318	401	835	4.0%	1,191,041
PC Video	9,234,380	30.8%	2.82	129	3,356,012,099	112	363	1.1%	332,938
PC Streaming Audio	2,761,236	9.2%	2.10	57	328,432,878	11	119	0.1%	32,583
PC Social Network	8,226,315	27.5%	2.92	47	1,124,540,628	38	137	0.4%	111,562
Smartphone (App+Web)	21,381,905	71.4%	5.59	147	17,622,364,803	589	824	5.8%	1,748,250
Smartphone Video	13,748,403	45.9%	2.72	23	850,034,367	28	62	0.3%	84,329
Smartphone Streaming Audio	10,435,899	34.9%	3.13	36	1,192,009,017	40	114	0.4%	118,255
Smartphone Social Network	19,299,094	64.5%	4.94	50	4,754,566,515	159	246	1.6%	471,683
Tablet (App+Web)	7,116,120	23.8%	5.01	140	4,995,848,572	167	702	1.7%	495,620
Tablet Video	4,001,087	13.4%	3.37	37	505,922,911	17	126	0.2%	50,191
Tablet Streaming Audio	2,893,520	9.7%	3.68	42	442,625,438	15	153	0.1%	43,911
Tablet Social Network	5,953,174	19.9%	4.53	51	1,371,777,515	46	230	0.5%	136,089

COMPARABLE METRICS - HISPANIC 18+

AVERAGE WEEK JULY 28-AUGUST 31, 2014

HISPANIC 18+ UE = 35,685,000	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	31,433,420	88.1%	5.20	352	57,447,122,200	1,610	1,828	16.0%	5,699,119
Radio	34,787,000	97.5%	5.30	161	29,568,950,000	829	850	8.2%	2,933,428
TV-Connected Devices	13,968,360	39.1%	2.65	164	6,068,847,762	170	434	1.7%	602,068
PC	15,037,201	42.1%	3.80	169	9,652,153,835	270	642	2.7%	957,555
PC Video	9,983,245	28.0%	2.92	109	3,165,465,369	89	317	0.9%	314,034
PC Streaming Audio	3,422,438	9.6%	2.06	47	328,603,568	9	96	0.1%	32,600
PC Social Network	9,907,944	27.8%	3.04	45	1,366,651,073	38	138	0.4%	135,580
Smartphone (App+Web)	27,779,604	77.8%	5.95	126	20,800,300,351	583	749	5.8%	2,063,522
Smartphone Video	17,649,223	49.5%	2.96	14	737,438,701	21	42	0.2%	73,159
Smartphone Streaming Audio	14,580,106	40.9%	2.96	27	1,183,275,559	33	81	0.3%	117,388
Smartphone Social Network	25,195,421	70.6%	5.05	46	5,834,967,922	164	232	1.6%	578,866
Tablet (App+Web)	6,326,011	17.7%	4.99	128	4,050,805,630	114	640	1.1%	401,866
Tablet Video	3,845,012	10.8%	3.30	23	289,310,271	8	75	0.1%	28,701
Tablet Streaming Audio	2,169,532	6.1%	2.76	16	98,821,094	3	46	0.0%	9,804
Tablet Social Network	5,316,427	14.9%	4.28	41	941,007,515	26	177	0.3%	93,354

COMPARABLE METRICS - HISPANIC 18+

AVERAGE WEEK JULY 27-AUGUST 30, 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	31,231,589	86.4%	5.03	346	54,343,881,825	1,503	1,740	14.9%	5,391,258
Radio	34,973,000	96.7%	5.26	159	29,272,401,000	810	837	8.0%	2,904,008
TV-Connected Devices	14,962,358	41.4%	2.81	180	7,563,740,753	209	506	2.1%	750,371
PC	13,074,781	36.2%	3.82	208	10,379,685,901	287	794	2.8%	1,029,731
PC Video	7,846,259	21.7%	2.80	114	2,509,808,938	69	320	0.7%	248,989
PC Streaming Audio	3,122,310	8.6%	2.28	50	358,323,863	10	115	0.1%	35,548
PC Social Network	8,417,434	23.3%	2.91	38	922,535,901	26	110	0.3%	91,521
Smartphone (App+Web)	30,621,008	84.7%	5.60	150	25,698,517,247	711	839	7.1%	2,549,456
Smartphone Video	19,894,504	55.0%	2.98	21	1,257,586,418	35	63	0.3%	124,761
Smartphone Streaming Audio	16,905,371	46.8%	3.51	41	2,416,468,232	67	143	0.7%	239,729
Smartphone Social Network	27,252,600	75.4%	5.16	57	8,050,549,703	223	295	2.2%	798,666
Tablet (App+Web)	6,949,985	19.2%	4.95	101	3,482,593,175	96	501	1.0%	345,495
Tablet Video	4,139,533	11.4%	2.91	19	232,076,889	6	56	0.1%	23,024
Tablet Streaming Audio	2,450,493	6.8%	3.29	39	317,234,972	9	129	0.1%	31,472
Tablet Social Network	5,551,681	15.4%	4.30	45	1,063,846,109	29	192	0.3%	105,540

COMPARABLE METRICS - ASIAN AMERICAN 18+

AVERAGE WEEK JULY 28-AUGUST 31, 2014

ASIAN AMERICAN 18+ UE = 13,606,000	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	9,777,201	71.9%	4.72	301	13,878,018,158	1,020	1,419	10.1%	1,376,788
TV-Connected Devices	5,555,139	40.8%	3.00	155	2,584,346,830	190	465	1.9%	256,384
PC	4,800,572	35.3%	4.41	185	3,903,863,628	287	813	2.8%	387,288
PC Video	3,620,751	26.6%	3.22	103	1,196,847,507	88	331	0.9%	118,735
PC Streaming Audio	932,750	6.9%	2.43	35	78,981,089	6	85	0.1%	7,835
PC Social Network	3,441,866	25.3%	3.44	37	435,895,513	32	127	0.3%	43,244
Smartphone (App+Web)	9,013,398	66.2%	5.83	125	6,586,953,842	484	731	4.8%	653,468
Smartphone Video	5,453,271	40.1%	2.93	15	244,853,524	18	45	0.2%	24,291
Smartphone Streaming Audio	3,688,100	27.1%	2.86	24	255,286,535	19	69	0.2%	25,326
Smartphone Social Network	7,823,456	57.5%	5.12	37	1,494,254,641	110	191	1.1%	148,240
Tablet (App+Web)	2,749,505	20.2%	5.12	126	1,767,384,279	130	643	1.3%	175,336
Tablet Video	1,879,545	13.8%	3.31	21	130,247,082	10	69	0.1%	12,921
Tablet Streaming Audio	848,480	6.2%	3.30	13	35,915,416	3	42	0.0%	3,563
Tablet Social Network	2,298,415	16.9%	4.48	31	315,301,690	23	137	0.2%	31,280

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

COMPARABLE METRICS - ASIAN AMERICAN 18+

AVERAGE WEEK JULY 27-AUGUST 30, 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	9,977,649	70.9%	4.64	299	13,850,407,838	984	1,388	9.8%	1,374,048
TV-Connected Devices	6,159,126	43.8%	3.05	175	3,289,272,113	234	534	2.3%	326,317
PC	4,110,525	29.2%	4.15	234	3,997,017,597	284	972	2.8%	396,530
PC Video	2,785,666	19.8%	3.13	90	787,089,109	56	283	0.6%	78,084
PC Streaming Audio	845,409	6.0%	2.28	43	82,391,499	6	97	0.1%	8,174
PC Social Network	2,773,945	19.7%	2.99	31	258,284,140	18	93	0.2%	25,623
Smartphone (App+Web)	9,938,073	70.6%	5.38	128	6,847,274,331	487	689	4.8%	679,293
Smartphone Video	5,450,310	38.7%	3.04	24	400,121,273	28	73	0.3%	39,695
Smartphone Streaming Audio	4,271,733	30.4%	3.16	34	463,717,649	33	109	0.3%	46,004
Smartphone Social Network	8,360,913	59.4%	4.89	46	1,892,707,279	134	226	1.3%	187,769
Tablet (App+Web)	3,613,438	25.7%	4.66	91	1,533,094,697	109	424	1.1%	152,093
Tablet Video	2,021,310	14.4%	2.91	31	184,493,028	13	91	0.1%	18,303
Tablet Streaming Audio	1,301,392	9.2%	2.72	37	130,083,783	9	100	0.1%	12,905
Tablet Social Network	2,921,209	20.8%	4.01	26	304,013,387	22	104	0.2%	30,160

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 the Persons Using Radio estimates in this report where the tuning meets our reporting and crediting requirements.

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 6,000 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.

SOURCING

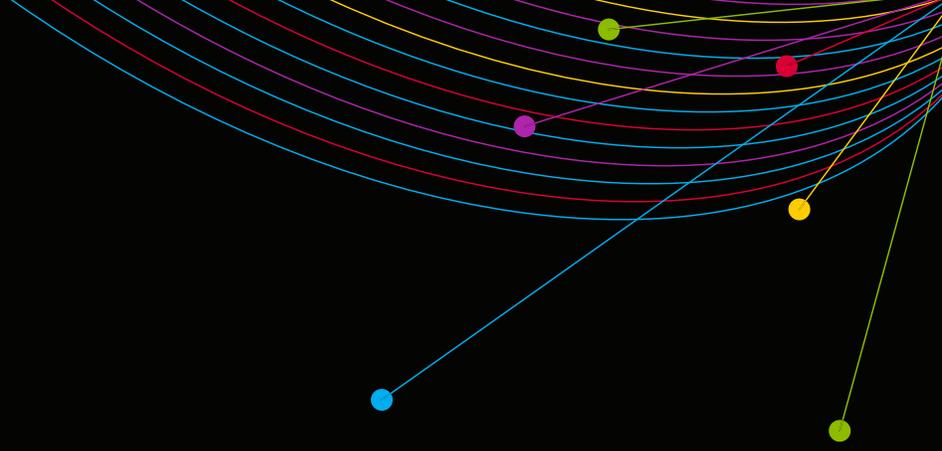
Source: Live+DVR/Time-shifted TV, TV-Connected Devices (DVD, Game Console, Multimedia Device, VCR) 07/27/15-08/30/15, 07/28/14-08/31/14 via Nielsen NPOWER/NPM Panel, Radio 06/19/14-06/17/15 via RADAR 126, RADAR 122, PC-Total, Streaming Audio, Social Networking 07/27/15-08/30/15, 07/28/14-08/31/14 via Nielsen Netview, PC Streaming Video 07/27/15-08/30/15, 07/28/14-08/31/14 via Nielsen VideoCensus, Smartphone - App/Web Total, Streaming Video, Streaming Audio, Social Networking 07/27/15-08/30/15, 07/28/14-08/31/14 via Nielsen Electronic Mobile Measurement, iOS and Android, Tablet - App/Web Total, Streaming Video, Streaming Audio, Social Networking 07/27/15-08/30/15, 07/28/14-08/31/14 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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