

nielsen
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AN UNCOMMON SENSE
OF THE CONSUMER™

COMPARABLE METRICS

Q4 2015



WELCOME

Welcome to the Q4 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 platform, 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 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.

The chart on page 3 has been expanded in this report to include the year-over-year change in average audience by age for each platform. From November 2014 to November 2015 the net gain in average audience among adults 18+ was over 5 million people, primarily due to increases in Smartphone and TV-Connected device usage. Please note that this just represents the gain or loss in the number of people using each platform in an average minute during the week, not the total average audience or time spent. TV and Radio comprise 69% of the total average audience for adults 18+, but the overall gain since November 2014 indicates that user habits continue to evolve, and the increased choice by platform leads to additional opportunity and ultimately more engagement with media.

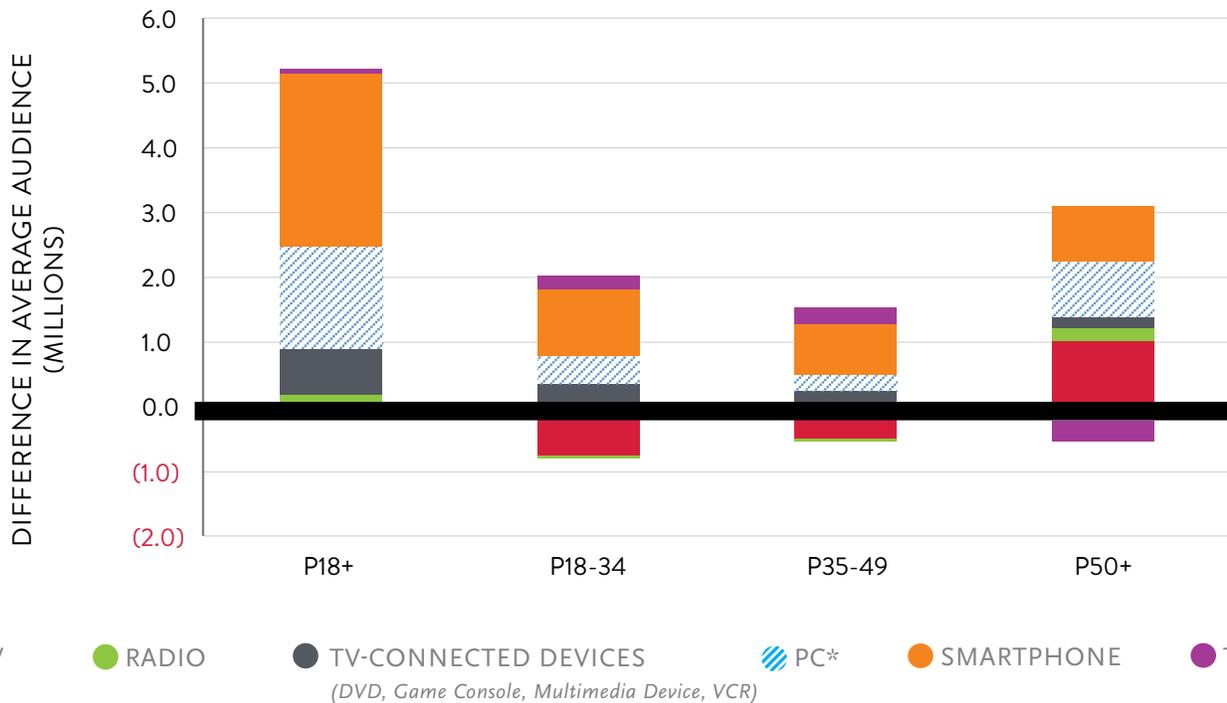
In addition to measuring the “how many/how often/how long” of these platforms among adults by age, race, and ethnicity we have broken out digital measurement into Video, Streaming Audio, and Social Networking. These should be viewed as subsets of the totals listed for each category, and the table located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

All of the findings were derived from the best available data in the reporting periods of October 27 – November 30, 2014 and October 26 – November 29, 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

NOVEMBER 2014-NOVEMBER 2015 CHANGE IN AVERAGE AUDIENCE BY PLATFORM



- **TOTAL AVERAGE AUDIENCE ACROSS ALL PLATFORMS GREW YEAR-OVER-YEAR BY NEARLY 5 MILLION AMONG P18+**
- THE LARGEST INCREASE IN AVERAGE AUDIENCE CAME FROM SMARTPHONES

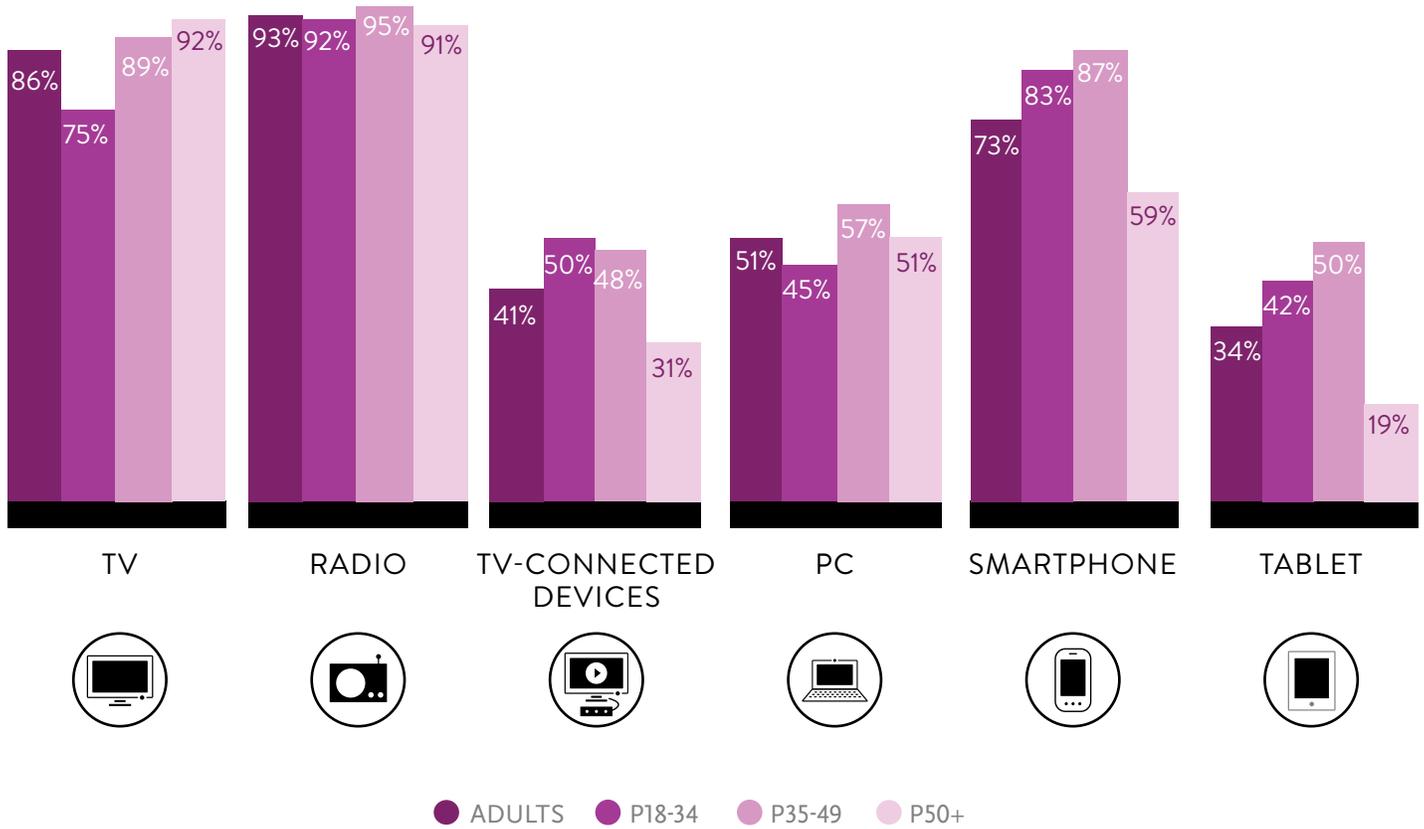


*PC crediting rules for duration were updated in August 2015

HOW MANY

OVER 90% OF ADULTS LISTEN TO RADIO EACH WEEK

WEEKLY REACH (% OF POPULATION)

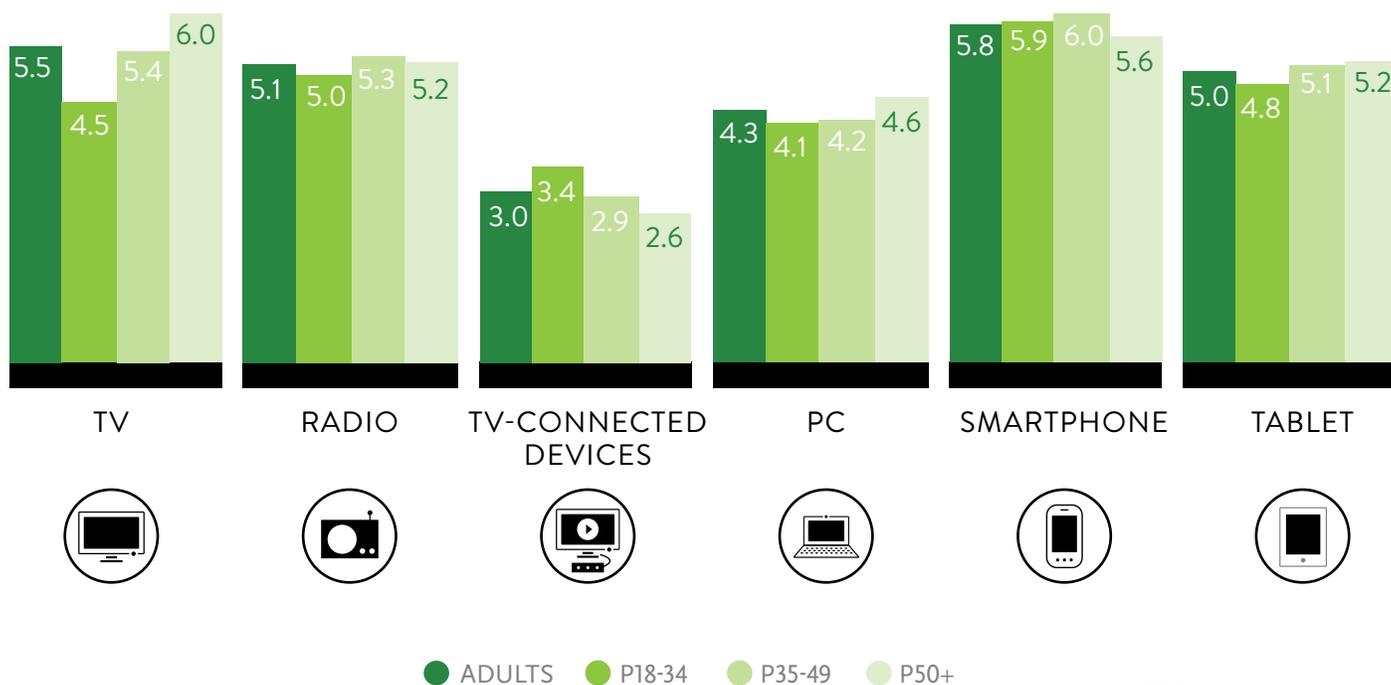


- **HALF OF ALL P18-34 ARE USING TV-CONNECTED DEVICES**
- AM/FM RADIO REACHES 95% OF ADULTS AGE 35-49 EACH WEEK
- MORE ADULTS AGE 35-49 USE SMARTPHONES, TABLETS AND PCS THAN P18-34

HOW OFTEN

ADULTS USE SMARTPHONES NEARLY EVERY DAY

AVG DAYS PER WEEK WITH USAGE (AMONG USERS)



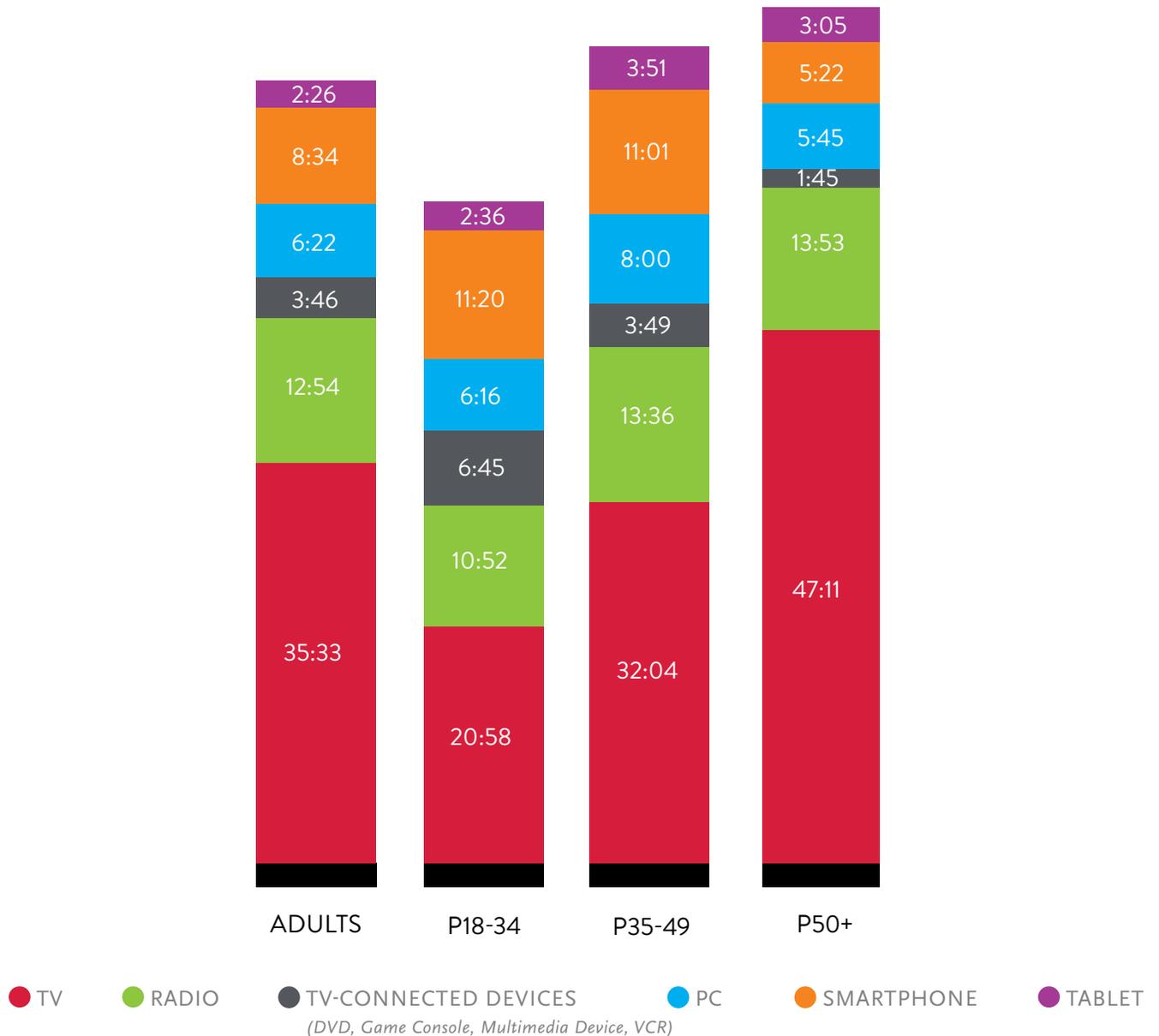
- **ADULT TV VIEWERS ARE WATCHING AN AVERAGE OF 5.5 OUT OF 7 DAYS PER WEEK**
- TABLETS ARE USED MOST OFTEN AMONG OWNERS AGE 50+
- TV-CONNECTED DEVICES ARE USED 3.4 OUT OF 7 DAYS BY OWNERS AGE 18-34



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 FOR 6:45 PER WEEK
- ADULTS 18-49 SPEND OVER 11 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	35:33	50:28	27:50	18:05
Radio	12:54	13:18	13:31	n/a
TV-Connected Devices	3:46	3:45	3:39	4:16
PC Total	6:22	7:19	5:09	4:26
PC Video	1:33	2:16	1:46	1:32
PC Streaming Audio	0:08	0:08	0:09	0:04
PC Social Network	0:47	0:44	0:29	0:18
Smartphone (App+Web)	8:34	10:09	10:50	7:11
Smartphone Video	0:18	0:30	0:33	0:23
Smartphone Streaming Audio	0:26	0:28	0:38	0:23
Smartphone Social Network	2:31	2:51	3:26	1:50
Tablet (App+Web)	2:26	2:21	1:20	1:20
Tablet Video	0:14	0:18	0:07	0:11
Tablet Streaming Audio	0:11	0:11	0:04	0:03
Tablet Social Network	0:36	0:28	0:19	0:14

- **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 OCTOBER 27-NOVEMBER 30, 2014

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	210,826,966	87.8%	5.54	444	518,215,160,860	2,158	2,458	21.4%	51,410,234
Radio	222,921,000	92.8%	5.16	162	186,807,798,000	778	838	7.7%	18,532,520
TV-Connected Devices	95,514,310	39.8%	2.81	177	47,509,144,824	198	497	2.0%	4,713,209
PC	133,505,701	55.6%	4.44	133	78,573,450,846	327	589	3.2%	7,794,985
PC Video	90,144,633	37.5%	3.51	61	19,223,484,366	80	213	0.8%	1,907,092
PC Streaming Audio	24,660,197	10.3%	2.38	32	1,883,787,440	8	76	0.1%	186,884
PC Social Network	83,234,409	34.7%	3.67	41	12,562,454,517	52	151	0.5%	1,246,275
Smartphone (App+Web)	159,900,226	66.6%	5.80	106	98,012,325,812	408	613	4.0%	9,723,445
Smartphone Video	73,428,509	30.6%	2.94	11	2,446,315,686	10	33	0.1%	242,690
Smartphone Streaming Audio	66,418,480	27.7%	2.73	22	3,921,010,519	16	59	0.2%	388,989
Smartphone Social Network	139,283,320	58.0%	5.19	36	25,890,833,954	108	186	1.1%	2,568,535
Tablet (App+Web)	62,310,680	25.9%	5.10	109	34,592,688,259	144	555	1.4%	3,431,814
Tablet Video	24,670,495	10.3%	3.48	11	982,303,391	4	40	0.0%	97,451
Tablet Streaming Audio	19,606,625	8.2%	2.63	18	944,454,796	4	48	0.0%	93,696
Tablet Social Network	52,477,695	21.9%	4.47	35	8,296,697,951	35	158	0.3%	823,085

COMPARABLE METRICS - ADULTS 18+

AVERAGE WEEK OCTOBER 26-NOVEMBER 29, 2015

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	209,696,534	86.3%	5.45	453	518,400,744,273	2,133	2,472	21.2%	51,428,645
Radio	224,735,000	92.5%	5.14	163	188,103,195,000	774	837	7.7%	18,661,031
TV-Connected Devices	99,617,768	41.0%	2.96	186	54,939,312,611	226	552	2.2%	5,450,329
PC	123,005,741	50.6%	4.35	176	94,306,429,384	388	767	3.8%	9,355,797
PC Video	78,675,450	32.4%	3.51	82	22,622,947,149	93	288	0.9%	2,244,340
PC Streaming Audio	19,375,441	8.0%	2.24	43	1,879,219,209	8	97	0.1%	186,430
PC Social Network	71,844,479	29.6%	3.51	45	11,394,804,557	47	159	0.5%	1,130,437
Smartphone (App+Web)	177,605,159	73.1%	5.82	121	124,882,817,947	514	703	5.1%	12,389,168
Smartphone Video	96,913,718	39.9%	2.28	19	4,301,537,840	18	44	0.2%	426,740
Smartphone Streaming Audio	78,463,635	32.3%	2.91	27	6,242,067,390	26	80	0.3%	619,253
Smartphone Social Network	154,501,391	63.6%	5.15	46	36,724,955,349	151	238	1.5%	3,643,349
Tablet (App+Web)	81,682,809	33.6%	5.01	87	35,524,511,091	146	435	1.5%	3,524,257
Tablet Video	42,798,215	17.6%	2.85	29	3,507,934,132	14	82	0.1%	348,009
Tablet Streaming Audio	28,745,588	11.8%	3.40	26	2,581,118,137	11	90	0.1%	256,063
Tablet Social Network	65,957,014	27.1%	4.21	32	8,791,456,651	36	133	0.4%	872,168

COMPARABLE METRICS - PERSONS 18-34

AVERAGE WEEK OCTOBER 27-NOVEMBER 30, 2014

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	55,699,385	77.1%	4.72	373	97,913,170,416	1,356	1,758	13.5%	9,713,608
Radio	67,119,000	92.9%	4.98	144	48,023,869,000	665	716	6.6%	4,764,273
TV-Connected Devices	34,513,942	47.8%	3.23	232	25,877,515,948	358	750	3.6%	2,567,214
PC	36,911,450	51.1%	4.26	147	23,129,393,262	320	627	3.2%	2,294,583
PC Video	25,019,724	34.6%	3.64	79	7,167,387,853	99	286	1.0%	711,050
PC Streaming Audio	9,875,782	13.7%	2.63	32	826,932,986	11	84	0.1%	82,037
PC Social Network	22,742,071	31.5%	3.63	33	2,712,138,607	38	119	0.4%	269,061
Smartphone (App+Web)	56,459,718	78.2%	5.85	119	39,222,896,445	543	695	5.4%	3,891,160
Smartphone Video	31,279,256	43.3%	3.40	12	1,319,595,920	18	42	0.2%	130,912
Smartphone Streaming Audio	27,229,298	37.7%	2.96	23	1,827,863,949	25	67	0.3%	181,336
Smartphone Social Network	50,595,065	70.1%	5.47	42	11,760,857,704	163	232	1.6%	1,166,752
Tablet (App+Web)	19,896,177	27.6%	4.85	96	9,253,384,984	128	465	1.3%	917,995
Tablet Video	8,149,247	11.3%	3.77	14	439,146,791	6	54	0.1%	43,566
Tablet Streaming Audio	6,255,973	8.7%	2.71	23	391,291,395	5	63	0.1%	38,819
Tablet Social Network	16,422,246	22.7%	4.25	31	2,135,658,276	30	130	0.3%	211,871

COMPARABLE METRICS - PERSONS 18-34

AVERAGE WEEK OCTOBER 26-NOVEMBER 29, 2015

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	54,620,278	75.0%	4.49	374	91,644,392,543	1,258	1,678	12.5%	9,091,706
Radio	67,159,000	92.2%	4.95	143	47,481,413,000	652	707	6.5%	4,710,458
TV-Connected Devices	36,723,492	50.4%	3.38	237	29,510,448,888	405	804	4.0%	2,927,624
PC	32,913,190	45.2%	4.13	202	27,417,289,185	376	833	3.7%	2,719,969
PC Video	21,006,818	28.8%	3.46	122	8,875,964,635	122	423	1.2%	880,552
PC Streaming Audio	7,182,718	9.9%	2.46	49	860,549,117	12	120	0.1%	85,372
PC Social Network	18,770,167	25.8%	3.33	43	2,704,667,506	37	144	0.4%	268,320
Smartphone (App+Web)	60,276,606	82.7%	5.86	140	49,508,898,207	680	821	6.7%	4,911,597
Smartphone Video	40,382,715	55.4%	2.57	22	2,325,586,500	32	58	0.3%	230,713
Smartphone Streaming Audio	33,572,455	46.1%	3.19	28	3,029,659,697	42	90	0.4%	300,561
Smartphone Social Network	54,762,936	75.2%	5.49	54	16,287,725,063	224	297	2.2%	1,615,846
Tablet (App+Web)	30,812,861	42.3%	4.78	77	11,398,956,387	156	370	1.6%	1,130,849
Tablet Video	17,263,252	23.7%	3.02	34	1,775,602,696	24	103	0.2%	176,151
Tablet Streaming Audio	11,548,947	15.9%	3.39	27	1,060,592,813	15	92	0.1%	105,218
Tablet Social Network	24,028,834	33.0%	3.98	31	2,920,414,314	40	122	0.4%	289,724

COMPARABLE METRICS - PERSONS 35-49

AVERAGE WEEK OCTOBER 27-NOVEMBER 30, 2014

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	54,492,021	89.8%	5.48	404	120,699,342,689	1,989	2,215	19.7%	11,974,141
Radio	57,708,000	95.1%	5.32	162	49,744,296,000	820	862	8.1%	4,934,950
TV-Connected Devices	28,483,254	46.9%	2.68	152	11,610,008,978	191	408	1.9%	1,151,787
PC	39,465,460	65.0%	4.42	153	26,662,906,270	439	676	4.4%	2,645,130
PC Video	27,015,301	44.5%	3.56	68	6,504,606,968	107	241	1.1%	645,298
PC Streaming Audio	8,330,132	13.7%	2.37	36	713,082,924	12	86	0.1%	70,742
PC Social Network	25,493,820	42.0%	3.75	43	4,121,308,719	68	162	0.7%	408,860
Smartphone (App+Web)	47,456,913	78.2%	5.99	112	31,894,986,010	526	672	5.2%	3,164,185
Smartphone Video	23,056,424	38.0%	2.83	10	676,974,895	11	29	0.1%	67,160
Smartphone Streaming Audio	21,154,919	34.9%	2.73	20	1,153,238,634	19	55	0.2%	114,409
Smartphone Social Network	42,653,456	70.3%	5.40	37	8,429,174,523	139	198	1.4%	836,228
Tablet (App+Web)	23,103,619	38.1%	5.16	99	11,772,941,986	194	510	1.9%	1,167,951
Tablet Video	8,976,842	14.8%	3.56	10	303,586,408	5	34	0.0%	30,118
Tablet Streaming Audio	7,538,078	12.4%	2.48	15	283,274,816	5	38	0.0%	28,103
Tablet Social Network	19,406,230	32.0%	4.52	36	3,185,334,811	52	164	0.5%	316,005

COMPARABLE METRICS - PERSONS 35-49

AVERAGE WEEK OCTOBER 26-NOVEMBER 29, 2015

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	53,978,559	88.9%	5.38	402	116,805,071,498	1,924	2,164	19.1%	11,587,805
Radio	57,519,000	94.8%	5.30	163	49,523,859,000	816	861	8.1%	4,913,081
TV-Connected Devices	29,357,425	48.4%	2.88	165	13,929,515,713	229	474	2.3%	1,381,896
PC	34,647,252	57.1%	4.19	201	29,140,958,796	480	841	4.8%	2,890,968
PC Video	21,887,826	36.1%	3.42	95	7,120,079,250	117	325	1.2%	706,357
PC Streaming Audio	5,822,944	9.6%	2.14	45	563,895,735	9	97	0.1%	55,942
PC Social Network	19,929,200	32.8%	3.43	47	3,216,414,598	53	161	0.5%	319,089
Smartphone (App+Web)	52,535,301	86.5%	6.00	127	40,135,268,146	661	764	6.6%	3,981,673
Smartphone Video	30,635,823	50.5%	2.29	19	1,312,392,302	22	43	0.2%	130,198
Smartphone Streaming Audio	23,900,042	39.4%	2.85	26	1,792,044,551	30	75	0.3%	177,782
Smartphone Social Network	47,380,793	78.1%	5.41	48	12,298,179,953	203	260	2.0%	1,220,058
Tablet (App+Web)	30,157,295	49.7%	5.12	91	14,013,632,738	231	465	2.3%	1,390,241
Tablet Video	16,377,553	27.0%	2.86	26	1,238,847,641	20	76	0.2%	122,902
Tablet Streaming Audio	10,996,446	18.1%	3.46	26	980,942,008	16	89	0.2%	97,316
Tablet Social Network	24,875,299	41.0%	4.28	33	3,515,231,821	58	141	0.6%	348,733

COMPARABLE METRICS - PERSONS 50+

AVERAGE WEEK OCTOBER 27-NOVEMBER 30, 2014

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	100,635,560	93.8%	6.02	495	299,602,647,755	2,793	2,977	27.7%	29,722,485
Radio	98,094,000	91.5%	5.19	175	89,081,580,000	831	908	8.2%	8,837,458
TV-Connected Devices	32,517,114	30.3%	2.46	125	10,021,619,897	93	308	0.9%	994,208
PC	57,128,791	53.3%	4.57	110	28,781,151,314	268	504	2.7%	2,855,273
PC Video	38,109,608	35.5%	3.39	43	5,551,489,545	52	146	0.5%	550,743
PC Streaming Audio	6,454,283	6.0%	1.99	27	343,771,530	3	53	0.0%	34,104
PC Social Network	34,998,518	32.6%	3.64	45	5,729,007,190	53	164	0.5%	568,354
Smartphone (App+Web)	55,983,595	52.2%	5.59	86	26,894,443,358	251	480	2.5%	2,668,100
Smartphone Video	19,092,830	17.8%	2.30	10	449,744,872	4	24	0.0%	44,618
Smartphone Streaming Audio	18,034,263	16.8%	2.36	22	939,907,936	9	52	0.1%	93,245
Smartphone Social Network	46,034,799	42.9%	4.68	26	5,700,801,727	53	124	0.5%	565,556
Tablet (App+Web)	19,310,884	18.0%	5.29	133	13,566,238,098	126	703	1.3%	1,345,857
Tablet Video	7,544,406	7.0%	3.10	10	239,487,362	2	32	0.0%	23,759
Tablet Streaming Audio	5,812,573	5.4%	2.75	17	269,792,537	3	46	0.0%	26,765
Tablet Social Network	16,649,220	15.5%	4.63	39	2,975,608,112	28	179	0.3%	295,199

COMPARABLE METRICS - PERSONS 50+

AVERAGE WEEK OCTOBER 26-NOVEMBER 29, 2015

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	101,097,697	92.4%	6.01	510	309,951,280,231	2,831	3,066	28.1%	30,749,135
Radio	100,057,000	91.4%	5.17	176	91,151,927,000	833	911	8.3%	9,042,850
TV-Connected Devices	33,536,851	30.6%	2.57	134	11,499,348,010	105	343	1.0%	1,140,808
PC	55,445,299	50.6%	4.58	149	37,748,181,403	345	681	3.4%	3,744,859
PC Video	35,780,806	32.7%	3.59	52	6,626,903,264	61	185	0.6%	657,431
PC Streaming Audio	6,369,779	5.8%	1.89	38	454,774,356	4	71	0.0%	45,117
PC Social Network	33,145,112	30.3%	3.66	45	5,473,722,453	50	165	0.5%	543,028
Smartphone (App+Web)	64,793,253	59.2%	5.62	97	35,238,651,593	322	544	3.2%	3,495,898
Smartphone Video	25,895,180	23.7%	1.80	14	663,559,038	6	26	0.1%	65,829
Smartphone Streaming Audio	20,991,138	19.2%	2.54	27	1,420,363,142	13	68	0.1%	140,909
Smartphone Social Network	52,357,662	47.8%	4.56	34	8,139,050,333	74	155	0.7%	807,445
Tablet (App+Web)	20,712,654	18.9%	5.18	94	10,111,821,392	92	488	0.9%	1,003,157
Tablet Video	9,157,409	8.4%	2.52	21	493,434,166	5	54	0.0%	48,952
Tablet Streaming Audio	6,200,196	5.7%	3.30	26	539,450,094	5	87	0.0%	53,517
Tablet Social Network	17,052,881	15.6%	4.46	31	2,355,692,960	22	138	0.2%	233,700

COMPARABLE METRICS - BLACK 18+

AVERAGE WEEK OCTOBER 27-NOVEMBER 30, 2014

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	26,867,231	89.7%	5.57	608	90,922,584,582	3,037	3,384	30.1%	9,020,098
Radio	27,755,000	92.7%	5.02	174	24,230,115,000	809	873	8.0%	2,403,781
TV-Connected Devices	10,929,976	36.5%	2.78	198	6,002,724,867	201	549	2.0%	595,508
PC	16,635,311	55.6%	4.50	155	11,586,449,923	387	696	3.8%	1,149,449
PC Video	11,536,015	38.5%	3.70	83	3,542,977,328	118	307	1.2%	351,486
PC Streaming Audio	3,339,741	11.2%	2.45	34	276,899,241	9	83	0.1%	27,470
PC Social Network	9,962,859	33.3%	3.68	50	1,845,350,509	62	185	0.6%	183,070
Smartphone (App+Web)	20,548,118	68.6%	5.82	120	14,375,574,655	480	700	4.8%	1,426,148
Smartphone Video	11,353,753	37.9%	2.98	14	483,162,746	16	43	0.2%	47,933
Smartphone Streaming Audio	9,535,172	31.9%	2.88	25	677,313,827	23	71	0.2%	67,194
Smartphone Social Network	17,874,706	59.7%	5.18	41	3,823,986,725	128	214	1.3%	379,364
Tablet (App+Web)	7,084,272	23.7%	5.22	111	4,116,214,373	138	581	1.4%	408,355
Tablet Video	2,784,855	9.3%	4.48	15	186,262,511	6	67	0.1%	18,478
Tablet Streaming Audio	2,644,227	8.8%	2.75	14	101,630,947	3	38	0.0%	10,082
Tablet Social Network	5,980,343	20.0%	4.32	32	817,201,584	27	137	0.3%	81,072

COMPARABLE METRICS - BLACK 18+

AVERAGE WEEK OCTOBER 26-NOVEMBER 29, 2015

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	26,750,050	87.6%	5.47	632	92,446,153,696	3,028	3,456	30.0%	9,171,245
Radio	28,118,000	92.1%	5.00	174	24,378,306,000	798	867	7.9%	2,418,483
TV-Connected Devices	11,216,769	36.7%	2.92	209	6,856,830,610	225	611	2.2%	680,241
PC	15,119,333	49.5%	4.39	202	13,411,375,099	439	887	4.4%	1,330,494
PC Video	10,127,779	33.2%	3.63	113	4,145,291,219	136	409	1.3%	411,239
PC Streaming Audio	2,691,847	8.8%	2.02	46	248,862,110	8	92	0.1%	24,689
PC Social Network	8,593,211	28.1%	3.33	47	1,333,381,884	44	155	0.4%	132,280
Smartphone (App+Web)	22,100,441	72.4%	5.85	144	18,582,510,547	609	841	6.0%	1,843,503
Smartphone Video	14,023,300	45.9%	2.65	25	923,383,720	30	66	0.3%	91,606
Smartphone Streaming Audio	10,373,865	34.0%	2.81	30	863,285,639	28	83	0.3%	85,643
Smartphone Social Network	19,652,935	64.4%	5.14	52	5,209,479,826	171	265	1.7%	516,813
Tablet (App+Web)	8,036,597	26.3%	5.16	104	4,308,971,699	141	536	1.4%	427,477
Tablet Video	4,840,608	15.9%	3.07	37	556,046,121	18	115	0.2%	55,163
Tablet Streaming Audio	3,347,654	11.0%	3.68	26	320,931,124	11	96	0.1%	31,838
Tablet Social Network	6,820,625	22.3%	4.34	29	849,383,166	28	125	0.3%	84,264

COMPARABLE METRICS - HISPANIC 18+

AVERAGE WEEK OCTOBER 27-NOVEMBER 30, 2014

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	32,371,287	89.5%	5.31	377	64,726,616,231	1,790	2,000	17.8%	6,421,291
Radio	35,157,000	97.2%	5.27	160	29,567,037,000	818	841	8.1%	2,933,238
TV-Connected Devices	14,500,524	40.1%	2.65	180	6,918,897,024	191	477	1.9%	686,399
PC	14,763,973	40.8%	4.03	135	8,040,572,181	222	545	2.2%	797,676
PC Video	9,687,892	26.8%	3.20	70	2,163,847,821	60	223	0.6%	214,667
PC Streaming Audio	3,243,214	9.0%	2.51	38	306,828,237	8	95	0.1%	30,439
PC Social Network	8,255,290	22.8%	3.29	40	1,087,605,028	30	132	0.3%	107,897
Smartphone (App+Web)	28,309,982	78.3%	5.80	116	19,110,688,604	529	675	5.2%	1,895,902
Smartphone Video	15,289,746	42.3%	3.26	12	618,556,109	17	40	0.2%	61,365
Smartphone Streaming Audio	13,110,568	36.3%	2.89	21	808,279,684	22	62	0.2%	80,186
Smartphone Social Network	24,400,592	67.5%	5.36	43	5,671,944,264	157	232	1.6%	562,693
Tablet (App+Web)	6,544,120	18.1%	4.99	108	3,520,108,833	97	538	1.0%	349,217
Tablet Video	2,785,558	7.7%	4.45	15	184,742,183	5	66	0.1%	18,328
Tablet Streaming Audio	1,861,210	5.1%	2.18	15	61,000,450	2	33	0.0%	6,052
Tablet Social Network	5,415,159	15.0%	4.33	36	838,739,733	23	155	0.2%	83,208

COMPARABLE METRICS - HISPANIC 18+

AVERAGE WEEK OCTOBER 26-NOVEMBER 29, 2015

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	32,587,650	87.8%	5.12	371	61,982,317,082	1,670	1,902	16.6%	6,149,039
Radio	35,876,000	96.7%	5.26	160	30,099,964,000	811	839	8.0%	2,986,108
TV-Connected Devices	15,880,963	42.8%	2.83	181	8,138,761,613	219	512	2.2%	807,417
PC	13,930,900	37.5%	3.96	208	11,461,168,644	309	823	3.1%	1,137,021
PC Video	8,511,489	22.9%	3.30	140	3,925,840,512	106	461	1.0%	389,468
PC Streaming Audio	2,535,384	6.8%	2.24	56	317,319,634	9	125	0.1%	31,480
PC Social Network	7,246,373	19.5%	3.12	48	1,086,586,545	29	150	0.3%	107,796
Smartphone (App+Web)	30,288,800	81.6%	5.76	138	24,127,631,031	650	797	6.5%	2,393,614
Smartphone Video	19,593,163	52.8%	2.64	24	1,232,957,100	33	63	0.3%	122,317
Smartphone Streaming Audio	15,085,466	40.7%	3.02	31	1,427,648,668	38	95	0.4%	141,632
Smartphone Social Network	26,359,268	71.0%	5.37	54	7,632,473,375	206	290	2.0%	757,190
Tablet (App+Web)	7,721,844	20.8%	4.77	80	2,956,270,474	80	383	0.8%	293,281
Tablet Video	3,999,413	10.8%	2.87	22	253,850,097	7	63	0.1%	25,184
Tablet Streaming Audio	2,702,483	7.3%	3.66	16	158,806,207	4	59	0.0%	15,755
Tablet Social Network	5,974,305	16.1%	3.79	32	718,011,059	19	120	0.2%	71,231

COMPARABLE METRICS - ASIAN AMERICAN 18+

AVERAGE WEEK OCTOBER 27-NOVEMBER 30, 2014

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	10,395,984	73.9%	4.85	331	16,660,720,536	1,184	1,603	11.7%	1,652,849
TV-Connected Devices	5,883,814	41.8%	3.02	172	3,065,770,664	218	521	2.2%	304,144
PC	5,166,048	36.7%	4.86	165	4,139,822,933	294	801	2.9%	410,697
PC Video	3,906,501	27.8%	3.83	55	817,753,580	58	209	0.6%	81,126
PC Streaming Audio	1,421,471	10.1%	2.92	23	93,328,253	7	66	0.1%	9,259
PC Social Network	3,459,683	24.6%	3.90	32	433,789,886	31	125	0.3%	43,035
Smartphone (App+Web)	9,209,889	65.4%	5.82	107	5,740,808,815	408	623	4.0%	569,525
Smartphone Video	4,658,230	33.1%	3.56	12	205,372,707	15	44	0.1%	20,374
Smartphone Streaming Audio	3,915,813	27.8%	2.80	22	237,115,136	17	61	0.2%	23,523
Smartphone Social Network	7,797,597	55.4%	5.45	28	1,207,840,846	86	155	0.9%	119,825
Tablet (App+Web)	3,237,958	23.0%	5.04	102	1,664,767,687	118	514	1.2%	165,156
Tablet Video	1,156,102	8.2%	4.29	11	56,539,873	4	49	0.0%	5,609
Tablet Streaming Audio	925,050	6.6%	2.73	17	43,063,360	3	47	0.0%	4,272
Tablet Social Network	2,755,604	19.6%	4.15	29	330,930,802	24	120	0.2%	32,830

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

COMPARABLE METRICS - ASIAN AMERICAN 18+

AVERAGE WEEK OCTOBER 26-NOVEMBER 29, 2015

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	9,967,450	68.1%	4.75	336	15,881,035,171	1,085	1,593	10.8%	1,575,500
TV-Connected Devices	6,077,182	41.5%	3.17	194	3,747,603,834	256	617	2.5%	371,786
PC	4,323,063	29.5%	4.20	214	3,890,282,824	266	900	2.6%	385,941
PC Video	2,868,555	19.6%	3.32	142	1,352,352,935	92	471	0.9%	134,162
PC Streaming Audio	750,581	5.1%	2.16	35	55,853,277	4	74	0.0%	5,541
PC Social Network	2,450,987	16.7%	3.09	35	268,034,083	18	109	0.2%	26,591
Smartphone (App+Web)	9,757,675	66.7%	5.44	119	6,305,558,243	431	646	4.3%	625,551
Smartphone Video	5,312,261	36.3%	2.59	25	339,271,358	23	64	0.2%	33,658
Smartphone Streaming Audio	3,973,965	27.2%	3.23	26	330,992,459	23	83	0.2%	32,837
Smartphone Social Network	7,777,038	53.1%	5.15	40	1,614,411,361	110	208	1.1%	160,160
Tablet (App+Web)	3,838,670	26.2%	4.73	65	1,174,232,087	80	306	0.8%	116,491
Tablet Video	1,999,634	13.7%	2.96	26	154,576,319	11	77	0.1%	15,335
Tablet Streaming Audio	1,287,852	8.8%	2.90	13	50,187,335	3	39	0.0%	4,979
Tablet Social Network	2,970,098	20.3%	3.45	20	210,179,384	14	71	0.1%	20,851

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.

SOURCING

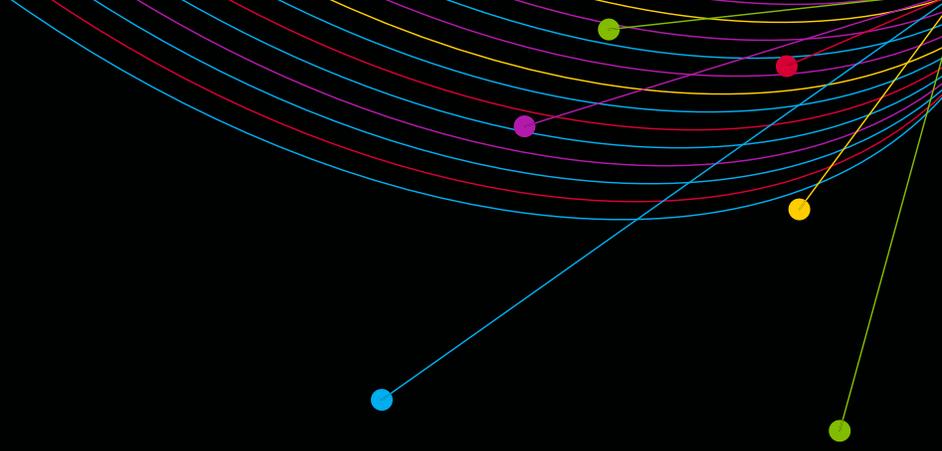
Source: Live+DVR/Time-shifted TV, TV-Connected Devices (DVD, Game Console, Multimedia Device, VCR) 10/26/15-11/29/15, 10/27/14-11/30/14 via Nielsen NPOWER/NPM Panel, Radio 01/01/15-12/2/15 via RADAR 128, RADAR 124, PC-Total, Streaming Audio, Social Networking 10/26/15-11/29/15, 10/27/14-11/30/14 via Nielsen Netview, PC Streaming Video 10/26/15-11/29/15, 10/27/14-11/30/14 via Nielsen VideoCensus, Smartphone - App/Web Total, Streaming Video, Streaming Audio, Social Networking 10/26/15-11/29/15, 10/27/14-11/30/14 via Nielsen Electronic Mobile Measurement, iOS and Android, Tablet - App/Web Total, Streaming Video, Streaming Audio, Social Networking 10/26/15-11/29/15, 10/27/14-11/30/14 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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