

THE TOTAL AUDIENCE REPORT

Q2 2015

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AN UNCOMMON SENSE
OF THE CONSUMER™



GLENN ENOCH
SVP AUDIENCE INSIGHTS
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In the Q1 2015 Total Audience Report, we focused on the importance of comparable metrics – using “how many,” “how often,” and “how long” to compare users and usage across TV, radio and digital platforms.

In this edition, we expand on this theme by using comparable metrics to analyze patterns of usage among adults of different ages, races and ethnicities. First, we use “how long” to examine how adults spend media time throughout the day. We look at media usage patterns by hour on weekdays and weekends, and show the similarities and differences of these patterns among adults of different ages.

Next, we use “how many” to show the net users of each platform by hour. This captures when each media platform reaches the greatest number of users, and illustrates differences in reach among various races and ethnic groups.

All media platforms have value in reaching consumers with content and advertising, but consumers differ in the way that they use these platforms throughout the day. We have consistently reported the continued strength of TV and radio and the growth of digital media; here, we showcase how the greater share of radio and PC usage during the day gives way to TV and TV-connected devices at night, as well as the consistent delivery of mobile media at all hours. Companies should consider adjusting programming and advertising strategies to take advantage of these patterns.

We are constantly striving to ensure that the data tables in the back of the Total Audience Report are easy to use and understand. We are making some changes in this edition to ensure both ease of use and clarity.

In general, we want to make clear when we are showing time spent using different media averaged across the whole U.S. population, as opposed to averaged across users of that medium. This is an important distinction because usage in the whole population is best employed when comparing platforms, and when looking at overall media trends from year to year. Average usage among users of a given platform provides a more focused look at their behavior. This can provide important information about future trends.

- Exhibit 1: We changed this chart to reflect time spent in the total population to provide a better sense of how each platform is trending.
- Exhibit 2: The data based on users that was previously included in Exhibit 1 is now provided in a table format in Exhibit 2.
- Table 1A: For this table and those following we moved the broader demo groups (such as total persons and total adults) to the left hand side of the table. We also identify the broadest demo group for each media platform.
- Table 1B: As noted, average usage in the population is the best metric for year-to-year comparisons, so we added in last year’s data to “A Week in the Life.”
- Tables 3 and 4A-4D: Previously, we showed usage of TV-connected devices (DVRs, DVDs, videogame consoles and multimedia devices) among users of TV. In this report, we are showing usage among users of each of these devices.

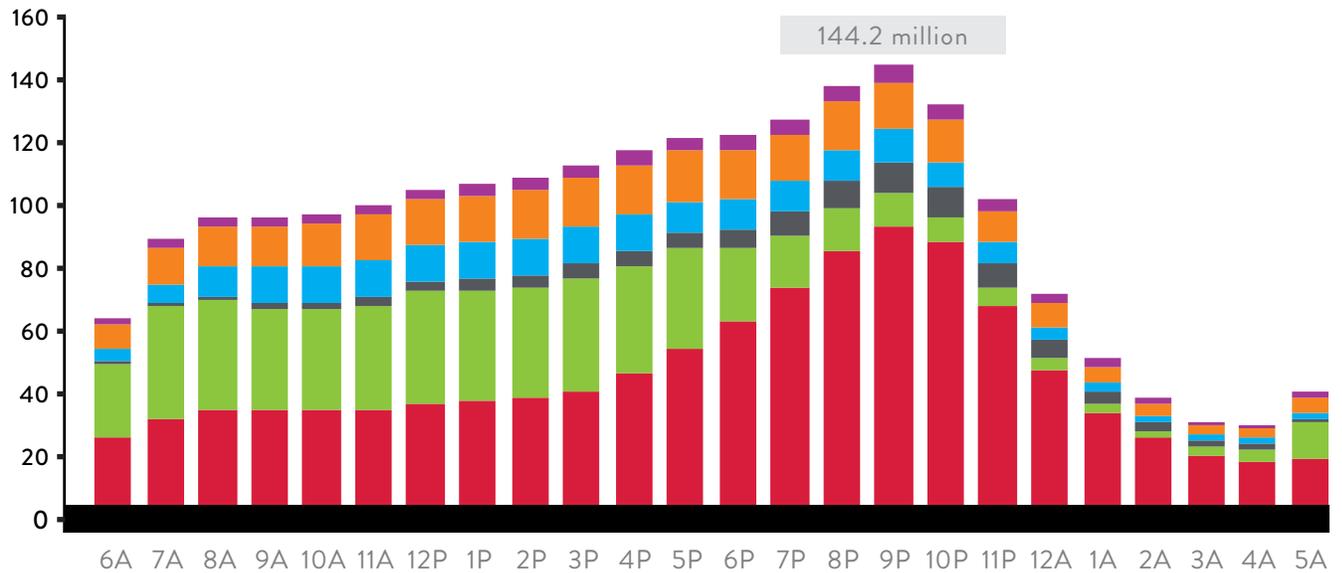
Example: Table 1A shows that the average person in the US population spends 64 minutes using multimedia devices in a week, or 4 hours 37 minutes in a month. However, just 61.1 million persons use these devices, or about 20% of the population. These users spend nearly an entire day per month – 23 hours 18 minutes each – using these devices, as shown in Table 4A. This new metric is obviously important: As ownership and the number of users of these devices continue to grow, we will see a greater impact on how Americans spend time with their TV screens.

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WEEKDAY (M-F) OVERALL MEDIA USAGE: P18+ MAY 2015

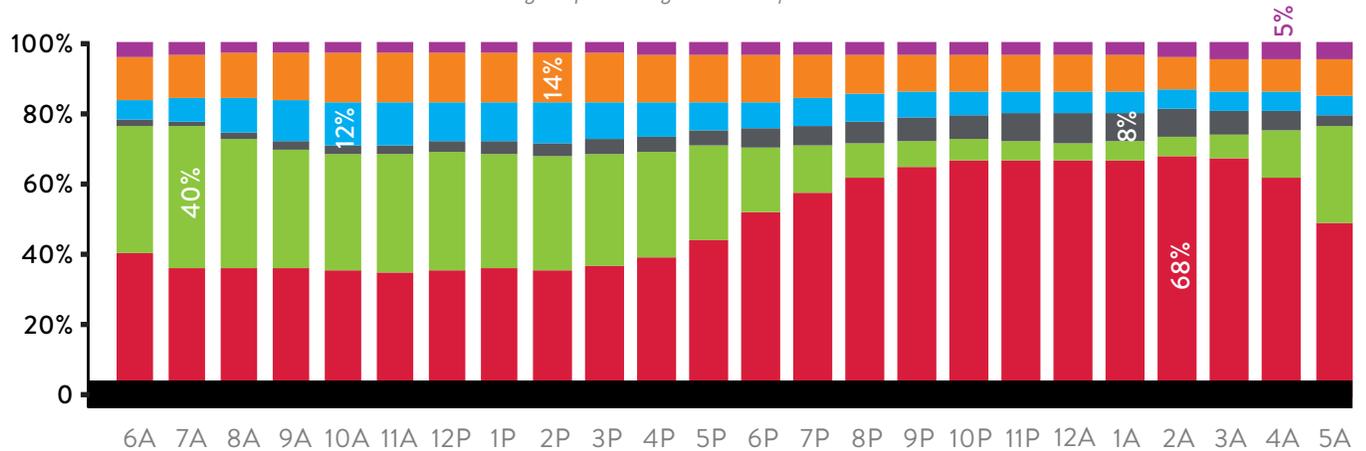
AVERAGE AUDIENCE

(in Millions)



SHARE OF AVERAGE AUDIENCE

Percentages represent highest share by device



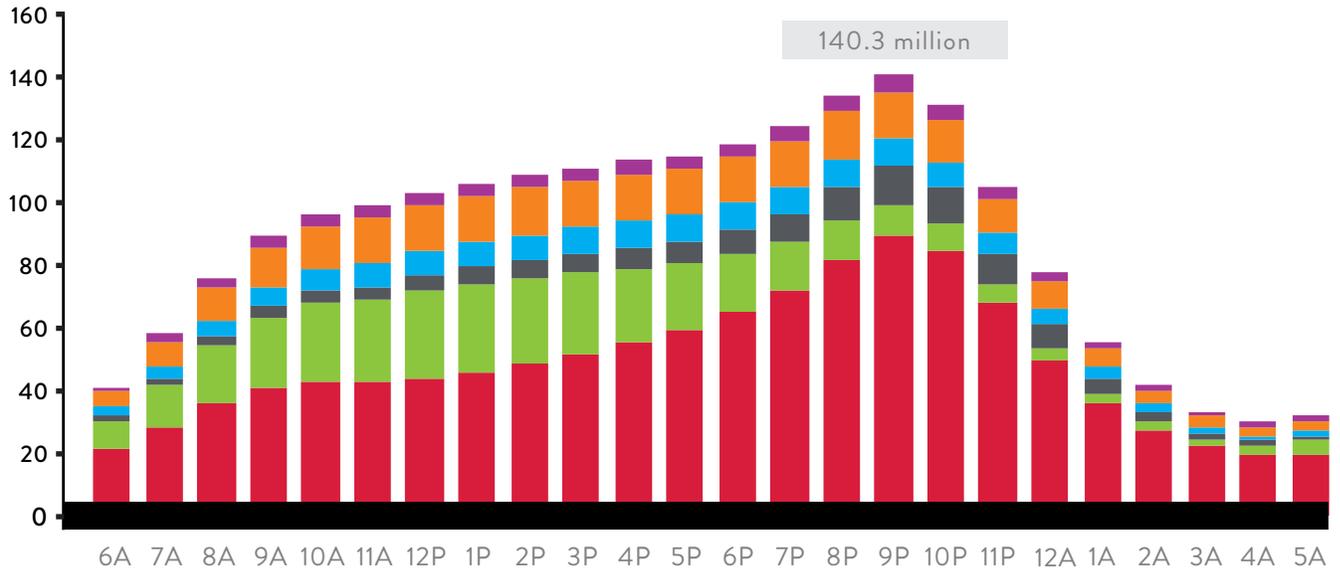
● TV
 ● RADIO
 ● TV-CONNECTED DEVICES (DVD, Game Console, Multimedia Device, VCR)
 ● PC
 ● SMARTPHONE
 ● TABLET

- Between 6PM-6AM, TV accounts for at least half of all media use.
- TV-connected devices make up a larger share of the average audience into the late evening.
- Radio usage is greatest between 6AM-6PM, with 40% share during the heaviest usage hour of 7AM – surpassing television.
- The PC audience aligns with daytime working hours of 9AM-4PM with around 11 million adults.
- Smartphone and tablet average audience is more stable, accounting for about one in six adult media users throughout the day.

WEEKEND (SA-SU) OVERALL MEDIA USAGE: P18+ MAY 2015

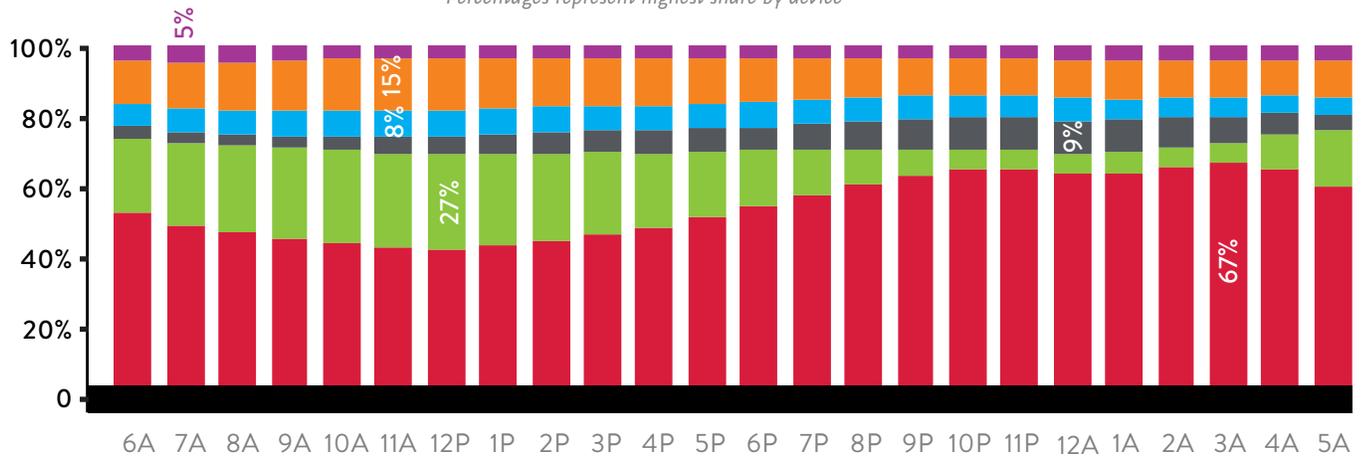
AVERAGE AUDIENCE

(in Millions)



SHARE OF AVERAGE AUDIENCE

Percentages represent highest share by device



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

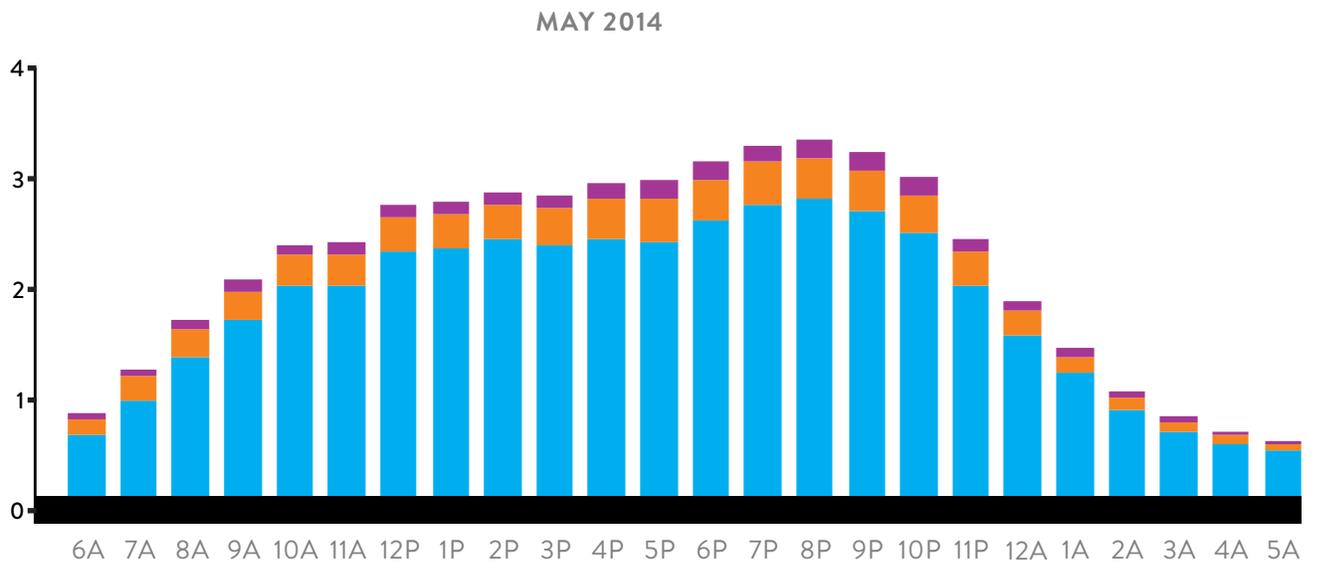
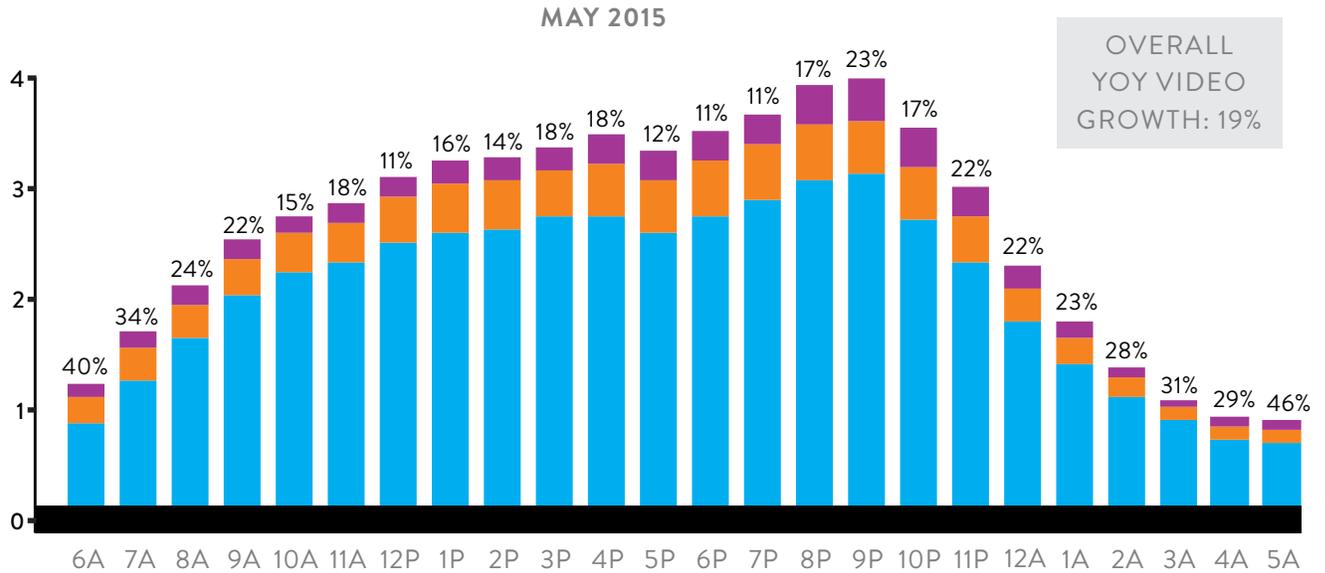
- Television continues to peak at the 9PM hour on both weekdays as well as weekends, making up almost two-thirds of the audience.
- More time throughout the day also means more time using TV-connected devices across all hours on the weekends.
- Both Radio and PC average audience tend to be lower on the weekends than during the weekdays and usage skews slightly later in the day.
- Smartphone and tablet audience and share remains similar to the weekdays with consistent usage.

TOTAL (M-SU) DIGITAL VIDEO USAGE YEAR OVER YEAR: P18+

AVERAGE AUDIENCE

(in Millions)

Percentages represent year over year growth in digital video



● PC VIDEO
 ● SMARTPHONE VIDEO
 ● TABLET VIDEO

- The greatest percent increase in digital video usage is overnight and in the early morning. Between 5AM and 8AM, usage increased 38%.
- The 9PM hour shows the greatest growth in absolute digital video usage - an increase of more than 700,000 adult viewers.
- Smartphone and tablet video is making up a greater share of usage year over year.

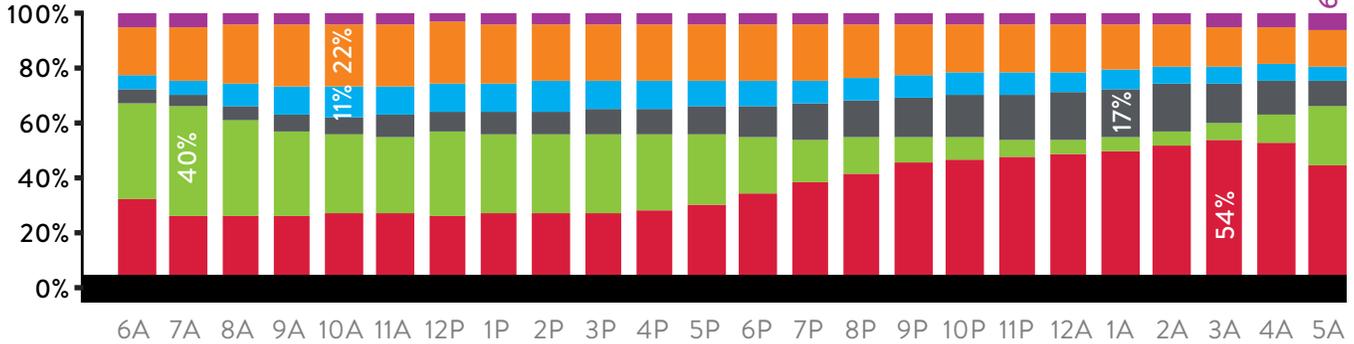
TOTAL (M-SU) OVERALL MEDIA USAGE BY DEMO: MAY 2015

SHARE OF AVERAGE AUDIENCE

Percentages represent highest share by device

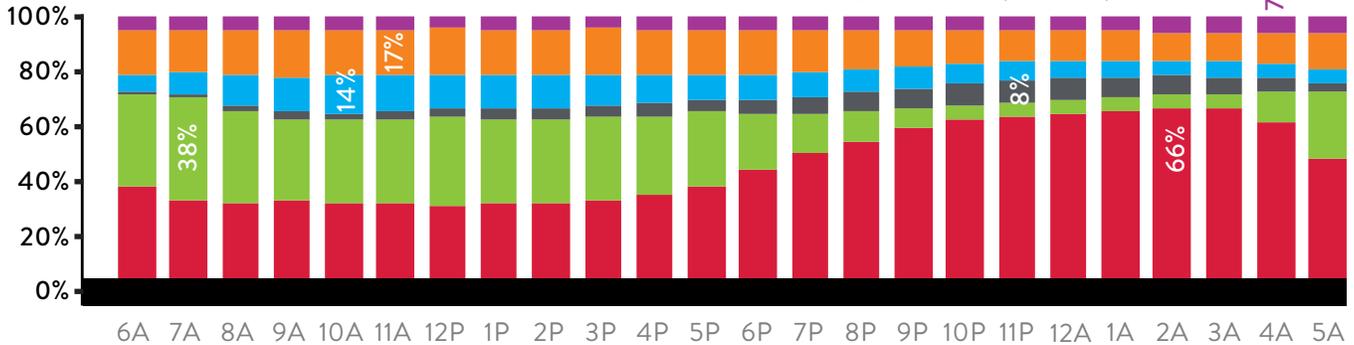
P 18-34

9PM AVG AUD: 35.2 million (Peak Hour)



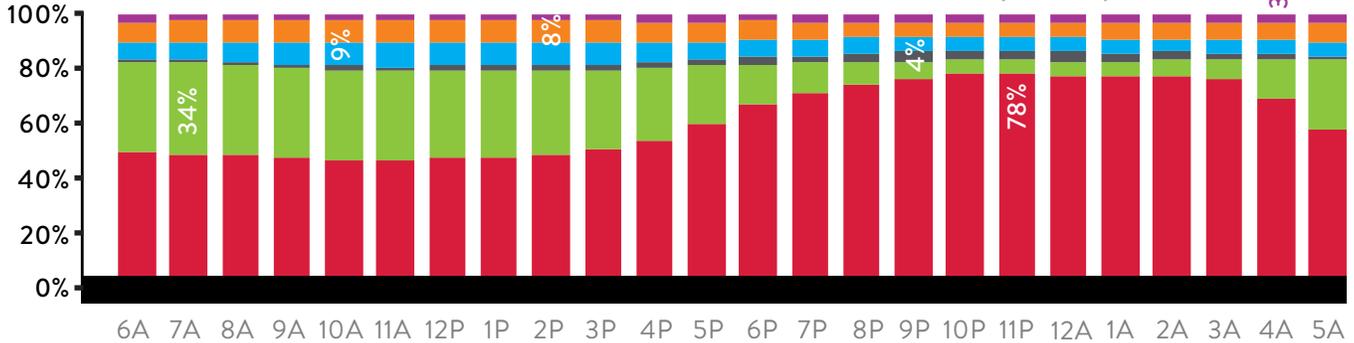
P 35-49

9PM AVG AUD: 36.3 million (Peak Hour)



P 50+

9PM AVG AUD: 71.4 million (Peak Hour)



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

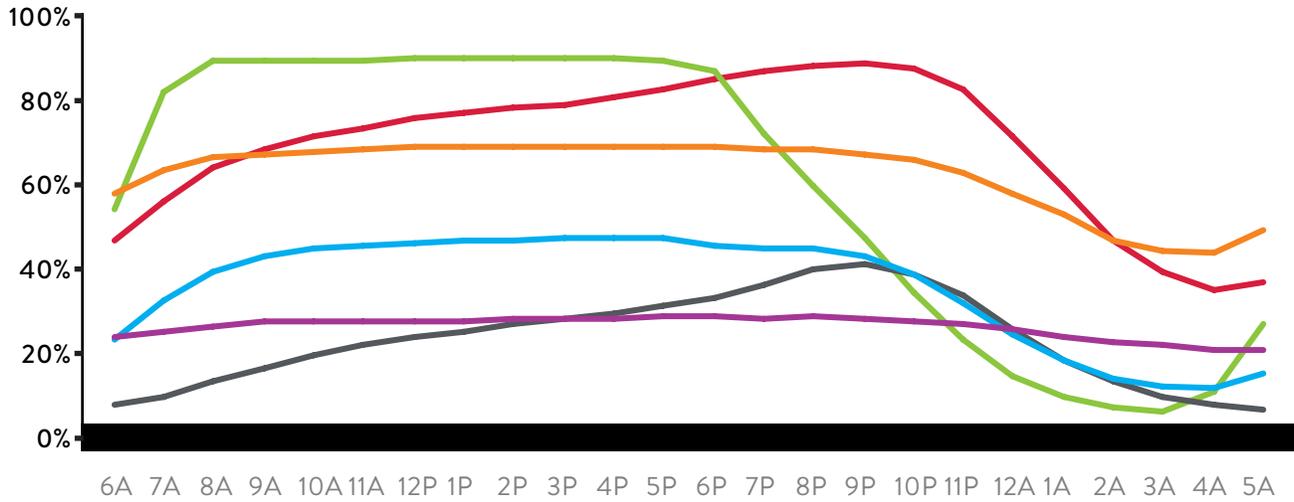
- TV-connected and digital devices contribute a larger portion of the average audience for younger demographics, accounting for three out of seven media users among P18-34.
- While Radio is greater in the morning and TV is greater in the evening, together they account for four out of five P50+ media users in every hour.

TOTAL (M-SU) OVERALL MEDIA USAGE: P18+ MAY 2015

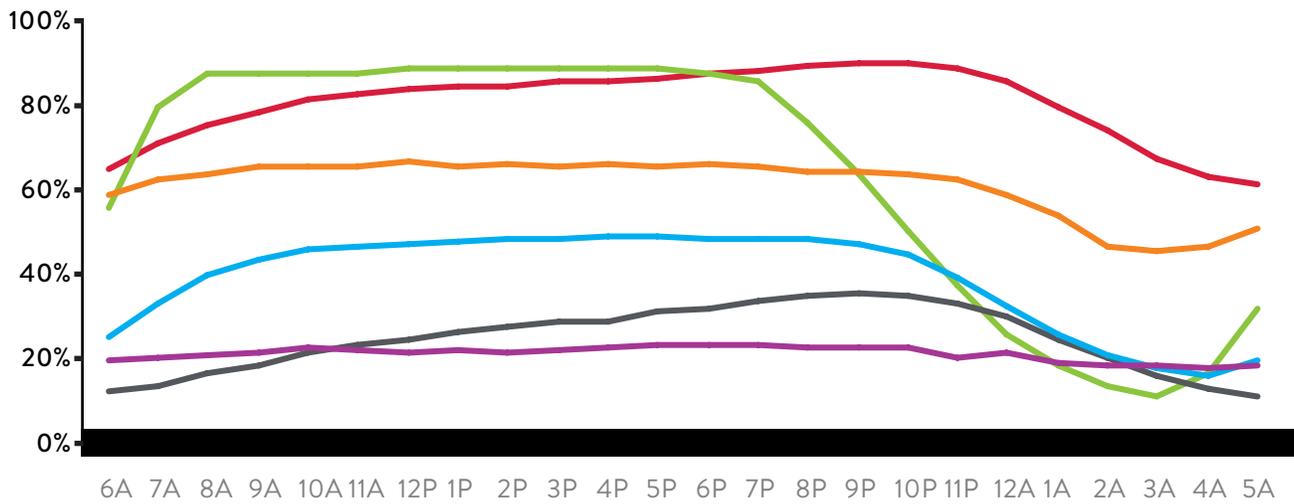
REACH PERCENTAGE

While in the previous section, we were focused on the average number of people using each device, here we look at the percentage of persons using each device by hour

COMPOSITE



BLACK



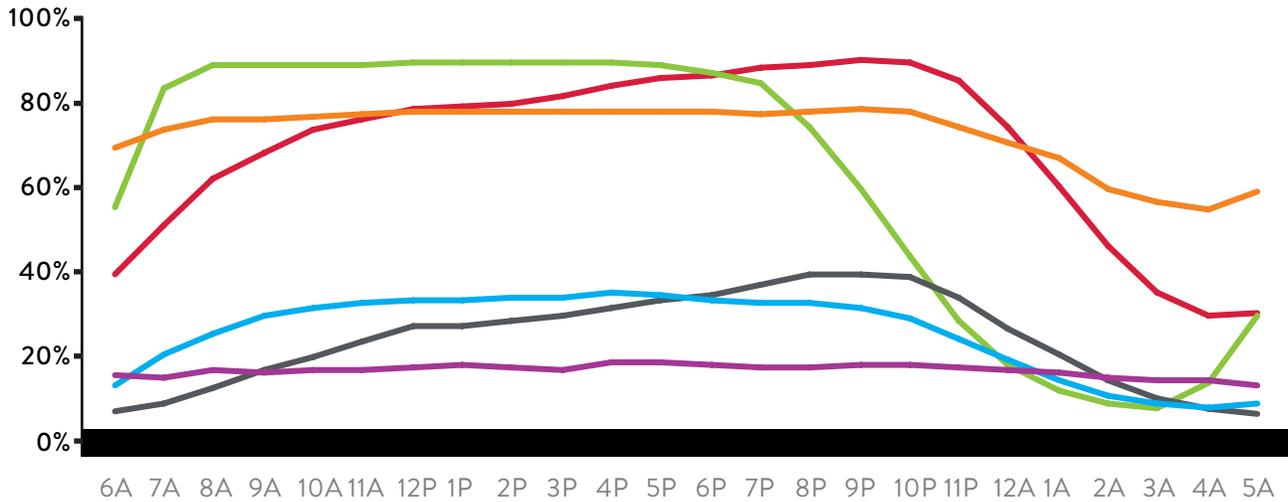
● TV
 ● RADIO
 ● TV-CONNECTED DEVICES (DVD, Game Console, Multimedia Device, VCR)
 ● PC
 ● SMARTPHONE
 ● TABLET

- Television and radio reach the greatest number of people, although they peak at different hours of the day.
- Blacks have the highest TV and PC reach among all race/ethnicities.

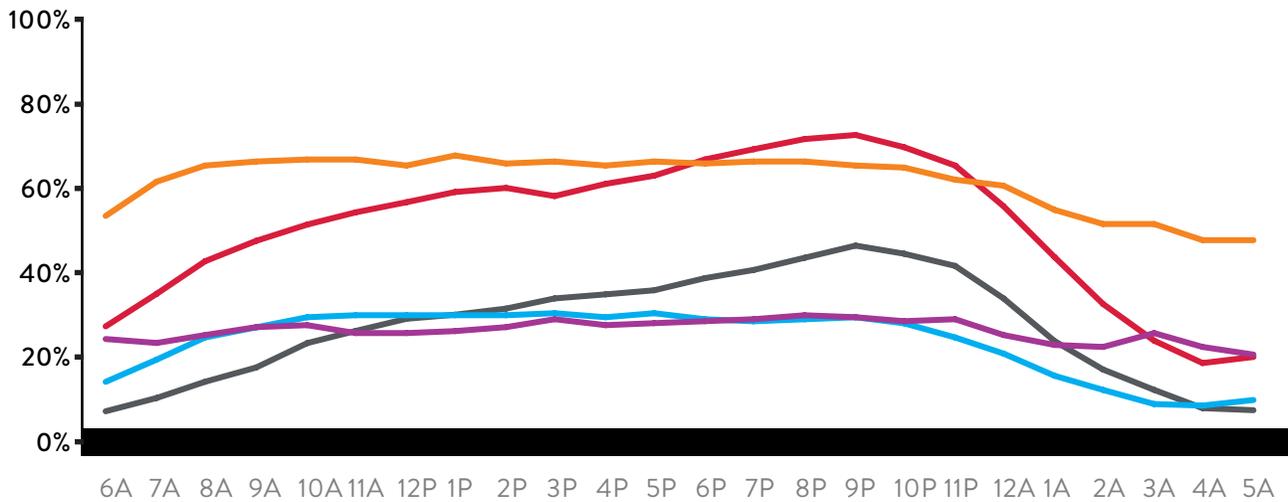
TOTAL (M-SU) OVERALL MEDIA USAGE: P18+ MAY 2015

REACH PERCENTAGE

HISPANIC



ASIAN AMERICAN



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

- Hispanics have the highest Smartphone reach but the lowest Tablet reach. They also have the greatest reach to radio during the morning hours, closely followed by Blacks.
- Asian Americans have the lowest overall TV reach but the highest TV-connected device and tablet reach

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

AVERAGE TIME SPENT PER ADULT 18+ PER DAY

EXHIBIT 1 - BASED ON THE TOTAL US POPULATION

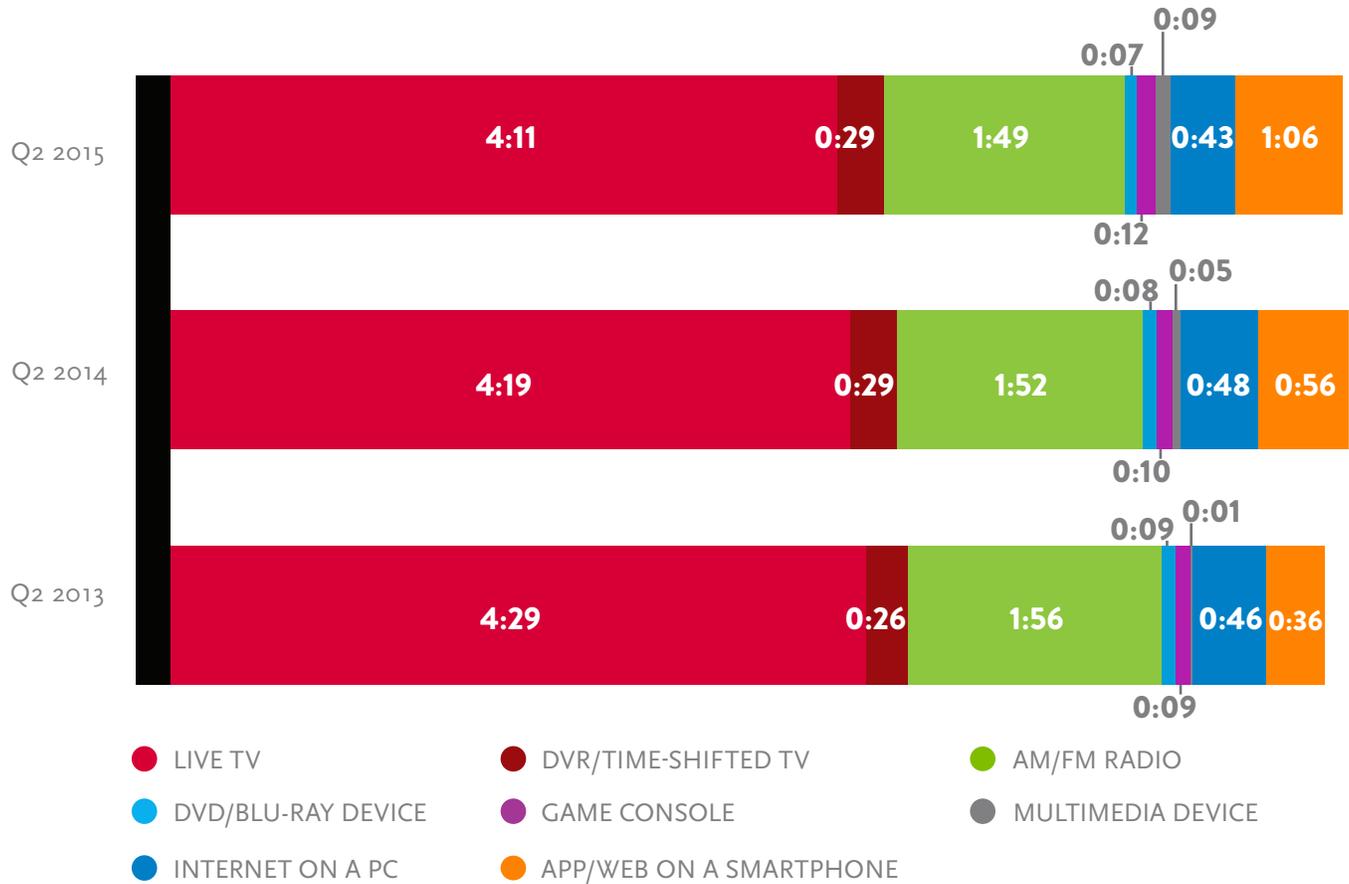


EXHIBIT 2 - BASED ON USERS OF EACH MEDIUM

	Q2 2013	Q2 2014	Q2 2015
Live TV	4:48	4:36	4:30
DVR/Time-shifted TV	0:46	0:50	0:49
AM/FM Radio	2:48	2:45	2:42
DVD/Blu-Ray Device	0:19	0:19	0:18
Game Console	0:34	0:40	0:50
Multimedia Device	0:36	0:42	0:48
Internet on a PC	1:01	1:07	1:03
App/Web on a Smartphone	1:04	1:25	1:30

TABLE 1A - A WEEK IN THE LIFE FOR Q2 2015

WEEKLY TIME SPENT IN HOURS:MINUTES BY AGE FOR US POPULATION

	Demo (Pop)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	BLACK 2+	HISP. 2+	ASIAN AM. 2+
Live + DVR/Time-shifted TV	P2+	29:47	32:41	20:46	16:32	16:26	22:09	29:17	39:55	48:02	43:02	24:52	16:03
DVR/Time-shifted TV	P2+	3:07	3:26	2:12	1:35	1:31	2:58	3:53	4:07	3:40	2:46	2:09	1:57
AM/FM Radio	P12+	12:11	12:43	n/a	7:02	10:02	11:20	13:27	14:51	11:58	12:30	12:19	n/a
DVD/Blu-Ray Device	P2+	0:59	0:52	1:36	0:55	0:45	0:59	0:59	0:57	0:37	1:06	0:58	0:40
Game Console	P2+	1:50	1:27	2:37	4:13	4:15	2:54	1:10	0:22	0:07	2:11	2:01	1:17
Multimedia Device	P2+	1:04	1:03	1:15	0:57	1:22	1:45	1:13	0:43	0:29	0:46	0:55	2:13
Internet on a PC	P2+	4:07	5:07	0:17	0:43	3:58	5:49	6:13	5:41	3:01	4:31	2:49	3:15
Video on a PC	P2+	1:16	1:30	0:22	0:29	1:47	2:08	1:50	1:20	0:31	1:38	1:02	1:01
App/Web on a Smartphone	P18+	7:46	7:46	n/a	n/a	10:56	10:07	9:43	7:12	1:35	8:38	10:13	7:20
Video on a Smartphone	P18+	0:15	0:15	n/a	n/a	0:36	0:24	0:16	0:09	IFR	0:24	0:32	0:20

Note: IFR represents data that is insufficient for reporting due to small sample sizes. n/a represents data unavailability.

TABLE 1B: A WEEK IN THE LIFE FOR Q2 2014

WEEKLY TIME SPENT IN HOURS:MINUTES BY AGE FOR US POPULATION

	Demo (Pop)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	BLACK 2+	HISP. 2+	ASIAN AM. 2+
Live + DVR/Time-shifted TV	P2+	30:50	33:35	22:07	18:58	19:01	24:24	30:17	40:22	47:27	44:57	26:07	16:42
DVR/Time-shifted TV	P2+	3:04	3:20	2:18	1:50	1:43	3:11	3:45	3:55	3:14	2:49	2:08	1:56
AM/FM Radio	P12+	12:33	13:04	n/a	7:27	10:36	11:43	13:59	15:00	12:10	13:03	12:41	n/a
DVD/Blu-Ray Device	P2+	1:05	0:58	1:46	1:00	0:49	1:20	1:05	0:58	0:36	1:13	1:01	0:46
Game Console	P2+	1:36	1:10	2:41	3:55	3:12	2:21	0:58	0:19	0:06	1:49	1:43	0:55
Multimedia Device	P2+	0:33	0:33	0:34	0:26	0:43	0:53	0:39	0:22	0:16	0:21	0:25	1:23
Internet on a PC	P2+	4:34	5:42	0:23	0:43	4:54	6:25	7:46	5:37	2:50	4:52	3:15	4:38
Video on a PC	P2+	1:11	1:25	0:20	0:26	1:58	2:02	1:49	1:06	0:21	1:32	1:02	1:27
App/Web on a Smartphone	P18+	6:36	6:36	n/a	n/a	9:21	9:40	8:29	5:11	1:13	9:51	9:26	8:03
Video on a Smartphone	P18+	0:11	0:11	n/a	n/a	0:26	0:17	0:12	0:05	IFR	0:22	0:21	0:16

TABLE 2 – OVERALL USERS BY MEDIUM
NUMBER OF USERS (IN 000'S) – MONTHLY REACH

	Demo (Users)	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
		Q2 14	Q2 15	Q2 14	Q2 15	Q2 14	Q2 15	Q2 14	Q2 15
Live + DVR/Time-shifted TV	P2+	284,425	284,380	37,518	37,677	48,551	48,672	15,052	15,049
DVR/Time-shifted TV	P2+	175,215	182,808	22,415	23,424	24,686	25,890	8,136	8,666
AM/FM Radio	P12+	258,980	259,704	33,058	33,174	42,535	42,725	n/a	n/a
DVD/Blu-Ray Device	P2+	140,142	130,926	16,328	15,366	23,137	20,942	6,913	6,422
Game Console	P2+	94,456	93,744	11,820	12,329	17,518	17,468	5,483	5,207
Multimedia Device	P2+	35,586	61,067	2,731	6,075	4,952	9,510	4,355	6,297
Internet on a PC	P2+	196,849	187,581	24,701	24,011	26,439	24,262	7,798	6,697
Video on a PC	P2+	145,469	133,973	18,436	17,420	19,061	16,521	6,247	5,018
App/Web on a Smartphone	P18+	157,092	175,748	19,824	21,370	28,772	30,607	9,221	10,474
Video on a Smartphone	P18+	114,372	132,310	15,994	17,390	23,191	25,053	6,944	7,907

TABLE 3 – MONTHLY TIME SPENT BY MEDIUM AMONG USERS
USERS IN HOURS: MINUTES

	Demo (Users)	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
		Q2 14	Q2 15	Q2 14	Q2 15	Q2 14	Q2 15	Q2 14	Q2 15
Live + DVR/Time-shifted TV	P2+	142:38	138:50	206:03	198:30	117:58	112:49	83:02	82:21
DVR/Time-shifted TV	P2+	23:04	22:38	21:35	20:33	19:00	18:20	17:50	17:27
AM/FM Radio	P12+	59:19	58:01	61:42	59:37	58:45	57:22	n/a	n/a
DVD/Blu-Ray Device	P2+	10:09	9:52	12:49	12:28	9:43	10:07	8:23	7:57
Game Console	P2+	22:16	26:00	26:29	30:49	21:27	25:31	12:34	19:09
Multimedia Device	P2+	20:36	23:18	22:18	22:01	16:56	21:28	24:54	27:11
Internet on a PC	P2+	30:07	29:02	33:23	32:42	26:26	25:43	43:54	37:28
Video on a PC	P2+	10:35	12:36	13:59	16:25	11:43	13:52	17:14	15:52
App/Web on a Smartphone	P18+	43:31	45:59	52:40	52:27	49:09	52:18	42:43	42:42
Video on a Smartphone	P18+	1:41	2:04	2:30	2:59	2:20	3:21	1:53	2:37

The data sources in Table 3 should not be added or subtracted; they are based on users of each medium and the bases vary by source.

**TABLE 4A – MONTHLY TIME SPENT BY MEDIUM IN HOURS: MINUTES AMONG USERS
AMONG COMPOSITE**

	Demo (Users)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+
Live + DVR/Time-shifted TV	P2+	138:50	152:21	97:18	76:42	85:34	107:52	134:16	179:57	214:52
DVR/Time-shifted TV	P2+	22:38	24:45	16:17	11:53	13:41	21:19	25:30	28:20	27:51
AM/FM Radio	P12+	58:01	60:20	n/a	34:43	48:43	53:16	62:04	68:46	60:24
DVD/Blu-Ray Device	P2+	9:52	9:15	13:15	8:57	11:03	11:33	9:02	9:01	7:00
Game Console	P2+	26:00	25:11	23:10	33:45	44:48	29:30	16:03	11:33	10:07
Multimedia Device	P2+	23:18	24:05	22:24	18:24	28:44	28:48	21:55	19:40	22:38
Internet on a PC	P2+	29:02	32:08	4:12	7:38	28:51	34:11	34:12	34:04	24:24
Video on a PC	P2+	12:36	13:01	9:18	8:29	18:38	17:30	13:57	10:51	5:42
App/Web on a Smartphone	P18+	45:59	45:59	n/a	n/a	55:20	52:55	49:55	36:44	28:05
Video on a Smartphone	P18+	2:04	2:04	n/a	n/a	3:36	2:34	1:49	1:14	0:39

**TABLE 4B – MONTHLY TIME SPENT BY MEDIUM IN HOURS: MINUTES AMONG USERS
AMONG BLACKS**

	Demo (Users)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+
Live + DVR/Time-shifted TV	P2+	198:30	218:43	142:32	130:41	145:26	162:45	202:37	265:12	316:25
DVR/Time-shifted TV	P2+	20:33	22:28	15:47	12:55	13:37	20:17	25:33	24:44	23:08
AM/FM Radio	P12+	59:37	62:17	n/a	38:14	47:38	54:25	64:14	74:07	64:27
DVD/Blu-Ray Device	P2+	12:28	11:42	16:47	10:43	13:14	14:44	10:54	12:20	7:19
Game Console	P2+	30:49	31:23	23:39	39:23	45:08	36:05	23:30	14:33	15:35
Multimedia Device	P2+	22:01	22:15	21:21	21:32	24:12	24:24	22:10	18:17	18:38
Internet on a PC	P2+	32:42	36:22	4:40	6:40	36:30	36:45	40:37	34:41	25:38
Video on a PC	P2+	16:25	17:24	8:39	6:49	23:15	22:08	18:52	13:00	5:33
App/Web on a Smartphone	P18+	52:27	52:27	n/a	n/a	53:52	70:29	60:32	39:53	IFR
Video on a Smartphone	P18+	2:59	2:59	n/a	n/a	4:58	4:18	3:00	1:28	IFR

The data sources in Table 4 should not be added or subtracted; they are based on users of each medium and the base varies by source.

**TABLE 4C – MONTHLY TIME SPENT BY MEDIUM IN HOURS: MINUTES AMONG USERS
AMONG HISPANICS**

	Demo (Users)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+
Live + DVR/Time-shifted TV	P2+	112:49	122:00	99:22	74:33	75:32	98:54	116:20	153:37	216:13
DVR/Time-shifted TV	P2+	18:20	19:54	16:18	11:05	14:26	19:17	18:54	23:35	27:09
AM/FM Radio	P12+	57:22	60:42	n/a	34:38	49:35	56:35	65:10	67:37	65:23
DVD/Blu-Ray Device	P2+	10:07	9:23	12:38	9:18	11:05	10:17	8:29	10:12	6:04
Game Console	P2+	25:31	23:18	24:23	35:55	41:50	24:10	12:45	9:00	10:17
Multimedia Device	P2+	21:28	21:30	21:53	20:27	23:02	25:36	18:50	17:22	21:24
Internet on a PC	P2+	25:43	30:20	4:14	7:34	27:50	35:40	30:28	26:35	27:30
Video on a PC	P2+	13:52	14:49	8:36	10:03	18:07	18:12	14:10	10:13	7:18
App/Web on a Smartphone	P18+	52:18	52:18	n/a	n/a	62:07	54:38	52:23	36:58	IFR
Video on a Smartphone	P18+	3:21	3:21	n/a	n/a	5:11	3:21	2:22	2:07	IFR

**TABLE 4D – MONTHLY TIME SPENT BY MEDIUM IN HOURS: MINUTES AMONG USERS
AMONG ASIAN AMERICANS**

	Demo (Users)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+
Live + DVR/Time-shifted TV	P2+	82:21	89:41	63:50	43:08	50:36	61:01	73:59	106:26	154:32
DVR/Time-shifted TV	P2+	17:27	18:58	12:40	10:48	11:09	14:55	19:40	23:42	23:00
DVD/Blu-Ray Device	P2+	7:57	8:07	8:45	4:41	9:03	10:06	6:57	6:21	11:18
Game Console	P2+	19:09	17:39	20:27	25:30	31:37	22:51	12:11	12:29	10:06
Multimedia Device	P2+	27:11	28:53	22:56	18:37	25:55	29:53	25:49	31:31	40:23
Internet on a PC	P2+	37:28	40:45	5:37	12:34	49:04	47:45	43:31	25:54	23:51
Video on a PC	P2+	15:52	16:12	9:56	14:46	21:22	22:22	14:09	8:58	9:44
App/Web on a Smartphone	P18+	42:42	42:42	n/a	n/a	45:49	41:23	48:04	IFR	IFR
Video on a Smartphone	P18+	2:37	2:37	n/a	n/a	2:03	2:11	2:43	IFR	IFR

The data sources in Table 4 should not be added or subtracted; they are based on users of each medium and the base varies by source.

TABLE 5A – CROSS PLATFORM HOMES RANKED BY IN-HOME STREAMING BEHAVIOR

STREAMING QUINTILE	COMPOSITE				BLACKS			
	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC	TV	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC	TV
Stream 1	21,092	24.4	59.2	248.4	2,076	18.3	56.5	390.8
Stream 2	21,108	2.5	32.4	254.5	2,065	2.8	27.4	352.4
Stream 3	21,090	0.7	17.8	233.1	2,078	0.8	13.9	352.1
Stream 4	21,093	0.2	12.1	249.9	2,087	0.2	9.5	332.6
Stream 5	21,098	0.0	7.4	233.5	2,062	0.0	6.5	327.1
Non Streamers	130,894	0.0	1.0	215.3	14,506	0.0	1.0	310.6
All	236,374	2.5	12.2	228.1	24,873	1.9	10.1	327.6

STREAMING QUINTILE	HISPANICS				ASIAN AMERICANS			
	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC	TV	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC	TV
Stream 1	2,457	23.9	40.4	157.8	1,095	28.5	49.0	119.1
Stream 2	2,455	3.1	19.5	182.8	1,093	3.0	21.8	139.7
Stream 3	2,454	0.8	11.7	191.8	1,105	0.7	14.0	118.9
Stream 4	2,457	0.2	9.2	211.6	1,083	0.1	11.4	152.5
Stream 5	2,456	0.0	6.1	175.4	1,095	0.0	13.1	139.3
Non Streamers	20,855	0.0	0.8	188.9	9,881	0.0	0.6	127.3
All	33,135	2.1	7.0	187.0	15,350	2.4	8.3	129.6

TABLE 5B – CROSS PLATFORM HOMES RANKED BY IN-HOME INTERNET BEHAVIOR

INTERNET QUINTILE	COMPOSITE				BLACKS			
	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC	TV	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC	TV
Internet 1	30,696	13.2	70.8	302.5	3,054	9.9	63.5	416.4
Internet 2	30,702	3.8	15.2	235.8	3,070	3.5	13.2	330.9
Internet 3	30,692	1.5	4.8	219.9	3,045	0.9	3.9	335.9
Internet 4	30,689	0.5	1.3	216.1	3,059	0.7	1.1	319.4
Internet 5	30,706	0.1	0.2	214.6	3,055	0.1	0.2	290.0
Non Internet Users	82,889	0.0	0.0	209.6	9,589	0.0	0.0	309.7
All	236,374	2.5	12.2	228.1	24,873	1.9	10.1	327.6

INTERNET QUINTILE	HISPANICS				ASIAN AMERICANS			
	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC	TV	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC	TV
Internet 1	3,672	13.3	48.4	211.4	1,672	15.7	58.4	137.1
Internet 2	3,664	3.7	9.8	181.2	1,681	4.4	12.2	145.1
Internet 3	3,684	1.4	3.1	169.8	1,671	1.2	3.6	137.3
Internet 4	3,662	0.3	0.8	189.7	1,674	0.3	0.8	123.6
Internet 5	3,672	0.1	0.1	193.1	1,671	0.1	0.1	145.4
Non Internet Users	14,781	0.0	0.0	184.3	6,981	0.0	0.0	119.9
All	33,135	2.1	7.0	187.0	15,350	2.4	8.3	129.6

TABLE 5C – CROSS PLATFORM HOMES RANKED BY IN-HOME TELEVISION VIEWING BEHAVIOR

TELEVISION QUINTILE	COMPOSITE				BLACKS			
	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC	TV	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC	TV
Television 1	46,569	2.7	19.7	608.9	4,912	2.6	18.0	809.7
Television 2	46,561	2.0	12.9	288.3	4,914	1.6	10.5	429.3
Television 3	46,566	1.8	9.6	163.7	4,910	1.5	8.3	254.0
Television 4	46,564	2.1	8.9	77.2	4,906	1.5	6.6	128.2
Television 5	46,565	3.6	9.4	15.0	4,921	2.1	7.8	33.4
Non Television Viewers	3,549	6.4	14.4	0.0	311	1.5	2.5	0.0
All	236,374	2.5	12.2	228.1	24,873	1.9	10.1	327.6

TELEVISION QUINTILE	HISPANICS				ASIAN AMERICANS			
	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC	TV	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC	TV
Television 1	6,547	1.6	8.2	466.7	2,952	1.6	8.6	418.5
Television 2	6,558	1.6	7.3	239.6	2,932	1.7	9.0	149.9
Television 3	6,540	2.1	5.6	144.5	2,956	1.6	6.3	73.4
Television 4	6,543	1.8	5.1	71.9	2,936	2.0	7.4	27.4
Television 5	6,550	3.4	8.0	16.2	2,953	4.8	10.4	3.3
Non Television Viewers	396	4.7	19.8	0.0	622	2.8	6.9	0.0
All	33,135	2.1	7.0	187.0	15,350	2.4	8.3	129.6

TABLE 6 – SMARTPHONE VIDEO VIEWING QUINTILES
 BASED ON ADULTS 18+ MONTHLY USAGE OF VIDEO ON APPS/WEB

SMARTPHONE QUINTILES	Q2 2014		Q2 2015	
	# OF PERSONS (000)	TPP (HH:MM:SS)	# OF PERSONS (000)	TPP (HH:MM:SS)
Smartphone 1	22,858	6:42:37	26,448	8:26:54
Smartphone 2	22,867	1:10:44	26,467	1:21:09
Smartphone 3	22,890	0:25:15	26,452	0:25:44
Smartphone 4	22,863	0:08:02	26,477	0:07:21
Smartphone 5	22,891	0:01:09	26,466	0:00:55
All	114,369	1:41:30	132,310	2:04:21

TABLE 7 - TELEVISION DISTRIBUTION SOURCES
 NUMBER OF HOUSEHOLDS (IN 000'S)

	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
	Q2 2014	Q2 2015	Q2 2014	Q2 2015	Q2 2014	Q2 2015	Q2 2014	Q2 2015
Broadcast Only	12,023	12,674	1,900	2,073	2,447	2,451	741	907
Cable Plus	101,619	100,440	12,815	12,766	12,037	12,017	4,249	4,155
Wired Cable (No Telco)	54,765	52,585	7,498	6,931	5,534	5,473	2,517	2,410
Telco	12,969	13,449	1,712	1,853	1,435	1,515	818	846
Satellite	34,413	34,855	3,696	4,032	5,141	5,106	958	935
Broadband Only	2,157	3,285	147	253	206	342	240	363

Table 7 is based on weighted intab counts.

Cable Plus is inclusive of Wired Cable, Telco, and Satellite.

TABLE 8 - TELEVISION DISTRIBUTION SOURCES BY ETHNICITY
PERCENTAGE OF HOUSEHOLDS

	COMPOSITE	WHITE	BLACK	HISPANIC	ASIAN AMERICAN
Broadcast Only	11%	10%	13%	17%	16%
Cable Plus	86%	87%	85%	81%	77%
Wired Cable (No Telco)	45%	45%	46%	36%	44%
Telco	12%	12%	13%	10%	16%
Satellite	30%	31%	27%	35%	18%
Broadband Only	3%	3%	2%	3%	7%

Cable Plus is inclusive of Wired Cable, Telco, and Satellite.

TABLE 9 – PROVIDER TYPE WITH INTERNET STATUS
NUMBER OF HOUSEHOLDS (IN 000'S)

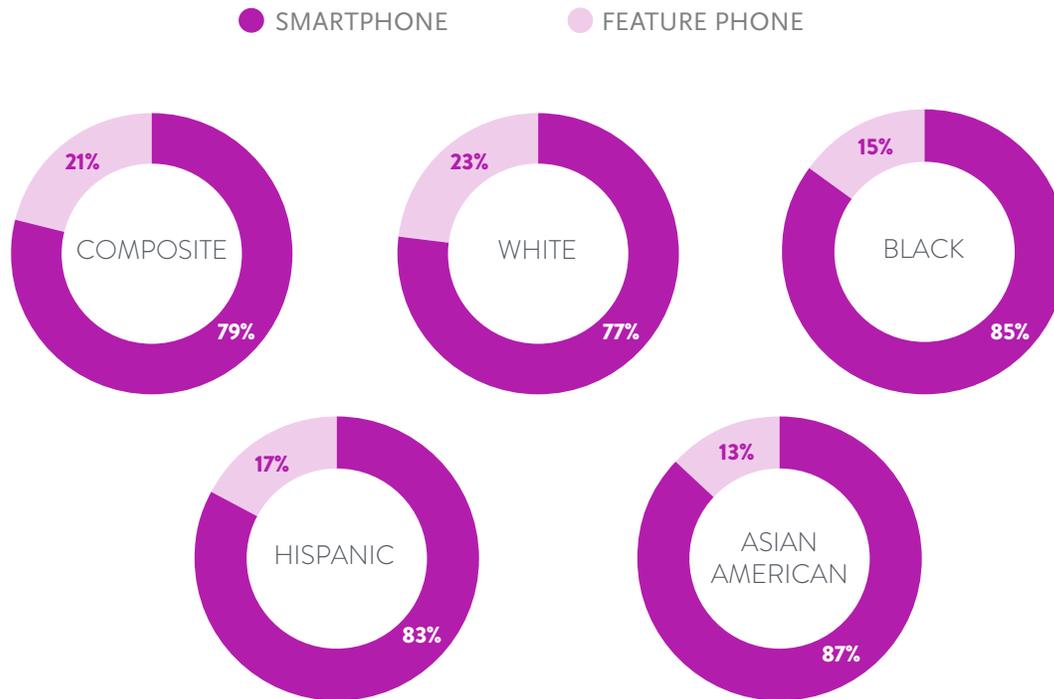
	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
	Q2 2014	Q2 2015	Q2 2014	Q2 2015	Q2 2014	Q2 2015	Q2 2014	Q2 2015
Broadcast Only and Broadband Access	6,613	6,703	718	701	1,014	1,032	603	667
Broadcast Only and No Internet/Dial-Up	5,410	5,971	1,182	1,372	1,433	1,419	138	240
Cable Plus and Broadband Access	82,881	79,135	9,014	8,614	8,877	8,244	3,997	3,815
Cable Plus and No Internet/Dial-Up	18,738	21,305	3,800	4,152	3,160	3,774	251	339

Table 9 is based on weighted intab counts.

TABLE 10 – DEVICES IN TV HOUSEHOLDS
PERCENTAGE OF HOUSEHOLDS

	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
	Q2 2014	Q2 2015	Q2 2014	Q2 2015	Q2 2014	Q2 2015	Q2 2014	Q2 2015
DVD/Blu-Ray Player	82%	79%	78%	76%	79%	74%	72%	69%
DVR	49%	50%	42%	44%	42%	42%	42%	40%
Enabled Smart TV	11%	18%	8%	14%	13%	21%	23%	25%
High Definition TV	88%	91%	84%	88%	90%	92%	93%	95%
Multimedia Device	17%	19%	11%	14%	16%	17%	39%	40%
Any Smartphone	n/a	76%	n/a	78%	n/a	86%	n/a	88%
Subscription Video on Demand	38%	45%	30%	37%	39%	44%	51%	59%
Any Tablet	39%	52%	32%	46%	37%	52%	53%	68%
Video Game Console	46%	46%	47%	47%	55%	54%	53%	51%

EXHIBIT 3 – MOBILE DEVICE PENETRATION AMONG MOBILE SUBSCRIBERS 13+



SOURCING & METHODOLOGIES

GLOSSARY

AM/FM RADIO: Listening to programming from AM/FM radio stations or network programming.

BROADBAND ACCESS: Paid, high-speed Internet access delivered via DSL, Cable Internet through cable provider, Fiber-Optic Service, U-Verse, Satellite Internet, Data Card (aircard that connects to a cellular phone network) or PC tethered to cell phone (cellular phone network).

BROADBAND ONLY: A household with at least one operable TV/monitor that receives video exclusively through a broadband internet connection instead of traditional means (over-the-air, wired cable, telco, satellite).

BROADCAST ONLY: A mode of television content delivery that does not involve satellite transmission or cables (i.e.—a paid service). Also commonly referred to as “over-the-air.”

CABLE PLUS: Inclusive of Wired Cable, Telco, and Satellite. Broadband Only Homes would be not included. (Also referred to as Multichannel)

DIAL-UP: A household that accesses the Internet via a telephone line.

ENABLED SMART TV: A household with at least one television set that is capable and enabled to access the internet.

MULTIMEDIA DEVICE: Viewing on an Apple TV, Roku, Google Chromecast, Smartphone, Computer/Laptops, etc. connected to the TV.

SATELLITE: A paid TV subscription where the signal is distributed to an orbiting satellite. The amplified signal is then re-transmitted to the home and received via a dish. (Sometimes also referred to as “dish.”)

SUBSCRIPTION VIDEO ON DEMAND (SVOD): A household with access to a subscription video on demand service, such as Netflix, Amazon Prime and Hulu Plus.

TELCO: A paid TV subscription delivered fiber-optically via a traditional telephone provider.

TV HOUSEHOLD: A home with at least one operable TV/monitor with the ability to deliver video via traditional means of antennae, cable STB or Satellite receiver and/or with a broadband connection.

WIRED CABLE: Traditional cable delivered through wires to your home.

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) would include content being viewed on the TV screen 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.

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

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.

Monthly Radio Estimates: Nielsen's Measurement Science group used statistical modeling techniques to estimate the total cume audience to radio in a four week period, as compared to the total cume audience to radio in an average week. The methodology utilized PPM panel data, and essentially measured how many people who were not exposed to radio in a single week might typically be exposed to radio over a consecutive four week period. A radio cume growth factor was then determined and applied to radio listening on a national basis.

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

In July 2011, an improved hybrid methodology was introduced in Nielsen's NetView and VideoCensus product. This methodology 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. This change affects both Video on a PC and Internet on a PC figures. Beginning in Q1 2012, Total Audience metrics are derived from the new hybrid panel. Year-over-year trends are available beginning in Q3 2012. Data should not be trended to previous quarters' published editions.

Hours:minutes for Internet and video use are based on the universe of persons who used the Internet/watched online video. All Internet figures are weekly or monthly averages over the course of the quarter. All Internet on a PC metrics are derived from Nielsen NetView, while all Video on a PC metrics are derived from Nielsen VideoCensus. 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 January 2014, two factors led to an increase in Video on a PC. Secure or https

streaming of videos was added into reporting for entities such as Facebook. Additionally, YouTube mobile streams became included within the hybrid reporting.

As a result of a Google Chrome update in late August 2014, some panelists using Google Chrome had their Nielsen meter extension disabled resulting in the underreporting of passively measured https, or secure content in the September and October 2014 Netview and VideoCensus data. Separately, for Netview, FireFox v34 browser update released in December 2014 impacts the ability of our PC Meter to collect some of the web activity for FireFox users who upgraded their browsers; this issue was resolved in February 2015. Also, there was an intermittent tagging issue affecting some YouTube audience views within VideoCensus in December 2014. As a result of these issues, Internet on a PC and Video on a PC were underreported during this time.

MOBILE METHODOLOGY

Nielsen's Electronic Mobile Measurement (EMM) is an observational, user-centric approach that uses passive metering technology on smartphones to track device and application usage on an opt-in convenience panel. Results are then reported out through Nielsen Mobile NetView 3.0. There are approximately 5,000 panelists in the U.S. across both iOS and Android smartphone devices. This method provides a holistic view of all activity on a smartphone 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. 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). This mobile population is drawn from a combination of Mobile Insights, as well as surveying the National People Meter (NPM) panel that is the industry standard for TV Ratings.

Figures reported in Nielsen's Mobile NetView 3.0 include those individuals who are P18+ who have used an iOS or Android smartphone device in the U.S. during Q2 of 2015. In particular:

App/Web on a Smartphone refers to consuming mobile media content through a web browser or via a mobile app. It does not include other types of activity such as making/receiving phone calls, sending SMS/MMS messages etc, which has been excluded for this report.

Video on a Smartphone is a subset of App/Web on a Smartphone and refers to those individuals who visit a website or use a mobile app specifically designed to watch video content.

Due to this methodology change from survey based data to EMM as of the Q4 2013 Total Audience report, data should not be trended to previous quarters' published editions.

SOURCING

EXHIBIT 1, 2 & TABLES 1, 2, 3, 4 - AVERAGE TIME SPENT PER ADULT 18+ PER DAY, A WEEK IN THE LIFE, OVERALL USERS BY MEDIUM, MONTHLY TIME SPENT BY MEDIUM AMONG USERS

Source: Live + DVR/Time-shifted TV, DVR/Time-shifted TV, DVD, Game Consoles, Multimedia Devices 03/30/2015 - 06/28/2015 via Nielsen NPOWER/NPM Panel, Radio 03/27/14-03/25/15 via RADAR 125, PC 04/01/15-06/30/15 via Nielsen Netview, and Nielsen VideoCensus Mobile 04/01/15-06/30/15 via Nielsen Electronic Mobile Measurement.

Exhibit 1 and Table 1 are based on the total U.S. population whether or not they have the technology.

Exhibit 2 and Tables 2-4 are based on users of each medium.

To most accurately reflect what is included in the data, we have changed some of source names from prior reports. On Traditional TV is now Live + DVR/Time-shifted TV. Time-shifted TV is now DVR/Time-shifted TV. Internet on a Computer is now Internet on a PC. Video on Internet is now Video on a PC. Although the source names have changed, the included data is the same as prior reports and can be trended accordingly.

TV-connected devices (DVR, DVD, Game Console, and Multimedia Devices) among users of each medium were previously calculated based on TV users. In this report, the calculation has been adjusted to reflect users of each TV-connected device. This adjustment impacts Exhibit 2 (formerly Exhibit 1 in prior reports), Table 3, and Table 4. Prior year data within this report has been adjusted to reflect this change as well.

As of the Qtr 4 2014 report, Multimedia Devices is a combination of usage of the Internet Connected Devices viewing source (includes devices like Apple TV, Roku, Google Chromecast, Smartphones) and Audio-Video viewing sources (includes devices like Computer/Laptops, Tablets, Karaoke Machines, Video Camcorders, Security/Digital Cameras) that are regularly connected to a home television set. Prior year data within this report has been adjusted to reflect this change as well.

Radio RADAR data is based on P12+. Electronic Mobile Measurement is based on P18+.

TABLE 5 – CROSS PLATFORM HOMES RANKED BY IN-HOME BEHAVIOR

Source: 04/01/15-06/30/15 via Nielsen NPOWER/Cross Platform Homes Panel for P2+. Internet and Streaming based on home PC only.

TABLE 6 – SMARTPHONE VIDEO VIEWING QUINTILES

Source: 04/01/15-06/30/15 via Electronic Mobile Measurement for P18+.

TABLE 7–TELEVISION DISTRIBUTION SOURCES

Source: Based on the weighted intab counts for the 15th of each month within the quarter via Nielsen NPOWER/NPM Panel.

Cable Plus is inclusive of Wired Cable, Telco, and Satellite. The sum of Wired Cable, Telco, and Satellite may be greater than Cable Plus due to homes have multiple providers.

TABLE 8 - TELEVISION DISTRIBUTION SOURCES BY ETHNICITY

Source: Based on the scaled installed counts for the 15th of each month within the quarter via Nielsen NPOWER/NPM Panel.

Cable Plus is inclusive of Wired Cable, Telco, and Satellite. The sum of Wired Cable, Telco, and Satellite may be greater than Cable Plus due to homes have multiple providers.

TABLE 9 - PROVIDER TYPE WITH INTERNET STATUS

Source: Based on the weighted intab counts for the 15th of each month within the quarter via Nielsen NPOWER/NPM Panel. Broadband access is inclusive of Unknown status.

TABLE 10 - DEVICES IN TV HOUSEHOLDS

Source: Based on the scaled installed counts for the 15th of each month within the quarter via Nielsen NPOWER/NPM Panel. High Definition TV is now based on High Definition TV Display Capable.

EXHIBIT 3 – MOBILE DEVICE PENETRATION AMONG MOBILE SUBSCRIBERS 13+

Source: Mobile 04/01/15-06/30/15 via Nielsen Mobile Insights.

Note: IFR represents data that is insufficient for reporting due to small sample sizes. n/a represents data unavailability.

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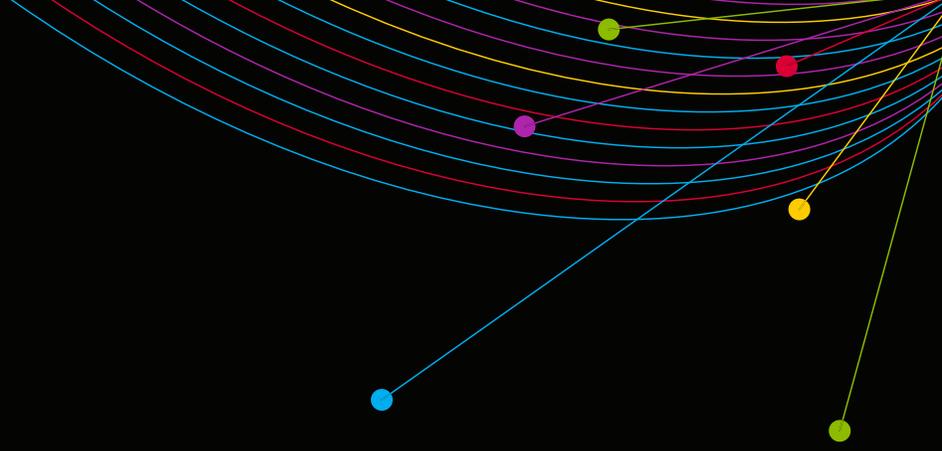
Source: Live+DVR/Time-shifted TV, TV-Connected Devices (DVD, Game Console, Multimedia Device, VCR) 05/01/15-05/31/15 via Nielsen NPOWER/NPM Panel, Radio 03/26/15-06/17/15 Spring 2015 National Respondent Data, Market Total AQH and projected Monthly Cume for the Total US among all AM & FM stations, PC 05/01/15-05/31/15 via Nielsen Netview and Nielsen VideoCensus, Smartphone 05/01/15-05/31/15 via Nielsen Electronic Mobile Measurement, iOS and Android, Tablet 05/01/15-05/31/15 via Nielsen Electronic Mobile Measurement - unweighted, projections based on estimates from the NPOWER/NPM Panel.

ABOUT NIELSEN

Nielsen N.V. (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 across all devices where 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 provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90 percent of the world's population.

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