

THE NIELSEN TOTAL AUDIENCE REPORT

Q2 2016

nielsen
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AN UNCOMMON SENSE
OF THE CONSUMER™



GLENN ENOCH
SVP AUDIENCE INSIGHTS
NIELSEN

The Nielsen Total Audience Report (and its companion report, the Nielsen Comparable Metrics Report) are designed to enable the industry to track changes in media usage. We have consistently reported that overall usage has increased— that a major effect of new devices and services is additive to consumer’s total time spent with media. We have also shown how usage of individual devices and platforms has changed over time as the media landscape continues to evolve.

Analysts of media consumption often talk about change in the ecosystem as “fragmentation” – competition for the consumer’s time and attention that has caused large portions of consumption to break into smaller ones. Typically, this topic is discussed in terms of time on one platform versus time on another.

However, in this iteration of the Nielsen Total Audience Report, we focused on the media channel choices *within* the many different platforms consumers have at their disposal and the amount they routinely turn to.

Nielsen’s research has consistently demonstrated that viewers watch a relatively small percent of the television networks available to them, but that over the years, both channels available and channels viewed have increased. However, we now find that channels receivable has started to decrease somewhat, as a result of lower multichannel penetration and cord-shaving. We also see that the number of different channels viewed is also lower, though by a very small amount – just one less channel over two years for the average adult TV viewer. To ensure consistency, we focused on the NPM panel for these comparisons.

In general, the more time spent watching TV, the more different channels viewed— this is a consistent finding across various race and origin groups as well as different age groups. As TV viewing levels go down, we would expect consumers to watch fewer channels, but we should be cautious in making assumptions about causes. For example, adults in homes with Subscription Video on Demand access watch fewer TV channels than the average, and while this is partly due to increased device usage in SVOD homes, we also note that those with SVOD access are generally younger and more affluent, and these both cause lower TV viewing.

It would be incorrect simply to characterize these shifts as a result of “new media” encroaching on “traditional media.” We found that for radio, the number of average stations tuned has increased slightly as listeners gain access to more choices on the AM/FM dial.

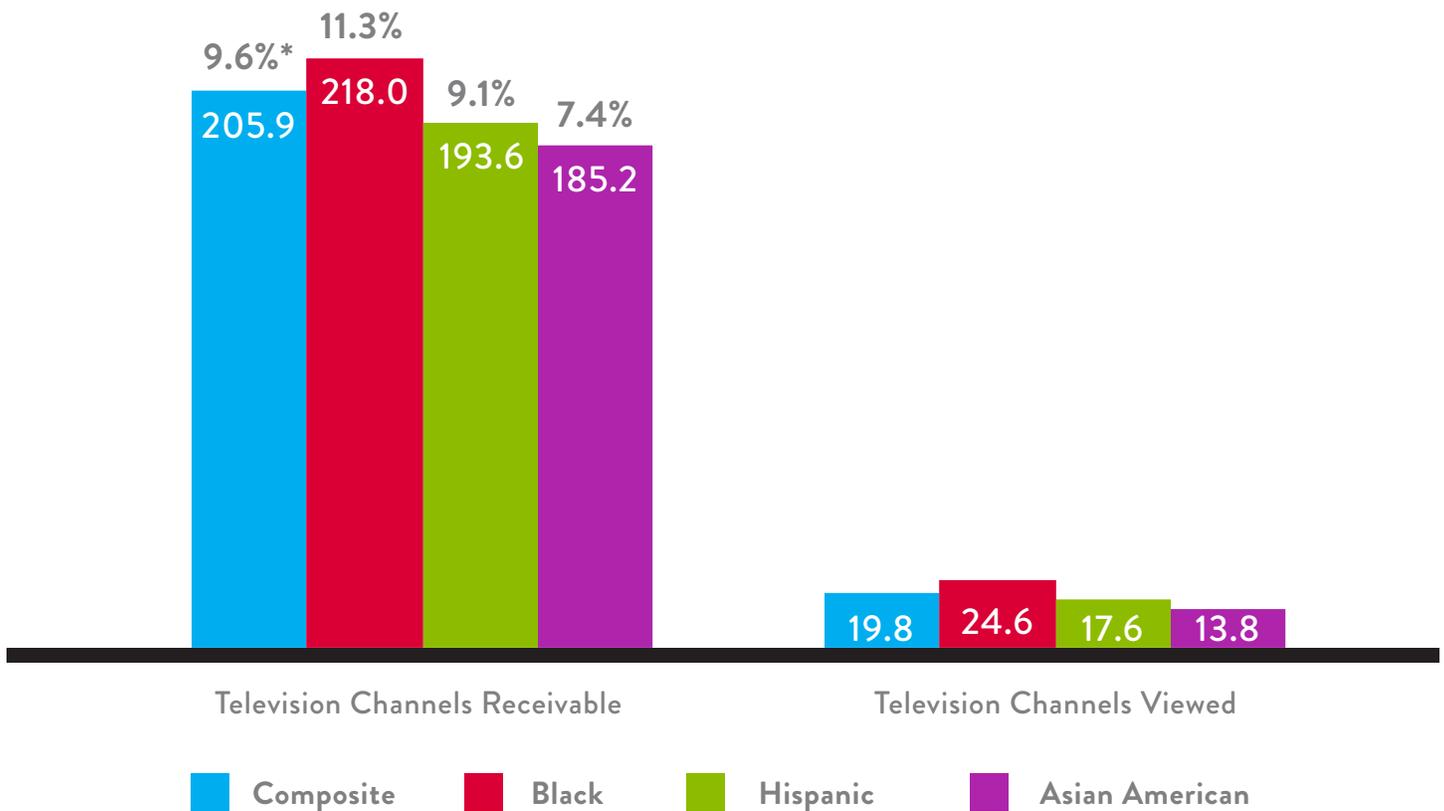
We also see shifts within digital platforms: PC users are visiting fewer sites, while smartphones are showing an increase in sites visited. In fact, these are near mirrors of one another, with the average adult going to 7.4 fewer sites on the PC and 7.5 more sites on the smartphone over the past two years.

In the standard exhibits and tables at the back of the report, you will note a substantial increase in smartphone usage – up 34 minutes per day among US adults. Part of this is due to a panel enhancement: In March 2016, a legacy crediting rule that capped usage on iOS devices at 30 minutes was removed, so that if panelists with these devices use an app or visit a website for more than 30 minutes, all that usage is now credited. However, we estimate that usage would have been up 42% even without this methodological change. Please note that a similar change in crediting went into effect for Android devices in August 2016 and this will be reflected in the next Nielsen Total Audience Report.


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NUMBER OF CHANNELS VIEWED ALIGNS WITH THE VOLUME OF TV USAGE

AVERAGE CHANNELS RECEIVABLE & VIEWED PER MONTH AMONG ADULTS IN MAY 2016

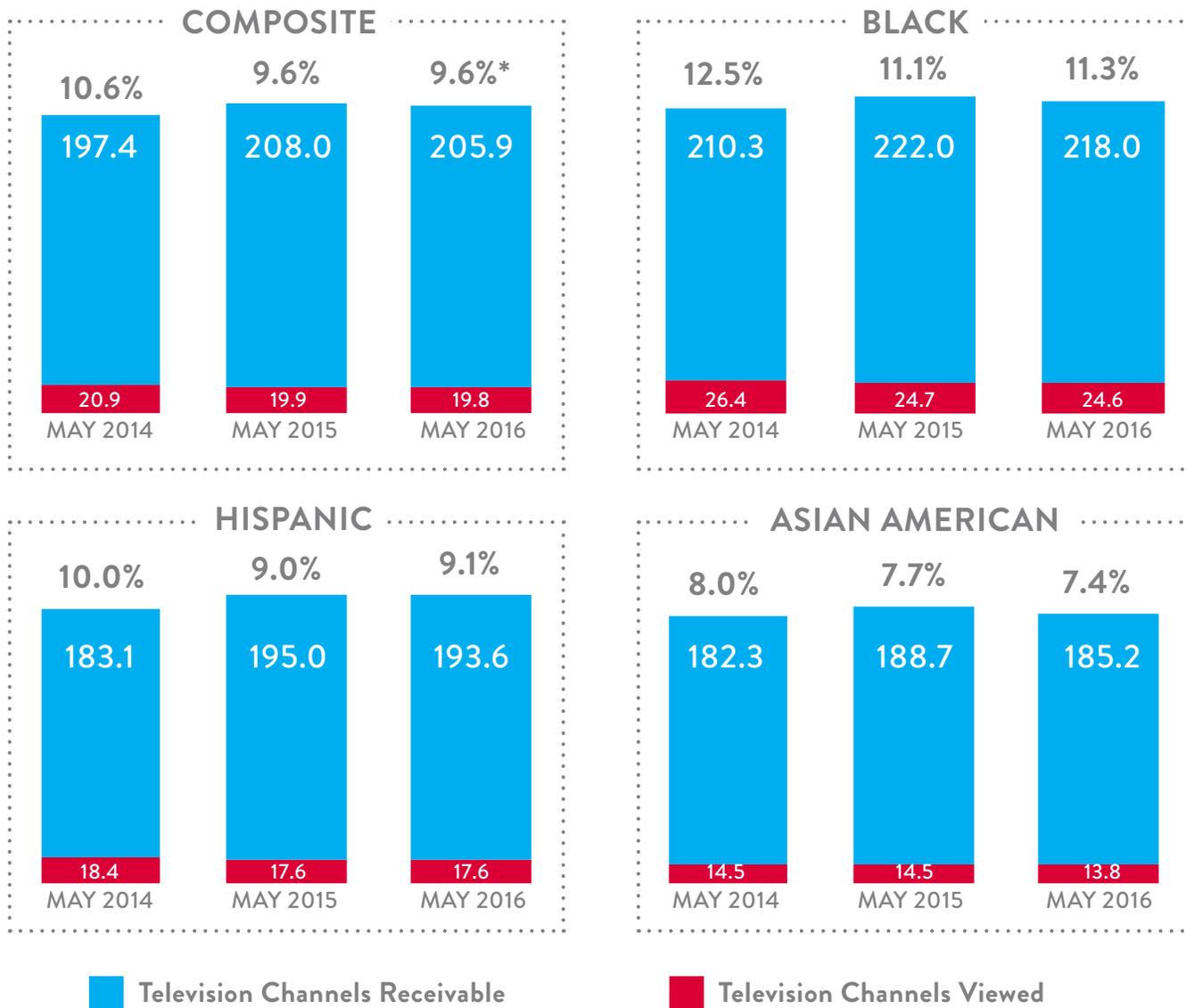


*How to read: 9.6% of television channels available were viewed

- Groups that view more television watch more TV channels.
- Out of the 205.9 average television channels adults are receiving, they are viewing an average of 19.8 channels a month. This means 9.6% of received television channels were viewed among the composite population.
- Black adults watch the greatest amount of television and therefore view the most channels (24.6 for the average adult) which is 11.3% of channels received.
- Hispanics tend to watch less TV than composite. Similarly, the average Hispanic adult viewed 17.6 channels, 2.2 fewer channels than composite.
- Only 13.8 television channels were viewed among the average Asian American adult which is consistent with their overall lower television usage.

CHANNELS RECEIVABLE AND VIEWED DECREASED SLIGHTLY

AVERAGE CHANNELS RECEIVABLE & VIEWED PER MONTH AMONG ADULTS

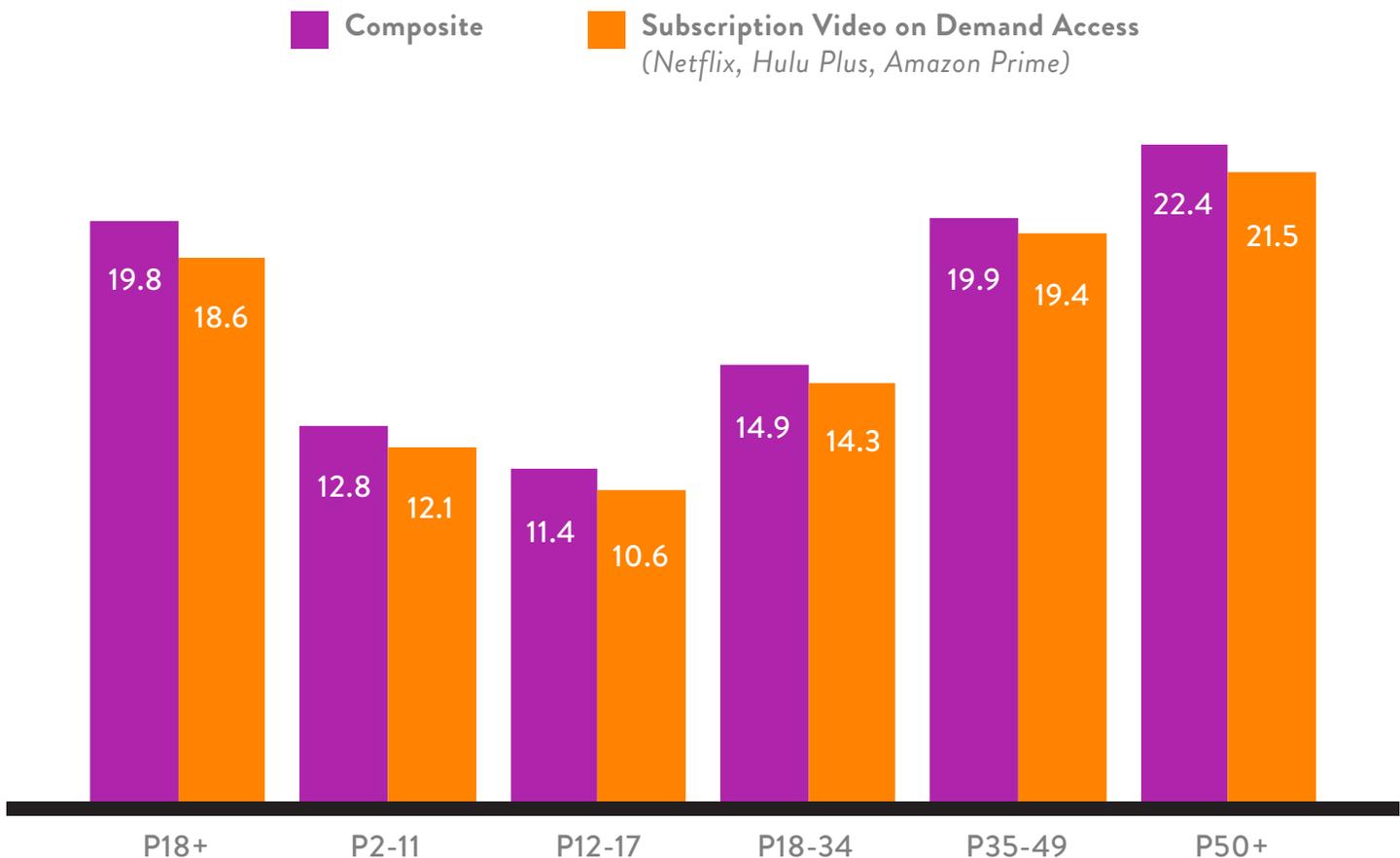


*How to read: 9.6% of television channels available were viewed

- Average television channels viewed has flattened or decreased slightly from prior years. This suggests a change in choice order as channels that were once viewed are being replaced by other sources.
- Average television channels received has also started to decline as multichannel penetration decreases and cord shaving increases.

HOMES WITH SVOD ACCESS WATCH FEWER CHANNELS

AVERAGE TELEVISION CHANNELS VIEWED PER MONTH IN MAY 2016



DIFFERENCE

(1.2)	(0.7)	(0.8)	(0.6)	(0.5)	(0.9)
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- Adults with Subscription Video on Demand view an average of 1.2 fewer television channels as compared to adults in the composite population.
- Homes with access to SVOD tend to be younger and higher-income which are characteristics of homes that watch less television and thus view fewer channels.
- In addition to these characteristics, it is likely that increased device usage in SVOD homes reduces the number of television channels viewed as well.

MORE FRAGMENTATION WITH DIGITAL MEDIA

AVERAGE MONTHLY CHOICES BY DEVICE AMONG ADULTS IN MAY 2016



PC Sites
Visited



Smartphone
Apps Used



Television Channels
Viewed



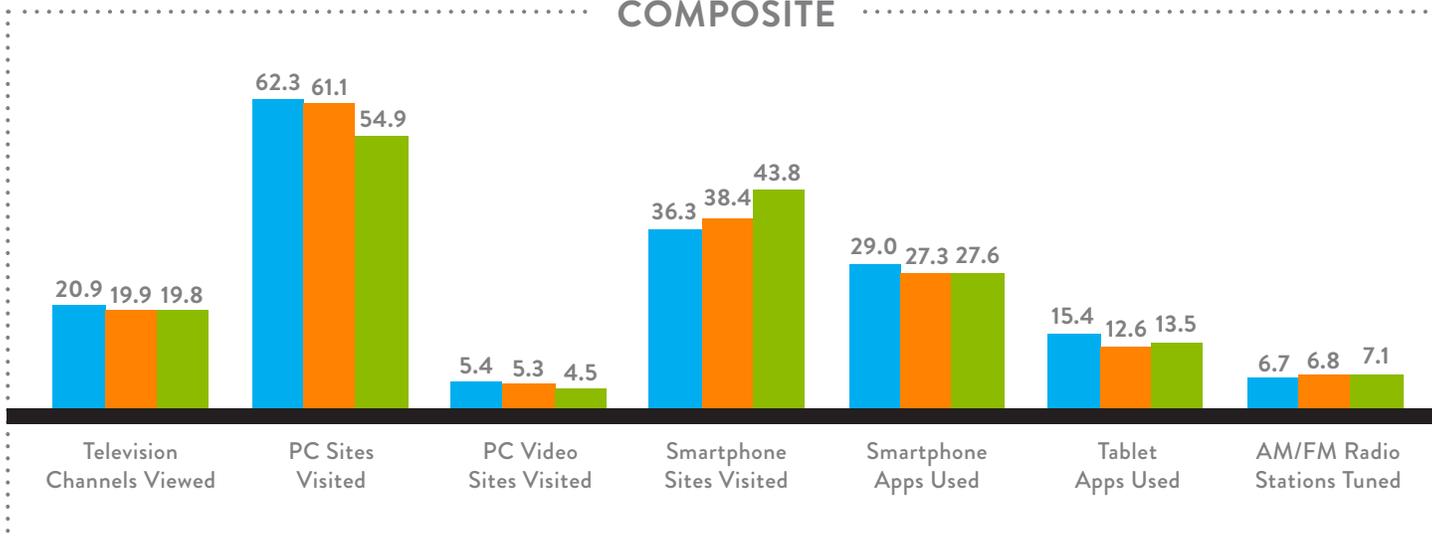
AM/FM Radio
Stations Tuned

- Digital has thousands of sites and apps available so users visit more of them.
- Adults are visiting 55 PC sites and using 28 Smartphone apps on average in a month.
- The average adult views 20 television channels and tunes to 7 AM/FM radio stations. These traditional platforms continue to account for the majority of time spent across devices.

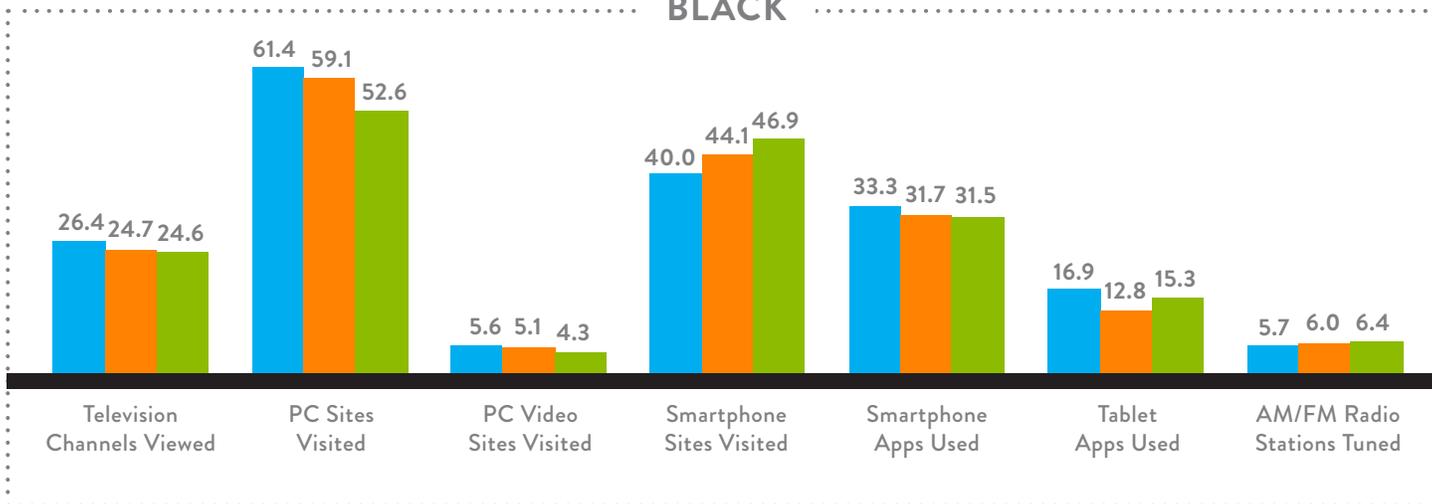
SHIFTS IN CHANNEL/STATION/SITE/APP SELECTION

AVERAGE MONTHLY CHOICES BY DEVICE AMONG ADULTS

COMPOSITE



BLACK



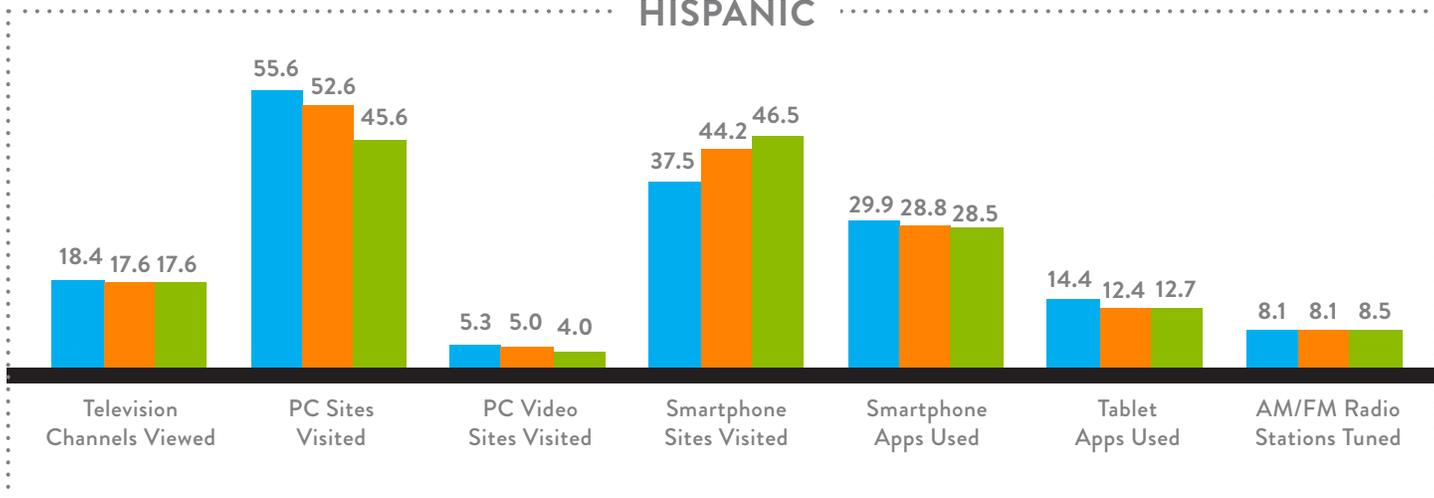
■ May 2014
 ■ May 2015
 ■ May 2016

- As noted on the prior page, there are more PC sites visited than television channels viewed. However, both are decreasing over time.
- Among the composite population, the decrease in PC sites mirrors the increase in Smartphone sites over the past two years.
- Mobile apps show minor changes from the prior year.
- The number of average radio stations tuned has increased slightly as listeners gain access to more choices on the AM/FM dial.

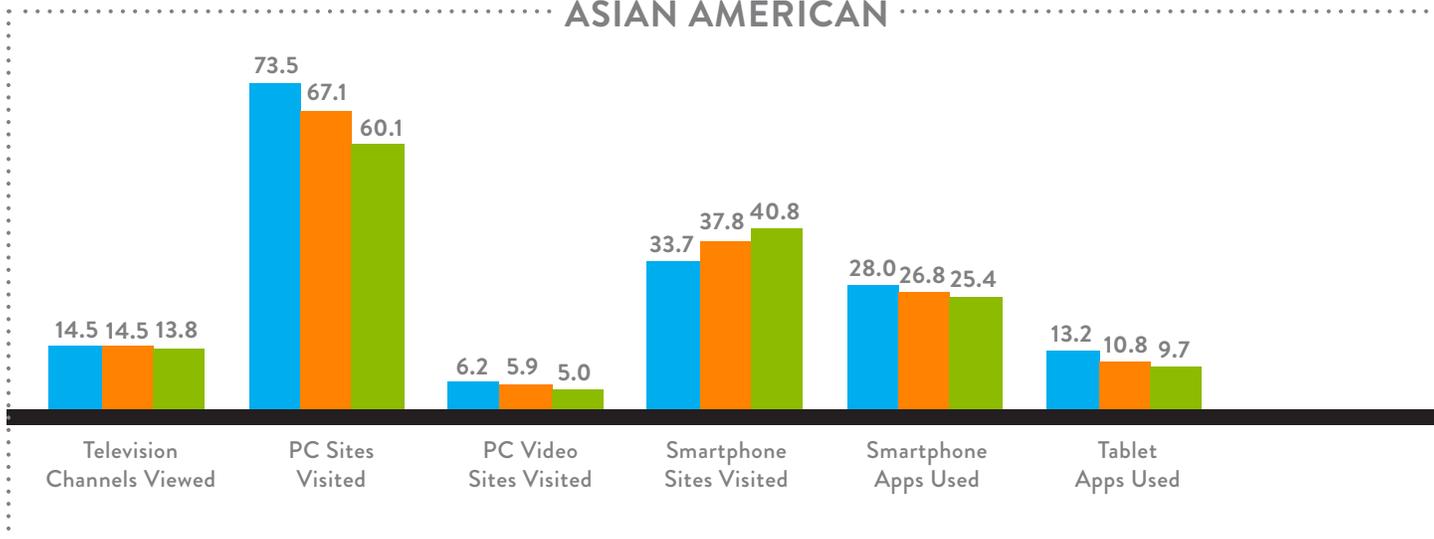
SHIFTS IN CHANNEL/STATION/SITE/APP SELECTION

AVERAGE MONTHLY CHOICES BY DEVICE AMONG ADULTS

HISPANIC



ASIAN AMERICAN



■ May 2014
 ■ May 2015
 ■ May 2016

- Use of different platforms varies by race and ethnicity.
- Black adults view the greatest number of television channels and also utilize the most mobile apps.
- With Spanish-language formats adding to their available options, Hispanics listen to the greatest number of radio stations.
- Although Asian Americans view the fewest television channels, they visit the most PC sites and PC video sites.

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

CONSUMER CHOICES VARY BY DEMOGRAPHIC

AVERAGE MONTHLY CHOICES BY DEVICE IN MAY 2016

COMPOSITE	P2-11	P12-17	P18-34	P35-49	P50+
Television Channels Viewed	12.8	11.4	14.9	19.9	22.4
PC Sites Visited	11.8	16.9	48.0	54.4	61.1
PC Video Sites Visited	2.0	2.4	4.2	4.4	4.7
Smartphone Sites Visited	n/a	n/a	46.9	43.8	38.7
Smartphone Apps Used	n/a	n/a	26.7	29.0	27.0
Tablet Apps Used	n/a	n/a	12.4	13.0	15.4
AM/FM Radio Stations Tuned	6.0	6.4	7.2	7.6	6.7

BLACK	P2-11	P12-17	P18-34	P35-49	P50+
Television Channels Viewed	15.6	15.3	18.2	24.6	28.6
PC Sites Visited	12.0	16.4	49.5	51.2	57.5
PC Video Sites Visited	2.1	2.4	4.2	4.1	4.5
Smartphone Sites Visited	n/a	n/a	50.8	47.8	40.7
Smartphone Apps Used	n/a	n/a	30.1	34.2	29.9
Tablet Apps Used	n/a	n/a	16.5	13.6	16.8
AM/FM Radio Stations Tuned	5.0	5.1	6.1	6.7	6.4

HISPANIC	P2-11	P12-17	P18-34	P35-49	P50+
Television Channels Viewed	12.9	10.7	14.4	18.3	20.6
PC Sites Visited	11.1	17.1	43.1	46.0	50.7
PC Video Sites Visited	2.0	2.5	4.0	3.7	4.4
Smartphone Sites Visited	n/a	n/a	47.8	45.1	43.9
Smartphone Apps Used	n/a	n/a	27.3	31.2	26.8
Tablet Apps Used	n/a	n/a	10.2	16.8	15.5
AM/FM Radio Stations Tuned	6.6	7.0	8.2	8.9	8.2

ASIAN AMERICAN	P2-11	P12-17	P18-34	P35-49	P50+
Television Channels Viewed	10.4	9.1	11.1	14.3	15.3
PC Sites Visited	13.9	16.6	63.6	58.3	54.1
PC Video Sites Visited	2.2	2.3	5.3	4.7	4.6
Smartphone Sites Visited	n/a	n/a	43.9	33.3	37.5
Smartphone Apps Used	n/a	n/a	25.8	27.5	18.7
Tablet Apps Used	n/a	n/a	9.2	10.0	10.5

Note: Radio measurement includes Asian Americans but 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

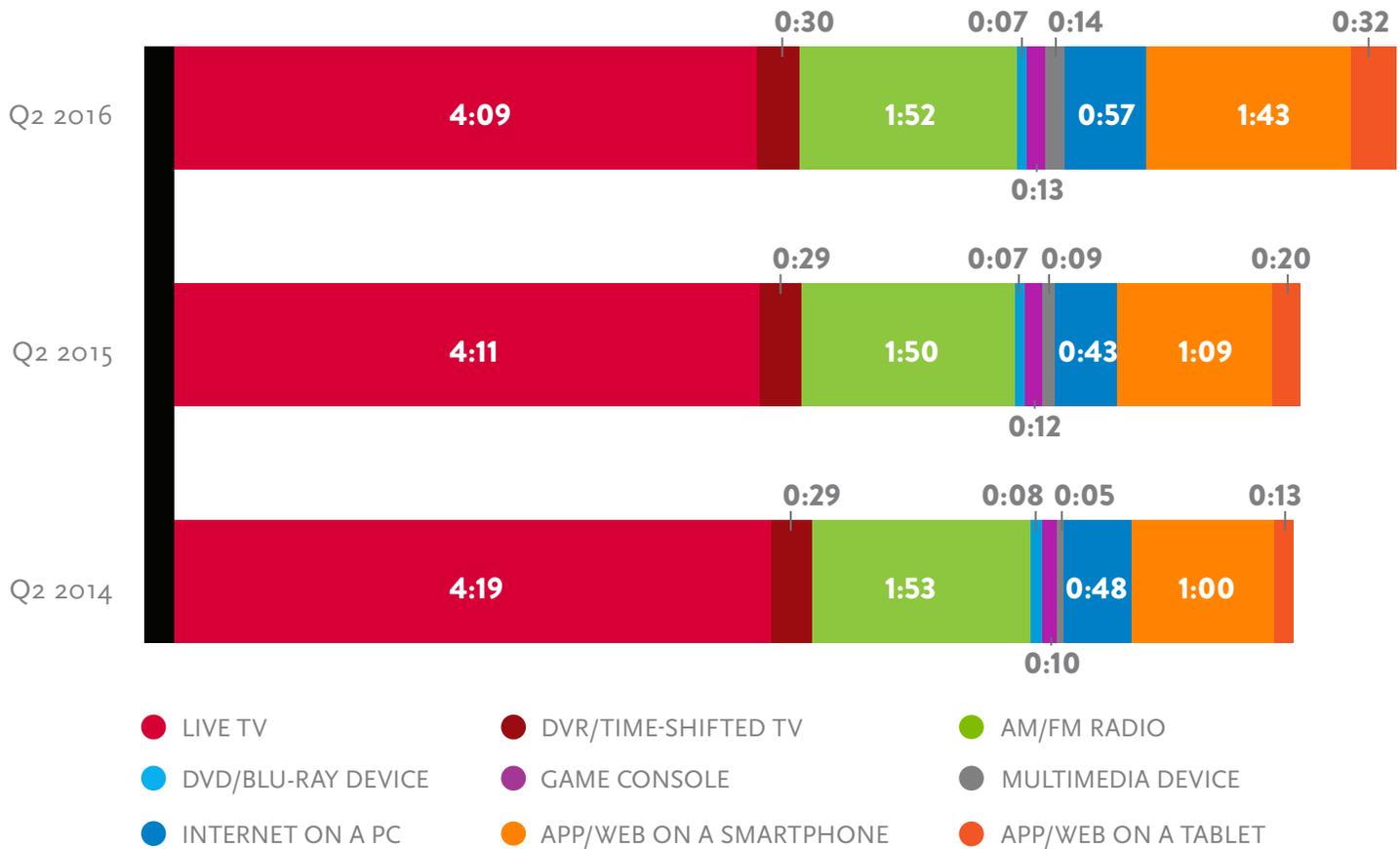


EXHIBIT 2 - BASED ON USERS OF EACH MEDIUM

	Q2 2014	Q2 2015	Q2 2016
Live+DVR/Time-shifted TV	6:21	6:22	6:13
DVR/Time-shifted TV	1:57	1:57	1:53
AM/FM Radio	2:44	2:42	2:44
DVD/Blu-Ray Device	1:42	1:37	1:47
Game Console	2:33	2:53	2:54
Multimedia Device	2:15	2:21	2:26
Internet on a PC	2:18	2:11	3:07
App/Web on a Smartphone	1:48	1:58	2:29

The data sources in Exhibit 2 should not be added or subtracted; they are based on users of each medium and the bases vary by source. Panel enhancements made in March 2016 impacted mobile reporting.

TABLE 1A – WEEKLY TIME SPENT IN HOURS: MINUTES AMONG US POPULATION FOR Q2 2016

	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 Total	Hisp. Total	Asian Am. Total
Live+DVR/ Time-shifted TV	P2+	29:18	32:32	19:15	14:18	15:05	20:56	29:00	40:18	48:38	43:05	23:03	14:31
DVR/ Time-shifted TV	P2+	3:11	3:33	2:03	1:29	1:26	2:44	4:00	4:21	4:01	3:01	2:07	1:52
AM/FM Radio	P12+	12:30	13:04	n/a	7:01	10:24	11:20	13:42	15:15	12:37	12:53	13:08	n/a
DVD/Blu-Ray Device	P2+	0:55	0:51	1:22	0:47	0:42	0:57	1:01	0:52	0:38	0:59	0:52	0:35
Game Console	P2+	1:50	1:30	2:30	3:59	4:01	3:06	1:20	0:24	0:06	2:06	1:58	1:05
Multimedia Device	P2+	1:40	1:37	2:06	1:24	1:52	2:43	1:50	1:12	0:46	1:29	1:40	2:45
Internet on a PC	P2+	5:21	6:41	0:16	0:41	4:14	7:40	8:23	7:39	3:58	5:52	3:42	3:35
Video on a PC	P2+	1:33	1:49	0:32	0:38	1:59	2:49	2:12	1:33	0:39	2:21	1:26	1:16
App/Web on a Smartphone	P18+	12:01	12:01	n/a	n/a	15:45	13:46	14:48	13:10	2:54	12:47	14:31	10:27
Video on a Smartphone	P18+	0:24	0:24	n/a	n/a	0:52	0:31	0:27	0:17	IFR	0:40	0:44	0:28

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

TABLE 1B – WEEKLY TIME SPENT IN HOURS: MINUTES AMONG US POPULATION FOR Q2 2015

	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 Total	Hisp. Total	Asian Am. Total
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+	12:19	12:53	n/a	6:55	10:05	11:30	13:33	14:56	12:19	12:41	12:46	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+	8:07	8:07	n/a	n/a	11:46	10:31	10:06	7:29	1:39	8:55	10:40	7:50
Video on a Smartphone	P18+	0:15	0:15	n/a	n/a	0:38	0:22	0:16	0:09	IFR	0:23	0:32	0:21

TABLE 2A – USERS BY MEDIUM FOR Q2 2016
 NUMBER OF USERS (IN 000'S) - MONTHLY REACH

	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+	Black Total	Hisp. Total	Asian Am. Total
Live+DVR/ Time-shifted TV	P2+	286,183	225,615	37,383	23,185	26,246	37,137	57,037	59,673	45,523	38,388	49,777	15,747
DVR/ Time-shifted TV	P2+	194,924	154,635	25,144	15,144	15,700	26,336	41,792	41,812	28,994	25,886	29,226	9,396
AM/FM Radio	P12+	263,717	239,854	n/a	23,862	29,804	41,890	59,951	61,984	46,903	33,977	43,477	n/a
DVD/ Blu-Ray Device	P2+	112,839	86,133	17,706	9,000	7,678	13,078	24,918	24,782	15,676	13,208	18,149	5,036
Game Console	P2+	89,409	58,003	18,625	12,781	12,281	16,567	19,017	8,030	2,108	11,574	17,274	4,628
Multimedia Device	P2+	86,689	65,098	14,163	7,428	8,644	15,360	20,173	14,223	6,700	9,068	15,565	8,392
Internet on a PC	P2+	179,346	159,405	10,530	9,410	16,043	28,730	45,803	43,665	25,164	22,364	23,100	6,582
Video on a PC	P2+	121,026	109,609	6,176	5,240	10,352	19,275	31,389	31,086	17,507	15,372	14,863	4,664
App/Web on a Smartphone	P18+	202,324	202,324	n/a	n/a	29,055	38,649	58,587	62,978	13,055	24,883	34,643	11,885
Video on a Smartphone	P18+	156,531	156,531	n/a	n/a	24,452	30,734	47,452	45,519	8,373	19,589	27,286	8,936

TABLE 2B – USERS BY MEDIUM FOR Q2 2015
 NUMBER OF USERS (IN 000'S) - MONTHLY REACH

	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+	Black Total	Hisp. Total	Asian Am. Total
Live+DVR/ Time-shifted TV	P2+	284,380	223,283	37,684	23,414	25,667	36,816	57,354	59,497	43,949	37,677	48,672	15,049
DVR/ Time-shifted TV	P2+	182,808	144,471	23,803	14,528	14,775	24,903	40,023	38,912	25,857	23,424	25,890	8,666
AM/FM Radio	P12+	260,599	236,830	n/a	23,772	29,817	41,402	59,841	61,318	45,036	33,316	42,233	n/a
DVD/ Blu-Ray Device	P2+	130,926	98,391	21,351	11,184	8,982	15,352	28,486	28,246	17,325	15,366	20,942	6,422
Game Console	P2+	93,744	60,171	19,983	13,591	12,673	17,580	19,215	8,509	2,195	12,329	17,468	5,207
Multimedia Device	P2+	61,067	45,674	9,805	5,587	6,338	10,854	14,532	9,772	4,178	6,075	9,510	6,297
Internet on a PC	P2+	187,581	165,513	11,795	10,273	18,353	30,407	47,763	44,673	24,317	24,011	24,262	6,697
Video on a PC	P2+	133,973	120,605	7,173	6,194	12,820	21,886	34,612	33,380	17,908	17,420	16,521	5,018
App/Web on a Smartphone	P18+	175,748	175,748	n/a	n/a	26,413	34,321	51,238	52,687	11,089	21,370	30,607	10,474
Video on a Smartphone	P18+	132,310	132,310	n/a	n/a	22,782	28,112	40,763	34,673	5,980	17,390	25,053	7,907

TABLE 3A – PERCENTAGE OF USERS AMONG US POPULATION FOR Q2 2016

MONTHLY REACH

	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+	Black Total	Hisp. Total	Asian Am. Total
Live+DVR/ Time-shifted TV	P2+	93%	93%	92%	92%	85%	89%	94%	96%	97%	94%	96%	85%
DVR/ Time-shifted TV	P2+	63%	64%	62%	60%	51%	63%	69%	67%	62%	64%	56%	51%
AM/FM Radio	P12+	97%	97%	n/a	95%	95%	98%	98%	99%	97%	97%	98%	n/a
DVD/Blu-Ray Device	P2+	37%	35%	43%	36%	25%	31%	41%	40%	33%	32%	35%	27%
Game Console	P2+	29%	24%	46%	51%	40%	39%	31%	13%	4%	28%	33%	25%
Multimedia Device	P2+	28%	27%	35%	30%	28%	37%	33%	23%	14%	22%	30%	45%
Internet on a PC	P2+	58%	66%	26%	38%	52%	68%	75%	70%	53%	55%	44%	36%
Video on a PC	P2+	39%	45%	15%	21%	34%	46%	52%	50%	37%	38%	29%	25%
App/Web on a Smartphone	P18+	83%	83%	n/a	n/a	95%	91%	96%	97%	29%	92%	94%	100%
Video on a Smartphone	P18+	64%	64%	n/a	n/a	80%	72%	78%	70%	19%	72%	74%	76%

Total Universe Estimates differ by platform. See full sourcing in the back of the report.

TABLE 3B – PERCENTAGE OF USERS AMONG US POPULATION FOR Q2 2015

MONTHLY REACH

	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+	Black Total	Hisp. Total	Asian Am. Total
Live+DVR/ Time-shifted TV	P2+	93%	93%	92%	93%	83%	89%	95%	96%	97%	94%	96%	84%
DVR/ Time-shifted TV	P2+	60%	60%	58%	58%	48%	60%	66%	63%	57%	58%	51%	49%
AM/FM Radio	P12+	97%	97%	n/a	95%	95%	98%	97%	99%	97%	97%	98%	n/a
DVD/Blu-Ray Device	P2+	43%	41%	52%	45%	29%	37%	47%	46%	38%	38%	41%	36%
Game Console	P2+	31%	25%	49%	54%	41%	42%	32%	14%	5%	31%	34%	29%
Multimedia Device	P2+	20%	19%	24%	22%	21%	26%	24%	16%	9%	15%	19%	35%
Internet on a PC	P2+	61%	69%	29%	41%	60%	74%	79%	72%	54%	60%	48%	38%
Video on a PC	P2+	44%	50%	18%	25%	42%	53%	57%	54%	39%	43%	32%	28%
App/Web on a Smartphone	P18+	73%	73%	n/a	n/a	85%	82%	86%	80%	26%	83%	86%	90%
Video on a Smartphone	P18+	55%	55%	n/a	n/a	74%	67%	68%	53%	14%	67%	70%	68%

TABLE 4A – MONTHLY TIME SPENT IN HOURS: MINUTES AMONG USERS FOR Q2 2016

	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+	Black Total	Hisp. Total	Asian Am. Total
Live+DVR/ Time-shifted TV	P2+	137:04	151:53	91:04	67:05	76:55	102:31	133:44	182:35	217:52	197:51	104:36	73:54
DVR/ Time-shifted TV	P2+	21:51	24:09	14:26	10:41	12:09	18:54	25:11	28:07	28:13	20:31	16:21	15:55
AM/FM Radio	P12+	55:01	57:32	n/a	31:56	46:40	49:09	60:03	66:28	54:49	56:38	55:27	n/a
DVD/Blu-Ray Device	P2+	10:50	10:24	13:43	9:23	12:06	13:06	10:44	9:32	8:08	13:13	10:45	9:12
Game Console	P2+	27:29	27:15	23:44	33:57	43:50	33:58	18:28	13:18	10:19	31:54	25:48	18:51
Multimedia Device	P2+	25:42	26:12	26:14	20:24	28:47	32:07	23:54	22:46	23:25	28:45	24:06	26:15
Internet on a PC	P2+	39:35	43:47	4:37	7:45	34:54	48:11	47:29	47:02	32:02	45:47	35:45	43:21
Video on a PC	P2+	16:57	17:14	15:16	12:58	25:22	26:07	18:17	13:25	7:36	26:24	21:41	21:32
App/Web on a Smartphone	P18+	59:46	59:46	n/a	n/a	69:00	61:56	63:38	53:52	43:49	64:30	63:55	53:09
Video on a Smartphone	P18+	2:31	2:31	n/a	n/a	4:32	2:54	2:19	1:40	0:58	4:21	4:07	3:09

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

TABLE 4B – MONTHLY TIME SPENT IN HOURS: MINUTES AMONG USERS FOR Q2 2015

	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+	Black Total	Hisp. Total	Asian Am. Total
Live+DVR/ Time-shifted TV	P2+	138:50	152:21	97:18	76:42	85:34	107:52	134:16	179:57	214:52	198:30	112:49	82:21
DVR/ Time-shifted TV	P2+	22:38	24:45	16:17	11:53	13:41	21:19	25:30	28:20	27:51	20:33	18:20	17:27
AM/FM Radio	P12+	54:16	56:34	n/a	31:34	45:09	49:45	59:30	65:16	53:42	55:48	54:10	n/a
DVD/Blu-Ray Device	P2+	9:52	9:15	13:15	8:57	11:03	11:33	9:02	9:01	7:00	12:28	10:07	7:57
Game Console	P2+	26:00	25:11	23:10	33:45	44:48	29:30	16:03	11:33	10:07	30:49	25:31	19:09
Multimedia Device	P2+	23:18	24:05	22:24	18:24	28:44	28:48	21:55	19:40	22:38	22:01	21:28	27:11
Internet on a PC	P2+	29:02	32:08	4:12	7:38	28:51	34:11	34:12	34:04	24:24	32:42	25:43	37:28
Video on a PC	P2+	12:36	13:01	9:18	8:29	18:38	17:30	13:57	10:51	5:42	16:25	13:52	15:52
App/Web on a Smartphone	P18+	45:59	45:59	n/a	n/a	55:20	52:55	49:55	36:44	28:05	52:27	52:18	42:42
Video on a Smartphone	P18+	2:04	2:04	n/a	n/a	3:36	2:34	1:49	1:14	0:39	2:59	3:21	2:37

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

TABLE 4C – MONTHLY TIME SPENT IN HOURS: MINUTES AMONG USERS FOR Q2 2016

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+	197:51	219:46	140:33	117:12	127:45	154:44	205:04	273:19	327:38
DVR/ Time-shifted TV	P2+	20:31	22:52	14:20	12:14	14:44	20:12	25:28	27:19	20:47
AM/FM Radio	P12+	56:38	59:32	n/a	34:03	46:23	50:46	62:25	71:08	60:01
DVD/Blu-Ray Device	P2+	13:13	12:43	16:17	12:03	13:37	15:06	14:50	11:22	8:04
Game Console	P2+	31:54	30:47	27:39	41:26	46:06	40:27	19:24	17:16	12:54
Multimedia Device	P2+	28:45	30:11	25:38	23:39	31:59	36:08	28:13	29:31	17:11
Internet on a PC	P2+	45:47	50:43	5:17	6:28	56:57	53:09	52:06	50:15	35:15
Video on a PC	P2+	26:24	27:58	13:20	9:44	34:04	45:57	28:38	17:32	10:52
App/Web on a Smartphone	P18+	64:30	64:30	n/a	n/a	66:47	77:44	72:31	55:08	IFR
Video on a Smartphone	P18+	4:21	4:21	n/a	n/a	8:41	5:06	3:08	3:27	IFR

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

TABLE 4D – MONTHLY TIME SPENT IN HOURS: MINUTES AMONG USERS FOR Q2 2016
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+	104:36	115:41	85:37	62:18	65:44	89:07	113:27	151:52	200:36
DVR/ Time-shifted TV	P2+	16:21	18:02	13:08	10:15	11:11	15:45	19:20	22:47	21:31
AM/FM Radio	P12+	55:27	58:49	n/a	32:36	47:05	53:08	64:54	69:39	57:54
DVD/Blu-Ray Device	P2+	10:45	10:13	13:14	8:50	10:44	10:41	10:08	9:25	10:16
Game Console	P2+	25:48	24:46	22:18	35:21	40:34	26:43	14:35	12:47	13:46
Multimedia Device	P2+	24:06	23:51	26:14	21:33	24:28	27:13	21:30	22:42	20:58
Internet on a PC	P2+	35:45	42:07	4:38	9:22	35:40	52:25	40:25	37:37	41:36
Video on a PC	P2+	21:41	22:43	16:41	16:20	24:41	31:17	20:35	15:56	16:41
App/Web on a Smartphone	P18+	63:55	63:55	n/a	n/a	75:35	61:52	63:41	57:24	IFR
Video on a Smartphone	P18+	4:07	4:07	n/a	n/a	6:42	3:42	3:19	2:55	IFR

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

TABLE 4E – MONTHLY TIME SPENT IN HOURS: MINUTES AMONG USERS FOR Q2 2016
 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+	73:54	82:47	45:53	33:40	38:26	60:10	69:14	102:03	137:46
DVR/ Time-shifted TV	P2+	15:55	17:44	9:33	7:46	6:55	14:51	18:12	24:21	16:33
DVD/Blu-Ray Device	P2+	9:12	9:24	9:25	7:45	13:49	11:32	9:49	6:58	8:05
Game Console	P2+	18:51	19:03	18:15	20:53	30:49	26:33	14:47	7:24	7:39
Multimedia Device	P2+	26:15	27:46	23:37	17:45	21:39	30:22	20:56	32:25	44:57
Internet on a PC	P2+	43:21	48:37	IFR	IFR	37:01	67:33	55:45	27:02	33:04
Video on a PC	P2+	21:32	23:05	IFR	IFR	33:35	32:27	18:06	14:53	17:33
App/Web on a Smartphone	P18+	53:09	53:09	n/a	n/a	59:59	58:14	55:21	IFR	IFR
Video on a Smartphone	P18+	3:09	3:09	n/a	n/a	4:04	3:23	2:03	IFR	IFR

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

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

VIDEO STREAMING QUINTILE	COMPOSITE				BLACK			
	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV
Stream 1	17,282	25.0	69.7	230.1	1,670	25.9	60.7	305.3
Stream 2	17,273	2.3	29.7	243.6	1,672	2.5	29.2	331.1
Stream 3	17,281	0.6	20.5	230.8	1,676	0.7	17.7	351.3
Stream 4	17,271	0.1	14.7	253.7	1,665	0.1	16.0	342.3
Stream 5	17,278	0.0	11.8	245.7	1,670	0.0	11.8	317.5
Non Streamers	155,853	0.0	1.7	213.7	16,949	0.0	1.6	298.4
All	242,237	2.0	11.6	223.4	25,301	1.9	10.1	308.7

VIDEO STREAMING QUINTILE	HISPANIC				ASIAN AMERICAN			
	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV
Stream 1	2,121	24.1	51.1	176.9	1,081	36.0	56.4	77.2
Stream 2	2,117	2.9	17.7	190.5	1,076	3.0	31.1	129.7
Stream 3	2,123	0.7	10.0	201.9	1,083	0.8	15.9	139.9
Stream 4	2,120	0.1	9.1	191.9	1,077	0.2	14.5	153.2
Stream 5	2,118	0.0	11.6	157.4	1,080	0.0	8.5	128.7
Non Streamers	25,242	0.0	1.0	171.7	10,296	0.0	1.7	120.8
All	35,841	1.7	6.7	175.3	15,693	2.8	9.9	122.5

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

INTERNET QUINTILE	COMPOSITE				BLACK			
	# 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	29,732	12.6	73.3	269.4	2,978	12.8	65.8	355.1
Internet 2	29,731	2.5	14.5	242.8	2,968	2.4	13.2	333.1
Internet 3	29,732	0.9	4.3	237.0	2,969	0.8	4.2	322.8
Internet 4	29,733	0.2	1.1	213.5	2,975	0.2	1.1	279.4
Internet 5	29,736	0.1	0.2	204.6	2,971	0.0	0.2	300.0
Non Internet Users	93,573	0.0	0.0	207.1	10,440	0.0	0.0	295.0
All	242,237	2.0	11.6	223.4	25,301	1.9	10.1	308.7

INTERNET QUINTILE	HISPANIC				ASIAN AMERICAN			
	# 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	3,790	12.3	50.9	201.1	1,768	16.5	67.3	136.4
Internet 2	3,787	2.1	8.0	195.3	1,795	6.5	14.1	123.3
Internet 3	3,793	0.9	2.5	169.6	1,788	0.9	3.9	146.5
Internet 4	3,786	0.2	0.7	159.2	1,771	0.4	1.0	133.7
Internet 5	3,791	0.1	0.1	175.3	1,797	0.1	0.1	102.7
Non Internet Users	16,895	0.0	0.0	169.7	6,774	0.0	0.0	114.5
All	35,841	1.7	6.7	175.3	15,693	2.8	9.9	122.5

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

TELEVISION QUINTILE	COMPOSITE				BLACK			
	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV
Television 1	47,729	2.1	17.8	606.0	5,035	2.7	14.0	764.1
Television 2	47,746	1.6	12.1	282.0	5,031	1.4	11.9	401.2
Television 3	47,709	1.5	9.2	156.5	5,033	1.4	7.7	233.2
Television 4	47,757	1.8	8.9	69.4	5,027	1.8	8.4	117.8
Television 5	47,727	2.9	9.8	12.6	5,040	2.5	8.5	28.2
Non Television Viewers	3,569	5.0	14.4	0.0	135	0.2	0.6	0.0
All	242,237	2.0	11.6	223.4	25,301	1.9	10.1	308.7

TELEVISION QUINTILE	HISPANIC				ASIAN AMERICAN			
	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV
Television 1	7,125	2.0	9.4	441.7	3,041	1.8	12.7	388.6
Television 2	7,130	1.6	6.6	226.0	3,043	1.2	7.5	146.0
Television 3	7,129	1.5	6.4	130.8	3,044	1.3	6.8	67.3
Television 4	7,142	1.7	5.9	62.9	3,047	2.2	8.3	22.2
Television 5	7,107	1.6	5.2	14.5	3,039	7.4	14.1	3.2
Non Television Viewers	209	1.6	2.2	0.0	479	2.9	9.8	0.0
All	35,841	1.7	6.7	175.3	15,693	2.8	9.9	122.5

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

SMARTPHONE QUINTILES	Q2 2015		Q2 2016	
	# OF PERSONS (000)	TPP (HH:MM:SS)	# OF PERSONS (000)	TPP (HH:MM:SS)
Smartphone 1	26,448	8:26:54	31,295	10:37:30
Smartphone 2	26,467	1:21:09	31,311	1:22:52
Smartphone 3	26,452	0:25:44	31,298	0:25:45
Smartphone 4	26,477	0:07:21	31,317	0:07:29
Smartphone 5	26,466	0:00:55	31,310	0:01:02
All	132,310	2:04:21	156,531	2:30:53

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

	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
	Q2	Q2	Q2	Q2	Q2	Q2	Q2	Q2
	2015	2016	2015	2016	2015	2016	2015	2016
Broadcast Only	12,674	13,610	2,073	2,396	2,451	2,621	907	852
Cable Plus	100,440	98,690	12,766	12,565	12,017	12,055	4,155	4,145
Wired Cable (No Telco)	52,585	53,401	6,931	7,040	5,473	5,738	2,410	2,302
Telco	13,449	11,208	1,853	1,759	1,515	1,170	846	750
Satellite	34,855	34,450	4,032	3,821	5,106	5,188	935	1,136
Broadband Only	3,285	4,100	253	272	342	434	363	438

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	12%	11%	15%	18%	16%
Cable Plus	85%	86%	83%	79%	75%
Wired Cable (No Telco)	45%	46%	45%	38%	42%
Telco	10%	9%	12%	8%	12%
Satellite	30%	31%	26%	33%	21%
Broadband Only	3%	3%	1%	3%	8%

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

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

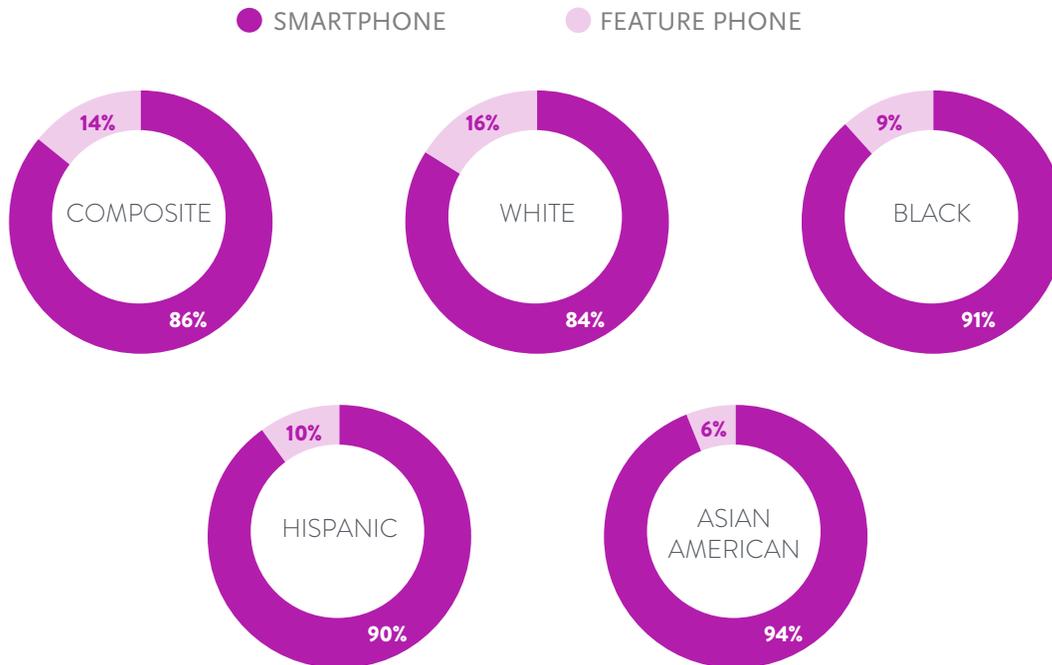
	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
	Q2 2015	Q2 2016	Q2 2015	Q2 2016	Q2 2015	Q2 2016	Q2 2015	Q2 2016
Broadcast Only and Broadband Access	6,703	7,726	701	778	1,032	1,162	667	696
Broadcast Only and No Internet/ Dial-Up Access	5,971	5,884	1,372	1,618	1,419	1,459	240	156
Cable Plus and Broadband Access	79,135	79,451	8,614	8,828	8,244	8,717	3,815	3,832
Cable Plus and No Internet/ Dial-Up Access	21,305	19,239	4,152	3,736	3,774	3,337	339	313

Table 9 is based on weighted intab counts.

TABLE 10 – DEVICES IN TV HOUSEHOLDS
PERCENTAGE OF HOUSEHOLDS

	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
	Q2 2015	Q2 2016	Q2 2015	Q2 2016	Q2 2015	Q2 2016	Q2 2015	Q2 2016
DVD/Blu-Ray Player	79%	76%	76%	73%	74%	71%	69%	67%
DVR	50%	51%	44%	48%	42%	45%	40%	42%
Enabled Smart TV	18%	24%	14%	20%	21%	28%	25%	34%
High Definition TV	91%	94%	88%	91%	92%	96%	95%	97%
Multimedia Device	22%	27%	16%	22%	22%	28%	43%	49%
Any Smartphone	76%	83%	78%	85%	86%	92%	88%	93%
Subscription Video on Demand	45%	53%	37%	44%	44%	54%	59%	66%
Any Tablet	52%	60%	46%	54%	52%	61%	68%	73%
Video Game Console	46%	44%	47%	44%	54%	54%	51%	48%

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.

Multimedia Devices is a combination of usage of the Internet Connected Devices viewing source and Audio-Video viewing sources. It would include viewing on an Apple TV, Roku, Google Chromecast, Smartphone, Computer/Laptop, etc. connected to the TV.

Reach for television and TV-connected devices includes those viewing at least one minute within the measurement period.

Data used in this report is inclusive of multicultural audiences. Hispanic consumer audiences are comprised of both English and Spanish speaking representative populations.

The last phase of a two-year sample expansion initiative (referred to as NPX) was completed on December 28, 2015, essentially doubling the sample size of our National Panel. The official production ratings that comprise Nielsen's National television measurement service will be based on the larger panel of households. As with any past panel enhancements or methodology change, there is a trend break in the data when looking at year-over-year comparisons.

AM/FM RADIO METHODOLOGY

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 countries 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. The Q2 2016 report is based on the September RADAR studies to more accurately align with the other included media. This adjustment is also reflected in the included historical data.

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. In the Q2 2016 report, the model for monthly radio estimates has been refined to more accurately align with the other included media. This adjustment is also reflected in the included historical data.

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. Reach for AM/FM Radio includes those listening for at least 5 minutes 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.

ONLINE METHODOLOGY

Nielsen's Online Panel is recruited based on an opt-in convenience panel. Online recruitment pages are offered in both English and Spanish. Panelists then download Nielsen's patented desktop NetSight meter, which accurately identifies which browser, tab, Internet application (including media players and instant messaging) or desktop application is in focus. Nielsen's Online Panel tracks usage across web sites and digital applications to deliver audience and analytics through metered measurement of panels of Internet users at both home and work.

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. 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. The audience of Video on a PC is a subset of Internet on a PC.

As of August 2015, the rules used for crediting page views and duration within Netview have been updated with more comprehensive accounting of multi-tabbed browsing and iFrames, as well as the implementation of a longer timeout threshold for mouse/keyboard inactivity. These changes resulted in an increase in Internet duration on a PC.

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

MOBILE METHODOLOGY

Nielsen's Electronic Mobile Measurement (EMM) is an observational, user-centric approach that uses passive metering technology on smartphones and tablets to track device and application usage on an opt-in convenience panel, recruited online and in English. Results are then reported out through Nielsen Mobile NetView 3.0. There are approximately 9,000 smartphone and 1,300 tablet panelists in the U.S. across both iOS and Android smartphone devices. This method provides a holistic view of all activity on the device as the behavior is being tracked without interruption.

A number of steps are taken after the data collection process to ensure the reported data is representative of the mobile population. For smartphones, weighting controls are applied across five characteristics (gender, age, income, race, and ethnicity) while independent enumeration studies are carried out on a continuous basis to provide the most current estimates of the mobile population (aka Universe Estimation).

Tablet data is unweighted and projections are applied using estimates from the National Panel that is the industry standard for TV ratings.

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

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

Due to the 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.

Weekly smartphone data is now based on weekly weights. This adjustment is also reflected in the included historical data.

In March 2016 Nielsen implemented a crediting enhancement to improve the reporting of mobile usage on iOS devices. A legacy crediting rule that capped usage at 30 minutes was removed, so now if a panelist uses an app or visits a website for more than 30 minutes at a time the entire duration is now credited towards the app or website. This crediting rule will also be implemented on Android devices in the coming months.

SOURCING

EXHIBIT 1, 2 & TABLES 1, 2, 3, 4 – AVERAGE TIME SPENT PER ADULT 18+ PER DAY, WEEKLY TIME SPENT AMONG US POPULATION, USERS BY MEDIUM, PERCENTAGE OF USERS, MONTHLY TIME SPENT AMONG USERS

Source: Live+DVR/Time-shifted TV, DVR/Time-shifted TV, DVD, Game Consoles, Multimedia Devices 03/28/2016-06/26/2016 via Nielsen NPOWER/National Panel, Radio 06/18/15-06/15/16 via RADAR 130, PC 04/01/16-06/30/16 via Nielsen Netview and Nielsen VideoCensus, Smartphone 04/01/16-06/30/16 via Nielsen Electronic Mobile Measurement, Tablet 04/01/16-06/30/16 via Nielsen Electronic Mobile Measurement – unweighted, projections based on estimates from the NPOWER/National Panel.

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.

As of the Q1 2016 report, the calculations within Exhibit 2 have been adjusted to reflect actual usage of daily users.

Table 3 percentage of users is based on the users by medium out of the Nielsen total universe estimates. Due to variations in sources, radio is based on the RADAR universe estimates and mobile is based on the Mobile Insights universe estimates. All other sources are based on the total universe estimates.

Q2 2016 Universe Estimates (000's)	Demo	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+
Total UEs	P2+	308,930	243,020	40,820	25,090	30,890	41,960	60,700	62,400	47,070
RADAR UEs	P12+	271,848	246,705	n/a	25,143	31,516	42,716	61,418	62,748	48,307
Mobile Insights UEs	P18+	243,659	243,659	n/a	n/a	30,621	42,622	60,813	65,103	44,500

Q2 2016 Universe Estimates (000's)	Demo	Black Total	Hispanic Total	Asian Am. Total
Total UEs	P2+	40,676	52,112	18,493
RADAR UEs	P12+	34,922	44,371	n/a
Mobile Insights UEs	P18+	27,164	36,806	11,772

As of the Q2 2015 report, TV-connected devices (DVR, DVD, Game Console, and Multimedia Devices) among users of each medium are calculated based on users of each TV-connected device.

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

Source: 04/01/16-06/30/16 via Nielsen NPOWER/Cross Platform Homes Panel for P2+. Internet and Video Streaming based on home PC only.

TABLE 6 – SMARTPHONE VIDEO VIEWING QUINTILES

Source: 04/01/16-06/30/16 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/National 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 that 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/National 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 that 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/National 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/National Panel. Enabled Smart TV and Multimedia Device are based on June 15 2016 for Q2 2016. Multimedia Device is based on October 15 2015 for Q2 2015.

EXHIBIT 3 – MOBILE DEVICE PENETRATION AMONG MOBILE SUBSCRIBERS 13+

Source: Mobile 04/01/16-06/30/16 via Nielsen Mobile Insights

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

AVERAGE MONTHLY CHOICES BY DEVICES

CHANNELS VIEWED – NPM SAMPLE

Source: Nielsen Custom Data, 04/25/16-05/22/2016 vs. comparable months in prior years

Viewing Criteria: 10+ contiguous minutes

Live+7 Viewing, Mon-Sun 6a-6a

- Number of viewed channel counts are based on available channel codes
- Non-HUT channels are not included
- Any bucketed channels (5991, 6512, etc.) are only counted once.
Ex. If household tunes more than one channel bucketed to channel 5991 – it will only count once for that household
- East/West channels (channel codes) are counted individually
- Plexes – for premium pay cable channels the plex channel codes are counted individually
- Extended homes are not included

CHANNELS RECEIVABLE – NPM SAMPLE

Source: Nielsen NPOWER (Custom), 04/25/16-05/22/2016 vs. comparable months in prior years

Number of channels received defined by the number of different channel numbers received on the TV tuner. A network made available on two different channel positions would count as two. This may or may not be reflective of dual feeds as individual distributors decide which and how many feeds they will carry for a given network.

AM/FM RADIO STATION TUNED

Source: Nielsen Custom Data, 04/21/16-05/18/16 vs. comparable months in prior years

Based on all PPM panelists across 45 measured markets,

5 minute threshold for listening credit

AM/FM, Public and non-commercial stations included,

Streaming music services like Pandora, Spotify, etc. not included,

Satellite Radio listening not included

Radio data is based on 6+. P2-11 for radio would be based on 6-11.

PC SITES VISITED (BY BRAND)

Source: Nielsen Custom Data from Nielsen Netview, 05/01/16-05/31/16 vs. comparable months in prior years

PC VIDEO SITES VISITED (BY BRAND)

Source: Nielsen Custom Data from Nielsen VideoCensus, 05/01/16-05/31/16 vs. comparable months in prior years

MOBILE SITES VISITED (BY BRAND) AND APPS USED

Source: Nielsen Custom Data from Nielsen Electronic Mobile Measurement, 05/01/16-05/31/16 vs. comparable months in prior years

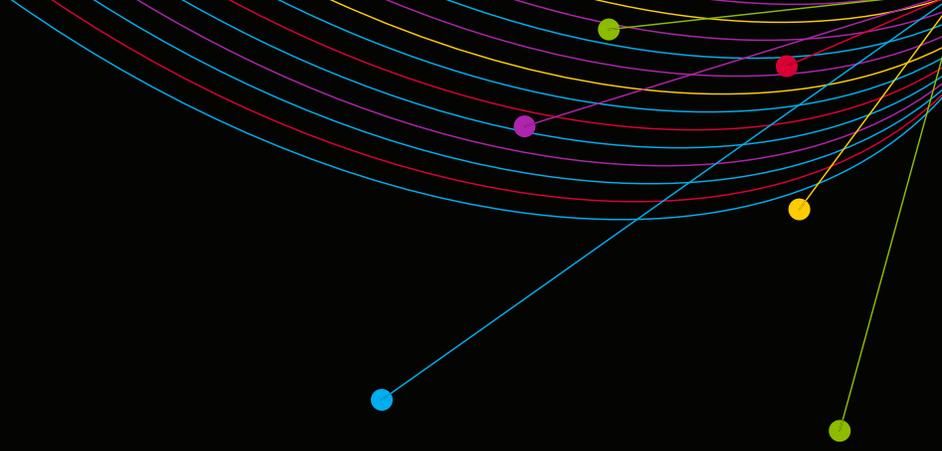
Brand would be based on the hierarchical structure for Web properties of Parent, Brand, Channel. Examples: Google(P), YouTube(B), Machinima on YouTube(C); 21st Century Fox(P), Fox Networks Group(B), FOX Broadcasting(C)

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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