

THE TOTAL AUDIENCE REPORT

Q3 2015

nielsen
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AN UNCOMMON SENSE
OF THE CONSUMER™



GLENN ENOCH
SVP AUDIENCE INSIGHTS
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In our recent examinations of TV, Radio and Digital usage, we have explored the use of comparable metrics (Q1 2015) and have analyzed patterns of usage throughout the day (Q2 2015). In our Q3 2015 report, we are building on both of these reports by using comparable metrics and patterns of usage to analyze the effect of income on device ownership and media use.

The proportion of usage going to each media platform is partly explained by the ownership of new devices and services, and partly by the ways adults with different incomes use these devices and services. Not surprisingly, higher-income households own more different kinds of media devices and subscribe to more services. This is particularly evident with newer devices and services such as smart TVs, multimedia devices, tablets and SVOD.

The most interesting finding on the usage side is that users in lower-income households spend more time with every device that they use than high-income households. This is true not just of traditional devices, but of newer ones as well. Lower-income adults who watch TV spend more time watching than higher-income adults. To a lesser extent, lower-income adults who use radio spend more time listening than higher-income adults. However, lower-income users of DVDs, game consoles and multimedia devices also spend more time using them than do higher-income users. Similarly, lower-income users of PCs, smartphones and tablets have greater usage than high-income users.

So TV – which has nearly total penetration –accounts for a greater percentage of media usage among lower-income adults because they watch TV more at every hour of the day. At the other end of the spectrum, digital devices (PCs, smartphones, tablets) make up a greater percent of media usage for higher-income adults because their greater ownership outweighs the greater usage of low-income users.

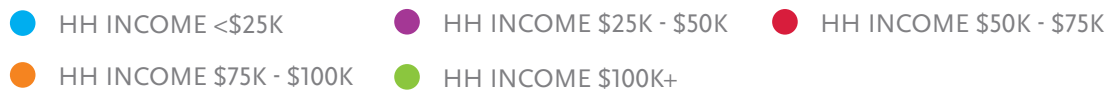
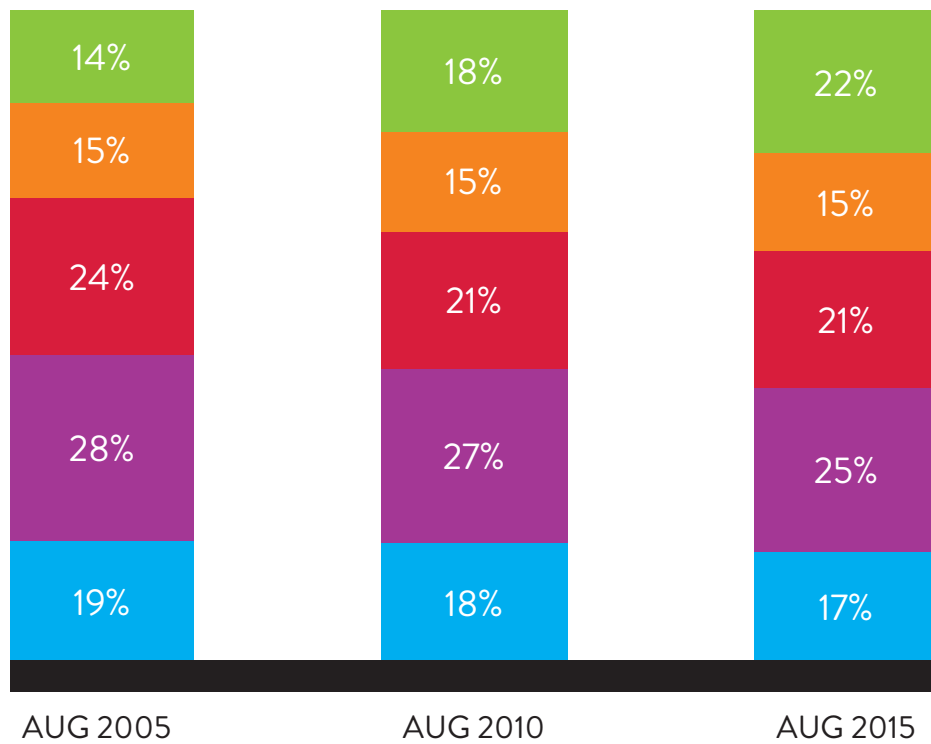
The proportion of usage going to Radio and to TV-connected devices is more stable across income breaks. Radio shows the least difference between high-income and low-income users throughout the day. In the case of TV-connected devices, higher penetration among high-income adults is balanced by higher usage among low-income adults.

These findings refer to overall use of each platform. Users of individual networks, stations, programs, sites and apps will have different income profiles.

Glenn
GLENN



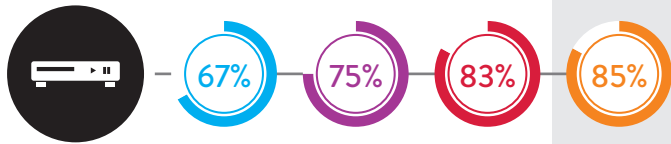
DISTRIBUTION OF HOUSEHOLD INCOME AMONG ADULTS



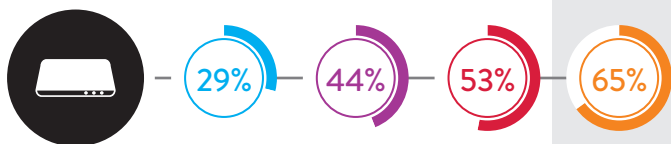
- THE HIGHEST-INCOME GROUP IS GROWING WHILE \$25K-\$75K IS SHRINKING.
- THE LOWEST-INCOME GROUP IS RELATIVELY STABLE.

DEVICES IN TV HOUSEHOLDS AMONG ADULTS BY HOUSEHOLD INCOME

DVD/BLU-RAY PLAYER



DVR



ENABLED SMART TV



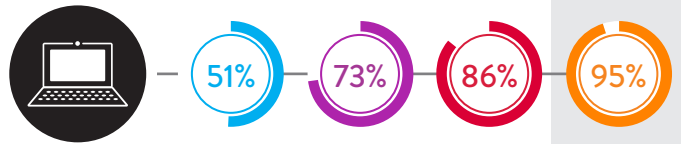
HIGH DEFINITION TV



MULTIMEDIA DEVICE



PC WITH INTERNET



ANY SMARTPHONE



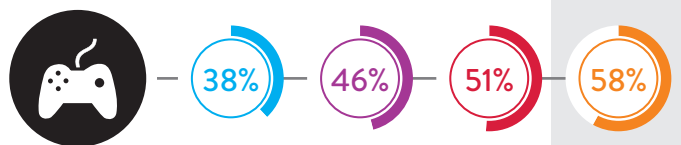
SUBSCRIPTION VIDEO ON DEMAND



ANY TABLET



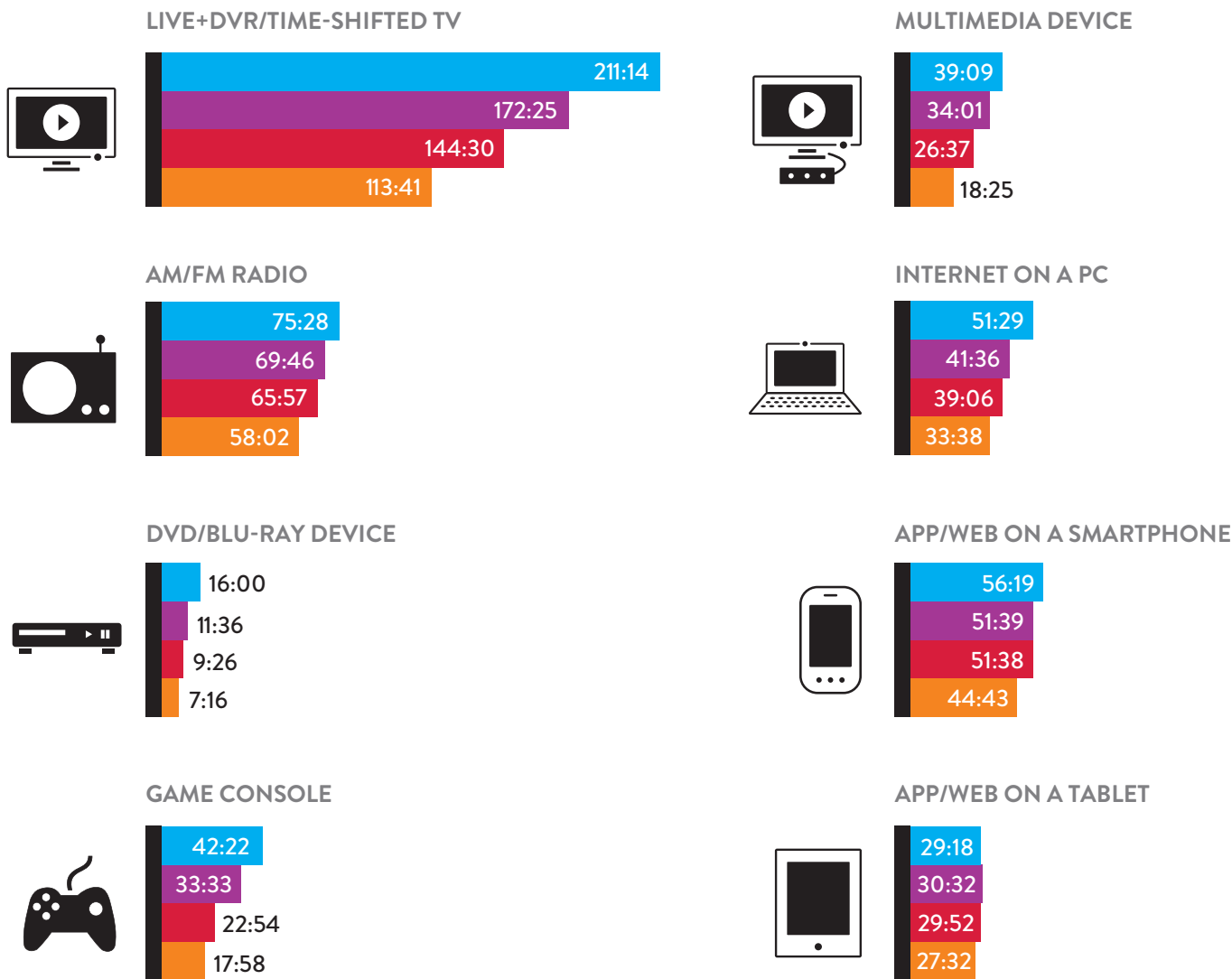
VIDEO GAME CONSOLE



● HH INCOME <\$25K ● HH INCOME \$25K - \$50K ● HH INCOME \$50K - \$75K ● HH INCOME \$75K+

- ADULTS IN HIGHER-INCOME HOMES HAVE GREATER DEVICE PENETRATION.
- THERE ARE BIGGER DIFFERENCES IN PENETRATION AMONG NEWER SERVICES AND TECHNOLOGIES.

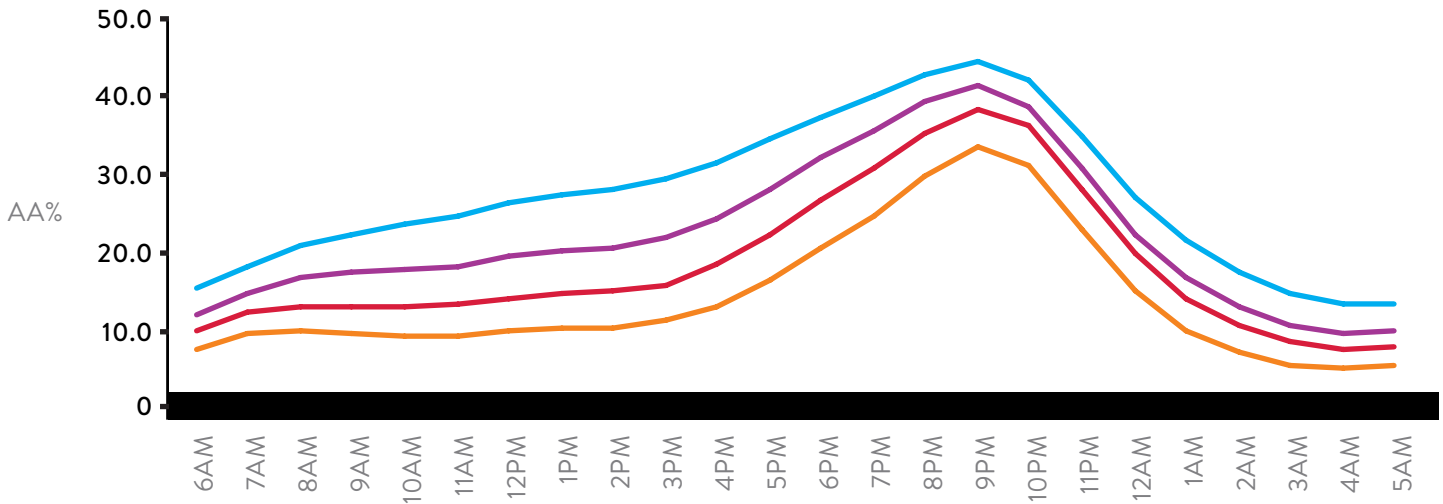
MONTHLY TIME SPENT AMONG ADULT USERS BY HOUSEHOLD INCOME



● HH INCOME <\$25K
 ● HH INCOME \$25K - \$50K
 ● HH INCOME \$50K - \$75K
 ● HH INCOME \$75K+

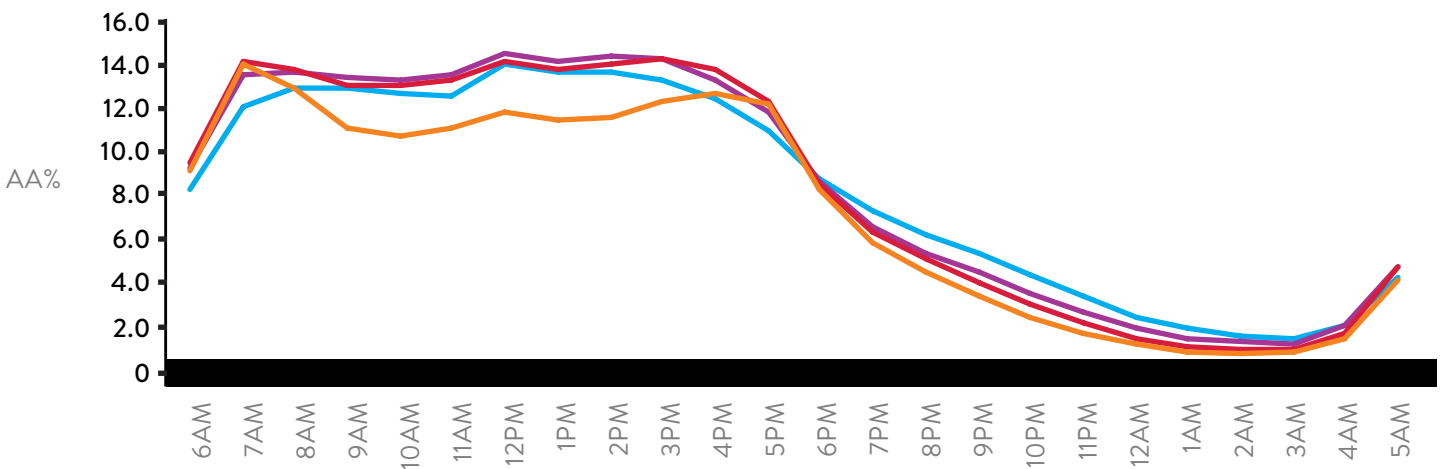
• ADULT USERS IN LOWER-INCOME HOUSEHOLDS HAVE GREATER USAGE OF EVERY PLATFORM – AMONG BOTH TRADITIONAL AND EMERGING MEDIA.

WEEKDAY (M-F) TELEVISION USAGE: P18+



- LOWER-INCOME ADULTS HAVE GREATER TELEVISION USAGE ACROSS ALL HOURS OF THE DAY.
- THE GREATEST DIFFERENCES IN VIEWING BY INCOME ARE IN DAYTIME (9A-5P) AND OVERNIGHT (2A-6A).

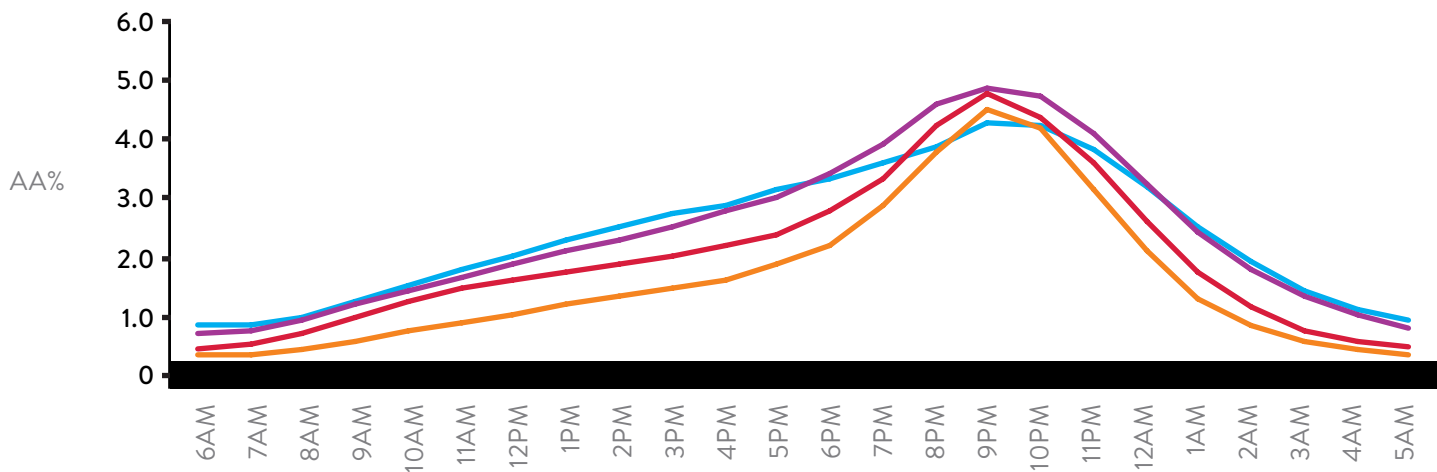
WEEKDAY (M-F) RADIO USAGE: P18+



- RADIO SHOWS THE LEAST DIFFERENCE BETWEEN HIGH-INCOME AND LOW-INCOME USERS THROUGHOUT THE DAY.

● HH INCOME <\$25K
 ● HH INCOME \$25K - \$50K
 ● HH INCOME \$50K - \$75K
 ● HH INCOME \$75K+

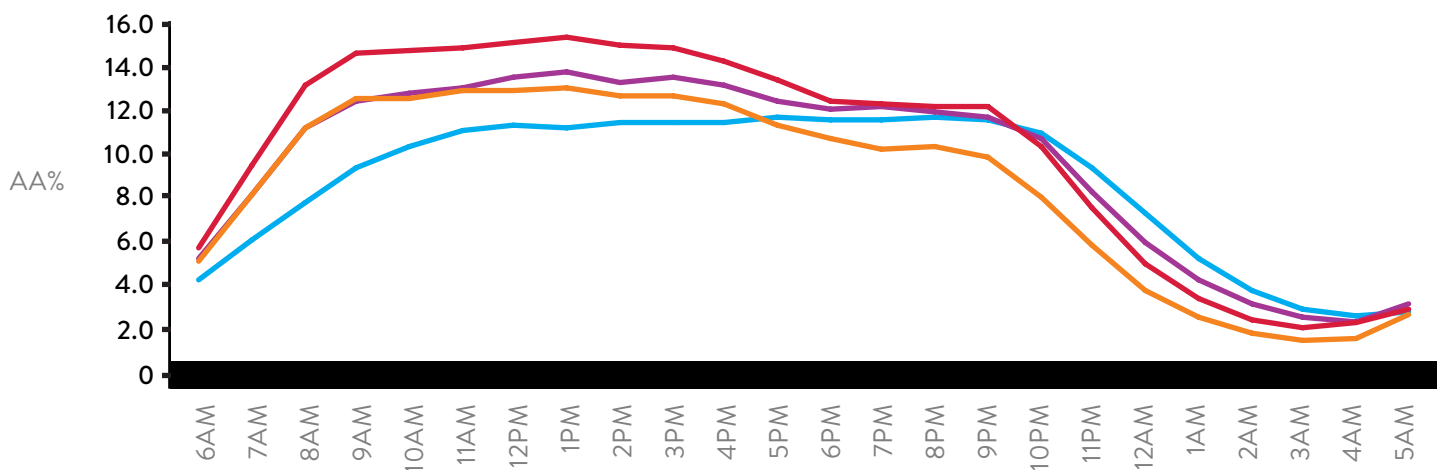
WEEKDAY (M-F) TV-CONNECTED DEVICE USAGE: P18+



- HIGH AND MID-INCOME ADULTS SHOW THE GREATEST TV-CONNECTED DEVICE USE IN PRIME-TIME.
- LOWER-INCOME ADULTS SHOW THE GREATEST USE OUTSIDE OF PRIME.

Includes DVD, Game Console, Multimedia Device

WEEKDAY (M-F) DIGITAL DEVICE USAGE: P18+

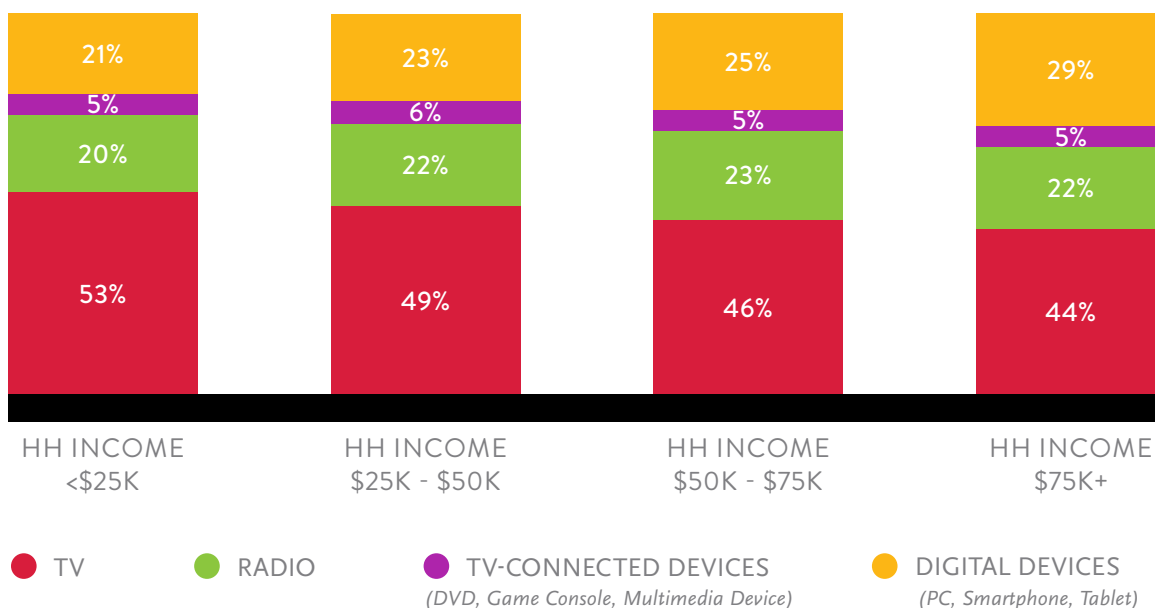


- MIDDLE-INCOME ADULTS HAVE THE GREATEST USAGE DURING PEAK HOURS (8A-9P).
- LOWEST-INCOME ADULTS SHOW THE LEAST USAGE UNTIL 5P AND THEN HAVE THE GREATEST USAGE IN THE EVENING HOURS.

Includes PC, Smartphone, Tablet

● HH INCOME <\$25K ● HH INCOME \$25K - \$50K ● HH INCOME \$50K - \$75K ● HH INCOME \$75K+

PERCENTAGE OF TOTAL MEDIA USAGE AMONG ADULTS



TV HAS GREATER PROPORTION OF USAGE AMONG LOWER-INCOME ADULTS

- PENETRATION NOT A FACTOR – VIRTUALLY ALL ADULTS HAVE ACCESS
- USAGE IS THE MAIN DRIVER, LOWER-INCOME ADULTS WATCH MORE THROUGHOUT THE DAY

RADIO HAS ABOUT THE SAME PROPORTION OF USE FOR ALL INCOME GROUPS

- PENETRATION IS NOT A FACTOR – VIRTUALLY ALL ADULTS HAVE ACCESS
- USAGE – RADIO SHOWS THE LEAST DIFFERENCE BETWEEN HIGH- AND LOW-INCOME USERS

TV-CONNECTED DEVICES HAVE ABOUT THE SAME PROPORTION OF USE FOR ALL INCOME GROUPS

- PENETRATION FAVORS HIGH-INCOME ADULTS, WHO ARE MORE LIKELY TO OWN THESE DEVICES
- USAGE OFFSETS OWNERSHIP – GREATER TIME SPENT USING AMONG LOWER-INCOME ADULTS

DIGITAL DEVICES HAVE A GREATER PROPORTION OF USAGE AMONG HIGHER-INCOME ADULTS

- PENETRATION IS THE MAIN DRIVER – GREATEST AMONG HIGH-INCOME ADULTS
- USAGE – GREATER USAGE AMONG LOW-INCOME ADULTS DOES NOT OFFSET LOWER OWNERSHIP



DEVICES IN TV HOUSEHOLDS AMONG ADULTS FOR RACE/ETHNICITY BY HOUSEHOLD INCOME

	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
	HH Income <\$50K	HH Income \$50K+	HH Income <\$50K	HH Income \$50K+	HH Income <\$50K	HH Income \$50K+	HH Income <\$50K	HH Income \$50K+
DVD/Blu-Ray Player	72%	84%	69%	82%	69%	80%	67%	75%
DVR	37%	61%	36%	59%	33%	58%	26%	45%
Enabled Smart TV	13%	26%	10%	26%	16%	34%	21%	34%
High Definition TV	89%	97%	86%	97%	92%	98%	94%	97%
Multimedia Device	15%	31%	11%	28%	16%	32%	31%	50%
PC with Internet	64%	92%	51%	87%	55%	88%	80%	97%
Any Smartphone	71%	89%	76%	93%	86%	95%	85%	94%
Subscription Video on Demand	34%	61%	27%	60%	33%	65%	41%	69%
Any Tablet	42%	69%	40%	68%	48%	70%	53%	79%
Video Game Console	43%	55%	44%	59%	49%	64%	50%	60%

- INCOME MAKES A BIGGER DIFFERENCE THAN RACE AND ETHNICITY FOR OWNERSHIP.
- ADULTS IN EACH INCOME GROUP HAVE SIMILAR OWNERSHIP REGARDLESS OF RACE/ETHNICITY.

MONTHLY TIME SPENT AMONG ADULT USERS BY HOUSEHOLD INCOME FOR RACE/ETHNICITY

		HH Income <\$50K	HH Income \$50K+
COMPOSITE	Live+DVR/Time-shifted TV	188:07	124:40
	AM/FM Radio	72:00	61:02
	DVD/Blu-Ray Device	13:17	8:02
	Game Console	36:41	19:39
	Multimedia Device	35:35	20:50
	Internet on a PC	44:47	35:41
	App/Web on a Smartphone	53:39	46:46
	App/Web on a Tablet	30:01	28:23
BLACK	Live+DVR/Time-shifted TV	250:17	177:18
	AM/FM Radio	65:55	58:26
	DVD/Blu-Ray Device	18:43	7:36
	Game Console	42:43	21:00
	Multimedia Device	33:32	20:39
	Internet on a PC	47:33	40:02
	App/Web on a Smartphone	60:17	51:59
	App/Web on a Tablet	39:23	29:32
HISPANIC	Live+DVR/Time-shifted TV	126:13	105:40
	AM/FM Radio	63:16	58:35
	DVD/Blu-Ray Device	11:00	7:52
	Game Console	26:13	20:48
	Multimedia Device	27:30	18:40
	Internet on a PC	36:11	41:50
	App/Web on a Smartphone	59:00	53:50
	App/Web on a Tablet	28:22	26:39
ASIAN AMERICAN	Live+DVR/Time-shifted TV	103:42	75:22
	DVD/Blu-Ray Device	10:16	7:45
	Game Console	28:30	14:40
	Multimedia Device	41:29	25:34
	Internet on a PC	52:14	47:27
	App/Web on a Smartphone	49:47	44:29

- ACROSS RACE AND ETHNICITY BREAKS, ADULT USERS IN LOWER-INCOME HOUSEHOLDS SPEND MORE TIME WITH EVERY PLATFORM AS COMPARED TO THOSE IN HIGHER-INCOME HOUSEHOLDS.

**Radio measurement includes Asian Americans but it cannot be separated from the total audience at this time.
Note – tablet for Asian American is not reported due to small sample sizes.*

PERCENTAGE OF TOTAL MEDIA USAGE AMONG ADULTS FOR RACE/ETHNICITY

		HH Income <\$50K	HH Income \$50K+
COMPOSITE	Live+DVR/Time-shifted TV	51%	45%
	AM/FM Radio	21%	22%
	TV-Connected Devices	5%	5%
	Digital Devices	22%	28%
BLACK	Live+DVR/Time-shifted TV	61%	54%
	AM/FM Radio	14%	15%
	TV-Connected Devices	5%	4%
	Digital Devices	20%	26%
HISPANIC	Live+DVR/Time-shifted TV	47%	40%
	AM/FM Radio	22%	18%
	TV-Connected Devices	6%	6%
	Digital Devices	25%	35%
ASIAN AMERICAN	Live+DVR/Time-shifted TV	48%	46%
	TV-Connected Devices	12%	11%
	Digital Devices	40%	43%

- THE PROPORTION OF OVERALL MEDIA USAGE SHOWS A SIMILAR PATTERN FOR RACE AND ETHNICITY—TV HAS A GREATER PROPORTION OF USAGE AMONG LOWER-INCOME ADULTS AND DIGITAL DEVICES HAVE A GREATER PROPORTION OF USAGE AMONG HIGHER-INCOME ADULTS

**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

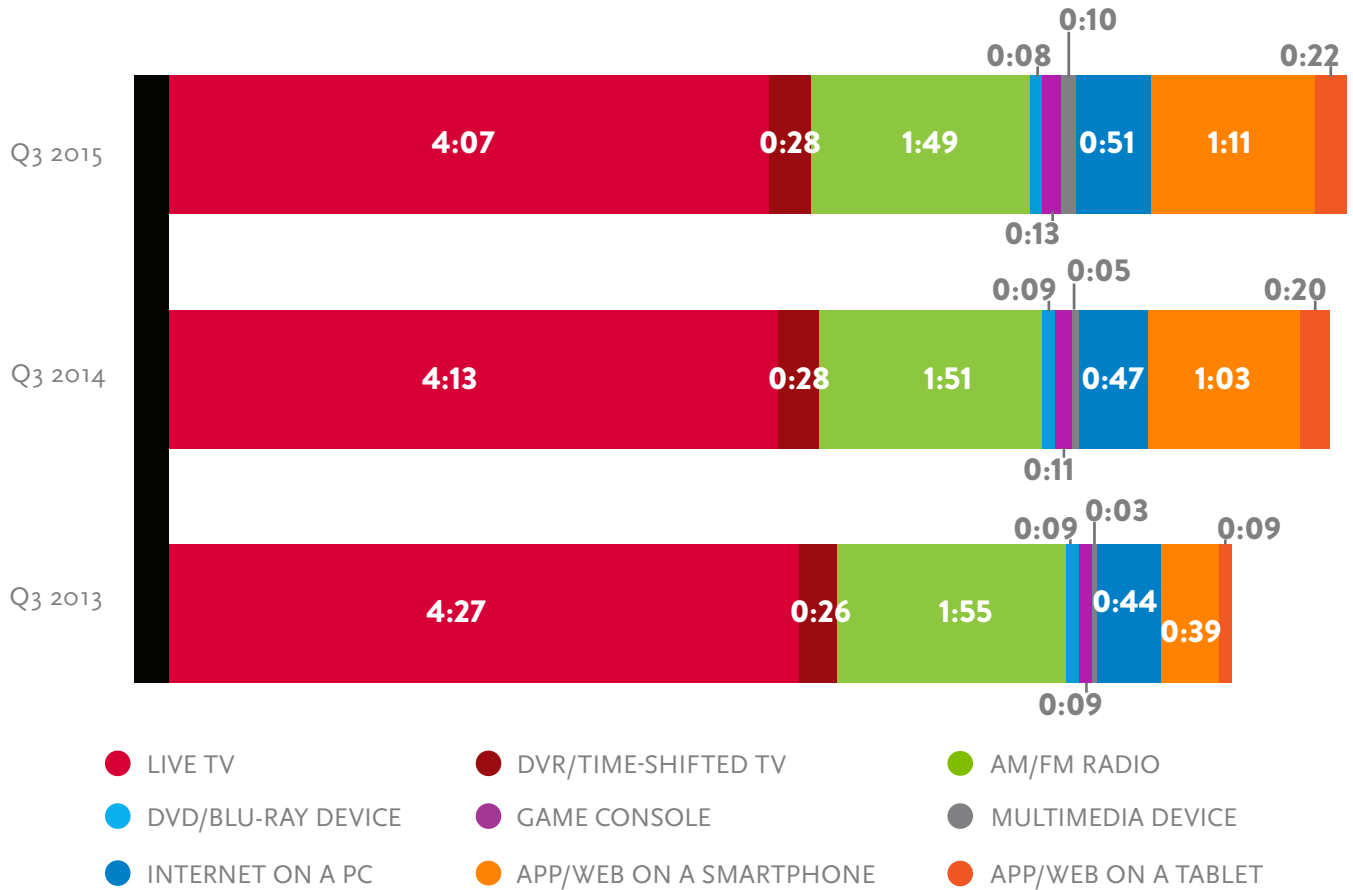


EXHIBIT 2 - BASED ON USERS OF EACH MEDIUM

	Q3 2013	Q3 2014	Q3 2015
Live TV	4:44	4:32	4:27
DVR/Time-shifted TV	0:48	0:50	0:48
AM/FM Radio	2:47	2:44	2:42
DVD/Blu-Ray Device	0:19	0:20	0:20
Game Console	0:37	0:44	0:52
Multimedia Device	0:39	0:43	0:49
Internet on a PC	1:00	1:06	1:18
App/Web on a Smartphone	1:10	1:33	1:37

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.

TABLE 1A - A WEEK IN THE LIFE FOR Q3 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+	29:26	32:02	21:39	17:00	15:30	21:10	28:41	39:21	47:33	43:04	24:02	15:22
DVR/Time-shifted TV	P2+	3:05	3:19	2:27	1:49	1:32	2:44	3:44	3:55	3:42	2:55	2:09	1:50
AM/FM Radio	P12+	12:09	12:41	n/a	6:54	9:53	11:17	13:24	14:51	12:00	12:29	12:12	n/a
DVD/Blu-Ray Device	P2+	1:00	0:54	1:40	0:56	0:47	1:06	0:59	0:56	0:38	1:11	0:59	0:40
Game Console	P2+	1:54	1:28	2:56	4:29	4:11	2:54	1:14	0:21	0:07	2:17	2:00	1:23
Multimedia Device	P2+	1:14	1:11	1:29	1:09	1:25	2:03	1:21	0:49	0:34	0:55	1:11	2:13
Internet on a PC	P2+	4:50	6:00	0:19	0:54	4:25	7:28	7:14	6:29	3:26	4:58	3:27	3:34
Video on a PC	P2+	1:11	1:23	0:24	0:34	1:35	2:00	1:42	1:12	0:33	1:39	1:04	0:51
App/Web on a Smartphone	P18+	8:19	8:19	n/a	n/a	11:44	10:37	10:24	7:51	1:50	9:04	10:50	7:33
Video on a Smartphone	P18+	0:16	0:16	n/a	n/a	0:39	0:24	0:17	0:11	IFR	0:27	0:32	0:26

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 Q3 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+	30:17	32:45	22:41	19:12	17:34	23:09	29:41	39:23	47:13	43:54	25:50	16:24
DVR/Time-shifted TV	P2+	3:04	3:17	2:33	1:54	1:43	3:03	3:40	3:49	3:19	2:55	2:11	1:47
AM/FM Radio	P12+	12:26	12:58	n/a	7:23	10:30	11:35	13:48	14:57	12:06	12:52	12:32	n/a
DVD/Blu-Ray Device	P2+	1:08	1:00	1:53	1:08	0:46	1:20	1:08	1:02	0:37	1:14	1:08	0:50
Game Console	P2+	1:46	1:17	3:00	4:19	3:35	2:36	1:03	0:20	0:07	1:57	1:59	1:07
Multimedia Device	P2+	0:37	0:37	0:43	0:30	0:51	1:01	0:43	0:24	0:17	0:26	0:26	1:26
Internet on a PC	P2+	4:26	5:31	0:19	0:46	4:54	5:59	7:22	5:39	2:48	4:27	3:08	3:52
Video on a PC	P2+	1:10	1:24	0:18	0:26	1:46	1:56	1:48	1:10	0:26	1:21	0:59	1:06
App/Web on a Smartphone	P18+	7:27	7:27	n/a	n/a	9:40	10:32	9:39	6:22	1:16	10:47	10:06	9:09
Video on a Smartphone	P18+	0:12	0:12	n/a	n/a	0:29	0:19	0:14	0:07	IFR	0:24	0:21	0:20

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

	Demo (Users)	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
		Q3 14	Q3 15	Q3 14	Q3 15	Q3 14	Q3 15	Q3 14	Q3 15
Live+DVR/Time-shifted TV	P2+	282,665	282,162	37,553	37,286	48,211	48,625	15,056	15,111
DVR/Time-shifted TV	P2+	173,305	180,580	22,281	23,343	25,183	26,662	8,112	8,505
AM/FM Radio	P12+	258,734	259,342	32,981	33,111	42,490	42,599	n/a	n/a
DVD/Blu-Ray Device	P2+	139,273	125,080	16,109	14,769	22,581	20,227	7,044	6,157
Game Console	P2+	95,315	90,490	11,802	11,807	17,871	16,811	5,702	5,207
Multimedia Device	P2+	38,721	66,491	3,202	6,642	5,261	11,427	4,802	6,290
Internet on a PC	P2+	194,527	182,234	23,572	22,481	26,000	23,553	6,922	6,328
Video on a PC	P2+	144,141	127,085	17,524	15,977	18,693	15,621	5,476	4,604
App/Web on a Smartphone	P18+	162,798	176,145	20,811	21,045	29,581	30,305	9,494	10,171
Video on a Smartphone	P18+	125,686	132,924	17,325	17,275	24,620	24,441	7,416	7,453

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

	Demo (Users)	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
		Q3 14	Q3 15	Q3 14	Q3 15	Q3 14	Q3 15	Q3 14	Q3 15
Live+DVR/Time-shifted TV	P18+	221,599	221,767	28,020	28,004	33,937	34,380	11,770	11,770
DVR/Time-shifted TV	P18+	134,891	142,395	16,499	17,527	17,426	18,773	6,207	6,547
AM/FM Radio	P18+	234,959	236,019	29,160	29,373	36,923	37,120	n/a	n/a
DVD/Blu-Ray Device	P18+	104,297	93,967	12,054	10,919	15,244	13,610	5,117	4,505
Game Console	P18+	60,233	57,915	7,221	7,151	10,616	10,176	3,848	3,536
Multimedia Device	P18+	29,492	49,876	2,531	4,841	3,775	7,980	3,803	4,863
Internet on a PC	P18+	170,698	161,152	20,587	19,848	20,920	19,245	6,125	5,646
Video on a PC	P18+	128,686	114,502	15,468	14,304	15,274	13,000	4,939	4,202
App/Web on a Smartphone	P18+	162,798	176,145	20,811	21,045	29,581	30,305	9,494	10,171
Video on a Smartphone	P18+	125,686	132,924	17,325	17,275	24,620	24,441	7,416	7,453

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

	Demo (Users)	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
		Q3 14	Q3 15	Q3 14	Q3 15	Q3 14	Q3 15	Q3 14	Q3 15
Live+DVR/Time-shifted TV	P2+	141:19	138:42	201:43	201:36	117:48	109:55	82:18	79:30
DVR/Time-shifted TV	P2+	23:23	22:42	22:37	21:50	19:01	17:52	16:37	16:50
AM/FM Radio	P12+	58:53	57:53	61:03	59:37	58:10	57:01	n/a	n/a
DVD/Blu-Ray Device	P2+	10:42	10:41	13:09	14:05	10:57	10:50	8:54	8:25
Game Console	P2+	24:25	27:57	28:28	33:52	24:29	26:31	14:53	20:52
Multimedia Device	P2+	21:16	24:31	23:20	24:00	18:23	22:53	22:34	27:36
Internet on a PC	P2+	30:06	35:55	32:27	39:04	26:25	33:08	42:13	44:57
Video on a PC	P2+	10:42	12:28	13:18	17:59	11:31	15:13	15:04	14:18
App/Web on a Smartphone	P18+	47:35	49:23	55:43	56:16	52:14	56:30	47:15	45:54
Video on a Smartphone	P18+	1:46	2:12	2:32	3:24	2:16	3:28	2:17	3:37

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

	Demo (Users)	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
		Q3 14	Q3 15	Q3 14	Q3 15	Q3 14	Q3 15	Q3 14	Q3 15
Live+DVR/Time-shifted TV	P18+	152:45	150:54	218:20	218:42	125:16	117:33	89:10	85:42
DVR/Time-shifted TV	P18+	25:10	24:23	24:06	23:12	20:07	18:34	17:39	18:21
AM/FM Radio	P18+	61:12	60:11	63:48	62:25	61:21	60:24	n/a	n/a
DVD/Blu-Ray Device	P18+	9:54	10:02	13:01	13:34	9:21	9:35	8:14	8:34
Game Console	P18+	22:02	26:20	25:10	32:35	21:18	23:40	13:26	18:08
Multimedia Device	P18+	21:51	24:57	23:44	25:19	18:31	22:28	23:57	28:57
Internet on a PC	P18+	33:30	39:39	36:12	43:22	31:24	39:00	46:32	49:32
Video on a PC	P18+	11:13	12:42	14:12	18:54	12:35	16:26	15:53	14:43
App/Web on a Smartphone	P18+	47:35	49:23	55:43	56:16	52:14	56:30	47:15	45:54
Video on a Smartphone	P18+	1:46	2:12	2:32	3:24	2:16	3:28	2:17	3:37

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+	138:42	150:54	102:30	80:02	82:56	104:22	132:49	178:28	214:06
DVR/Time-shifted TV	P2+	22:42	24:23	18:17	13:29	14:16	20:16	25:01	27:31	28:12
AM/FM Radio	P12+	57:53	60:11	n/a	34:08	48:04	53:07	61:55	68:51	60:33
DVD/Blu-Ray Device	P2+	10:41	10:02	14:10	9:48	12:53	13:04	9:25	9:34	7:37
Game Console	P2+	27:57	26:20	26:54	36:32	46:09	31:22	17:02	11:54	10:42
Multimedia Device	P2+	24:31	24:57	24:15	21:16	29:56	30:53	22:13	20:32	22:39
Internet on a PC	P2+	35:55	39:39	5:09	9:39	35:05	46:21	41:59	40:47	28:23
Video on a PC	P2+	12:28	12:42	10:20	10:32	18:29	17:27	13:42	10:08	6:17
App/Web on a Smartphone	P18+	49:23	49:23	n/a	n/a	59:57	56:14	53:08	39:54	32:01
Video on a Smartphone	P18+	2:12	2:12	n/a	n/a	3:53	2:34	1:54	1:26	0:42

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+	201:36	218:42	156:51	139:18	145:18	154:38	202:20	268:54	316:40
DVR/Time-shifted TV	P2+	21:50	23:12	18:27	16:39	17:30	19:50	25:54	25:29	23:29
AM/FM Radio	P12+	59:37	62:25	n/a	37:49	47:03	53:59	64:09	74:55	65:19
DVD/Blu-Ray Device	P2+	14:05	13:34	16:45	13:18	14:54	16:01	12:28	15:23	8:15
Game Console	P2+	33:52	32:35	28:59	45:32	55:07	37:30	20:41	12:51	13:47
Multimedia Device	P2+	24:00	25:19	18:45	23:36	26:21	30:27	25:41	18:19	15:20
Internet on a PC	P2+	39:04	43:22	5:36	7:46	42:51	48:49	48:26	38:04	30:20
Video on a PC	P2+	17:59	18:54	9:34	10:54	26:06	23:13	21:39	12:50	6:09
App/Web on a Smartphone	P18+	56:16	56:16	n/a	n/a	64:49	71:26	63:34	42:39	IFR
Video on a Smartphone	P18+	3:24	3:24	n/a	n/a	6:12	4:05	3:01	2:09	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 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+	109:55	117:33	99:53	76:00	69:13	94:43	110:48	153:55	205:29
DVR/Time-shifted TV	P2+	17:52	18:34	17:33	13:32	13:54	17:24	17:21	23:01	25:09
AM/FM Radio	P12+	57:01	60:24	n/a	33:42	48:08	56:26	64:48	68:12	65:36
DVD/Blu-Ray Device	P2+	10:50	9:35	14:50	10:03	9:35	10:55	8:23	10:35	8:05
Game Console	P2+	26:31	23:40	27:23	36:09	41:24	24:30	13:37	9:06	9:34
Multimedia Device	P2+	22:53	22:28	24:28	22:48	23:19	27:45	21:36	14:48	18:16
Internet on a PC	P2+	33:08	39:00	5:14	8:47	36:06	45:22	41:09	34:26	26:27
Video on a PC	P2+	15:13	16:26	9:50	8:22	19:32	20:11	18:55	8:05	9:20
App/Web on a Smartphone	P18+	56:30	56:30	n/a	n/a	68:01	57:39	57:07	41:08	IFR
Video on a Smartphone	P18+	3:28	3:28	n/a	n/a	5:27	3:18	2:41	1:50	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+	79:30	85:42	66:13	43:00	54:10	57:41	71:41	96:40	151:53
DVR/Time-shifted TV	P2+	16:50	18:21	11:38	11:52	12:53	15:02	18:57	23:01	17:40
DVD/Blu-Ray Device	P2+	8:25	8:34	9:22	5:20	10:22	9:05	6:59	7:43	11:41
Game Console	P2+	20:52	18:08	23:37	30:57	29:14	23:53	13:59	12:51	4:10
Multimedia Device	P2+	27:36	28:57	24:24	20:33	23:58	27:53	26:50	30:48	43:16
Internet on a PC	P2+	44:57	49:32	IFR	IFR	54:15	59:29	57:57	27:59	26:59
Video on a PC	P2+	14:18	14:43	IFR	IFR	19:39	19:45	14:33	8:02	7:07
App/Web on a Smartphone	P18+	45:54	45:54	n/a	n/a	51:26	45:29	47:18	IFR	IFR
Video on a Smartphone	P18+	3:37	3:37	n/a	n/a	3:36	2:30	2:35	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 STREAMING BEHAVIOR

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	19,777	18.8	62.0	256.4	1,824	17.8	55.2	370.5
Stream 2	19,780	2.0	29.1	248.5	1,821	2.4	24.4	316.5
Stream 3	19,777	0.6	19.2	262.1	1,824	0.7	14.8	375.9
Stream 4	19,771	0.1	11.9	234.0	1,820	0.2	10.7	314.5
Stream 5	19,782	0.0	8.6	237.3	1,820	0.0	8.4	356.0
Non Streamers	138,714	0.0	1.1	208.9	15,061	0.0	1.0	302.6
All	237,602	1.8	11.6	225.2	24,171	1.6	9.2	319.3

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	2,177	17.1	42.1	186.9	1,007	23.1	58.0	113.0
Stream 2	2,185	2.6	19.4	199.3	1,021	1.9	20.1	127.5
Stream 3	2,192	0.6	11.9	208.3	993	0.7	15.7	110.5
Stream 4	2,182	0.1	7.5	213.9	997	0.1	11.3	112.6
Stream 5	2,194	0.0	5.3	179.6	1,011	0.0	9.4	123.6
Non Streamers	22,112	0.0	0.6	179.3	10,204	0.0	0.9	125.0
All	33,042	1.4	6.2	185.4	15,233	1.7	8.2	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 (AVERAGE DAILY MINUTES)	TV	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV
Internet 1	30,389	10.1	68.1	299.7	2,874	9.6	58.3	403.8
Internet 2	30,390	2.6	15.0	241.8	2,861	2.5	13.2	334.3
Internet 3	30,387	0.9	4.8	224.1	2,861	0.8	3.8	323.7
Internet 4	30,391	0.2	1.3	214.2	2,870	0.2	1.2	343.6
Internet 5	30,389	0.1	0.2	208.5	2,863	0.1	0.2	292.4
Non Internet Users	85,655	0.0	0.0	202.3	9,842	0.0	0.0	289.1
All	237,602	1.8	11.6	225.2	24,171	1.6	9.2	319.3

INTERNET 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
Internet 1	3,520	9.5	45.4	213.5	1,670	13.1	57.9	128.5
Internet 2	3,535	2.0	8.3	184.3	1,678	1.3	11.5	133.5
Internet 3	3,514	0.8	2.4	182.1	1,671	0.7	3.4	113.8
Internet 4	3,520	0.1	0.7	174.9	1,654	0.2	0.9	120.9
Internet 5	3,531	0.1	0.1	183.9	1,672	0.0	0.1	147.2
Non Internet Users	15,422	0.0	0.0	182.6	6,887	0.0	0.0	114.8
All	33,042	1.4	6.2	185.4	15,233	1.7	8.2	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	46,667	2.4	19.2	607.6	4,784	1.9	14.7	794.3
Television 2	46,675	1.5	11.7	282.9	4,784	1.4	9.0	418.3
Television 3	46,669	1.4	9.2	160.6	4,775	1.7	9.6	242.7
Television 4	46,663	1.4	8.6	74.0	4,785	1.8	7.0	120.0
Television 5	46,672	2.3	9.1	13.5	4,785	1.3	5.6	30.3
Non Television Viewers	4,257	2.7	12.4	0.0	258	1.3	10.0	0.0
All	237,602	1.8	11.6	225.2	24,171	1.6	9.2	319.3

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	6,530	1.2	7.8	466.5	2,906	1.1	8.0	383.7
Television 2	6,527	1.3	5.9	233.5	2,916	1.1	6.9	147.6
Television 3	6,528	1.2	5.8	142.8	2,909	1.1	9.1	74.3
Television 4	6,533	1.3	4.7	71.0	2,912	1.6	8.9	26.4
Television 5	6,528	1.5	5.9	16.0	2,910	3.2	8.2	4.1
Non Television Viewers	396	4.7	16.6	0.0	679	3.7	8.2	0.0
All	33,042	1.4	6.2	185.4	15,233	1.7	8.2	122.5

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

SMARTPHONE QUINTILES	Q3 2014		Q3 2015	
	# OF PERSONS (000)	TPP (HH:MM:SS)	# OF PERSONS (000)	TPP (HH:MM:SS)
Smartphone 1	25,121	7:03:11	26,575	9:00:22
Smartphone 2	25,140	1:14:32	26,589	1:23:28
Smartphone 3	25,135	0:26:17	26,555	0:27:15
Smartphone 4	25,140	0:08:23	26,599	0:07:57
Smartphone 5	25,148	0:01:09	26,606	0:01:04
All	125,684	1:46:40	132,924	2:11:59

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

	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
	Q3 2014	Q3 2015	Q3 2014	Q3 2015	Q3 2014	Q3 2015	Q3 2014	Q3 2015
Broadcast Only	12,167	12,816	1,887	2,115	2,383	2,581	733	841
Cable Plus	101,080	100,006	12,847	12,789	12,087	11,954	4,225	4,199
Wired Cable (No Telco)	53,579	52,277	7,372	7,036	5,612	5,329	2,494	2,260
Telco	13,385	13,520	1,804	1,928	1,487	1,553	839	952
Satellite	34,643	34,607	3,761	3,868	5,078	5,140	936	1,018
Broadband Only	2,753	3,579	203	234	260	375	339	388

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%	14%	16%	16%
Cable Plus	86%	87%	85%	81%	77%
Wired Cable (No Telco)	44%	45%	46%	36%	42%
Telco	12%	11%	13%	11%	17%
Satellite	30%	31%	26%	35%	19%
Broadband Only	3%	3%	1%	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)

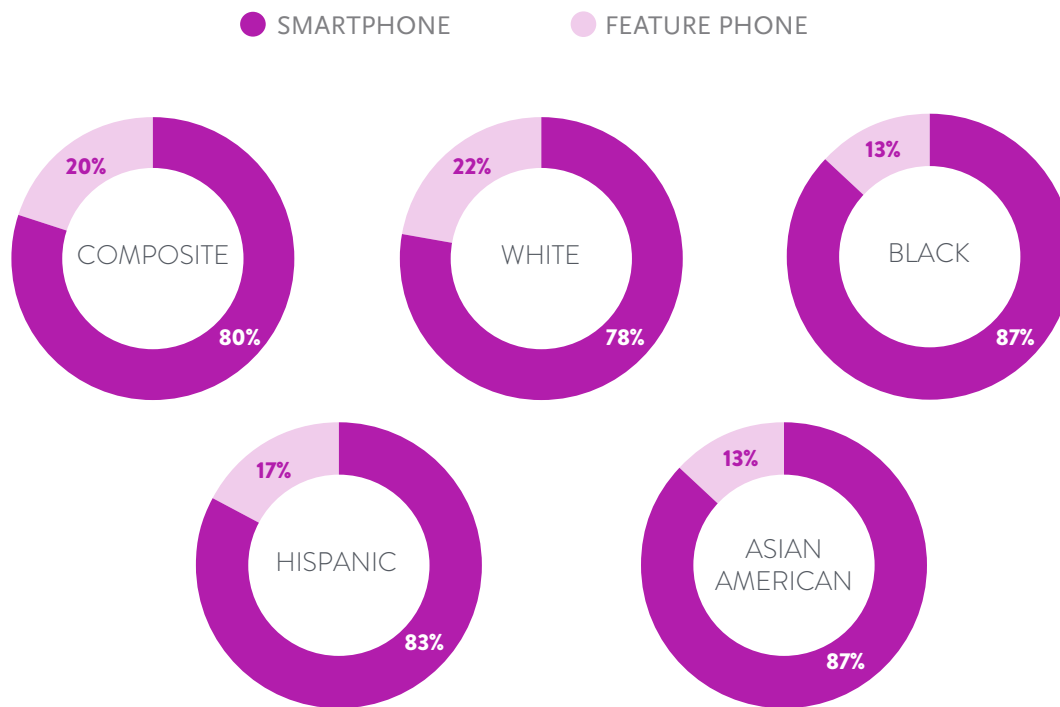
	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
	Q3 2014	Q3 2015	Q3 2014	Q3 2015	Q3 2014	Q3 2015	Q3 2014	Q3 2015
Broadcast Only and Broadband Access	6,904	6,824	731	676	1,057	1,116	570	656
Broadcast Only and No Internet/ Dial-Up Access	5,263	5,992	1,156	1,440	1,327	1,465	163	184
Cable Plus and Broadband Access	82,902	79,044	9,132	8,617	9,078	8,273	3,958	3,818
Cable Plus and No Internet/ Dial-Up Access	18,178	20,961	3,715	4,172	3,009	3,681	267	382

Table 9 is based on weighted intab counts.

TABLE 10 – DEVICES IN TV HOUSEHOLDS
PERCENTAGE OF HOUSEHOLDS

	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
	Q3 2014	Q3 2015	Q3 2014	Q3 2015	Q3 2014	Q3 2015	Q3 2014	Q3 2015
DVD/Blu-Ray Player	81%	78%	77%	74%	78%	73%	73%	70%
DVR	49%	49%	44%	44%	41%	43%	41%	40%
Enabled Smart TV	12%	19%	9%	15%	15%	22%	23%	27%
High Definition TV	90%	92%	86%	89%	92%	93%	93%	96%
Multimedia Device	18%	22%	12%	16%	16%	22%	41%	43%
Any Smartphone	72%	78%	74%	80%	80%	88%	83%	90%
Subscription Video on Demand	40%	46%	31%	37%	39%	45%	54%	59%
Any Tablet	44%	54%	37%	48%	43%	55%	62%	70%
Video Game Console	46%	45%	47%	46%	54%	53%	52%	50%

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 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.

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

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.

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 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. 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.

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, recruited online and in English. Results are then reported out through Nielsen Mobile NetView 3.0. There are approximately 6,000 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 of 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 Q3 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 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.

SOURCING

EXHIBITS 1, 2 & TABLES 1, 2, 3, 4 – AVERAGE TIME SPENT PER ADULT 18+ PER DAY, A WEEK IN THE LIFE, 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 06/29/2015 – 09/27/2015 via Nielsen NPOWER/NPM Panel, Radio 06/19/14-06/17/15 via RADAR 126, PC 07/01/15-09/30/15 via Nielsen Netview and Nielsen VideoCensus, Smartphone 07/01/15-09/30/15 via Nielsen Electronic Measurement, Tablet 07/01/15-09/30/15 via Nielsen Electronic Measurement – unweighted, projections based on estimates from the NPOWER/NPM 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 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. Prior year data within this report has been adjusted to reflect this change.

As of the Q4 2014 report, Multimedia Devices is a combination of usage of the Internet Connected Devices viewing source (includes devices like Apple TV, Roku, Google Chromecast, Smartphone) 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.

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

Source: 07/01/15-09/30/15 via Nielsen NPOWER/Cross Platform Homes Panel for P2+. Internet and Streaming based on home PC only.

TABLE 6 – SMARTPHONE VIDEO VIEWING QUINTILES

Source: 07/01/15-09/30/15 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 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/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 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/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. For Multimedia Devices, Q3 2015 data is based on October 15 2015. For Smartphone, Q3 2014 is based on December 15 2014.

EXHIBIT 3 – MOBILE DEVICE PENETRATION AMONG MOBILE SUBSCRIBERS 13+

Source: Mobile 07/01/15-09/30/15 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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Distribution of Household Income and Device Penetration:

Source: Nielsen NPOWER/NPM Panel, Based on weighted intab counts for August 15 2015, Multimedia Device based on October 15 2015 P18+.

Percentage of Total Media Usage and Time Spent:

Source: Live+DVR/Time-shifted TV, DVR/Time-shifted TV, DVD, Game Consoles, Multimedia Devices 06/29/2015 – 09/27/2015 via Nielsen NPOWER/NPM Panel, Radio 06/19/14-06/17/15 via RADAR 126, PC 07/01/15-09/30/15 via Nielsen Netview, Smartphone 07/01/15-09/30/15 via Nielsen Electronic Measurement, Tablet 07/01/15-09/30/15 via Nielsen Electronic Measurement – unweighted, projections based on estimates from the NPOWER/NPM Panel, P18+.

Hour by Hour Usage:

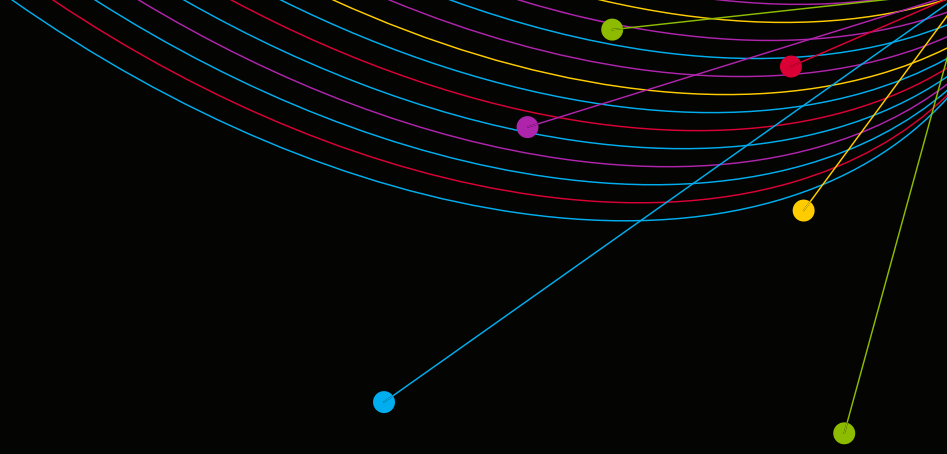
Source: Live+DVR/Time-shifted TV, TV-Connected Devices (DVD, Game Consoles, Multimedia Devices) 08/01/2015 – 08/31/2015 via Nielsen NPOWER/NPM Panel, Radio 03/26/15-06/17/15 Spring 2015 National Respondent Data, PC 08/01/2015-08/31/2015 via Nielsen Netview, Smartphone 08/01/2015-08/31/2015 via Nielsen Electronic Measurement, Tablet 08/01/2015-08/31/2015 via Nielsen Electronic Measurement – unweighted, projections based on estimates from the NPOWER/NPM Panel, P18+.

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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