THE NIELSEN TOTAL AUDIENCE REPORT

Q3 2016

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OF THE CONSUMER™

GLENN ENOCH
SVP AUDIENCE INSIGHTS
NIELSEN

In the Q4 2015 issue of the Nielsen Total Audience report, we analyzed the characteristics and behaviors of millennials. In this issue, we look at another segment of the population – moms.

According to our national TV panel, there are 25.1 million women aged 18-49 living in their own home who have children under the age of 12. Nielsen's comprehensive information on our panelists allows us to divide them into working moms and stay-at-home moms.

In this report, we look at the effects of age and number of children on these two groups. We provide an extensive profile of working and stay-at-home moms — their income, education, home status, urbanicity and race/origin. We provide data on their technology ownership and media behaviors, across TV, radio and digital media.

For example, stay-at-home moms spend more time with the TV screen (both live TV and OTT devices), while working moms spend more time listening to radio. Among those who use digital devices, stay-at-home moms spend more time with PCs, smartphones, and tablets.

The top three platforms among persons aged 18-49 in terms of time spent are TV, radio and smartphones. In the exhibits and tables at the second part of this report, we continue to see the effects of crediting enhancements for mobile reporting made in March (for iOS) and August 2016 (for Android). Specifically, we removed a legacy crediting rule that limited mobile usage at 30 minutes which increases the total reported number of minutes spent with these devices.

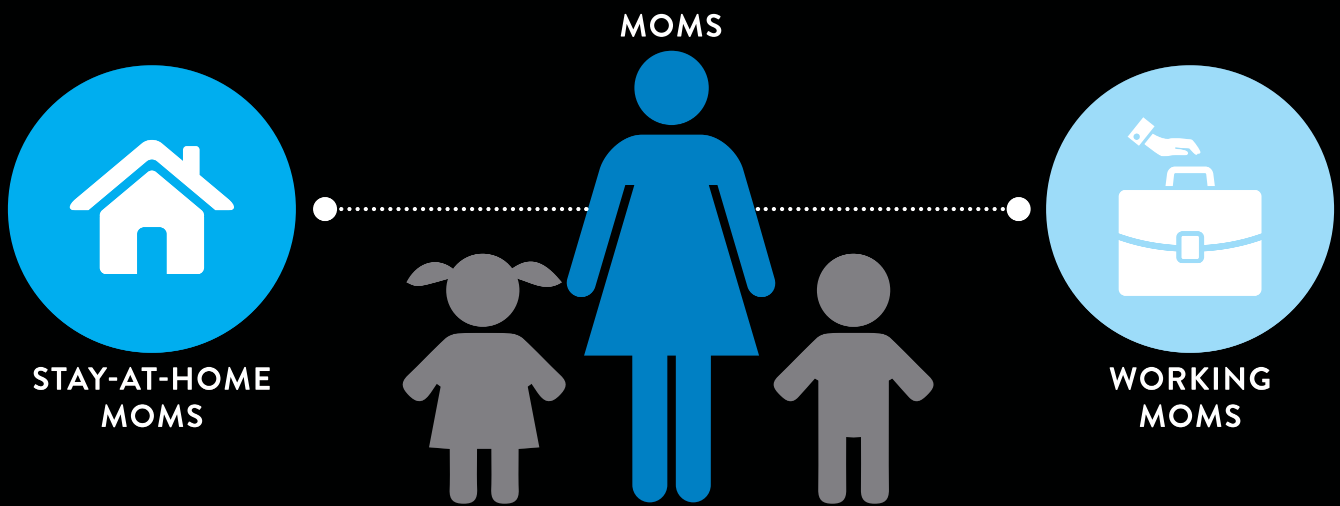
If devices from only a single operating system were impacted by the change, then we could separate the differences due to methodology from the differences due to organic growth. However, devices from both iOS and Android operating systems are affected year to year. Therefore, we did a calculation for Q2 data when only iOS devices were affected, and found that as much as 48% of the difference was due to organic growth.

GLENN

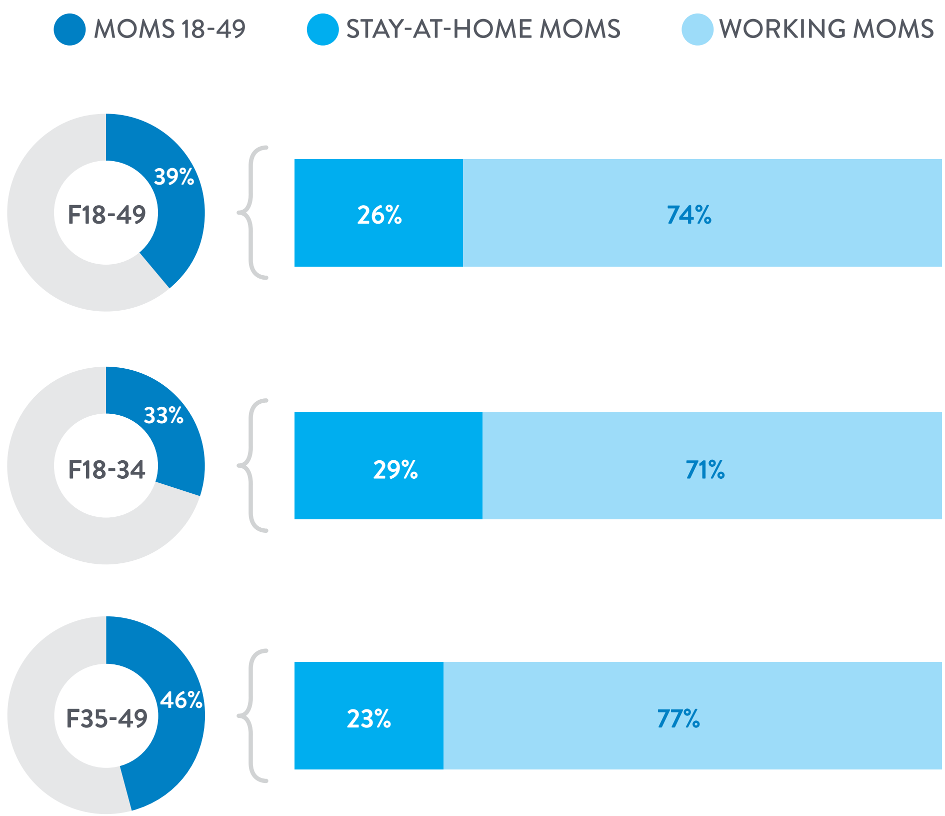
MOMS: STAY-AT-HOME AND WORKING MOMS

There are 25.1 million females 18-49 in their own home, who have a child under the age 12. For the purposes of this study, these are "Moms." They are 39% of all F18-49. Some of these moms work and some are "stay-at-home."

Using our panel methodology for TV, radio, and digital, we can analyze the profile and behavior of working moms and stay-at-home moms.



COMPOSITION OF MOMS (SEPTEMBER 2016)

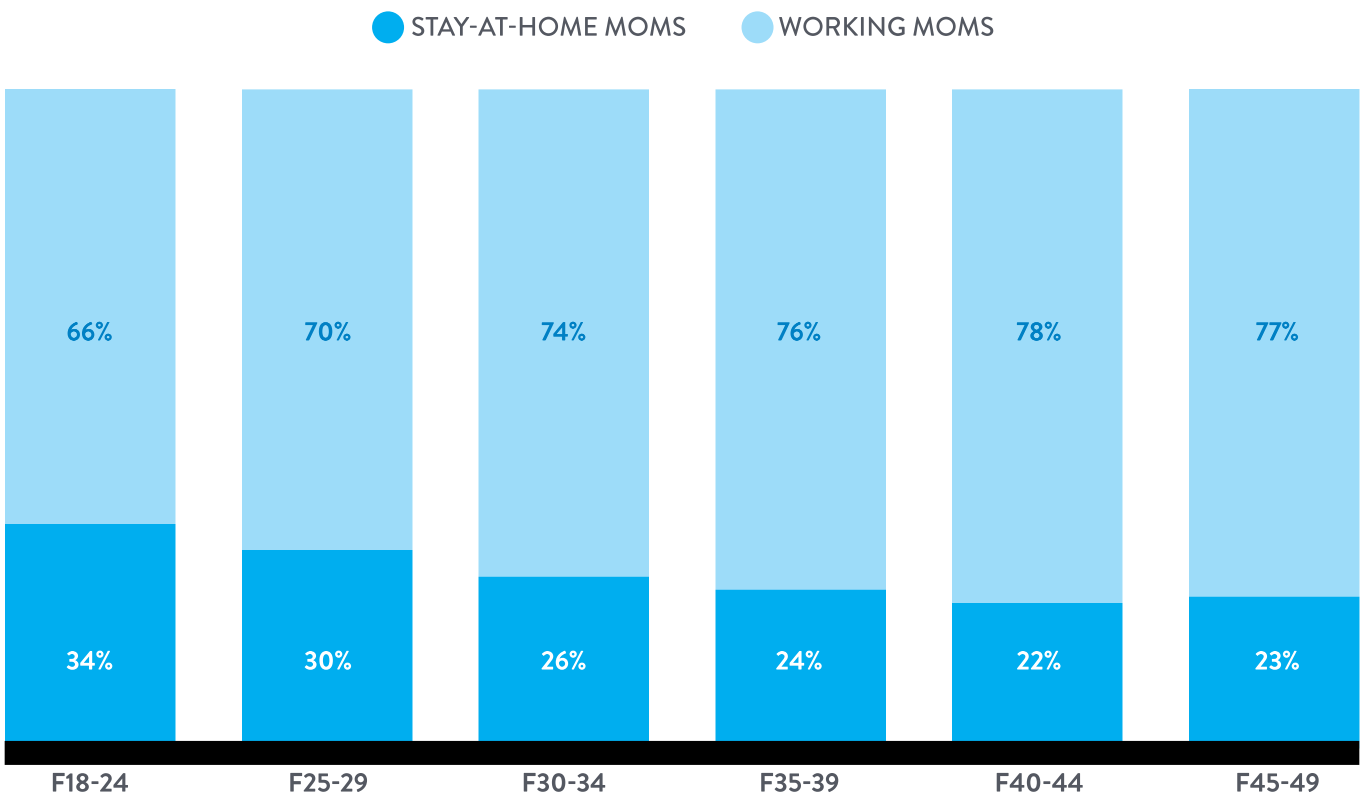


- A third of F18-34 are moms, and this increases to almost half among F35-49.
- For F18-49, almost three quarters of moms are working moms in the labor force.
- The percentage of working moms increases with age. 71% of moms 18-34 are working as compared to 77% of 35-49.

Source: Nielsen National Panel, 9/15/16

Breaking this down further by demographic, the share of moms in the workforce continues to grow with age at almost every stage. While only two thirds of moms 18-24 are working, this increases to 77-78% for moms over 40 years old.

COMPOSITION OF MOMS BY DEMOGRAPHIC



Source: Nielsen National Panel, 9/15/16

TYPES OF MOMS BY NUMBER AND AGE OF CHILDREN

Moms with more children are less likely to be working. Moms with older children are more likely to be working.

PERCENTAGE OF STAY-AT-HOME MOMS BY NUMBER OF CHILDREN

	F18-24	F25-29	F30-34	F35-39	F40-44	F45-49
STAY-AT-HOME MOMS	34%	30%	26%	24%	22%	23%
HH WITH 1 CHILD	**30%**	22%	16%	17%	15%	23%
HH WITH 2 CHILDREN	**35%**	**35%**	26%	21%	22%	21%
HH WITH 3+ CHILDREN	**44%**	**38%**	**35%**	**33%**	28%	28%

Read as: 30% of moms 18–24 with 1 child are not in the workforce.
Based on homes with at least one child <12

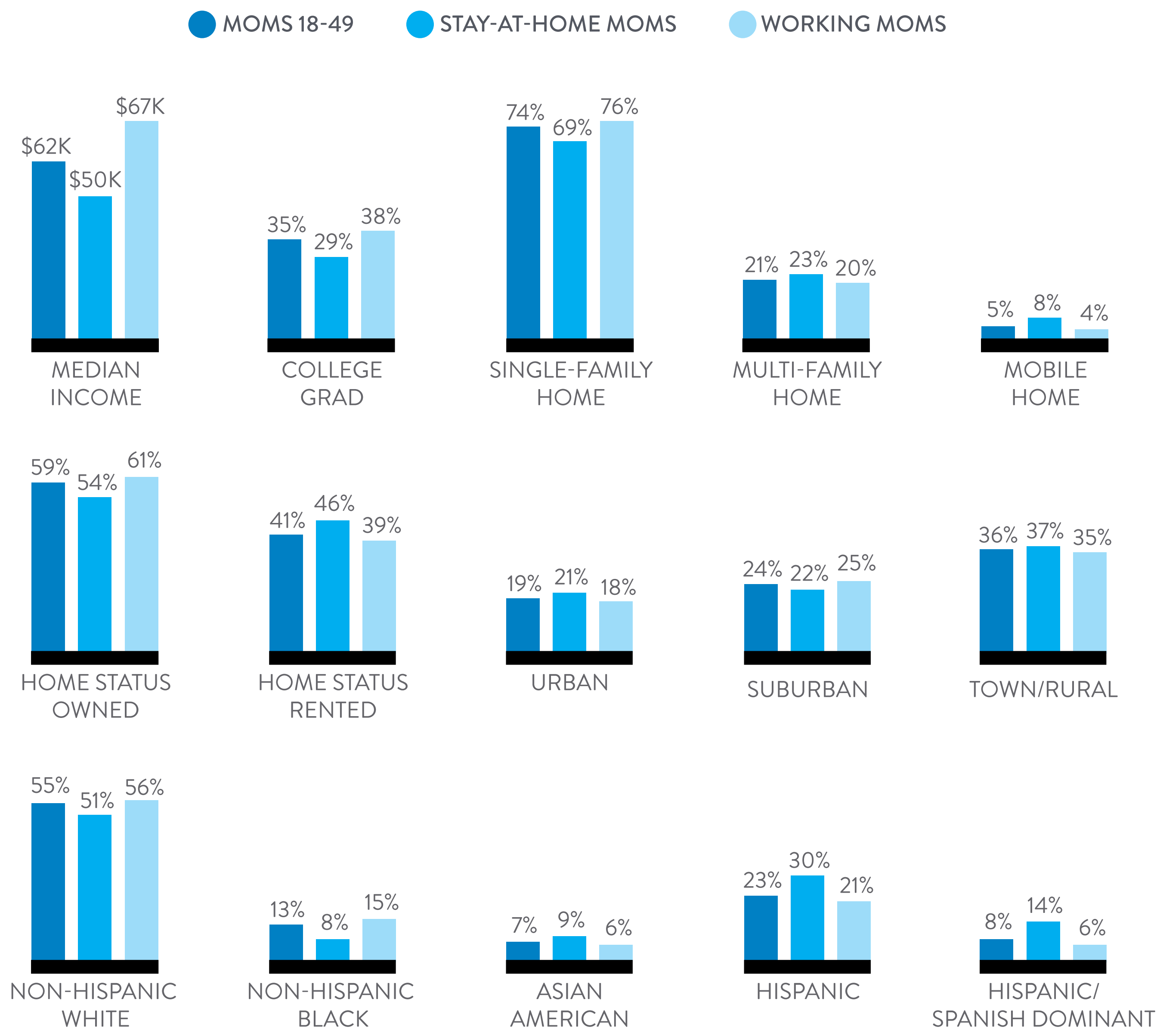
PERCENTAGE OF WORKING MOMS BY AGE OF CHILDREN

	F18-24	F25-29	F30-34	F35-39	F40-44	F45-49
WORKING MOMS	66%	70%	74%	76%	78%	77%
HH WITH CHILDREN <6	65%	68%	71%	72%	**73%**	**77%**
HH WITH CHILDREN 6-11	68%	69%	72%	**76%**	**78%**	**75%**
HH WITH CHILDREN 12-17	70%	61%	72%	**73%**	**76%**	**79%**

Read as: 65% of moms 18-24 with at least one child less than 6 years old are in the workforce.
Based on homes with at least one child <12

Source: Nielsen National Panel, 9/15/16.

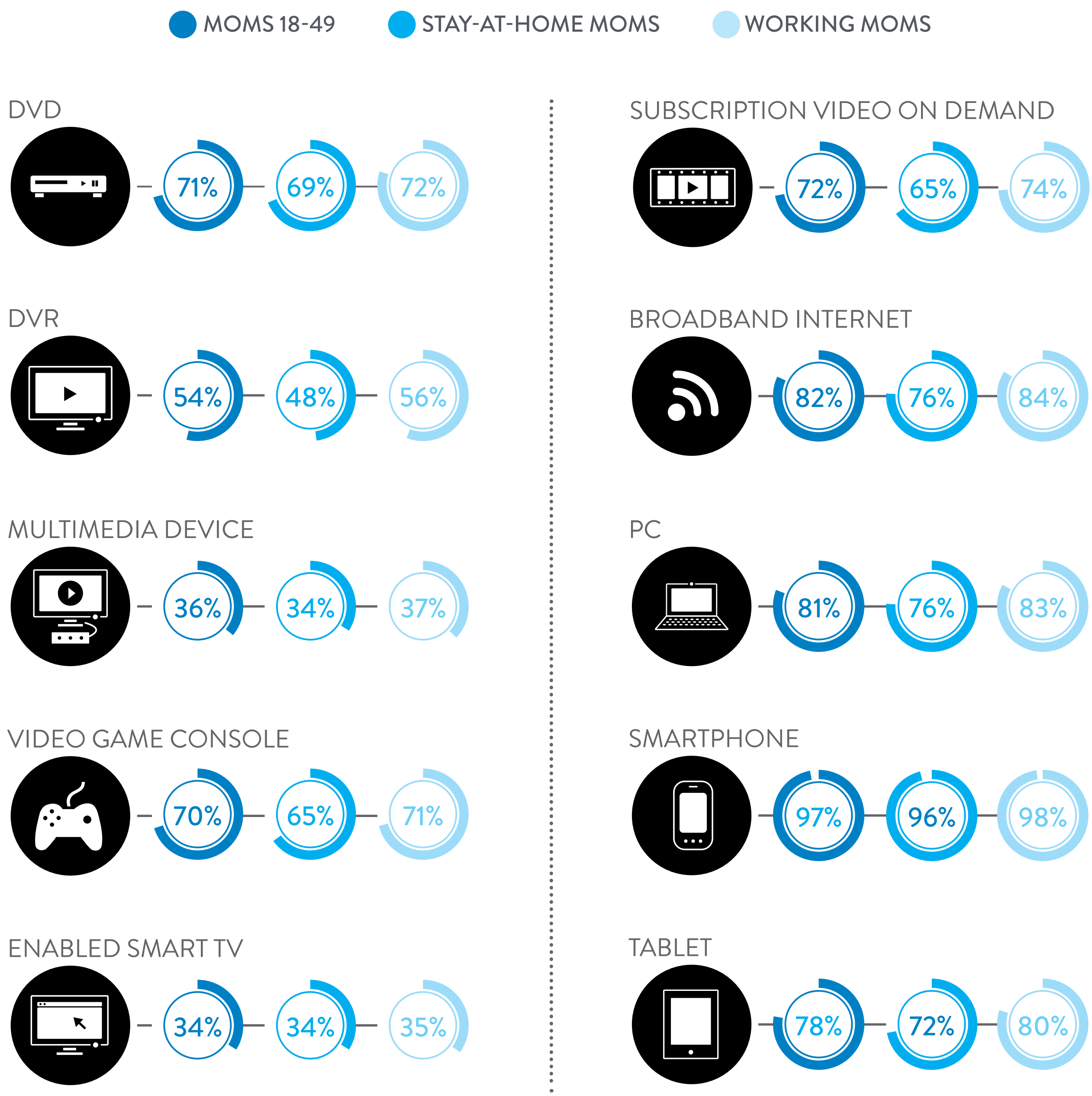
STAY-AT-HOME AND WORKING MOMS PROFILE



- Stay-at-home moms have lower income than moms in the workforce. They also are less likely to be college graduates. Moms who are not in the workforce are more likely to be renters in multi-family homes with the greatest proportion living in urban and smaller towns and rural areas. They are more likely to be Asian American or Hispanic – with a larger percentage of Hispanic Spanish Dominant (14%).
- Working moms are higher income and more likely to have a college education. They are mostly homeowners who live in single-family dwellings primarily in suburban areas or smaller towns and rural areas. They have the greatest proportion of non-Hispanic Whites (56%) as well as non-Hispanic Blacks (15%).

Source: Nielsen National Panel, 9/15/16

TECHNOLOGY OWNERSHIP



- Working moms are more affluent and therefore are more likely to be in high-tech homes. They are more likely to have a high-speed internet connection (broadband), a PC, and a tablet. They are also more likely to have a DVR and subscription video on demand, both of which offer additional alternatives for viewing content on demand for these moms that spend more time out of the home.
- The two groups of moms are about equally likely to have a multimedia device and an enabled Smart TV.

Source: Nielsen National Panel, 9/15/16

- Across devices, radio reaches the greatest number of overall moms as well as working moms.
- Smartphone reaches the greatest number of stay-at-home moms.
- Among device users, stay-at-home moms spend more time with all devices except radio, which is used more heavily among working moms.

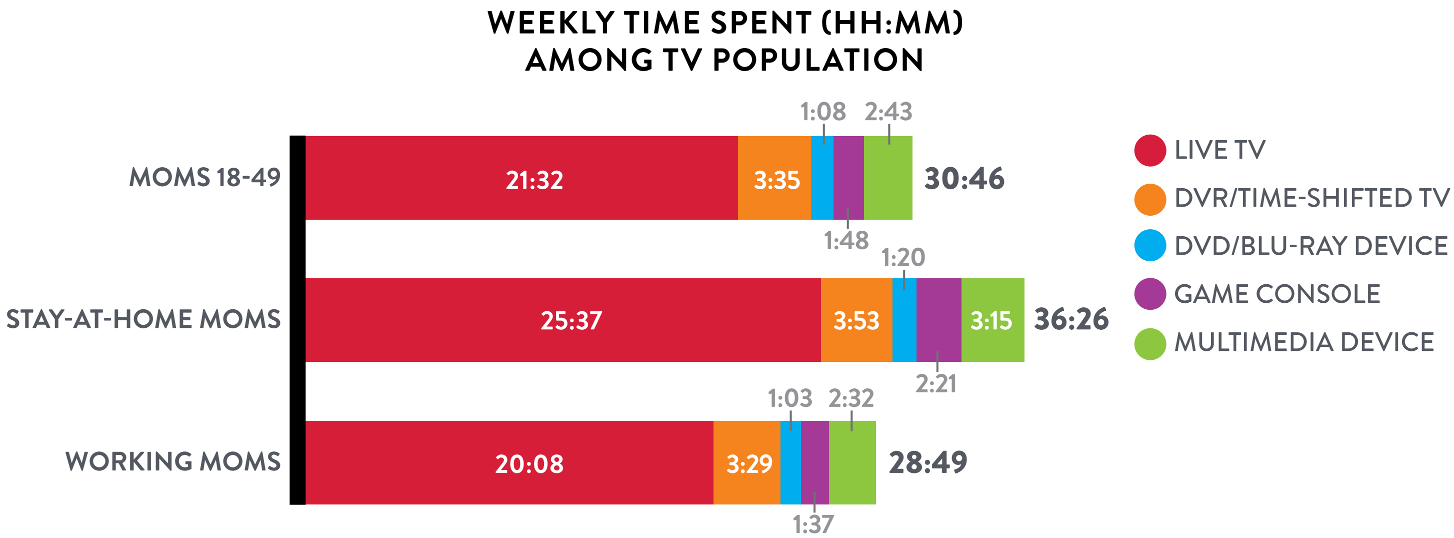
USERS BY DEVICE AMONG MOMS

AVERAGE WEEK IN SEPTEMBER 2016

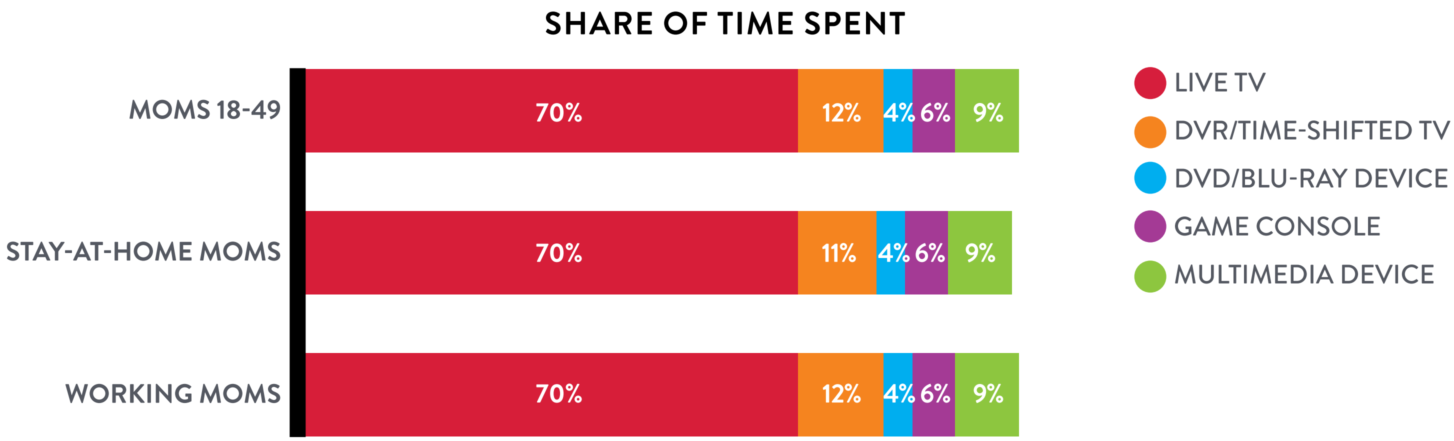
	REACH/CUME/UNIQUES (IN MILLIONS)			WEEKLY TIME SPENT AMONG USERS		
	MOMS 18-49	STAY-AT-HOME MOMS	WORKING MOMS	MOMS 18-49	STAY-AT-HOME MOMS	WORKING MOMS
TV	22.6	5.8	16.8	27:50	32:40	26:10
RADIO	26.9	9.1	17.8	13:09	12:07	13:45
DVD/BLU-RAY DEVICE	5.7	1.6	4.1	5:00	5:34	4:47
GAME CONSOLE	5.9	1.6	4.3	7:39	9:23	6:59
MULTIMEDIA DEVICE	7.8	2.1	5.7	8:43	9:54	8:16
PC	13.5	4.8	8.7	6:00	8:08	4:50
SMARTPHONE (APP + WEB)	25.3	10.4	14.9	21:32	22:43	20:41
TABLET (APP + WEB)	17.2	6.8	10.4	7:27	7:37	7:21

Source: Nielsen National Panel (TV), Netview (PC), EMM (Smartphone, Tablet), September 2016, Spring 2016 NRD/M-SU 6A-6A (Radio)

LIVE TV VIEWING AND TV-CONNECTED DEVICE USAGE



- Stay-at-home moms spend over an additional seven and a half hours a week with the television screen as compared to working moms. Because they spend more time at home, they spend more time with both Live TV as well as all of the TV-connected devices.
- Moms, regardless of working status, spend the most time with DVRs and Multimedia Devices across TV-connected devices.

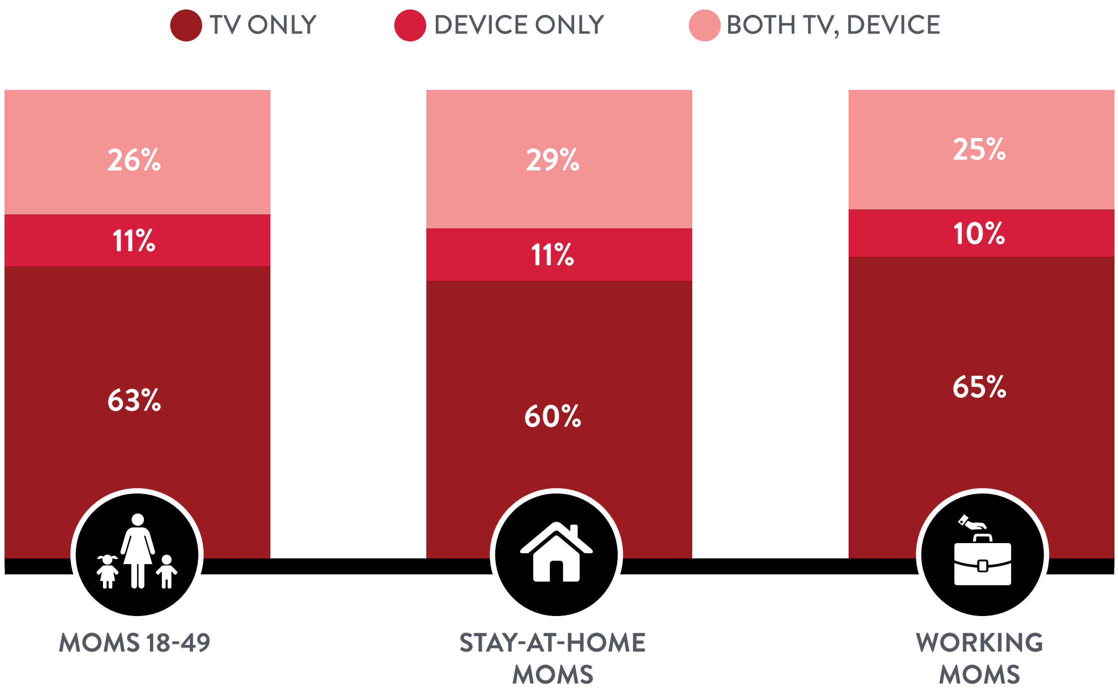


- However, in looking at the share of time spent, working and non-working moms spend a similar proportion of time with the TV screen.
- The differences in time spent per device in the first chart are simply due to stay-at-home moms spending more time with the TV screen.

Source: Nielsen National Panel, 08/29/2016 - 09/25/2016

Share may sum up to over 100% due to rounding.

MIX OF TV AND TV-CONNECTED DEVICES ON AN AVERAGE VIEWING DAY



Read as: On any given day when they turn on the TV set, 63% of moms 18-49 only watch traditional TV (live or DVR/time-shifted TV) and do not use a TV-connected device.

- Despite having more devices and services available to them, working moms are more likely to watch only traditional TV on an average day when they turn on the television set. They are more likely to be multichannel subscribers and have more content available to them through traditional means.
- Stay-at-home moms are more likely to incorporate a device into the mix of things they are doing on an average tuning day. They are also slightly more likely to use only a device on a given usage day (11%).

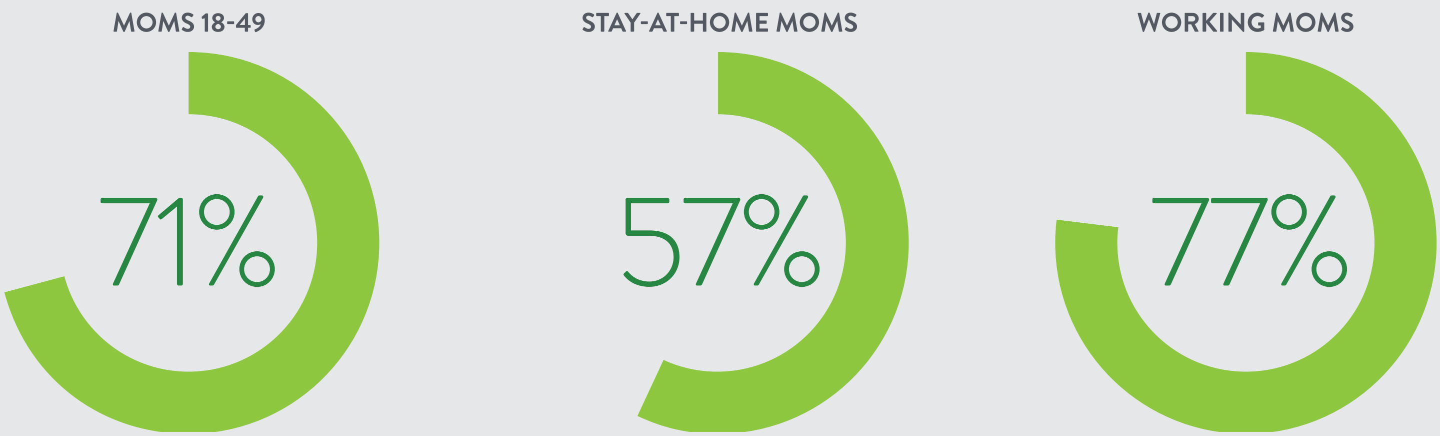
Source: Nielsen National Panel, 08/29/2016 - 09/25/2016

TV = HUT/PUT (including time-shifted viewing)

TV-Connected Devices = Videogame Console, Multimedia Device, DVD Playback

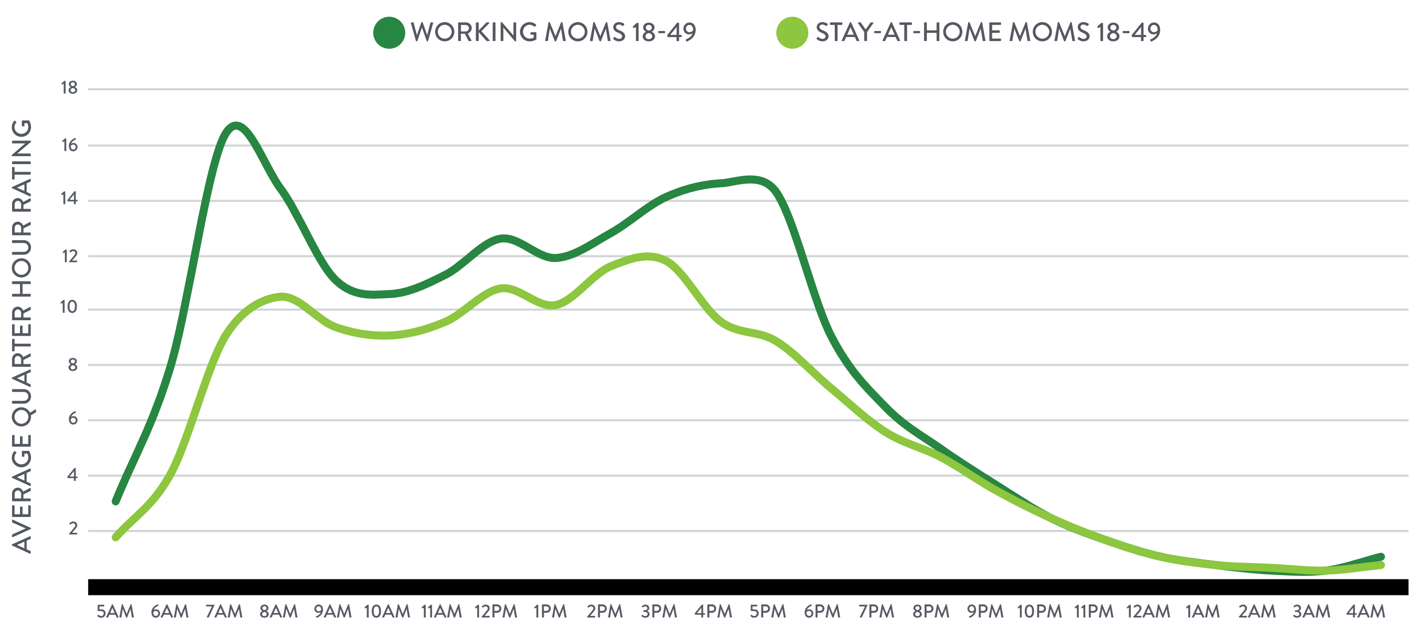
RADIO LISTENING

PERCENTAGE OF OUT OF HOME RADIO LISTENING



- Radio reaches moms away from the home.
- Working moms have the greatest percentage of out of home listening (77%).

HOURLY WEEKDAY RADIO USE



Although radio's primetime is daytime for moms, working moms listen more during the morning and evening commute.

Source: Nielsen Spring 2016 NRD / M-SU 6A-6A / AQH Persons

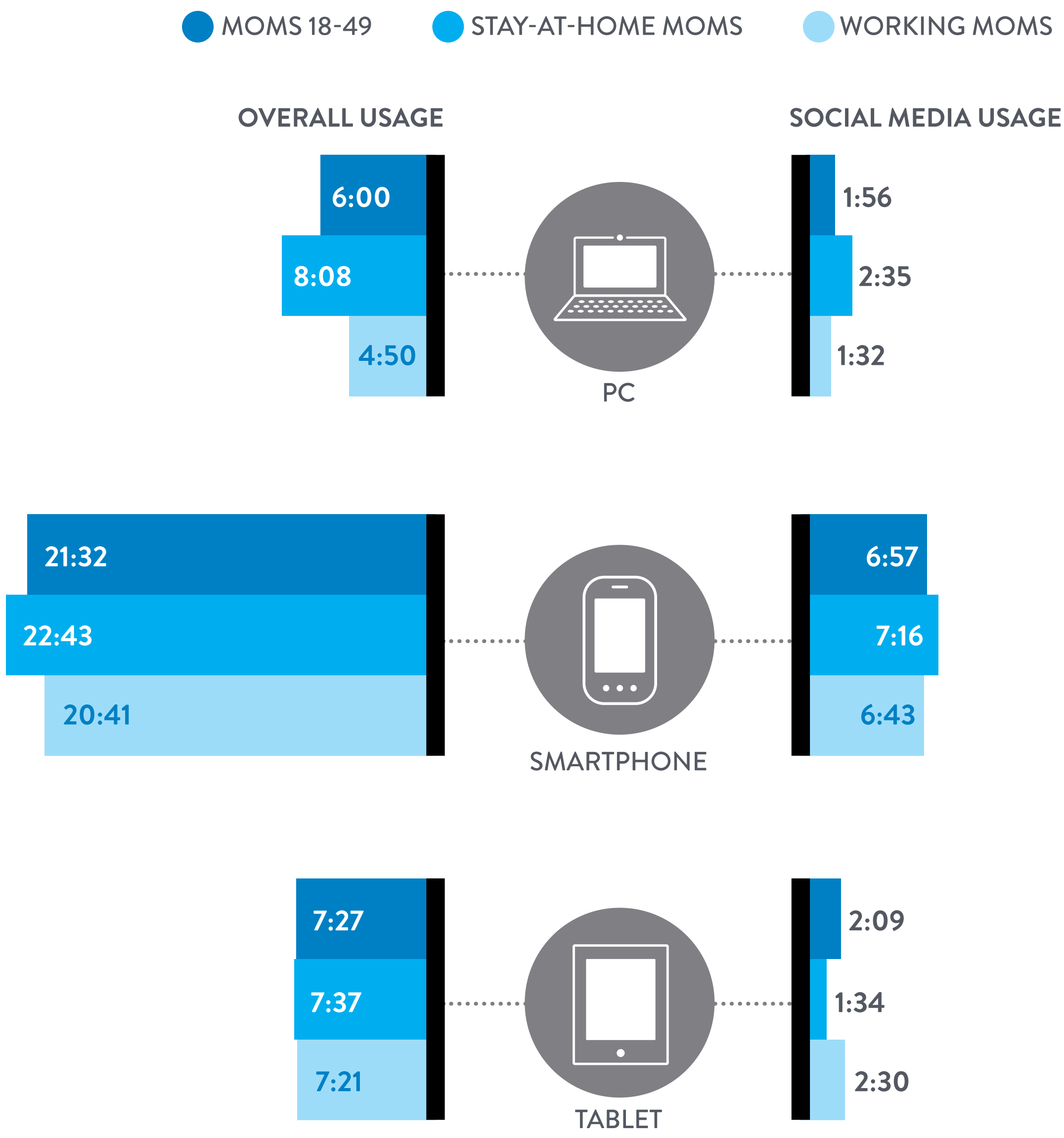
WHAT THEY LISTEN TO

	MOMS 18-49	STAY-AT-HOME MOMS	WORKING MOMS
POP CONTEMPORARY HIT RADIO	14.6%	13.7%	14.9%
COUNTRY AND NEW COUNTRY	13.8%	13.6%	13.9%
ADULT CONTEMPORARY/SOFT ADULT CONTEMPORARY	8.9%	6.9%	9.7%
HOT CONTEMPORARY	8.8%	7.5%	9.4%
URBAN CONTEMPORARY	6.5%	6.4%	6.5%
CONTEMPORARY CHRISTIAN	5.9%	6.7%	5.5%
RHYTHMIC CONTEMPORARY HIT RADIO	5.0%	5.6%	4.7%
MEXICAN REGIONAL	4.7%	7.6%	3.4%
URBAN ADULT CONTEMPORARY	4.3%	3.4%	4.7%
NEWS/TALK/INFO/PERSONALITY	3.8%	3.4%	3.9%
CLASSIC HITS	3.2%	2.9%	3.4%
CLASSIC ROCK	2.9%	2.7%	3.0%
SPANISH VARIETY	2.5%	3.4%	2.1%
ALTERNATIVE	2.1%	1.9%	2.2%
ADULT HITS/80S HITS	1.6%	1.0%	1.9%
ACTIVE ROCK	1.5%	1.6%	1.4%
SPANISH SPORTS	1.4%	2.3%	1.0%
AOR AND MAINSTREAM ROCK	1.1%	1.1%	1.1%
RHYTHMIC ADULT CONTEMPORARY	1.1%	0.9%	1.2%
RELIGIOUS	1.0%	1.5%	0.8%

- Regardless of working status, moms prefer pop followed by country radio.
- Latino and religious formats skew higher with stay-at-home moms.

Source: Nielsen Spring 2016 NRD / M-SU 6A-12M / AQH Share (Ranked by Moms 18-49, shading represents higher share than average)

WEEKLY TIME SPENT AMONG USERS



- Although working moms have greater digital device penetration, stay-at-home moms spend more time with PCs, smartphones, and tablets among users of these devices.
- Social media usage on these devices varies. PCs and smartphones are more heavily used among moms not in the labor force. However, tablets have greater usage among working moms for social media.

Source: Nielsen Netview (PC), EMM Panels (Smartphone, Tablet), September 2016

AVERAGE TIME SPENT PER ADULT 18+ PER DAY

EXHIBIT 1 - BASED ON THE TOTAL US POPULATION

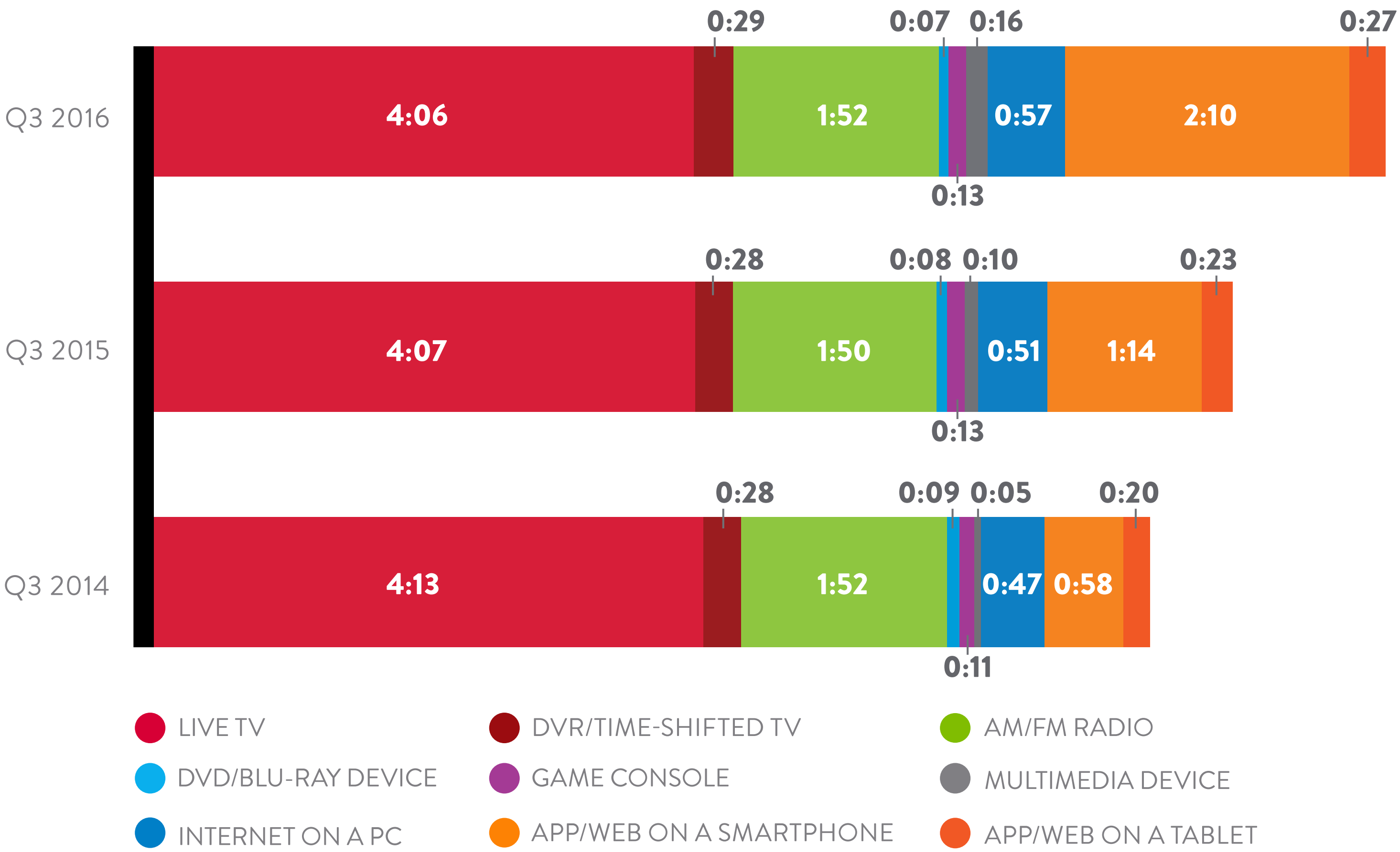


EXHIBIT 2 - BASED ON USERS OF EACH MEDIUM

	Qtr 3 2014	Qtr 3 2015	Qtr 3 2016
Live+DVR/Time-shifted TV	6:21	6:25	6:14
DVR/Time-shifted TV	1:57	1:58	1:52
AM/FM Radio	2:43	2:42	2:45
DVD/Blu-Ray Device	1:43	1:41	1:51
Game Console	2:39	2:55	2:56
Multimedia Device	2:15	2:25	2:31
Internet on a PC	2:15	2:44	3:10
App/Web on a Smartphone	1:55	2:06	3:09

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 and August 2016 impacted mobile reporting.

TABLE 1A – WEEKLY TIME SPENT IN HOURS: MINUTES AMONG US POPULATION FOR **Q3 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+	29:06	32:03	20:05	15:05	14:21	20:04	28:24	39:54	48:32	42:18	22:47	14:02
DVR/ Time-shifted TV	P2+	3:04	3:22	2:14	1:37	1:25	2:31	3:42	4:06	3:58	3:02	2:03	1:44
AM/FM Radio	P12+	12:29	13:03	n/a	7:04	10:20	11:15	13:45	15:18	12:31	12:53	13:10	n/a
DVD/Blu-Ray Device	P2+	0:56	0:51	1:27	0:49	0:44	0:55	1:02	0:52	0:36	0:58	0:53	0:37
Game Console	P2+	1:54	1:29	2:54	4:26	3:51	3:06	1:22	0:23	0:07	2:13	2:02	1:11
Multimedia Device	P2+	1:54	1:50	2:28	1:38	2:06	3:04	2:05	1:20	0:53	1:47	1:55	3:02
Internet on a PC	P2+	5:20	6:40	0:16	0:38	3:58	7:09	8:48	7:41	3:58	6:00	3:47	3:22
Video on a PC	P2+	1:33	1:48	0:35	0:38	1:49	2:42	2:11	1:44	0:37	2:13	1:24	1:26
App/Web on a Smartphone	P18+	15:12	15:12	n/a	n/a	19:17	17:10	18:24	17:31	3:43	17:07	18:00	12:48
Video on a Smartphone	P18+	0:36	0:36	n/a	n/a	1:11	0:49	0:41	0:29	IFR	1:03	1:01	0:32

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 **Q3 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+	29:26	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+	12:16	12:49	n/a	6:54	10:04	11:21	13:32	14:56	12:17	12:35	12:36	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

TABLE 2A – USERS BY MEDIUM FOR **Q3 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+	286,783	226,322	37,403	23,057	26,239	37,210	56,988	59,874	46,012	38,495	49,927	15,820
DVR/ Time-shifted TV	P2+	195,655	154,458	25,726	15,470	15,821	26,156	41,711	41,412	29,358	26,289	29,009	9,532
AM/FM Radio	P12+	263,836	239,995	n/a	23,840	29,791	41,903	59,949	62,027	47,009	34,013	43,519	n/a
DVD/ Blu-Ray Device	P2+	108,061	82,332	16,886	8,843	7,270	12,329	23,912	23,518	15,303	12,204	17,150	4,854
Game Console	P2+	88,452	56,964	18,575	12,913	11,854	16,297	18,842	7,767	2,203	11,483	17,003	4,599
Multimedia Device	P2+	92,816	69,824	15,036	7,957	9,174	16,293	21,748	15,360	7,248	10,110	16,624	8,763
Internet on a PC	P2+	175,762	156,942	9,868	8,952	15,434	28,100	45,265	43,262	24,881	22,263	23,352	6,177
Video on a PC	P2+	117,010	106,551	5,629	4,830	9,619	18,526	30,760	30,574	17,071	15,158	14,823	4,327
App/Web on a Smartphone	P18+	203,319	203,319	n/a	n/a	29,140	38,736	58,598	64,810	12,035	25,100	34,658	11,981
Video on a Smartphone	P18+	165,502	165,502	n/a	n/a	25,707	32,901	49,410	49,328	8,157	21,475	30,081	9,692

TABLE 2B – USERS BY MEDIUM FOR **Q3 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+	282,162	221,767	37,306	23,088	24,993	36,521	56,802	59,292	44,160	37,286	48,625	15,111
DVR/ Time-shifted TV	P2+	180,580	142,395	23,605	14,581	14,311	24,285	39,336	38,348	26,120	23,343	26,662	8,505
AM/FM Radio	P12+	260,433	236,685	n/a	23,750	29,777	41,297	59,821	61,298	45,077	33,293	42,205	n/a
DVD/ Blu-Ray Device	P2+	125,080	93,967	20,704	10,416	8,109	15,143	27,504	26,471	16,742	14,769	20,227	6,157
Game Console	P2+	90,490	57,915	19,265	13,307	12,136	16,660	19,083	7,954	2,080	11,807	16,811	5,207
Multimedia Device	P2+	66,491	49,876	10,772	5,842	6,339	11,913	16,011	10,690	4,924	6,642	11,427	6,290
Internet on a PC	P2+	182,234	161,152	10,999	10,083	17,085	29,491	46,377	43,705	24,494	22,481	23,553	6,328
Video on a PC	P2+	127,085	114,502	6,772	5,811	11,508	20,535	32,553	32,121	17,785	15,977	15,621	4,604
App/Web on a Smartphone	P18+	176,145	176,145	n/a	n/a	26,176	34,001	51,522	52,998	11,448	21,045	30,305	10,171
Video on a Smartphone	P18+	132,924	132,924	n/a	n/a	22,619	28,277	40,756	35,032	6,241	17,275	24,441	7,453

TABLE 3A – PERCENTAGE OF USERS AMONG US POPULATION FOR **Q3 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%	88%	94%	96%	97%	94%	95%	84%
DVR/ Time-shifted TV	P2+	63%	63%	63%	62%	51%	62%	69%	66%	62%	64%	55%	51%
AM/FM Radio	P12+	97%	97%	n/a	95%	95%	98%	98%	99%	97%	97%	98%	n/a
DVD/Blu-Ray Device	P2+	35%	34%	41%	35%	24%	29%	39%	38%	32%	30%	33%	26%
Game Console	P2+	29%	23%	46%	51%	38%	39%	31%	12%	5%	28%	32%	24%
Multimedia Device	P2+	30%	29%	37%	32%	30%	39%	36%	25%	15%	25%	32%	47%
Internet on a PC	P2+	57%	64%	24%	36%	50%	67%	75%	69%	52%	55%	45%	33%
Video on a PC	P2+	38%	44%	14%	19%	31%	44%	51%	49%	36%	37%	28%	23%
App/Web on a Smartphone	P18+	83%	83%	n/a	n/a	97%	90%	96%	98%	27%	92%	93%	98%
Video on a Smartphone	P18+	68%	68%	n/a	n/a	86%	77%	81%	74%	18%	78%	81%	80%

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

TABLE 3B – PERCENTAGE OF USERS AMONG US POPULATION FOR **Q3 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+	92%	92%	92%	92%	81%	88%	94%	96%	96%	93%	95%	84%
DVR/ Time-shifted TV	P2+	59%	59%	58%	58%	46%	58%	65%	62%	57%	58%	52%	47%
AM/FM Radio	P12+	97%	97%	n/a	95%	95%	98%	97%	98%	97%	97%	97%	n/a
DVD/Blu-Ray Device	P2+	41%	39%	51%	42%	26%	36%	45%	43%	36%	37%	39%	34%
Game Console	P2+	29%	24%	47%	53%	39%	40%	31%	13%	5%	29%	33%	29%
Multimedia Device	P2+	22%	21%	26%	23%	21%	29%	26%	17%	11%	16%	22%	35%
Internet on a PC	P2+	59%	67%	27%	40%	55%	71%	76%	70%	53%	56%	46%	35%
Video on a PC	P2+	41%	48%	17%	23%	37%	49%	54%	52%	39%	40%	30%	26%
App/Web on a Smartphone	P18+	73%	73%	n/a	n/a	82%	81%	86%	81%	27%	81%	85%	86%
Video on a Smartphone	P18+	55%	55%	n/a	n/a	71%	68%	68%	53%	15%	66%	68%	63%

TABLE 4A – MONTHLY TIME SPENT IN HOURS: MINUTES AMONG USERS FOR **Q3 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+	136:13	149:40	94:59	71:06	73:11	98:28	131:08	180:34	217:29	194:16	103:36	72:27
DVR/ Time-shifted TV	P2+	21:04	23:00	15:20	11:23	11:57	17:37	23:19	26:50	27:51	20:26	16:05	14:51
AM/FM Radio	P12+	55:05	57:24	n/a	32:11	46:23	48:59	60:17	66:47	54:50	56:45	55:52	n/a
DVD/Blu-Ray Device	P2+	11:31	10:54	15:13	10:02	13:22	13:40	11:20	10:02	8:11	14:04	11:39	10:16
Game Console	P2+	28:57	27:31	27:35	37:16	43:25	34:41	19:00	13:19	11:39	34:08	27:15	21:01
Multimedia Device	P2+	27:27	27:42	28:59	22:18	30:41	34:19	25:13	23:39	25:06	31:20	26:17	28:12
Internet on a PC	P2+	41:02	45:13	4:51	7:37	34:24	46:14	51:36	48:34	33:21	47:58	37:13	44:41
Video on a PC	P2+	17:39	17:47	18:07	13:58	25:04	26:19	18:43	15:15	7:17	25:53	21:14	26:20
App/Web on a Smartphone	P18+	77:03	77:03	n/a	n/a	84:45	78:12	81:04	72:18	60:45	88:06	81:28	65:45
Video on a Smartphone	P18+	3:49	3:49	n/a	n/a	6:12	4:32	3:39	2:39	1:34	6:29	5:31	3:39

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 **Q3 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+	138:42	150:54	102:30	80:02	82:56	104:22	132:49	178:28	214:06	201:36	109:55	79:30
DVR/ Time-shifted TV	P2+	22:42	24:23	18:17	13:29	14:16	20:16	25:01	27:31	28:12	21:50	17:52	16:50
AM/FM Radio	P12+	54:16	56:31	n/a	31:32	45:10	49:26	59:27	65:27	53:46	55:44	53:54	n/a
DVD/Blu-Ray Device	P2+	10:41	10:02	14:10	9:48	12:53	13:04	9:25	9:34	7:37	14:05	10:50	8:25
Game Console	P2+	27:57	26:20	26:54	36:32	46:09	31:22	17:02	11:54	10:42	33:52	26:31	20:52
Multimedia Device	P2+	24:31	24:57	24:15	21:16	29:56	30:53	22:13	20:32	22:39	24:00	22:53	27:36
Internet on a PC	P2+	35:55	39:39	5:09	9:39	35:05	46:21	41:59	40:47	28:23	39:04	33:08	44:57
Video on a PC	P2+	12:28	12:42	10:20	10:32	18:29	17:27	13:42	10:08	6:17	17:59	15:13	14:18
App/Web on a Smartphone	P18+	49:23	49:23	n/a	n/a	59:57	56:14	53:08	39:54	32:01	56:16	56:30	45:54
Video on a Smartphone	P18+	2:12	2:12	n/a	n/a	3:53	2:34	1:54	1:26	0:42	3:24	3:28	3:37

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 **Q3 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+	194:16	214:09	142:09	120:28	116:42	149:18	199:44	267:37	324:12
DVR/ Time-shifted TV	P2+	20:26	22:11	15:51	14:14	14:15	18:44	25:01	26:40	20:18
AM/FM Radio	P12+	56:45	59:37	n/a	34:04	46:42	50:31	62:52	71:38	59:11
DVD/Blu-Ray Device	P2+	14:04	13:37	18:15	10:50	15:04	17:12	14:02	12:41	10:08
Game Console	P2+	34:08	31:58	33:36	42:46	45:45	38:55	23:34	17:13	15:02
Multimedia Device	P2+	31:20	33:02	29:07	22:07	33:29	39:30	29:58	34:53	19:48
Internet on a PC	P2+	47:58	52:45	4:41	6:53	48:31	55:56	62:02	48:08	37:28
Video on a PC	P2+	25:53	27:09	13:54	11:11	33:58	42:05	25:33	21:05	10:11
App/Web on a Smartphone	P18+	88:06	88:06	n/a	n/a	97:54	92:24	96:24	80:06	IFR
Video on a Smartphone	P18+	6:29	6:29	n/a	n/a	12:53	7:57	5:47	3:47	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 **Q3 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+	103:36	113:03	89:05	63:57	63:02	85:19	110:32	150:32	198:04
DVR/ Time-shifted TV	P2+	16:05	17:24	13:46	11:01	11:15	14:16	18:06	23:24	21:46
AM/FM Radio	P12+	55:52	59:09	n/a	33:29	46:58	53:11	65:14	70:20	58:38
DVD/Blu-Ray Device	P2+	11:39	10:57	14:02	11:14	12:10	11:30	10:56	9:42	10:43
Game Console	P2+	27:15	24:27	27:15	38:10	36:16	27:01	15:50	14:48	15:32
Multimedia Device	P2+	26:17	25:12	30:42	25:09	28:01	29:41	22:42	20:29	21:15
Internet on a PC	P2+	37:13	43:24	4:59	8:23	33:11	46:53	47:18	43:12	38:41
Video on a PC	P2+	21:14	21:54	18:12	16:33	22:27	30:00	20:00	16:50	16:12
App/Web on a Smartphone	P18+	81:28	81:28	n/a	n/a	87:54	80:40	83:30	77:11	IFR
Video on a Smartphone	P18+	5:31	5:31	n/a	n/a	7:28	5:38	5:12	3:37	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 **Q3 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+	72:27	80:36	46:45	33:53	33:55	55:03	70:47	99:31	131:06
DVR/ Time-shifted TV	P2+	14:51	16:29	10:02	7:04	7:10	15:16	15:24	23:20	14:54
DVD/Blu-Ray Device	P2+	10:16	10:48	10:14	5:21	15:18	12:45	12:53	6:59	8:24
Game Console	P2+	21:01	19:47	21:53	27:36	31:12	27:11	16:32	6:43	9:49
Multimedia Device	P2+	28:12	29:19	26:36	21:17	25:23	31:47	23:41	30:13	47:34
Internet on a PC	P2+	44:41	49:39	IFR	IFR	34:33	55:52	58:51	43:12	31:16
Video on a PC	P2+	26:20	28:20	IFR	IFR	29:00	26:04	33:15	29:53	10:16
App/Web on a Smartphone	P18+	65:45	65:45	n/a	n/a	70:40	71:36	67:37	IFR	IFR
Video on a Smartphone	P18+	3:39	3:39	n/a	n/a	4:32	3:19	3:24	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

	COMPOSITE				BLACK			
VIDEO STREAMING QUINTILE	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV (AVERAGE DAILY MINUTES)	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV (AVERAGE DAILY MINUTES)
Stream 1	16,449	29.0	75.1	231.1	1,627	28.4	63.1	305.7
Stream 2	16,453	2.6	33.7	244.6	1,624	2.9	25.1	339.8
Stream 3	16,449	0.6	20.9	239.8	1,632	0.7	14.0	308.3
Stream 4	16,446	0.1	14.8	248.7	1,619	0.1	14.4	352.1
Stream 5	16,453	0.0	12.4	256.4	1,627	0.0	10.1	331.0
Non Streamers	160,694	0.0	2.0	210.6	17,302	0.0	1.9	295.9
All	242,945	2.2	12.0	222.0	25,432	2.1	9.5	306.1

	HISPANIC				ASIAN AMERICAN			
VIDEO STREAMING QUINTILE	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV (AVERAGE DAILY MINUTES)	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV (AVERAGE DAILY MINUTES)
Stream 1	1,888	25.4	49.7	153.5	1,073	45.7	63.8	122.3
Stream 2	1,911	2.4	19.6	199.3	1,070	3.9	34.7	108.6
Stream 3	1,883	0.6	11.6	186.3	1,078	0.9	12.0	91.7
Stream 4	1,909	0.1	9.9	200.8	1,074	0.2	12.2	137.4
Stream 5	1,892	0.0	6.8	195.5	1,069	0.0	10.6	152.4
Non Streamers	26,421	0.0	1.6	168.1	9,888	0.0	1.8	110.8
All	35,904	1.5	6.3	173.2	15,251	3.6	10.6	114.9

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 (AVERAGE DAILY MINUTES)	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV (AVERAGE DAILY MINUTES)
Internet 1	29,236	14.3	77.3	272.3	2,881	14.9	65.3	346.9
Internet 2	29,235	2.7	15.6	229.0	2,871	2.2	12.6	299.9
Internet 3	29,233	0.8	4.6	232.6	2,891	0.8	4.0	346.7
Internet 4	29,239	0.2	1.2	222.6	2,883	0.2	1.1	316.4
Internet 5	29,237	0.1	0.2	210.6	2,859	0.0	0.2	304.5
Non Internet Users	96,765	0.0	0.0	204.4	11,047	0.0	0.0	283.9
All	242,945	2.2	12.0	222.0	25,432	2.1	9.5	306.1

INTERNET QUINTILE	HISPANIC				ASIAN AMERICAN			
	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV (AVERAGE DAILY MINUTES)	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV (AVERAGE DAILY MINUTES)
Internet 1	3,644	12.0	49.4	211.8	1,744	24.8	71.3	137.9
Internet 2	3,654	1.9	8.9	186.1	1,755	4.9	15.3	139.8
Internet 3	3,641	0.5	2.7	154.1	1,729	0.8	4.0	142.6
Internet 4	3,651	0.2	0.8	164.0	1,735	0.2	0.9	122.4
Internet 5	3,647	0.1	0.1	167.7	1,740	0.1	0.1	94.7
Non Internet Users	17,667	0.0	0.0	169.5	6,547	0.0	0.0	98.0
All	35,904	1.5	6.3	173.2	15,251	3.6	10.6	114.9

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

	COMPOSITE				BLACK			
TELEVISION QUINTILE	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV (AVERAGE DAILY MINUTES)	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV (AVERAGE DAILY MINUTES)
Television 1	47,902	2.4	18.1	608.0	5,024	2.3	14.2	767.6
Television 2	47,896	1.7	13.2	279.2	5,033	1.5	9.1	406.3
Television 3	47,899	1.4	9.5	153.4	5,031	2.1	7.7	230.9
Television 4	47,895	1.9	8.8	67.1	5,012	2.3	9.2	110.2
Television 5	47,903	3.4	10.2	12.2	5,038	2.4	7.7	19.1
Non Television Viewers	3,449	4.8	14.0	0.0	294	0.0	1.4	0.0
All	242,945	2.2	12.0	222.0	25,432	2.1	9.5	306.1

	HISPANIC				ASIAN AMERICAN			
TELEVISION QUINTILE	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV (AVERAGE DAILY MINUTES)	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV (AVERAGE DAILY MINUTES)
Television 1	7,122	1.3	9.5	450.1	2,941	2.9	12.9	362.8
Television 2	7,124	1.2	5.9	218.7	2,943	2.5	9.6	141.6
Television 3	7,119	1.2	6.0	127.8	2,939	1.3	7.8	65.0
Television 4	7,118	1.2	4.7	59.0	2,916	1.7	7.4	23.9
Television 5	7,128	2.5	5.8	13.7	2,954	8.7	14.2	3.8
Non Television Viewers	293	5.1	3.5	0.0	559	6.6	16.0	0.0
All	35,904	1.5	6.3	173.2	15,251	3.6	10.6	114.9

TABLE 6 – TELEVISION DISTRIBUTION SOURCES
NUMBER OF HOUSEHOLDS (IN 000'S)

	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
	Q3 2015	Q3 2016	Q3 2015	Q3 2016	Q3 2015	Q3 2016	Q3 2015	Q3 2016
Broadcast Only	12,816	14,297	2,115	2,531	2,581	2,780	841	914
Cable Plus	100,006	98,218	12,789	12,461	11,954	12,055	4,199	4,133
Wired Cable (No Telco)	52,277	52,831	7,036	6,881	5,329	5,861	2,260	2,261
Telco	13,520	10,809	1,928	1,753	1,553	1,074	952	713
Satellite	34,607	34,963	3,868	3,876	5,140	5,174	1,018	1,197
Broadband Only	3,579	4,551	234	357	375	435	388	510

Table 6 is based on weighted intab counts.
Cable Plus is inclusive of Wired Cable, Telco, and Satellite

TABLE 7 – TELEVISION DISTRIBUTION SOURCES BY ETHNICITY
PERCENTAGE OF HOUSEHOLDS

	COMPOSITE	WHITE	BLACK	HISPANIC	ASIAN AMERICAN
Broadcast Only	12%	11%	16%	18%	16%
Cable Plus	84%	85%	82%	78%	74%
Wired Cable (No Telco)	45%	45%	44%	38%	41%
Telco	9%	9%	12%	8%	12%
Satellite	30%	31%	26%	33%	22%
Broadband Only	4%	4%	2%	3%	9%

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

TABLE 8 – PROVIDER TYPE WITH INTERNET STATUS

NUMBER OF HOUSEHOLDS (IN 000'S)

	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
	Q3 2015	Q3 2016	Q3 2015	Q3 2016	Q3 2015	Q3 2016	Q3 2015	Q3 2016
Broadcast Only and Broadband Access	6,824	8,191	676	814	1,116	1,211	656	755
Broadcast Only and No Internet/ Dial-Up Access	5,992	6,106	1,440	1,717	1,465	1,569	184	159
Cable Plus and Broadband Access	79,044	79,749	8,617	8,851	8,273	8,705	3,818	3,778
Cable Plus and No Internet/ Dial-Up Access	20,961	18,469	4,172	3,610	3,681	3,350	382	355

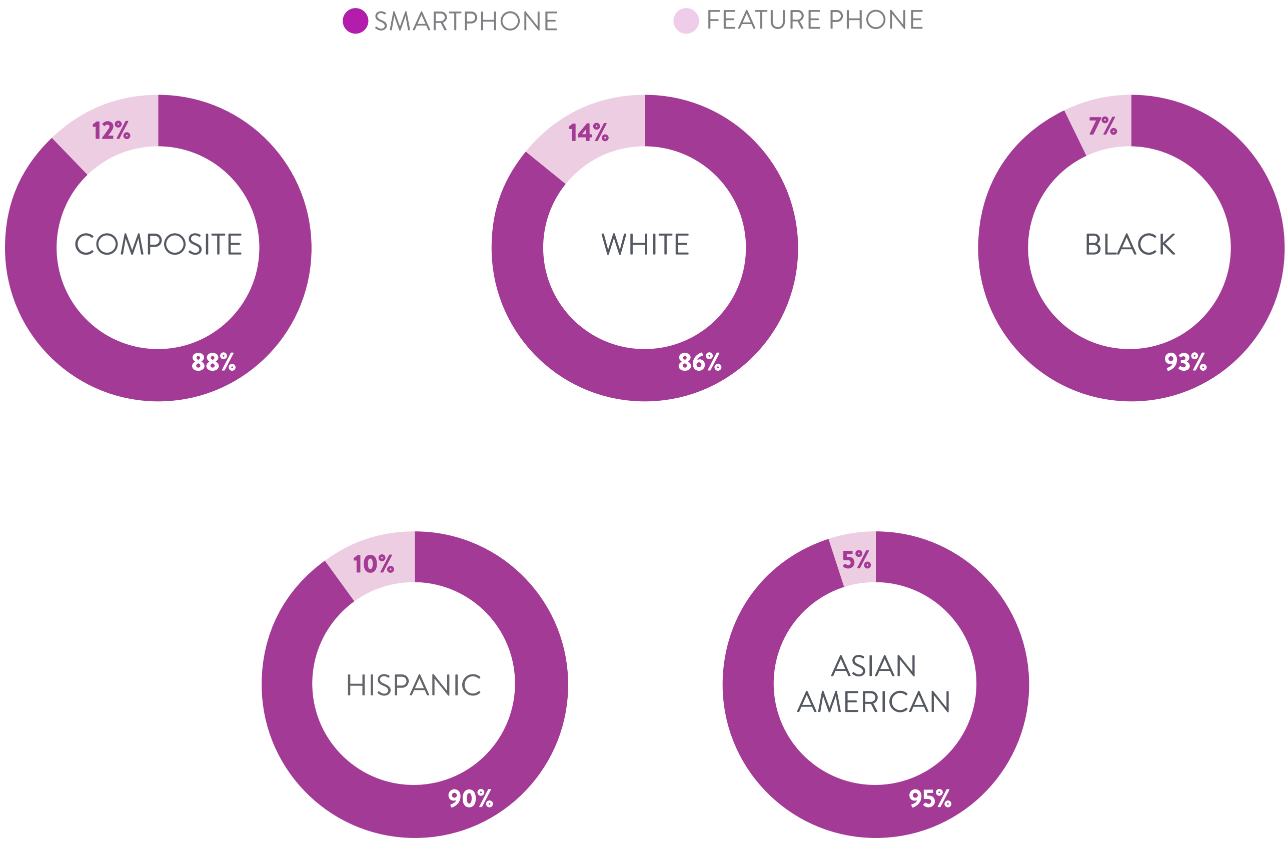
Table 8 is based on weighted intab counts.

TABLE 9 – DEVICES IN TV HOUSEHOLDS

PERCENTAGE OF HOUSEHOLDS

	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
	Q3 2015	Q3 2016	Q3 2015	Q3 2016	Q3 2015	Q3 2016	Q3 2015	Q3 2016
DVD/Blu-Ray Player	78%	75%	74%	71%	73%	70%	70%	65%
DVR	49%	52%	44%	50%	43%	45%	40%	44%
Enabled Smart TV	19%	25%	15%	21%	22%	29%	27%	36%
High Definition TV	92%	95%	89%	92%	93%	96%	96%	98%
Multimedia Device	22%	28%	16%	24%	22%	29%	43%	50%
Any Smartphone	78%	84%	80%	86%	88%	92%	90%	93%
Subscription Video on Demand	46%	54%	37%	45%	45%	56%	59%	67%
Any Tablet	54%	61%	48%	54%	55%	61%	70%	73%
Video Game Console	45%	43%	46%	43%	53%	52%	50%	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 Q3 2016 report is based on the December 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 Q3 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 through both probability-weighted and convenience panels which are recruited in Spanish and English. 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, and as such, have limited representation of non-English speaking panelists. This limited representation may understate metrics of non-English speaking language audiences. 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.

Nielsen implemented a crediting enhancement to improve the reporting of mobile usage on iOS devices in March 2016 and Android devices in August 2016. A legacy crediting rule that limited usage at 30 minutes, 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.

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 06/27/2016-09/25/2016 via Nielsen NPOWER/National Panel, Radio 09/10/15-09/07/16 via RADAR 131, PC 07/01/16-09/30/16 via Nielsen Netview and Nielsen VideoCensus, Smartphone 07/01/16-09/30/16 via Nielsen Electronic Mobile Measurement, Tablet 07/01/16-09/30/16 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.

Q3 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+	309,758	243,857	40,820	25,081	30,890	42,148	60,709	62,535	47,575
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+	244,650	244,650	n/a	n/a	30,055	42,869	61,269	66,246	44,211

Q3 2016 Universe Estimates (000's)	Demo	Black Total	Hispanic Total	Asian Am. Total
Total UEs	P2+	40,806	52,390	18,839
RADAR UEs	P12+	34,922	44,371	n/a
Mobile Insights UEs	P18+	27,416	37,171	12,180

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: 07/01/16-09/30/16 via Nielsen NPOWER/Cross Platform Homes Panel for P2+. Internet and Streaming based on home PC only.

TABLE 6 – 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 7 – TELEVISION DISTRIBUTION SOURES 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 8 – 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 9 – 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. Multimedia Device is based on October 15 2015 for Q3 2015.

EXHIBIT 3 – MOBILE DEVICE PENETRATION AMONG MOBILE SUBSCRIBERS 13+

Source: Mobile 07/01/16-09/30/16 via Nielsen Mobile Insights

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

		DEFINITIONS OF MOMS
NATIONAL TELEVISION PANEL	Total Moms 18-49	**Age:** F18-49 **Children:** Presence of Children <12 **Relationship to HOH:** Relationship to HOH=LOH, LOH as HOH, Partner living with but not married HOH
	Stay-at-Home Moms 18-49	**Age:** F18-49 **Children:** Presence of Children <12 **Relationship to HOH:** Relationship to HOH=LOH, LOH as HOH, Partner living with but not married HOH **Employment Status:** Not in Labor Force or Individual Non-Working
	Working Moms 18-49	**Age:** F18-49 **Children:** Presence of Children <12 **Relationship to HOH:** Relationship to HOH=LOH, LOH as HOH, Partner living with but not married HOH **Employment Status:** Individual Working
RADIO	Total Moms 18-49	**Age:** F18-49 **Children:** Presence of Children <12
	Stay-at-Home Moms 18-49	**Age:** F18-49 **Children:** Presence of Children <12 **Employment Status:** Not employed
	Working Moms 18-49	**Age:** F18-49 **Children:** Presence of Children <12 **Employment Status:** Employed full time or part time
PC	Total Moms 18-49	**Age:** F18-49 **Children:** Presence of Children <12
	Stay-at-Home Moms 18-49	**Age:** F18-49 **Children:** Presence of Children <12 **Employment Status:** Unemployed, retired, full-time student or homemaker
	Working Moms 18-49	**Age:** F18-49 **Children:** Presence of Children <12 **Employment Status:** Self-employed, clerical/admininstrative, craftsman/craftswoman, education, executive/managerial, military, operator/laborer, professional, sales, service worker, technical or other
MOBILE	Total Moms 18-49	**Age:** F18-49 **Children:** Presence of Children <13
	Stay-at-Home Moms 18-49	**Age:** F18-49 **Children:** Presence of Children <13 **Employment Status:** Retired, student, homemaker, disabled, other
	Working Moms 18-49	**Age:** F18-49 **Children:** Presence of Children <13 **Employment Status:** Employed full time, employed part time, self employed in own business, professional or farm

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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