



A LOOK ACROSS MEDIA

THE CROSS-PLATFORM REPORT
DECEMBER 2013

nielsen
.....

AN UNCOMMON SENSE
OF THE CONSUMER™



WELCOME

DOUNIA TURRILL
SVP INSIGHTS, NIELSEN

Some of what keeps me up at night is the drive to understand and explain how we each consume media content across all screens and at all times. At Nielsen, we work on providing the metrics that allow our clients to understand how many people were reached with entertainment content, how the entertainment and marketing messages resonated with consumers and the Holy Grail, knowing what action this triggered.

DID PEOPLE WATCH, READ, LISTEN TO OR INTERACT WITH CONTENT AND COMMERCIAL MESSAGES THAT DROVE THEM TO THAT PURCHASE POINT?

This year we've added audio measurement to our portfolio. Imagine a consumer's day as a pie chart, this capability provides another piece that makes up the consumer's daily contact and interaction with content. Each milestone in total audience measurement allows us to get closer to that full "day in the life," and gets me closer to a full night of sleep!

We are driven to add all types media and to provide data that is inclusive of an increasingly multicultural population, of segments of the population both young and old who consume different types of content on different devices and at all times of the day and night.

DOUNIA

Adding the radio listener's media habits to the mix highlights the part that am/fm radio plays in people's daily lives. How many of us tune in to the radio during the week listening to news, sports, music and talk shows as well as the all-important traffic report?

IN FACT, MORE THAN NINETY PERCENT OF AMERICANS LISTEN TO RADIO EACH WEEK, AND THOSE NUMBERS ARE HIGHEST WITH AFRICAN AMERICANS (92%) AND HISPANICS (94%).

Radio is a constant in our daily lives and the average American radio listener tunes in to radio over two hours per day. Interestingly, audio reaches a plateau in the morning hours, peaking around noon and then staying fairly constant through the day before tapering off as people start their evening. In addition we know that people who listen to a lot of radio also spend time with online radio, most prevalently the millennials.

Morning commutes, listening "on the go" during the day as well as the much-anticipated evening commute, create the daily view of time spent one might expect. In fact we see that between the morning hours and early evening hours, roughly two-thirds of audio listening comes from out-of-home tuning. The hyper local nature of audio offers advertisers community-level engagement between content and in-store activity - radio catches you right before you shop and make purchase decisions.

As we continue to take a close look at the similarities and differences between radio listeners, digital consumers and television viewers we keep building to that total view of daily media consumption.

Is the composition of the audio audience more like the online and mobile audience or more like the traditional television viewer? For years, we've shared insights into the expanding pie of media consumption. Radio listeners prove that there are always more ways to reach and inform motivated customers and more than one way to slice that data.

A LOOK ACROSS MEDIA



A YEAR IN REVIEW: THE AVERAGE AMERICAN CONSUMES ALMOST 60 HOURS OF CONTENT EACH WEEK ACROSS TV, RADIO, ONLINE AND MOBILE.



**35.1
HRS**

Traditional
Television



**14.0
HRS**

AM/FM
Radio



**5.1
HRS**

Using the
Internet on a
Computer



**1.5
HRS**

Video on the
Internet



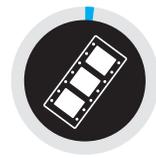
**1.5
HRS**

Game
Console



**1.3
HRS**

Video on
Mobile

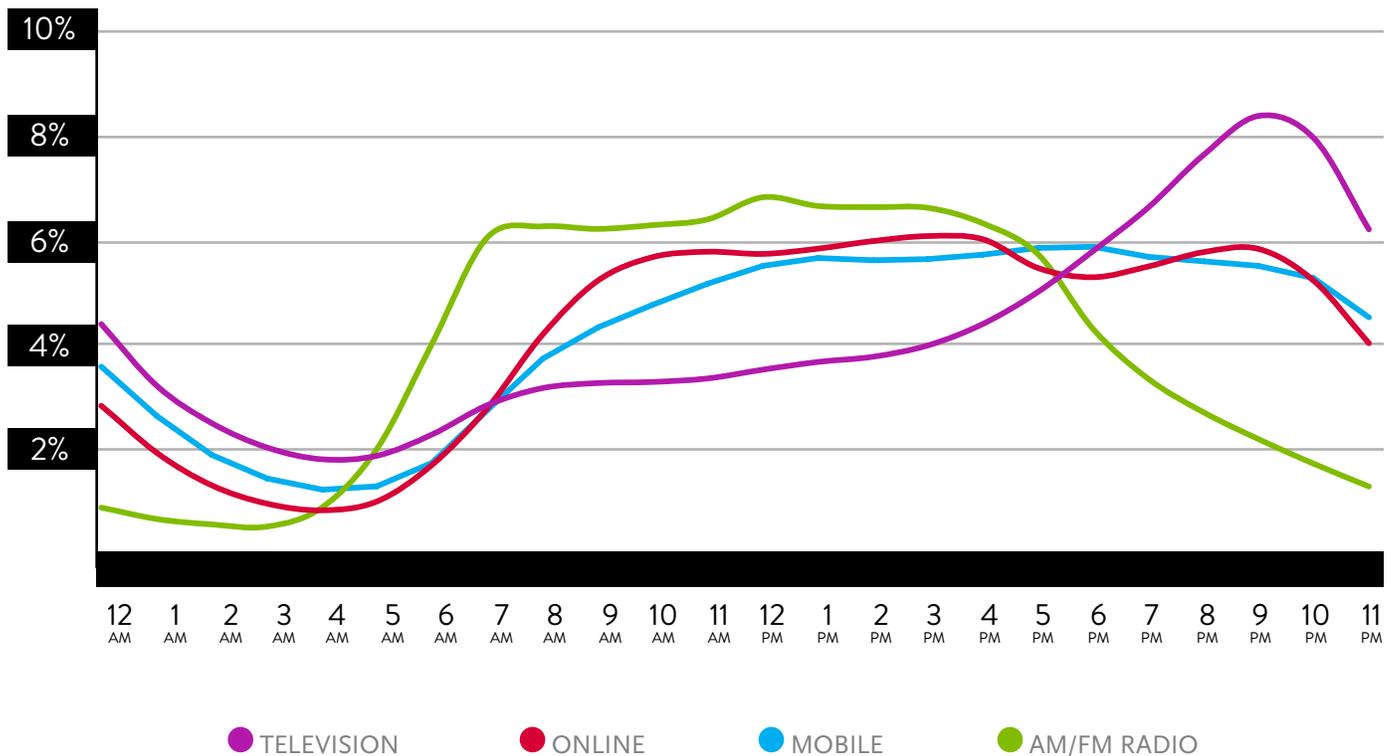


**1.3
HRS**

DVD/Blu-Ray

WHEN WE ACCESS CONTENT

PERCENT OF TIME SPENT BY PLATFORM BY HOUR
BASED ON Q2 2013



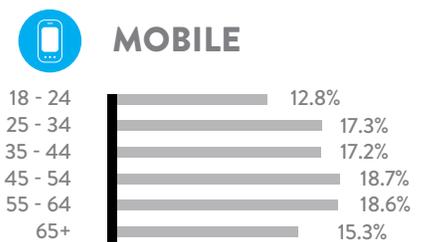
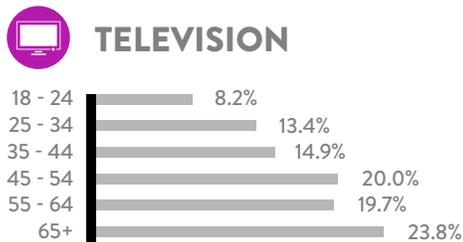
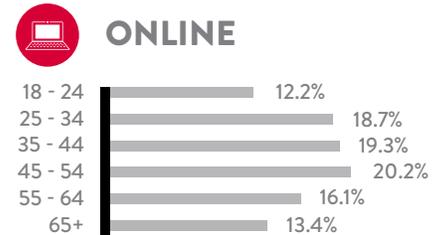
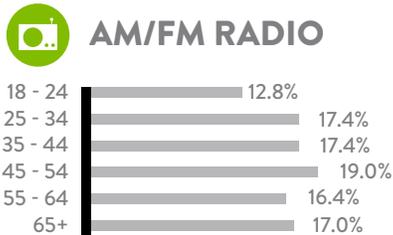
A YEAR IN REVIEW: HOW MEDIA USAGE VARIES BY PLATFORM (HH:MM)

		MONTHLY TIME SPENT			
		TOTAL	AFRICAN AMERICAN	HISPANIC	ASIAN
ON TRADITIONAL TV		152:08	211:10	127:18	93:49
WATCHING TIMESHIFTED TV		12:31	9:40	8:21	9:01
USING A DVD/BLU RAY DEVICE		5:30	6:22	5:22	4:30
USING A GAME CONSOLE		6:39	7:53	7:20	5:03
USING INTERNET ON A COMPUTER		28:32	30:17	24:21	37:01
WATCHING VIDEO ON THE INTERNET		6:20	8:46	8:03	11:57
WATCHING VIDEO ON A MOBILE PHONE		5:31	6:39	5:59	6:00
LISTENING TO AM/FM RADIO		60:42	62:51	60:07	-

HIGHLIGHT INDICATES MOST TIME SPENT PER MONTH

HOW MEDIA USAGE VARIES BY DEMOGRAPHIC

AGE



EDUCATION



ETHNICITY



A CLOSER LOOK AT LISTENING

**RADIO REACHES LISTENERS
OUTSIDE THE HOME WHEN THEY
ARE READY TO SHOP AND BUY**

● LISTENING AWAY FROM HOME

● LISTENING AT HOME

M-F
5AM-10AM



57%

43%

M-F
10AM-3PM



75%

25%

M-F
3PM-7PM



76%

24%

M-F
7PM-12PM



64%

36%

M-F
12AM-5AM



41%

59%



TAKING A CLOSER LOOK AT THE DATA

EXHIBIT 1 – AVERAGE TIME SPENT PER PERSON PER DAY



TABLE 1 – A WEEK IN THE LIFE FOR THE TOTAL US POPULATION

WEEKLY TIME SPENT IN HOURS : MINUTES –BY AGE DEMOGRAPHIC

	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	P 2+	BLACK 2+	HISP. 2+	ASIAN 2+
On Traditional TV	24:42	21:44	21:45	26:06	30:53	40:19	46:43	31:52	44:33	26:57	18:15
Watching Timeshifted TV	2:20	1:55	1:45	3:11	3:27	3:29	2:42	2:52	2:12	2:01	1:54
Using a DVD/ Blu Ray Device	2:06	1:10	0:58	1:31	1:09	0:54	0:32	1:10	1:27	1:11	0:55
Using a Game Console	2:38	4:02	3:01	2:07	0:55	0:18	0:06	1:33	1:52	1:43	1:02
Using the Internet on a Computer	0:22	0:47	4:12	5:49	6:16	5:30	3:11	4:09	4:09	2:43	3:14
Watching Video on Internet	0:11	0:21	1:21	1:22	1:02	0:43	0:16	0:46	0:58	0:46	0:58
Watching Video on a Mobile Phone	-	0:36	0:33	0:27	0:17	0:05	0:01	0:16	0:25	0:24	0:28

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

	COMPOSITE		AFRICAN AMERICAN		HISPANIC		ASIAN AMERICAN	
	Q3 2013	Q3 2012	Q3 2013	Q3 2012	Q3 2013	Q3 2012	Q3 2013	Q3 2012
On Traditional TV	283,682	282,646	36,729	36,816	47,619	46,432	15,606	15,689
Watching Timeshifted TV	167,142	150,248	19,726	18,304	23,591	19,582	8,285	7,471
Using a DVD/Blu Ray Device	141,648	148,846	16,897	18,182	23,134	24,093	7,054	7,802
Using a Game Console	94,939	94,207	11,741	11,915	18,138	17,133	5,320	5,556
Using the Internet on a Computer	200,013	210,730	23,980	24,311	26,655	26,873	7,210	7,270
Watching Video on Internet	147,678	161,146	17,708	18,741	19,554	20,869	5,669	5,897
Using a Mobile Phone	239,839	237,261	26,445	25,007	34,600	32,735	11,567	10,392
Watching Video on a Mobile Phone	53,146	38,435	7,679	5,746	10,544	7,790	3,969	2,593

TABLE 3 – MONTHLY TIME SPENT BY MEDIUM
USERS 2+ IN HOURS: MINUTES

	COMPOSITE		AFRICAN AMERICAN		HISPANIC		ASIAN AMERICAN	
	Q3 2013	Q3 2012	Q3 2013	Q3 2012	Q3 2013	Q3 2012	Q3 2013	Q3 2012
On Traditional TV	147:01	148:03	207:04	206:36	123:08	127:14	87:10	96:13
Watching Timeshifted TV	13:12	11:30	10:16	9:30	9:15	7:48	9:04	8:37
Using a DVD/Blu Ray Device	5:24	5:17	6:46	6:41	5:24	5:11	4:23	3:54
Using a Game Console	7:07	6:38	8:41	7:43	7:52	7:29	4:55	5:24
Using the Internet on a Computer	27:02	28:58	29:16	31:02	21:56	25:10	33:28	36:40
Watching Video on Internet	6:41	5:58	9:13	8:09	8:21	7:51	12:29	11:06
Watching Video on a Mobile Phone	5:48	5:25	6:42	7:05	6:22	6:15	6:13	6:03

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

	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	P 2+
On Traditional TV	112:59	100:41	107:43	122:12	141:04	182:06	212:38	147:01
Watching Timeshifted TV	10:39	8:55	8:38	14:55	15:44	15:46	12:17	13:12
Using a DVD/ Blu Ray Device	9:37	5:25	4:46	7:04	5:16	4:02	2:26	5:24
Using a Game Console	12:03	18:42	14:55	9:56	4:12	1:23	0:27	7:07
Using the Internet on a Computer	4:35	7:13	28:02	31:27	32:28	30:56	24:22	27:02
Watching Video on Internet	3:36	4:50	12:04	9:37	7:00	5:20	2:45	6:41
Watching Video on a Mobile Phone	-	8:28	6:29	5:22	5:42	4:23	3:05	5:48

**TABLE 4 – MONTHLY TIME SPENT BY MEDIUM IN HOURS: MINUTES
AMONG AFRICAN AMERICANS**

	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	P 2+
On Traditional TV	157:25	149:41	163:52	174:05	208:05	269:36	315:19	207:04
Watching Timeshifted TV	8:16	7:49	7:16	12:39	12:46	12:09	7:13	10:16
Using a DVD/ Blu Ray Device	9:57	4:40	4:51	8:02	7:06	7:05	2:54	6:46
Using a Game Console	12:42	20:36	15:31	11:30	5:07	1:08	0:51	8:41
Using the Internet on a Computer	5:11	8:55	34:02	34:58	36:08	30:14	21:18	29:16
Watching Video on Internet	4:07	6:04	14:29	11:51	9:49	7:15	4:22	9:13
Watching Video on a Mobile Phone	-	7:42	7:15	6:02	6:36	6:08	-	6:42

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

	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	P 2+
On Traditional TV	113:37	100:16	98:20	108:34	123:24	154:07	211:50	123:08
Watching Timeshifted TV	9:16	7:58	7:13	9:46	11:15	8:45	8:03	9:15
Using a DVD/ Blu Ray Device	9:01	5:55	4:13	6:00	4:02	3:34	2:38	5:24
Using a Game Console	11:12	17:59	12:49	8:13	2:49	1:36	0:24	7:52
Using the Internet on a Computer	4:28	7:42	28:19	26:00	26:06	26:44	19:48	21:56
Watching Video on Internet	4:18	4:50	13:24	10:27	7:43	6:56	4:42	8:21
Watching Video on a Mobile Phone	-	9:43	6:31	5:37	6:33	5:24	-	6:22

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

	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	P 2+
On Traditional TV	66:08	63:52	59:38	81:40	76:26	103:03	163:10	87:10
Watching Timeshifted TV	7:53	6:57	5:36	10:48	9:42	10:13	9:08	9:04
Using a DVD/ Blu Ray Device	7:15	3:26	2:52	4:54	4:05	3:44	3:25	4:23
Using a Game Console	8:52	10:50	9:01	5:49	3:13	0:59	0:43	4:55
Using the Internet on a Computer	6:55	9:32	56:11	39:25	34:48	28:49	20:14	33:28
Watching Video on Internet	4:38	8:52	21:57	19:50	8:43	8:14	4:49	12:29
Watching Video on a Mobile Phone	-	8:23	6:19	6:09	5:56	4:36	-	6:13

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

STREAMING QUINTILE	COMPOSITE			AFRICAN AMERICAN				
	# OF PERSONS (000)	STREAM (AVERAGE DAILY MINUTES)	INTERNET (AVERAGE DAILY MINUTES)	TV (AVERAGE DAILY MINUTES)	# OF PERSONS (000)	STREAM (AVERAGE DAILY MINUTES)	INTERNET (AVERAGE DAILY MINUTES)	TV (AVERAGE DAILY MINUTES)
Stream 1	25,734	22.0	55.0	235.6	2,586	30.8	52.0	346.1
Stream 2	25,749	2.4	37.5	268.7	2,591	3.4	33.2	352.0
Stream 3	25,748	0.8	22.3	259.0	2,590	1.0	19.7	380.8
Stream 4	25,741	0.2	15.2	266.7	2,583	0.3	12.7	361.4
Stream 5	25,746	0.0	8.0	256.4	2,591	0.1	9.0	350.2
Non Streamers	109,184	0.0	1.7	240.4	11,552	0.0	1.7	340.6
All	237,901	2.8	15.8	249.6	24,493	3.8	14.3	349.9

STREAMING QUINTILE	HISPANIC			ASIAN AMERICAN				
	# OF PERSONS (000)	STREAM (AVERAGE DAILY MINUTES)	INTERNET (AVERAGE DAILY MINUTES)	TV (AVERAGE DAILY MINUTES)	# OF PERSONS (000)	STREAM (AVERAGE DAILY MINUTES)	INTERNET (AVERAGE DAILY MINUTES)	TV (AVERAGE DAILY MINUTES)
Stream 1	3,468	25.0	50.4	210.4	1,525	43.0	61.1	116.9
Stream 2	3,469	4.2	21.8	214.1	1,535	5.0	28.7	141.2
Stream 3	3,470	1.2	12.7	214.0	1,530	1.3	19.9	146.2
Stream 4	3,475	0.4	9.1	208.8	1,518	0.3	14.7	157.8
Stream 5	3,462	0.0	6.8	200.4	1,537	0.0	6.2	181.4
Non Streamers	17,563	0.0	1.2	200.0	7,935	0.0	1.6	155.3
All	34,907	3.1	10.7	204.8	15,580	4.9	13.7	152.0

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

INTERNET QUINTILE	COMPOSITE				AFRICAN AMERICAN			
	# OF PERSONS (000)	STREAM (AVERAGE DAILY MINUTES)	INTERNET (AVERAGE DAILY MINUTES)	TV (AVERAGE DAILY MINUTES)	# OF PERSONS (000)	STREAM (AVERAGE DAILY MINUTES)	INTERNET (AVERAGE DAILY MINUTES)	TV (AVERAGE DAILY MINUTES)
Internet 1	34,826	12.0	77.5	301.1	3,508	19.0	70.7	410.9
Internet 2	34,806	4.2	20.1	256.0	3,510	4.8	18.7	360.1
Internet 3	34,839	1.7	6.9	258.3	3,500	1.5	6.5	359.1
Internet 4	34,817	0.6	1.9	233.4	3,508	0.6	1.9	333.6
Internet 5	34,822	0.1	0.3	230.5	3,510	0.1	0.3	311.9
Non Internet Users	63,791	0.0	0.0	231.8	6,957	0.0	0.0	335.8
All	237,901	2.8	15.8	249.6	24,493	3.8	14.3	349.9

INTERNET QUINTILE	HISPANIC				ASIAN AMERICAN			
	# OF PERSONS (000)	STREAM (AVERAGE DAILY MINUTES)	INTERNET (AVERAGE DAILY MINUTES)	TV (AVERAGE DAILY MINUTES)	# OF PERSONS (000)	STREAM (AVERAGE DAILY MINUTES)	INTERNET (AVERAGE DAILY MINUTES)	TV (AVERAGE DAILY MINUTES)
Internet 1	4,682	14.9	59.2	239.0	2,030	27.5	77.9	149.4
Internet 2	4,680	4.9	13.6	214.1	2,069	6.6	19.1	143.1
Internet 3	4,684	1.8	4.4	202.3	2,028	2.0	5.3	171.2
Internet 4	4,683	1.0	1.3	190.3	2,044	1.1	1.6	151.7
Internet 5	4,681	0.2	0.2	181.1	2,053	0.1	0.2	165.7
Non Internet Users	11,498	0.0	0.0	203.3	5,357	0.0	0.0	144.1
All	34,907	3.1	10.7	204.8	15,580	4.9	13.7	152.0

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

TELEVISION QUINTILE	COMPOSITE				AFRICAN AMERICAN			
	# OF PERSONS (000)	STREAM (AVERAGE DAILY MINUTES)	INTERNET (AVERAGE DAILY MINUTES)	TV (AVERAGE DAILY MINUTES)	# OF PERSONS (000)	STREAM (AVERAGE DAILY MINUTES)	INTERNET (AVERAGE DAILY MINUTES)	TV (AVERAGE DAILY MINUTES)
Television 1	47,347	2.5	23.6	615.7	4,879	3.2	18.7	796.4
Television 2	47,350	2.2	16.8	304.8	4,879	3.4	15.2	453.0
Television 3	47,343	2.1	13.8	190.0	4,880	3.1	15.2	286.7
Television 4	47,351	2.8	12.9	106.6	4,874	4.3	11.9	161.4
Television 5	47,338	4.2	12.0	31.4	4,878	4.9	10.7	50.1
Non Television Viewers	1,171	4.3	6.1	0.0	103	6.8	6.8	0.0
All	237,901	2.8	15.8	249.6	24,493	3.8	14.3	349.9

TELEVISION QUINTILE	HISPANIC				ASIAN AMERICAN			
	# OF PERSONS (000)	STREAM (AVERAGE DAILY MINUTES)	INTERNET (AVERAGE DAILY MINUTES)	TV (AVERAGE DAILY MINUTES)	# OF PERSONS (000)	STREAM (AVERAGE DAILY MINUTES)	INTERNET (AVERAGE DAILY MINUTES)	TV (AVERAGE DAILY MINUTES)
Television 1	6,959	3.2	17.9	469.1	3,051	3.0	15.6	412.5
Television 2	6,949	2.2	8.1	256.9	3,052	2.7	11.5	191.1
Television 3	6,967	2.5	7.5	168.4	3,058	5.6	13.7	106.0
Television 4	6,963	3.2	9.6	100.3	3,051	5.7	14.8	52.9
Television 5	6,957	4.4	10.4	29.8	3,053	6.9	13.6	10.5
Non Television Viewers	113	0.2	4.0	0.0	315	11.0	7.9	0.0
All	34,907	3.1	10.7	204.8	15,580	4.9	13.7	152.0

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

	COMPOSITE		AFRICAN AMERICAN		HISPANIC		ASIAN AMERICAN	
	Q3 2013	Q3 2012	Q3 2013	Q3 2012	Q3 2013	Q3 2012	Q3 2013	Q3 2012
Broadcast Only	11,183	11,117	1,899	1,865	2,592	2,615	606	544
Wired Cable	56,123	58,469	7,691	7,646	6,344	6,753	2,153	2,114
Telco	11,581	9,549	1,455	1,162	1,284	1,034	632	530
Satellite	35,110	34,777	3,662	3,737	5,533	5,193	904	1,034

TABLE 7 - CABLE/SATELLITE HOMES WITH INTERNET STATUS
NUMBER OF HOUSEHOLDS (IN 000'S)

	COMPOSITE		AFRICAN AMERICAN		HISPANIC		ASIAN AMERICAN	
	Q3 2013	Q3 2012	Q3 2013	Q3 2012	Q3 2013	Q3 2012	Q3 2013	Q3 2012
Broadcast Only and Broadband	5,422	5,257	521	469	793	865	434	440
Broadcast Only and No Internet/ Narrowband	6,200	6,094	1,316	1,330	1,648	1,623	134	86
Cable Plus and Broadband	78,819	78,571	8,081	8,017	8,913	8,506	3,366	3,315
Cable Plus and No Internet/ Narrowband	21,345	21,962	4,304	4,230	3,668	3,898	264	258

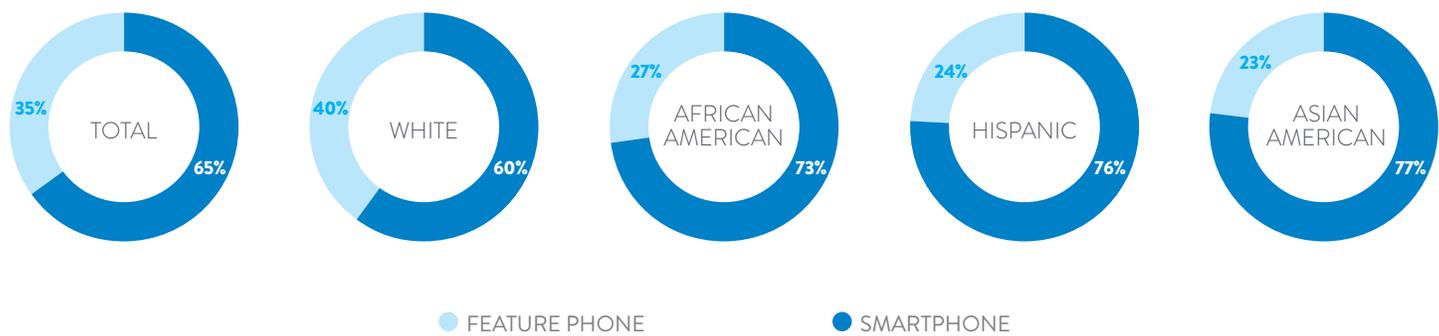
TABLE 8 – DEVICES IN TV HOUSEHOLDS
NUMBER OF HOUSEHOLDS (IN 000'S)

	COMPOSITE		AFRICAN AMERICAN		HISPANIC		ASIAN AMERICAN	
	Q3 2013	Q3 2012	Q3 2013	Q3 2012	Q3 2013	Q3 2012	Q3 2013	Q3 2012
Any DVD/Blu-ray Player	94,467	96,027	11,397	11,489	12,475	12,589	3,238	3,426
Any DVR	53,837	50,273	5,594	5,124	5,835	5,137	1,901	1,814
Any High Definition TV	95,089	88,107	11,270	10,254	13,085	11,922	3,929	3,691
Any Video Game Console	50,903	51,793	6,283	6,248	8,156	7,880	2,202	2,246
Any Tablet	29,918	17,315	2,892	1,560	3,505	1,581	1,864	1,247

TABLE 9 - TELEVISION DISTRIBUTION SOURCES
PERCENTAGE OF HOUSEHOLDS

MARKET BREAK	WHITE	AFRICAN AMERICAN	HISPANIC	ASIAN AMERICAN
Broadcast Only	9%	12%	15%	13%
Wired Cable	49%	52%	41%	50%
Telco	11%	11%	9%	15%
Satellite	32%	26%	35%	21%

EXHIBIT 2 – MOBILE DEVICE PENETRATION BY ETHNICITY



SOURCING & METHODOLOGIES

GLOSSARY

TV HOUSEHOLD: Nielsen defines a TV household as 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.

TRADITIONAL TV: Watching live or timeshifted content on a television set.

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

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

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”).

BROADBAND: A 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).

NARROWBAND: A household that accesses the Internet via a telephone line (often referred to as dial up).

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

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

TELEVISION METHODOLOGY

On Traditional TV includes Live usage plus any playback viewing within the measurement period. Timeshifted TV is playback primarily on a DVR but includes playback from VOD, DVD recorders, server based DVR's and services like Start Over.

On Traditional TV reach includes those viewing at least one minute within the measurement period. This includes Live viewing plus any playback within the measurement period. Third Quarter 2013 Television data is based on the following measurement interval: 07/01/13 - 09/29/13. As of February 2011, DVR Playback has been incorporated into the Persons Using Television (PUT) Statistic.

Metrics for Using a DVD/Blu Ray Device and Using a Game Console are based on when these devices are in use for any purpose, not just for accessing media content. For example, Using a Game Console will also include time when the game console is being used to play video games.

ONLINE METHODOLOGY

In July 2011 an improved hybrid methodology was introduced in Nielsen's NetView and VideoCensus product. This methodology combines a census level accounting of page views and video streams where Nielsen measurement tags have been deployed in order to project audience and behavior to the full universe of all Internet users. For VideoCensus, the portion of the total video streams calibrated by census data, previously allocated to Home/Work computers, are now allocated to other devices and locations such as smartphones and viewing outside of home and work. This change affects both "Watching Video on the Internet" and "Using the Internet" figures. Beginning in Q1 2012, Cross-Platform metrics are derived from the new hybrid panel. Year over year trends are available beginning in Q3 2012. Data should not be trended to previous quarters' published editions.

Hours:minutes for Internet and video use are based on the universe of persons who used the Internet/watched online video. All Internet figures are weekly or monthly averages over the course of the quarter. All "Using the Internet on a Computer" metrics are derived from Nielsen NetView product, while all "Watching Video on the Internet" metrics are derived from Nielsen VideoCensus product. Watching video on the Internet is a subset of Using the Internet on a computer.

Due to a processing error, YouTube brand-level stream and duration metrics were inflated from May 2012 – May 2013 which impacted "Watching Video on Internet". The current report contains the corrected metrics for the prior year data in the year over year comparisons.

RADIO METHODOLOGY

AM/FM RADIO METHODOLOGY: Audience estimates for 48 large markets are based on a panel of people who carry a portable device called PPM that passively detects exposure to content that contains inaudible codes embedded within the program content. Audience estimates from the balance of markets and counties in the US 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 US 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 National Regional Database reports national and regional radio ratings for individual radio stations using both PPM and Diary measurement. It is published twice a year and the annual sample is more than 600,000 respondents aged 12+.

NOTES: Listening to HD radio broadcasts, Internet streams of AM/FM radio stations and Satellite Radio is included the Persons Using Radio estimates in this report where the tuning meets our reporting and crediting requirements. Monthly Time Spent Listening is derived by multiplying the weekly time spent listening estimate by 4.33 (the average number of weeks in a calendar month).

MOBILE METHODOLOGY

Mobile video user projection, time spent and composition data are based on survey analysis of past 30 day use during the period. The mobile video audience figures in this report include mobile phone users (aged 13+) who access mobile video through any means (including mobile Web, subscription based, downloads and applications). Beginning in Q1 2012, data reflect enhanced methodology for calculating the Total Minutes spent watching video on a mobile phone. Total Minutes = (median#sessions)*(mean#minutes). All previous quarter/year metrics have been recalculated with new methodology. Data are trendable within this version of the report, but not to previous quarters' published editions.

Nielsen's mobile survey reports mobile video usage for those users 13 and older. Thus, 12-17 is T13-17 for all mobile data.

SOURCING

TABLES 1, 2, 3, 4 - A WEEK IN THE LIFE, OVERALL USAGE BY MEDIUM, MONTHLY TIME SPENT BY MEDIUM IN HOURS:MINUTES USERS 2+, MONTHLY TIME SPENT BY MEDIUM IN HOURS: MINUTES

Source: Traditional TV, Timeshifted TV, DVD, Game Consoles 07/01/13 - 09/29/13 via Nielsen NPOWER/NPM Panel, Online 07/01/13 - 09/30/13 via Nielsen Netview and Nielsen VideoCensus, Mobile 07/01/13 - 09/30/13 via Nielsen Mobile Video Report/Mobile Insights.

Table 1 is based on the total US population whether or not they have the technology. Tables 2-4 are based on users of each medium.

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

Source: 07/01/13 - 09/30/13 via Nielsen NPOWER/Cross-Platform Homes Panel for P2+.

TABLE 6, 7, 8–TELEVISION DISTRIBUTION SOURCES, CABLE/SATELLITE HOMES WITH INTERNET STATUS, DEVICES IN TV HOUSEHOLDS

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

TABLE 9 - TELEVISION DISTRIBUTION SOURCES - PERCENTAGE OF HOUSEHOLDS

Source: Based on the scaled installed counts for 07/01/13 - 09/29/13 via Nielsen NPOWER/NPM Panel.

EXHIBIT 1 – AVERAGE TIME SPENT PER PERSON PER DAY

Source: Daily time spent based on ratings, 07/01/13 - 09/29/13 vs. corresponding quarters in prior years via Nielsen NPOWER/NPM Panel.

EXHIBIT 2 – MOBILE DEVICE PENETRATION BY ETHNICITY

Source: Mobile 07/01/13 - 09/30/13 via Nielsen Mobile Insights.

PAGES 4-8 - ALL DATA BASED ON USERS OF EACH MEDIUM

A Year in Review: weekly and monthly time spent

AM/FM Radio: Radar 118, June '12- June '13, M-Su Total Day, P12+.

TV, Online and Mobile: NPower NPM, Netview, Video Census P2+; Mobile Video Report/
Mobile Insights P13+, July '12 – June '13.

Percent of Time Spent by Platform by Hour

AM/FM Radio: National Respondent Level Data, 03/28/13 – 06/19/13, M-SU Total Day,

Percent AQH Listening by Hour, P18+ TV, Online and Mobile: NPower NPM, Netview, Mobile
P18+, Q2 2013

How Media Usage Varies by Demographic

AM/FM Radio: Radar 118, June '12- June '13, M-Su Total Day, P18+.

TV, Online and Mobile: NPower NPM, Netview, Mobile Insights P18+, June '12 – June '13

A Closer Look at Listening

AM/FM Radio: Portable People Meter, 06/20/13 – 09/11/2013, Percent of AQH Persons by
listening location, P6+.

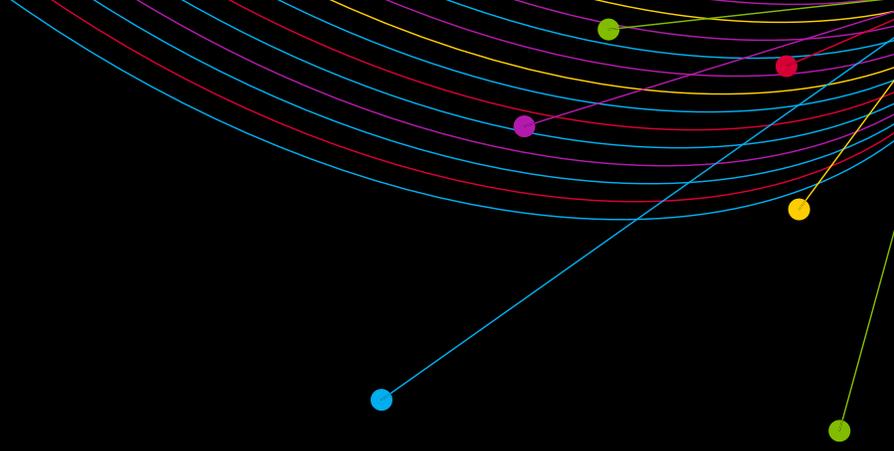
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Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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