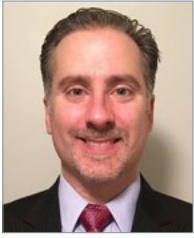




THE NIELSEN TOTAL AUDIENCE SERIES

THE NIELSEN TOTAL AUDIENCE REPORT

Q1 2017



**PETER KATSINGRIS, SVP
AUDIENCE INSIGHTS**

Do you consume media the same way as your parents? What about your peers or children? The fact is there are many influences that can sway consumer media habits—from where they live to their income levels to when they were born, the latter being the focus of our Q1 2017 Nielsen Total Audience Report.

Generationally, we see much different consumption habits across media platforms. Even *within* these generations there are media distinctions as consumers mature and age out of their “demo” and into a different stage of life. In fact, for our Q4 2015 Nielsen Total Audience Report, we focused on Millennials and these different life stages and saw varying behaviors. This latest report takes a broader look at four generations—Generation Z, Millennials, Generation X and Baby Boomers. We looked at their profiles, what they own and their behaviors across platforms.

While Millennials have been much studied and written about, the youngest generation, Generation Z, is the largest of these groups, accounting for 26% of all people in the U.S., and marketers should be thinking about the best ways to reach them. Combine them with Millennials and these groups alone represent almost half of the U.S. population!

Across all generations, however, we see different preferences among media device users. Baby Boomers and Generation X are heavier users of traditional television and radio sources while younger generations are heavier users of digital platforms. One common factor is the use and presence of smartphones which remains high across all generations. Regardless of age, it’s one device that all generations never seem to be without.

One big question is whether younger people will continue their current usage behaviors as they age. The answer remains to be seen in this “lifelong” study, but one thing is for certain: with new technology continually being brought to market and compelling content in so many different places, there will always be disruption on the horizon.

A handwritten signature in black ink that reads "Peter". The signature is fluid and cursive, with a long horizontal stroke extending from the end.

PETER

GENERATIONS

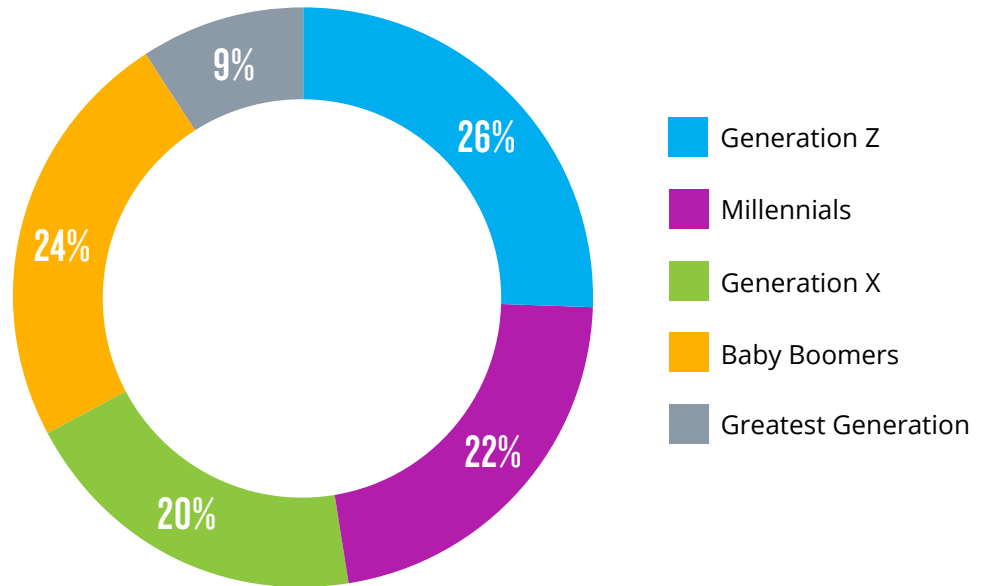
Using our panel methodology for TV, radio, and digital, we can analyze the profile and behavior of different generations. This analysis focuses primarily on Generation Z, Millennials, Generation X, and Baby Boomers.

For the purposes of this study, the generations are defined by the below birth years and age ranges.

	GENERATION Z	MILLENNIALS	GENERATION X	BABY BOOMERS	GREATEST GENERATION
BIRTH YEAR	1997 – 2015	1980 – 1996	1965 – 1979	1947 – 1964	1917 – 1946
AGE IN 2017	2 – 20	21 – 37	38 – 52	53 – 70	71+

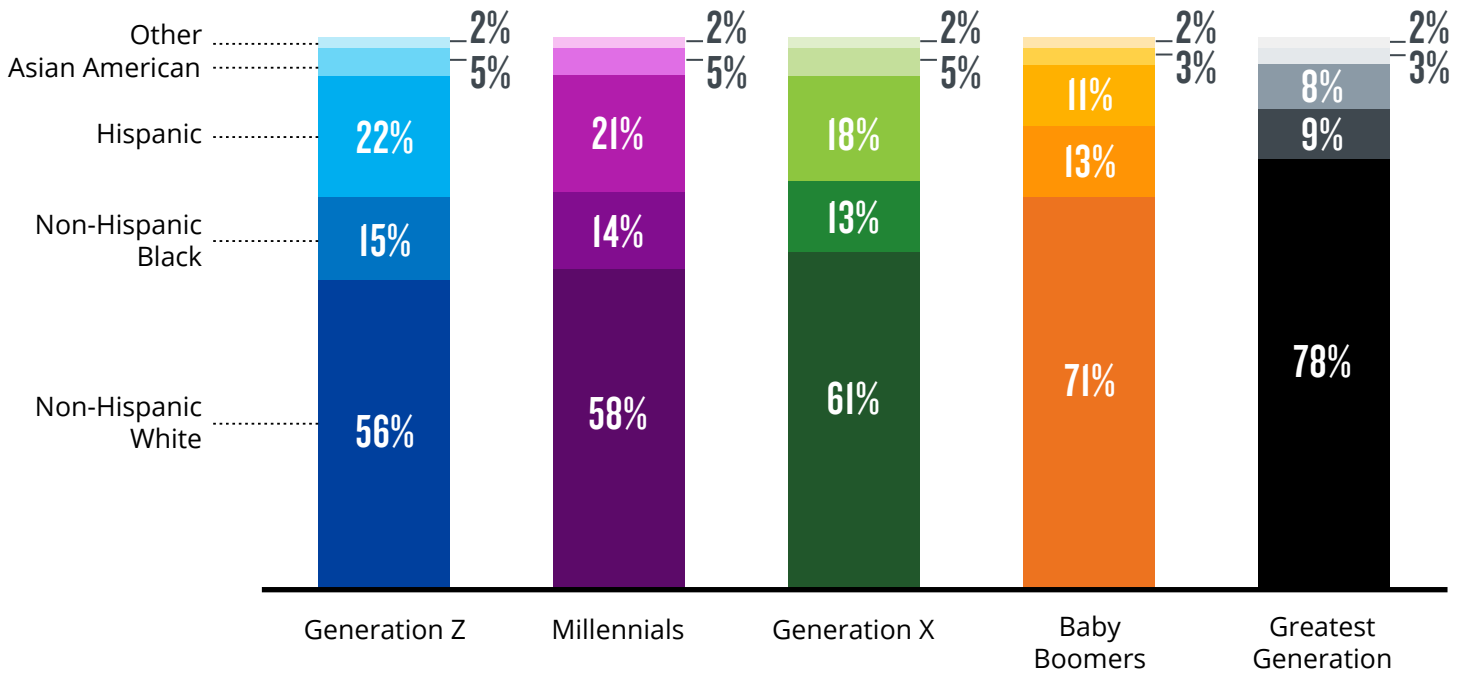


GENERATIONAL COMPOSITION



Generation Z is the largest generation, accounting for 26% of all persons in U.S. TV homes in February 2017. Combined with Millennials, these two generations represent almost half of the U.S. population.

COMPOSITION BY RACE AND ETHNICITY



The younger generations are increasingly more diverse than the older generations.

Source: Nielsen National Panel, 2/15/17, P2-20, 21-37, 38-52, 53-70, 71+
Composition may not sum up to 100% due to rounding.



HOUSEHOLD PROFILE BY GENERATION

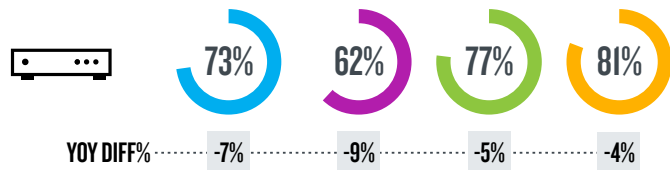


- Generation Z lives in homes with 3+ people and benefits from the higher income of the other members of their household.
- Millennials have the lowest income of the generations. They are more likely to be renters in multi-family dwellings with the largest proportion living in urban areas.
- Generation X has the highest income across generations and are more likely to have a college education. They work in white-collar occupations and are homeowners living in single-family homes.
- Baby Boomers are less likely to be working (includes retired individuals). They own single-family homes with fewer household members and live primarily in smaller towns and rural areas.

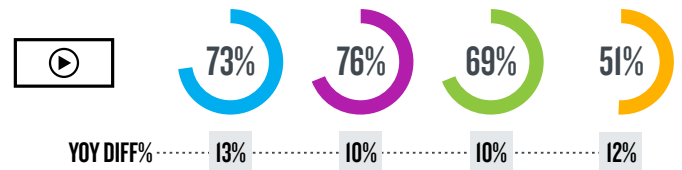
Source: Nielsen National Panel, 2/15/17, P2-20, 21-37, 38-52, 53-70
 Education and Occupation are based on the classification of the head of the household.
 Composition may not sum up to 100% due to rounding.

HOUSEHOLD TECHNOLOGY OWNERSHIP BY GENERATION

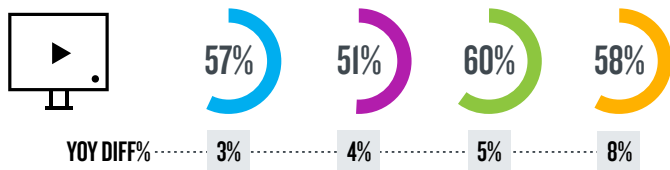
DVD



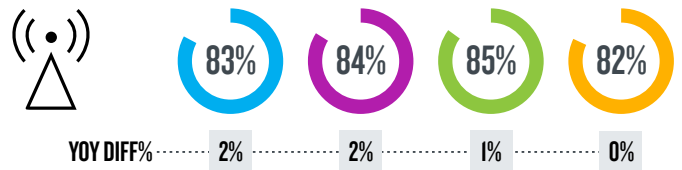
SUBSCRIPTION VIDEO ON DEMAND



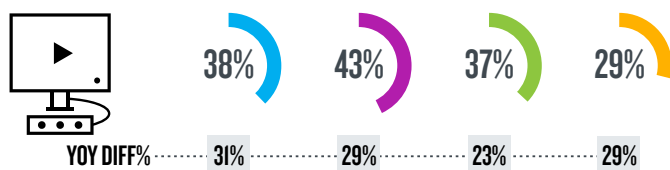
DVR



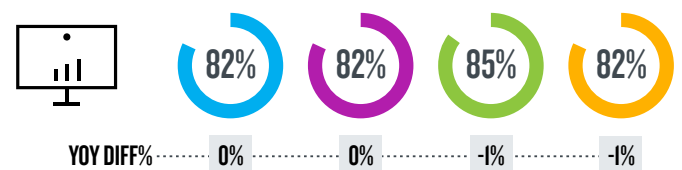
BROADBAND INTERNET



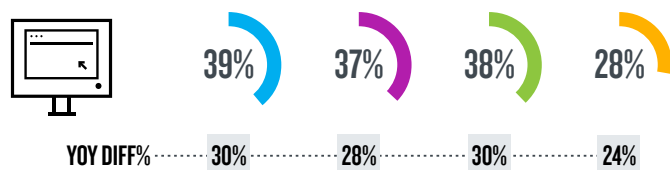
MULTIMEDIA DEVICE



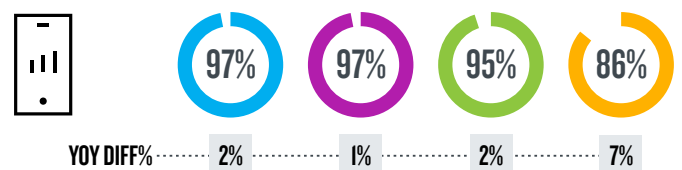
PC



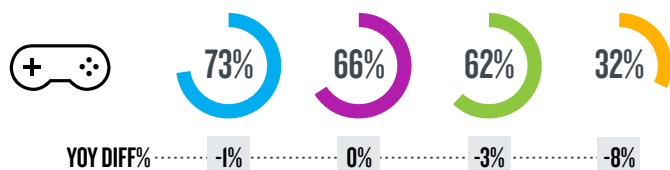
ENABLED SMART TV



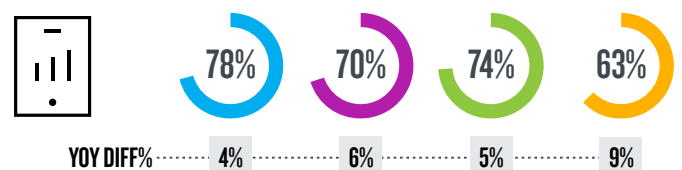
SMARTPHONE



VIDEO GAME CONSOLE



TABLET



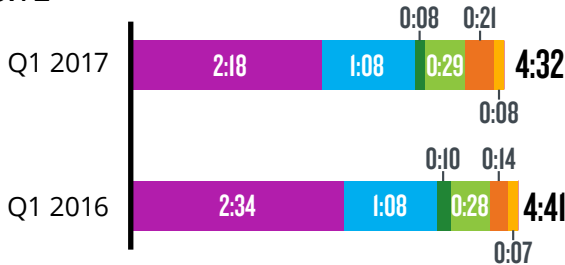
- Generation Z benefits from the technological choices of other householders and has the greatest penetration of game consoles and tablets.
- Millennials are most likely to have multimedia devices and access to subscription video on demand.
- Generation X are most likely to have DVRs and PCs, while Baby Boomers have the greatest penetration of DVD players.

Source: Nielsen National Panel, 2/15/17 - P2-20, 21-37, 38-52, 53-70, 2/15/16 - P2-19, 20-36, 37-51, 52-69 (accounts for aging of generations)

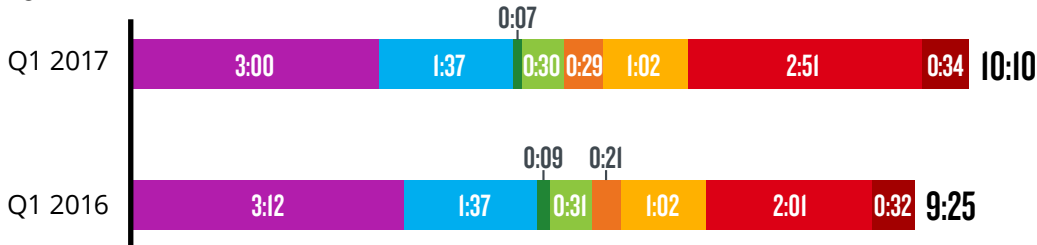


DAILY TIME SPENT AMONG TOTAL POPULATION BY GENERATION

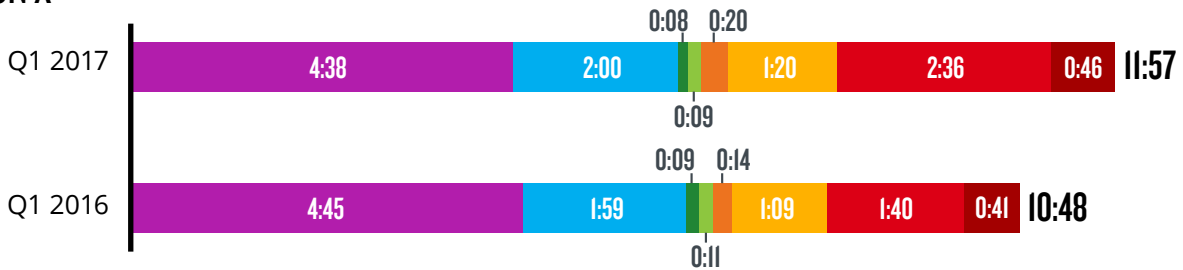
GENERATION Z*



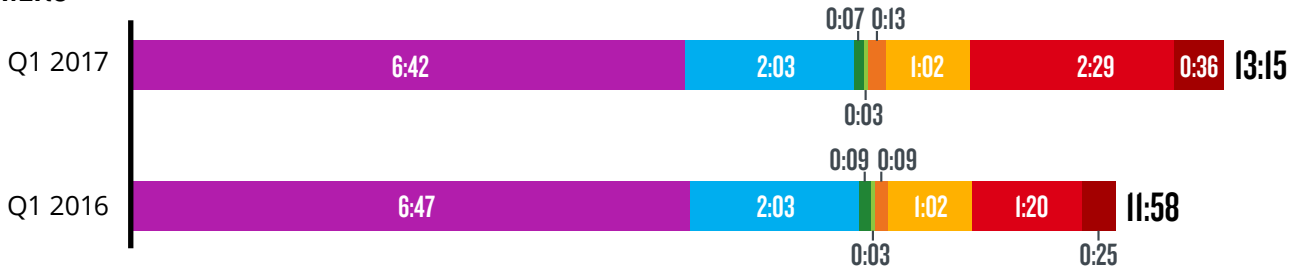
MILLENNIALS



GENERATION X



BABY BOOMERS



- Overall time spent with media increases among older generations, driven by traditional television and radio.
- Smartphone usage remains high across all generations.

Source: Nielsen National Panel (TV), RADAR 133 (Radio), Netview (PC), EMM (Smartphone and Tablet), Q1 2017, P2-20, 21-37, 38-52, 53-70

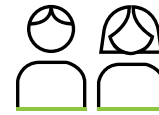
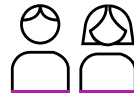
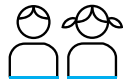
Nielsen National Panel (TV), RADAR 129 (Radio), Netview (PC), EMM (Smartphone and Tablet), Q1 2016, P2-19, 20-36, 37-51, 52-69 (accounts for aging of generations)

*Generation Z - Mobile data excluded due to privacy regulations among minors, Radio limited to ages 12-20



DAILY TIME SPENT AMONG TOTAL POPULATION BY GENERATION

BY RACE/ETHNICITY



GENERATION Z

MILLENNIALS

GENERATION X

BABY BOOMERS

	GENERATION Z		MILLENNIALS		GENERATION X		BABY BOOMERS		
	Q1 2016	Q1 2017	Q1 2016	Q1 2017	Q1 2016	Q1 2017	Q1 2016	Q1 2017	
BLACK	Live+DVR/Time-shifted TV	4:05	3:40	5:05	4:37	7:03	7:02	10:01	9:46
	AM/FM Radio	1:12	1:16	1:38	1:40	2:02	2:05	2:13	2:15
	DVD/Blu-Ray Device	0:08	0:06	0:09	0:06	0:10	0:10	0:10	0:08
	Game Console	0:28	0:30	0:29	0:31	0:10	0:09	0:03	0:03
	Multimedia Device	0:10	0:19	0:17	0:27	0:12	0:20	0:07	0:12
	Internet on a PC	0:09	0:08	1:17	1:14	1:16	1:32	1:01	1:07
	App/Web on a Smartphone	n/a	n/a	1:58	2:57	1:43	2:48	1:42	3:02
HISPANIC	Live+DVR/Time-shifted TV	2:31	2:15	2:52	2:40	3:59	3:58	5:42	5:37
	AM/FM Radio	1:16	1:17	1:45	1:49	2:09	2:12	2:09	2:14
	DVD/Blu-Ray Device	0:10	0:08	0:08	0:07	0:07	0:08	0:08	0:06
	Game Console	0:26	0:27	0:23	0:22	0:08	0:08	0:04	0:03
	Multimedia Device	0:13	0:22	0:17	0:24	0:13	0:19	0:09	0:13
	Internet on a PC	0:06	0:07	0:50	0:49	0:45	0:52	0:42	0:38
	App/Web on a Smartphone	n/a	n/a	2:34	3:13	1:38	2:43	1:04	2:12
ASIAN AMERICAN	Live+DVR/Time-shifted TV	1:22	1:02	1:36	1:12	2:21	2:28	2:54	2:55
	DVD/Blu-Ray Device	0:07	0:05	0:04	0:04	0:06	0:09	0:04	0:03
	Game Console	0:17	0:14	0:17	0:15	0:06	0:08	0:02	0:01
	Multimedia Device	0:20	0:24	0:25	0:29	0:19	0:26	0:20	0:23
	Internet on a PC	0:08	0:07	0:56	0:50	0:36	0:51	0:14	0:18
	App/Web on a Smartphone	n/a	n/a	2:13	2:40	0:55	1:35	IFR	IFR

Source: Nielsen National Panel (TV), RADAR 133 (Radio), Netview (PC), EMM (Smartphone), Q1 2017, P2-20, 21-37, 38-52, 53-70

Nielsen National Panel (TV), RADAR 129 (Radio), Netview (PC), EMM (Smartphone), Q1 2016, P2-19, 20-36, 37-51, 52-69 (accounts for aging of generations)

Generation Z - Mobile data excluded due to privacy regulations among minors, Radio limited to ages 12-20

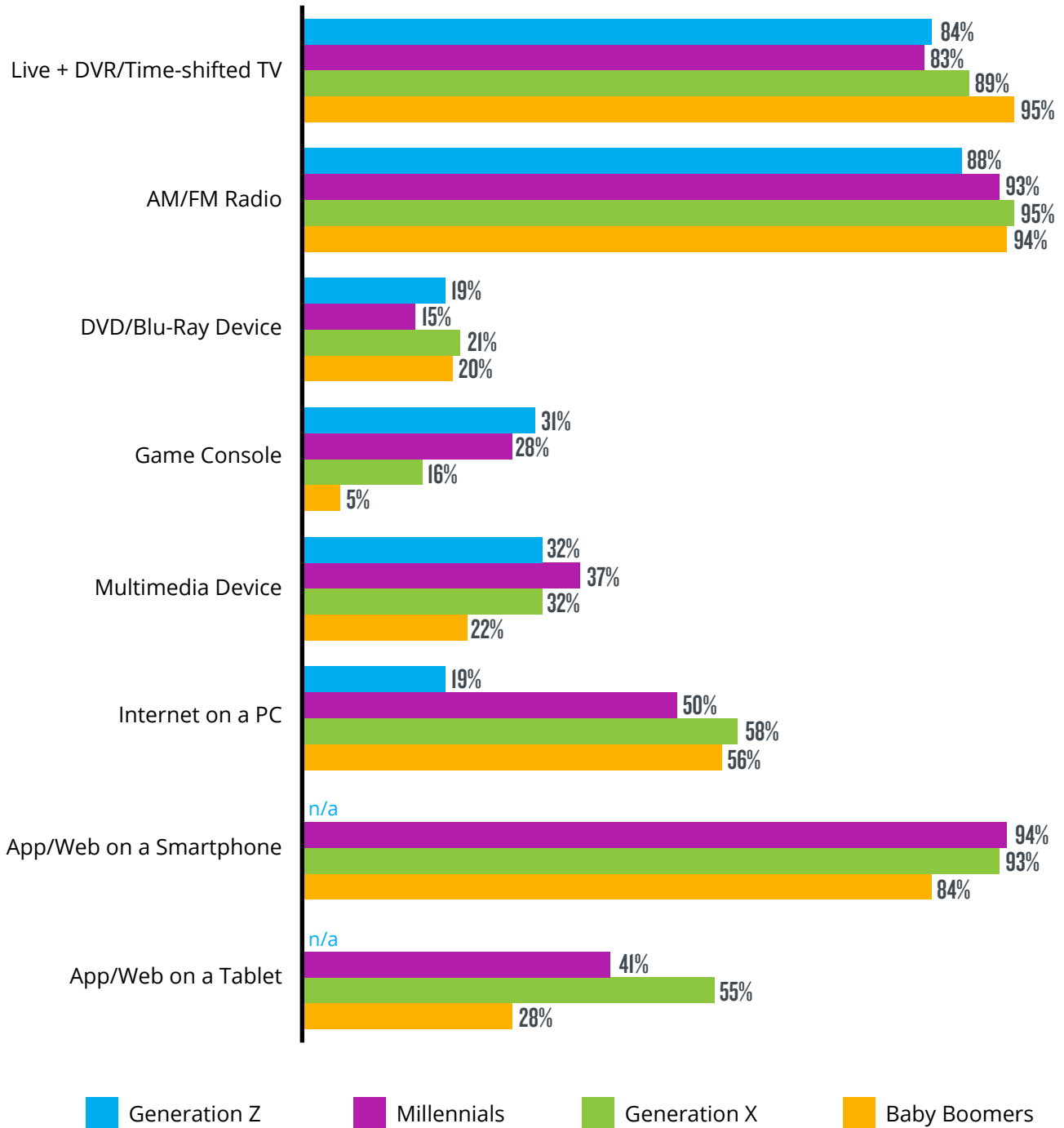
Radio measurement includes Asian American but cannot be separated from the total audience at this time.

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



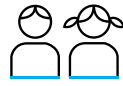
WEEKLY REACH PERCENTAGE IN POPULATION BY GENERATION

COMPOSITE Q1 2017

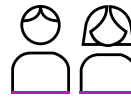


Source: Nielsen National Panel (TV), RADAR 133 (Radio), Netview (PC), EMM (Smartphone and Tablet), Q1 2017, P2-20, 21-37, 38-52, 53-70
 Generation Z - Mobile data excluded due to privacy regulations among minors, Radio limited to ages 12-20

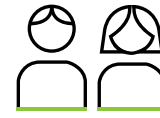
MONTHLY TIME SPENT AMONG USERS BY GENERATION – Q1 2017



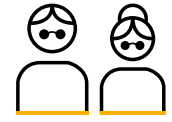
GENERATION Z



MILLENNIALS



GENERATION X



BABY BOOMERS

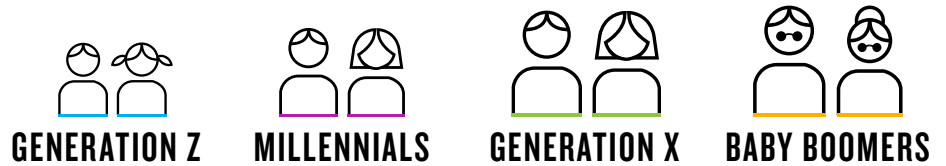
	GENERATION Z	MILLENNIALS	GENERATION X	BABY BOOMERS		
COMPOSITE	Live+DVR/Time-shifted TV	75:15	99:31	150:58	208:41	
	DVR/Time-shifted TV	12:14	18:44	27:19	33:42	
	AM/FM Radio	35:46	49:46	61:07	62:18	
	DVD/Blu-Ray Device	12:15	13:20	11:26	9:27	
	Game Console	31:41	38:15	17:29	13:26	
	Multimedia Device	24:24	31:09	23:05	20:58	
	Internet on a PC	11:31	45:37	53:59	44:26	
	Video on a PC	21:03	33:28	23:24	13:44	
	App/Web on a Smartphone	n/a	77:44	82:42	75:01	
	Video on a Smartphone	n/a	6:02	4:10	2:37	
	App/Web on a Tablet	n/a	76:56	81:38	74:35	
	Video on a Tablet	n/a	6:00	4:10	2:36	
	BLACK	Live+DVR/Time-shifted TV	118:12	149:32	224:03	297:51
		DVR/Time-shifted TV	13:03	20:01	28:55	30:44
AM/FM Radio		38:12	50:50	64:15	67:58	
DVD/Blu-Ray Device		12:57	14:04	15:53	11:52	
Game Console		35:58	42:22	20:13	15:13	
Multimedia Device		27:18	33:00	26:48	23:27	
Internet on a PC		14:15	52:33	63:01	44:58	
Video on a PC		18:36	43:50	32:35	18:55	
App/Web on a Smartphone		n/a	97:22	93:26	82:46	
Video on a Smartphone		n/a	9:35	5:58	3:55	
App/Web on a Tablet		n/a	98:03	91:46	82:51	
Video on a Tablet		n/a	9:33	5:57	3:53	

Source: Nielsen National Panel (TV), RADAR 133 (Radio), Netview (PC), VideoCensus (PC Video), EMM (Smartphone and Tablet), Q1 2017, P2-20, 21-37, 38-52, 53-70
 Generation Z - Mobile data excluded due to privacy regulations among minors, Radio limited to ages 12-20

Data sources should not be added or subtracted; they are based on users of each medium and the bases vary by source.

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

MONTHLY TIME SPENT AMONG USERS BY GENERATION – Q1 2017



	GENERATION Z	MILLENNIALS	GENERATION X	BABY BOOMERS	
HISPANIC	Live+DVR/Time-shifted TV	71:01	86:22	124:20	177:16
	DVR/Time-shifted TV	10:32	14:16	19:57	26:47
	AM/FM Radio	36:30	53:17	67:52	72:20
	DVD/Blu-Ray Device	12:18	12:50	12:32	10:02
	Game Console	30:47	29:31	15:37	14:03
	Multimedia Device	25:46	26:52	22:25	20:12
	Internet on a PC	11:18	45:46	46:23	37:15
	Video on a PC	21:34	36:36	27:37	16:16
	App/Web on a Smartphone	n/a	76:53	83:56	79:15
	Video on a Smartphone	n/a	7:14	6:02	4:50
	App/Web on a Tablet	n/a	76:41	83:29	77:58
	Video on a Tablet	n/a	7:12	6:01	4:49
	ASIAN AMERICAN	Live+DVR/Time-shifted TV	37:33	49:21	81:32
DVR/Time-shifted TV		7:46	11:53	18:27	21:58
DVD/Blu-Ray Device		8:27	14:17	13:56	7:23
Game Console		22:46	30:15	18:03	7:44
Multimedia Device		21:31	27:23	22:36	29:36
Internet on a PC		16:26	57:48	62:00	32:23
Video on a PC		23:41	39:22	27:46	19:54
App/Web on a Smartphone		n/a	65:30	70:57	IFR
Video on a Smartphone		n/a	5:05	4:03	IFR
App/Web on a Tablet		n/a	66:17	68:03	IFR
Video on a Tablet		n/a	4:56	3:57	IFR

Source: Nielsen National Panel (TV), RADAR 133 (Radio), Netview (PC), VideoCensus (PC Video), EMM (Smartphone and Tablet), Q1 2017, P2-20, 21-37, 38-52, 53-70
 Generation Z - Mobile data excluded due to privacy regulations among minors, Radio limited to ages 12-20
 Radio measurement includes Asian American but cannot be separated from the total audience at this time.
 Data sources should not be added or subtracted; they are based on users of each medium and the bases vary by source.
 Note: IFR represents data that is insufficient for reporting due to small sample sizes. n/a represents data unavailability.



DATA TABLES



AVERAGE TIME SPENT PER ADULT 18+ PER DAY

EXHIBIT 1 - BASED ON THE TOTAL U.S. POPULATION

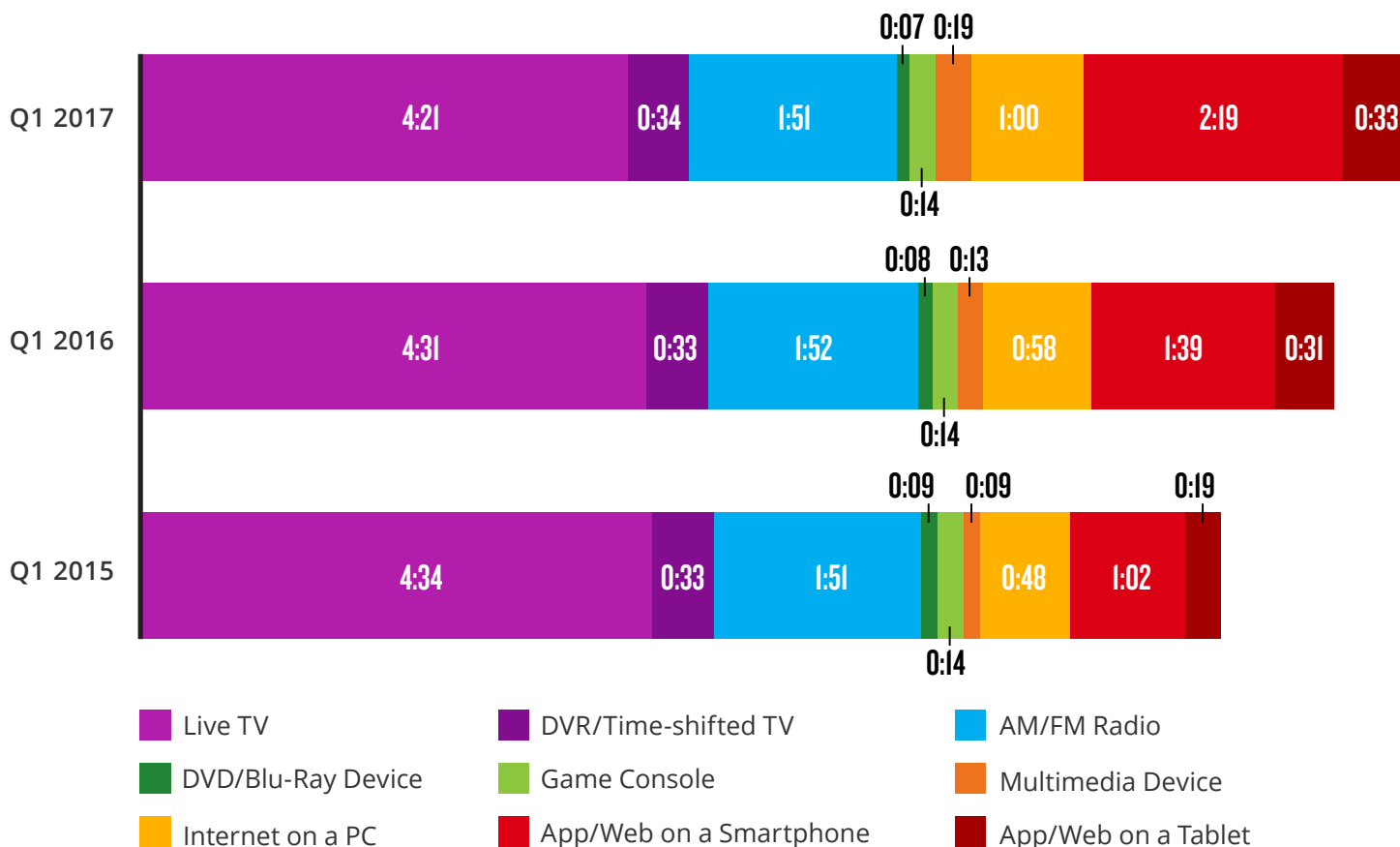


EXHIBIT 2 - BASED ON USERS OF EACH MEDIUM

	Q1 2015	Q1 2016	Q1 2017
Live+DVR/Time-shifted TV	6:46	6:37	6:22
DVR/Time-shifted TV	2:05	1:58	1:59
AM/FM Radio	2:42	2:44	2:44
DVD/Blu-Ray Device	1:44	1:48	1:51
Game Console	2:52	2:58	3:01
Multimedia Device	2:33	2:29	2:12
Internet on a PC	2:18	3:01	3:10
App/Web on a Smartphone	1:51	2:32	3:21

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 IA – WEEKLY TIME SPENT IN HOURS: MINUTES AMONG U.S. POPULATION FOR Q1 2017

	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+	30:41	34:25	19:02	13:02	14:31	21:13	30:34	43:29	51:42	43:23	23:23	14:26
DVR/ Time-shifted TV	P2+	3:33	4:00	2:09	1:27	1:29	2:55	4:22	5:00	4:49	3:26	2:08	1:49
AM/FM Radio	P12+	12:22	12:55	n/a	6:59	10:01	11:07	13:37	15:14	12:30	12:58	13:11	n/a
DVD/Blu-Ray Device	P2+	0:52	0:49	1:17	0:44	0:33	0:52	1:03	0:52	0:35	0:52	0:50	0:37
Game Console	P2+	1:57	1:38	2:44	3:56	4:26	3:22	1:27	0:24	0:09	2:15	2:04	1:09
Multimedia Device	P2+	2:18	2:14	2:55	1:56	2:38	3:35	2:39	1:41	0:58	2:14	2:21	3:05
Internet on a PC	P2+	5:40	7:05	0:17	0:35	4:09	7:14	9:39	7:51	4:37	6:16	3:51	3:38
Video on a PC	P2+	1:57	2:20	0:30	0:35	2:56	3:17	3:07	1:48	0:49	2:37	1:47	1:37
App/Web on a Smartphone	P18+	16:16	16:16	n/a	n/a	18:09	17:22	19:56	20:08	4:33	18:55	18:32	12:39
Video on a Smartphone	P18+	0:47	0:47	n/a	n/a	1:23	1:09	0:57	0:36	0:06	1:17	1:23	0:42

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

TABLE IB – WEEKLY TIME SPENT IN HOURS: MINUTES AMONG U.S. POPULATION FOR Q1 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+	31:50	35:26	20:22	15:29	16:18	23:26	32:07	44:06	51:32	45:33	24:38	16:05
DVR/ Time-shifted TV	P2+	3:25	3:49	2:10	1:34	1:30	3:01	4:22	4:39	4:12	3:01	2:14	2:02
AM/FM Radio	P12+	12:26	13:01	n/a	6:55	10:19	11:20	13:40	15:09	12:32	12:48	12:57	n/a
DVD/Blu-Ray Device	P2+	1:02	0:58	1:33	0:52	0:48	1:07	1:05	1:00	0:42	1:04	0:58	0:38
Game Console	P2+	1:58	1:38	2:39	3:59	4:17	3:20	1:30	0:28	0:07	2:07	2:04	1:12
Multimedia Device	P2+	1:34	1:33	1:51	1:18	1:55	2:36	1:44	1:07	0:42	1:18	1:32	2:36
Internet on a PC	P2+	5:23	6:43	0:18	0:44	4:32	7:53	8:20	7:21	4:10	5:50	3:47	3:24
Video on a PC	P2+	1:33	1:49	0:31	0:40	2:01	2:57	2:12	1:26	0:41	2:14	1:31	1:19
App/Web on a Smartphone	P18+	11:36	11:36	n/a	n/a	15:11	13:47	14:34	12:13	2:41	12:43	14:24	10:06
Video on a Smartphone	P18+	0:23	0:23	n/a	n/a	0:54	0:31	0:25	0:16	IFR	0:36	0:43	0:34

TABLE 2A – USERS BY MEDIUM FOR Q1 2017

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+	292,497	230,906	38,112	23,479	26,872	38,584	57,730	60,574	47,146	39,276	50,746	16,628
DVR/ Time-shifted TV	P2+	204,720	162,171	26,848	15,701	16,724	28,383	43,556	43,285	30,222	27,860	30,540	10,544
AM/FM Radio	P12+	266,218	242,363	n/a	23,851	29,731	42,469	59,850	62,466	48,619	34,570	44,651	n/a
DVD/Blu-Ray Device	P2+	104,317	79,991	16,249	8,077	6,698	11,567	23,222	23,364	15,140	11,486	15,940	4,852
Game Console	P2+	89,781	58,796	18,447	12,539	12,056	17,134	19,191	8,028	2,387	11,841	17,466	4,366
Multimedia Device	P2+	123,605	93,794	19,353	10,458	12,275	20,808	28,366	21,658	10,686	14,148	21,807	10,434
Internet on a PC	P2+	181,043	162,191	9,947	8,905	16,540	28,875	46,774	43,735	26,267	23,377	23,710	6,447
Video on a PC	P2+	116,853	107,220	5,167	4,466	10,371	18,644	30,848	29,757	17,600	15,193	14,456	4,490
App/Web on a Smartphone	P18+	207,904	207,904	n/a	n/a	29,271	39,022	59,327	66,735	13,549	25,529	35,268	12,025
Video on a Smartphone	P18+	168,861	168,861	n/a	n/a	24,763	32,907	49,866	52,097	9,227	22,317	30,196	9,102

TABLE 2B – USERS BY MEDIUM FOR Q1 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+	287,297	226,101	37,764	23,431	26,524	37,509	57,270	59,659	45,139	38,506	49,872	15,863
DVR/ Time-shifted TV	P2+	199,597	158,194	25,866	15,536	16,133	26,791	42,533	42,897	29,839	26,348	30,160	9,590
AM/FM Radio	P12+	263,342	239,551	n/a	23,789	29,819	41,858	59,891	61,840	46,820	33,883	43,354	n/a
DVD/Blu-Ray Device	P2+	122,004	93,035	19,071	9,899	8,082	14,247	27,126	26,738	16,842	14,125	19,445	5,707
Game Console	P2+	92,660	60,681	19,158	12,821	12,211	17,087	20,340	8,834	2,208	11,940	17,568	4,905
Multimedia Device	P2+	79,701	60,185	12,680	6,836	7,843	14,223	19,028	13,169	5,922	7,825	13,897	7,845
Internet on a PC	P2+	183,144	162,063	11,271	9,810	16,544	29,284	46,533	43,864	25,838	22,995	23,738	6,341
Video on a PC	P2+	123,940	112,364	6,316	5,260	10,767	19,825	31,725	31,631	18,416	15,849	15,162	4,352
App/Web on a Smartphone	P18+	190,771	190,771	n/a	n/a	27,670	36,769	55,564	58,120	12,647	23,496	33,016	11,125
Video on a Smartphone	P18+	151,011	151,011	n/a	n/a	24,185	30,366	46,420	42,054	7,987	19,781	27,278	8,365

TABLE 3A – PERCENTAGE OF USERS AMONG U.S. POPULATION FOR Q1 2017
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+	94%	94%	93%	94%	87%	91%	95%	96%	97%	96%	96%	85%
DVR/ Time-shifted TV	P2+	66%	66%	66%	63%	54%	67%	72%	69%	62%	68%	58%	54%
AM/FM Radio	P12+	97%	97%	n/a	95%	94%	98%	97%	99%	97%	98%	98%	n/a
DVD/Blu-Ray Device	P2+	33%	33%	40%	32%	22%	27%	38%	37%	31%	28%	30%	25%
Game Console	P2+	29%	24%	45%	50%	39%	40%	32%	13%	5%	29%	33%	22%
Multimedia Device	P2+	40%	38%	47%	42%	40%	49%	47%	34%	22%	34%	41%	53%
Internet on a PC	P2+	58%	66%	24%	36%	54%	68%	77%	70%	54%	57%	45%	33%
Video on a PC	P2+	37%	44%	13%	18%	34%	44%	51%	47%	36%	37%	27%	23%
App/Web on a Smartphone	P18+	84%	84%	n/a	n/a	96%	91%	98%	99%	30%	92%	92%	98%
Video on a Smartphone	P18+	69%	69%	n/a	n/a	81%	77%	82%	78%	20%	80%	79%	74%

Total Universe Estimates differ by platform.

TABLE 3B – PERCENTAGE OF USERS AMONG U.S. POPULATION FOR Q1 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%	93%	93%	86%	89%	94%	96%	96%	95%	96%	86%
DVR/ Time-shifted TV	P2+	65%	65%	63%	62%	52%	64%	70%	69%	63%	65%	58%	52%
AM/FM Radio	P12+	97%	97%	n/a	95%	95%	98%	98%	99%	97%	97%	98%	n/a
DVD/Blu-Ray Device	P2+	39%	38%	47%	39%	26%	34%	45%	43%	36%	35%	37%	31%
Game Console	P2+	30%	25%	47%	51%	40%	41%	34%	14%	5%	29%	34%	27%
Multimedia Device	P2+	26%	25%	31%	27%	25%	34%	31%	21%	13%	19%	27%	42%
Internet on a PC	P2+	59%	67%	28%	39%	54%	70%	77%	70%	55%	57%	46%	34%
Video on a PC	P2+	40%	46%	15%	21%	35%	47%	52%	51%	39%	39%	29%	24%
App/Web on a Smartphone	P18+	78%	78%	n/a	n/a	89%	86%	91%	88%	30%	86%	90%	93%
Video on a Smartphone	P18+	62%	62%	n/a	n/a	78%	71%	76%	64%	19%	73%	74%	70%

Total Universe Estimates differ by platform.

TABLE 4A – MONTHLY TIME SPENT IN HOURS: MINUTES AMONG USERS FOR Q1 2017

	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+	141:40	158:45	88:22	60:18	72:17	101:27	139:19	195:30	231:28	196:44	105:53	73:48
DVR/ Time-shifted TV	P2+	23:27	26:17	14:10	10:01	11:54	19:00	26:20	31:25	33:41	21:55	16:02	14:40
AM/FM Radio	P12+	54:28	56:42	n/a	31:46	45:03	48:15	59:49	66:21	54:13	56:35	55:15	n/a
DVD/Blu-Ray Device	P2+	11:15	10:50	13:58	9:54	10:56	13:45	11:49	10:06	8:11	13:19	12:08	10:45
Game Console	P2+	29:27	29:30	26:09	34:07	49:09	36:18	19:49	13:30	12:53	33:49	27:05	22:15
Multimedia Device	P2+	25:05	25:18	26:41	20:07	28:46	31:44	24:34	21:13	19:01	28:06	24:42	25:08
Internet on a PC	P2+	41:46	45:57	4:45	7:01	32:59	45:37	53:56	48:12	36:28	47:00	36:54	47:18
Video on a PC	P2+	22:10	22:46	16:42	13:55	37:06	31:44	26:17	16:20	9:33	29:56	27:50	29:58
App/Web on a Smartphone	P18+	77:58	77:58	n/a	n/a	77:32	76:19	82:39	77:11	67:11	92:08	79:22	65:08
Video on a Smartphone	P18+	4:34	4:34	n/a	n/a	6:54	5:59	4:41	2:54	2:02	7:07	6:53	4:42

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 Q1 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+	148:19	165:04	95:25	71:50	82:16	113:35	147:29	199:52	232:51	208:28	111:30	81:14
DVR/ Time-shifted TV	P2+	22:52	25:21	14:48	11:01	12:29	20:27	26:59	29:20	28:41	20:12	16:43	16:59
AM/FM Radio	P12+	54:52	57:11	n/a	31:37	46:20	49:15	60:00	66:13	54:36	56:29	54:51	n/a
DVD/Blu-Ray Device	P2+	11:18	10:51	14:25	9:30	13:12	14:14	10:35	10:05	8:33	13:21	11:10	8:48
Game Console	P2+	28:19	28:22	24:29	33:46	46:58	35:26	19:22	14:16	10:10	31:11	26:32	19:40
Multimedia Device	P2+	26:19	27:05	25:50	20:35	32:51	33:11	23:52	22:56	24:17	29:14	24:50	26:31
Internet on a PC	P2+	39:30	43:49	4:44	8:03	36:25	49:11	47:31	45:28	33:01	44:39	35:59	43:24
Video on a PC	P2+	16:38	16:55	14:10	13:27	24:48	26:52	18:07	12:15	7:32	24:41	22:24	23:58
App/Web on a Smartphone	P18+	59:40	59:40	n/a	n/a	67:34	63:27	64:39	53:13	39:06	66:56	65:06	52:32
Video on a Smartphone	P18+	2:31	2:31	n/a	n/a	4:31	2:57	2:16	1:41	0:37	3:48	3:59	3:59

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 Q1 2017
AMONG BLACK

	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+	196:44	221:54	132:59	99:12	119:44	151:57	207:29	278:36	337:02
DVR/ Time-shifted TV	P2+	21:55	24:50	13:35	12:14	13:59	20:00	28:34	30:51	23:30
AM/FM Radio	P12+	56:35	59:29	n/a	34:03	46:04	49:26	62:23	71:42	60:34
DVD/Blu-Ray Device	P2+	13:19	13:16	14:39	11:25	12:46	13:31	15:55	13:21	8:41
Game Console	P2+	33:49	33:45	29:50	40:07	57:18	37:16	22:46	16:15	15:39
Multimedia Device	P2+	28:06	28:57	27:21	22:48	34:17	34:03	28:12	23:55	19:00
Internet on a PC	P2+	47:00	51:37	4:53	6:24	40:02	52:35	62:33	51:30	33:27
Video on a PC	P2+	29:56	31:34	13:17	10:25	40:01	45:47	33:22	23:29	12:20
App/Web on a Smartphone	P18+	92:08	92:08	n/a	n/a	92:30	104:59	93:54	87:26	IFR
Video on a Smartphone	P18+	7:07	7:07	n/a	n/a	11:24	9:44	6:59	4:28	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 Q1 2017
AMONG HISPANIC

	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+	105:53	118:55	84:37	53:57	61:04	88:23	118:35	161:04	205:27
DVR/ Time-shifted TV	P2+	16:02	18:04	11:59	8:49	9:54	14:29	19:14	23:58	26:01
AM/FM Radio	P12+	55:15	58:23	n/a	33:18	45:38	52:09	64:53	70:14	57:23
DVD/Blu-Ray Device	P2+	12:08	11:46	13:57	10:37	8:45	13:32	12:40	10:53	9:58
Game Console	P2+	27:05	26:05	25:04	34:12	40:38	28:09	17:03	13:24	15:18
Multimedia Device	P2+	24:42	23:59	27:34	24:14	24:29	27:03	23:53	20:36	17:00
Internet on a PC	P2+	36:54	42:59	4:25	7:37	30:33	46:43	49:33	40:06	38:33
Video on a PC	P2+	27:50	29:45	16:37	16:07	37:23	34:28	31:59	17:46	17:15
App/Web on a Smartphone	P18+	79:22	79:22	n/a	n/a	76:49	77:04	84:40	81:06	IFR
Video on a Smartphone	P18+	6:53	6:53	n/a	n/a	8:49	7:04	6:41	5:03	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 Q1 2017
AMONG ASIAN AMERICAN

	Demo (Users)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+
Live+DVR/ Time-shifted TV	P2+	73:48	83:33	43:11	28:51	32:06	51:34	74:40	104:07	137:17
DVR/ Time-shifted TV	P2+	14:40	16:38	8:31	5:53	7:12	13:04	16:09	23:53	15:43
DVD/Blu-Ray Device	P2+	10:45	11:39	8:37	8:33	13:32	15:51	13:29	8:21	7:59
Game Console	P2+	22:15	22:32	21:49	21:44	32:45	30:45	20:40	6:33	9:56
Multimedia Device	P2+	25:08	26:32	23:02	16:47	24:56	28:16	23:37	26:46	35:55
Internet on a PC	P2+	47:18	51:54	IFR	IFR	43:42	51:59	68:51	34:34	29:35
Video on a PC	P2+	29:58	31:21	IFR	IFR	42:54	39:09	31:00	19:40	13:41
App/Web on a Smartphone	P18+	65:08	65:08	n/a	n/a	68:41	71:35	62:27	IFR	IFR
Video on a Smartphone	P18+	4:42	4:42	n/a	n/a	5:09	6:08	3:27	IFR	IFR

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

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

Video Streaming Quintile	Composite				Black			
	# of Persons (000)	Stream on a PC	Internet on a PC	TV	# of Persons (000)	Stream on a PC	Internet on a PC	TV
		(Average Daily Minutes)				(Average Daily Minutes)		
Stream 1	16,176	29.6	75.9	236.2	1,622	27.1	61.9	342.0
Stream 2	16,202	3.1	36.7	243.2	1,595	3.2	34.3	342.9
Stream 3	16,173	0.8	22.2	249.5	1,604	1.0	20.0	409.5
Stream 4	16,194	0.2	16.7	271.5	1,607	0.2	14.6	328.8
Stream 5	16,185	0.0	11.4	259.8	1,609	0.0	9.9	353.6
Non Streamers	167,165	0.0	2.5	221.0	17,681	0.0	2.2	319.6
All	248,095	2.2	12.4	231.2	25,718	2.0	10.4	330.9

Video Streaming Quintile	Hispanic				Asian American			
	# of Persons (000)	Stream on a PC	Internet on a PC	TV	# of Persons (000)	Stream on a PC	Internet on a PC	TV
		(Average Daily Minutes)				(Average Daily Minutes)		
Stream 1	1,843	29.1	57.1	164.1	920	46.8	77.7	67.0
Stream 2	1,846	2.6	17.8	171.1	901	4.9	32.5	102.3
Stream 3	1,851	0.7	13.4	155.1	918	1.2	18.9	117.2
Stream 4	1,839	0.2	10.2	184.3	918	0.3	13.1	143.7
Stream 5	1,845	0.0	9.5	170.7	913	0.0	9.7	118.8
Non Streamers	27,717	0.0	1.3	176.3	12,209	0.0	2.2	131.4
All	36,941	1.6	6.4	174.5	16,778	3.0	9.9	125.4

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

Internet Quintile	Composite				Black			
	# of Persons (000)	Stream on a PC	Internet on a PC	TV	# of Persons (000)	Stream on a PC	Internet on a PC	TV
		(Average Daily Minutes)				(Average Daily Minutes)		
Internet 1	29,565	14.4	80.4	300.9	2,957	13.0	69.4	425.5
Internet 2	29,562	2.8	16.4	254.0	2,968	3.1	13.7	332.9
Internet 3	29,586	0.9	4.6	237.8	2,957	0.8	4.3	331.7
Internet 4	29,558	0.2	1.2	229.1	2,959	0.2	1.3	349.9
Internet 5	29,555	0.0	0.2	215.4	2,962	0.0	0.2	294.4
Non Internet Users	100,269	0.0	0.0	206.7	10,915	0.0	0.0	308.6
All	248,095	2.2	12.4	231.2	25,718	2.0	10.4	330.9

Internet Quintile	Hispanic				Asian American			
	# of Persons (000)	Stream on a PC	Internet on a PC	TV	# of Persons (000)	Stream on a PC	Internet on a PC	TV
		(Average Daily Minutes)				(Average Daily Minutes)		
Internet 1	3,678	13.6	51.8	206.2	1,720	23.5	74.0	145.4
Internet 2	3,683	1.8	8.3	168.7	1,698	2.4	16.2	155.0
Internet 3	3,686	0.6	2.4	174.6	1,715	2.4	4.6	152.5
Internet 4	3,683	0.2	0.8	166.9	1,712	0.2	1.1	152.8
Internet 5	3,678	0.0	0.1	171.1	1,714	0.0	0.1	133.4
Non Internet Users	18,534	0.0	0.0	171.4	8,219	0.0	0.0	101.9
All	36,941	1.6	6.4	174.5	16,778	3.0	9.9	125.4

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

Television Quintile	Composite				Black			
	# of Persons (000)	Stream on a PC	Internet on a PC	TV	# of Persons (000)	Stream on a PC	Internet on a PC	TV
		(Average Daily Minutes)				(Average Daily Minutes)		
Television 1	48,931	2.4	20.2	632.9	5,126	2.5	17.0	820.7
Television 2	48,956	1.6	12.9	296.8	5,124	1.3	10.7	443.1
Television 3	48,926	1.5	11.0	157.2	5,115	1.7	10.0	248.3
Television 4	48,931	2.0	8.3	64.8	5,142	2.6	6.5	111.5
Television 5	48,937	3.4	9.4	12.1	5,107	2.0	7.5	24.4
Non Television Viewers	3,414	5.2	15.4	0.0	104	1.3	8.5	0.0
All	248,095	2.2	12.4	231.2	25,718	2.0	10.4	330.9

Television Quintile	Hispanic				Asian American			
	# of Persons (000)	Stream on a PC	Internet on a PC	TV	# of Persons (000)	Stream on a PC	Internet on a PC	TV
		(Average Daily Minutes)				(Average Daily Minutes)		
Television 1	7,347	1.1	8.7	458.6	3,231	1.3	12.2	407.3
Television 2	7,339	1.0	6.4	224.7	3,215	1.4	8.4	153.7
Television 3	7,335	1.1	5.5	123.2	3,232	1.1	7.4	65.4
Television 4	7,343	1.8	4.5	53.4	3,221	1.8	6.9	20.5
Internet 5	7,342	3.1	6.7	11.7	3,227	9.0	14.6	3.2
Non Television Viewers	235	1.6	3.8	0.0	653	2.6	9.6	0.0
All	36,941	1.6	6.4	174.5	16,778	3.0	9.9	125.4

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

	Composite		Black		Hispanic		Asian American	
	Q1 2016	Q1 2017	Q1 2016	Q1 2017	Q1 2016	Q1 2017	Q1 2016	Q1 2017
Broadcast Only	13,301	15,216	2,314	2,560	2,535	3,050	798	964
Cable Plus	99,225	97,812	12,684	12,443	12,165	11,908	4,234	4,271
Wired Cable (No Telco)	52,273	52,452	7,054	6,764	5,512	5,953	2,243	2,347
Telco	12,832	9,857	1,851	1,650	1,439	958	900	708
Satellite	34,507	35,904	3,838	4,061	5,259	5,064	1,137	1,259
Broadband Only	3,874	5,374	235	578	410	632	400	556

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	13%	12%	16%	20%	17%
Cable Plus	82%	84%	80%	75%	73%
Wired Cable (No Telco)	44%	45%	43%	38%	40%
Telco	8%	8%	11%	7%	11%
Satellite	30%	31%	26%	31%	22%
Broadband Only	5%	5%	3%	4%	10%

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	
	Q1 2016	Q1 2017	Q1 2016	Q1 2017	Q1 2016	Q1 2017	Q1 2016	Q1 2017
Broadcast Only and Broadband Access	7,302	8,973	726	902	1,112	1,446	662	836
Broadcast Only and No Internet/Dial-Up Access	5,999	6,243	1,587	1,658	1,423	1,603	135	128
Cable Plus and Broadband Access	79,261	79,473	8,650	8,895	8,653	8,582	3,929	4,014
Cable Plus and No Internet/Dial-Up Access	19,964	18,339	4,034	3,547	3,512	3,327	305	257

Table 8 is based on weighted intab counts.

TABLE 9 – DEVICES IN TV HOUSEHOLDS
PERCENTAGE OF HOUSEHOLDS

	Composite		Black		Hispanic		Asian American	
	Q1 2016	Q1 2017	Q1 2016	Q1 2017	Q1 2016	Q1 2017	Q1 2016	Q1 2017
DVD/Blu-Ray Player	77%	73%	74%	68%	72%	66%	68%	61%
DVR	50%	54%	46%	51%	44%	46%	42%	47%
Enabled Smart TV	23%	29%	18%	25%	25%	34%	34%	42%
High Definition TV	94%	96%	91%	93%	95%	97%	97%	99%
Multimedia Device	24%	31%	19%	29%	25%	33%	45%	52%
Any Smartphone	81%	86%	83%	88%	91%	93%	93%	94%
Subscription Video on Demand	50%	57%	41%	48%	51%	58%	66%	69%
Any Tablet	58%	63%	51%	56%	59%	63%	72%	75%
Video Game Console	44%	43%	43%	43%	54%	52%	48%	47%

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 DVRs 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.

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 Q1 2017 report is based on the June RADAR studies.

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 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 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 are allocated to other devices and locations such as smartphones and viewing outside of home and work. Nielsen's Online Panel is recruited through both probability weighted and convenience panels which are recruited in Spanish and English.

Hours:minutes for Internet and video use are based on the universe of persons who used the Internet/watched online video. 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.

For passively measured video, audience and duration are credited when a) video content is rendered and the stream URL matches Nielsen's classification and b) if the meter detects audio. Actively measured/tagged video is credited when the meter detects and collects tags from the video playback metadata. Duration is observed from the computer panel and then weighted/projected. If no audio is detected neither audience nor duration is credited.

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. 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.

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 was removed, so now if a panelist uses an app or visits a website for more than 30 minutes at a time the entire duration is now credited towards the app or website. There are no minimum qualifiers; crediting begins when the site or app is loaded in the foreground of the device.

SOURCING

EXHIBIT 1, 2 & TABLES 1, 2, 3, 4 – AVERAGE TIME SPENT PER ADULT 18+ PER DAY, WEEKLY TIME SPENT AMONG U.S. 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 12/26/2016 - 03/26/2017 via Nielsen NPOWER/National Panel, Radio 03/24/16-03/29/17 via RADAR 133, PC 01/01/2017 - 03/31/2017 via Nielsen Netview and Nielsen VideoCensus, Smartphone 01/01/2017 - 03/31/2017 via Nielsen Electronic Mobile Measurement, Tablet 01/01/2017 - 03/31/2017 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.

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.

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

Source: 01/01/2017 - 03/31/2017 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 SOURCES BY ETHNICITY

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

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

TABLE 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.

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

GENERATIONAL STUDY

PAGES 4 - 6

Source: Nielsen NPOWER/National Panel based on scaled installed counts for 2/15/2017 and 2/15/2016

PAGES 7 - 11

Source: Q1 2017 - Live+DVR/Time-shifted TV, DVD, Game Consoles, Multimedia Devices 12/26/2016 - 03/26/2017 via Nielsen NPOWER/National Panel, Radio 03/24/16-03/29/17 via RADAR 133, PC 01/01/2017 - 03/31/2017 via Nielsen Netview and Nielsen VideoCensus, Smartphone 01/01/2017 - 03/31/2017 via Nielsen Electronic Mobile Measurement, Tablet 01/01/2017 - 03/31/2017 via Nielsen Electronic Mobile Measurement - unweighted, projections based on estimates from NPOWER/National Panel. P2-20, P21-37, P38-52, P53-70. Generation Z - Mobile data excluded due to privacy regulations among minors, Radio limited to ages 12-20

Source: Q1 2016 - Live+DVR/Time-shifted TV, DVD, Game Consoles, Multimedia Devices 12/28/2015 - 03/27/2016 via Nielsen NPOWER/National Panel, Radio 03/26/15-03/23/16 via RADAR 129, PC 01/01/2016 - 03/31/2016 via Nielsen Netview and Nielsen VideoCensus, Smartphone 01/01/2016 - 03/31/2016 via Nielsen Electronic Mobile Measurement, Tablet 01/01/2016 - 03/31/2016 via Nielsen Electronic Mobile Measurement - unweighted, projections based on estimates from NPOWER/National Panel. P2-19, P20-36, P37-51, P52-69 (accounts for aging of generations). Generation Z - Mobile data excluded due to privacy regulations among minors, Radio limited to ages 12-19

Total Universe estimates were calculated for custom demographic breaks by applying percentages from single year of age Total Population data from Claritas to standard UEs.

Radio estimates for time spent were derived from a weighted average of demo cells available in RADAR to correspond to the birth year definitions of each generation.

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 Nielsen 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. For more information, visit www.nielsen.com.





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