THE NIELSEN COMPARABLE METRICS REPORT

Q1 2017

WELCOME

Welcome to the Q1 2017 Nielsen Comparable Metrics Report! This is an in-depth study of users and usage – averaged across the U.S. population – with the purpose of aligning methodologies and metrics to display an "apples to apples" view of consumption across TV, Radio, TV-connected devices, PCs, Smartphones, and Tablets. The core purpose of this report is to address three basic concepts equally applicable to all categories of media measurement: how many, how often, and how long.

How many is commonly displayed in TV as *Reach*, in Radio as *Cume*, and in digital as *Unique Audience*, but they are all synonyms. This is simply the number of adults who use a given platform or content type in an average week.

How often is expressed as the number of days per week that those adults access said platform.
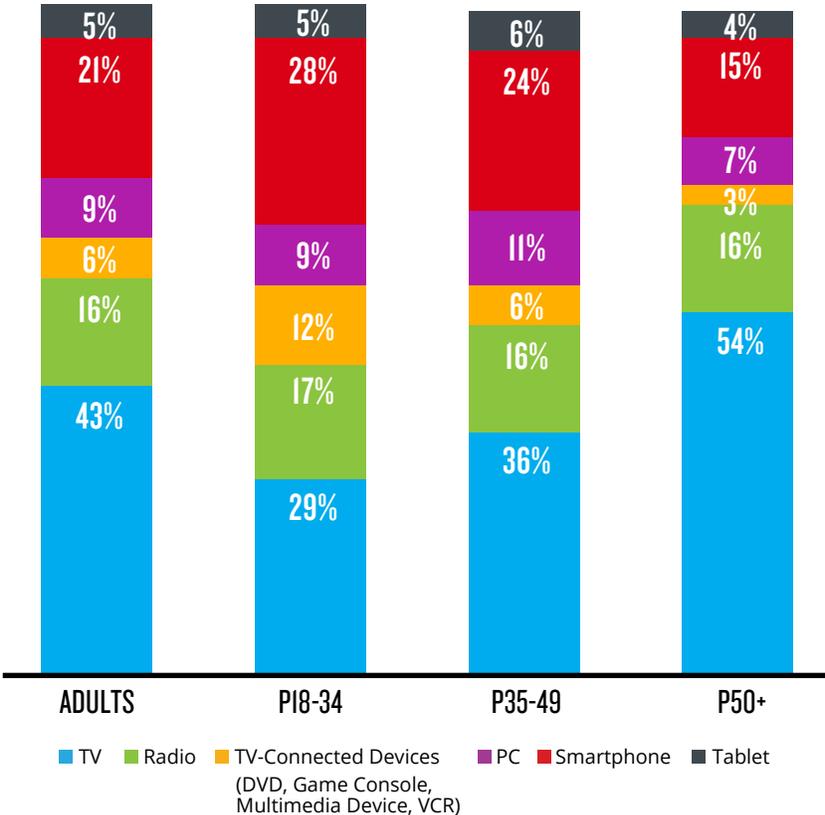
How long is a measure of the time spent engaging with each platform. This is displayed both in raw terms as Gross Minutes and also as Average Audience, which is defined as the number of adults engaging with the platform in an average minute during the week.

Please note that when comparing Q1 2017 to Q1 2016 data we will still be seeing the effects of recent crediting enhancements to the mobile panel, specifically with regards to the time spent metrics (all of the "How Long" section plus Mins/Day (Users) under "How Often"). In August 2016 a legacy crediting rule on Android devices that capped usage at 30 minutes was removed, so now if a panelist uses an app or visits a website for more than 30 minutes at a time the entire length of the session is now credited. This change also went into effect for iOS devices in March 2016.

All of the findings were derived from the best available data in the reporting periods of December 26, 2016 – March 26, 2017 and December 28, 2015 – March 27, 2016. As a result we can compare and align metrics with The Nielsen Total Audience Report, allowing the two reports to be used concurrently to gain a better understanding of trends in the marketplace.
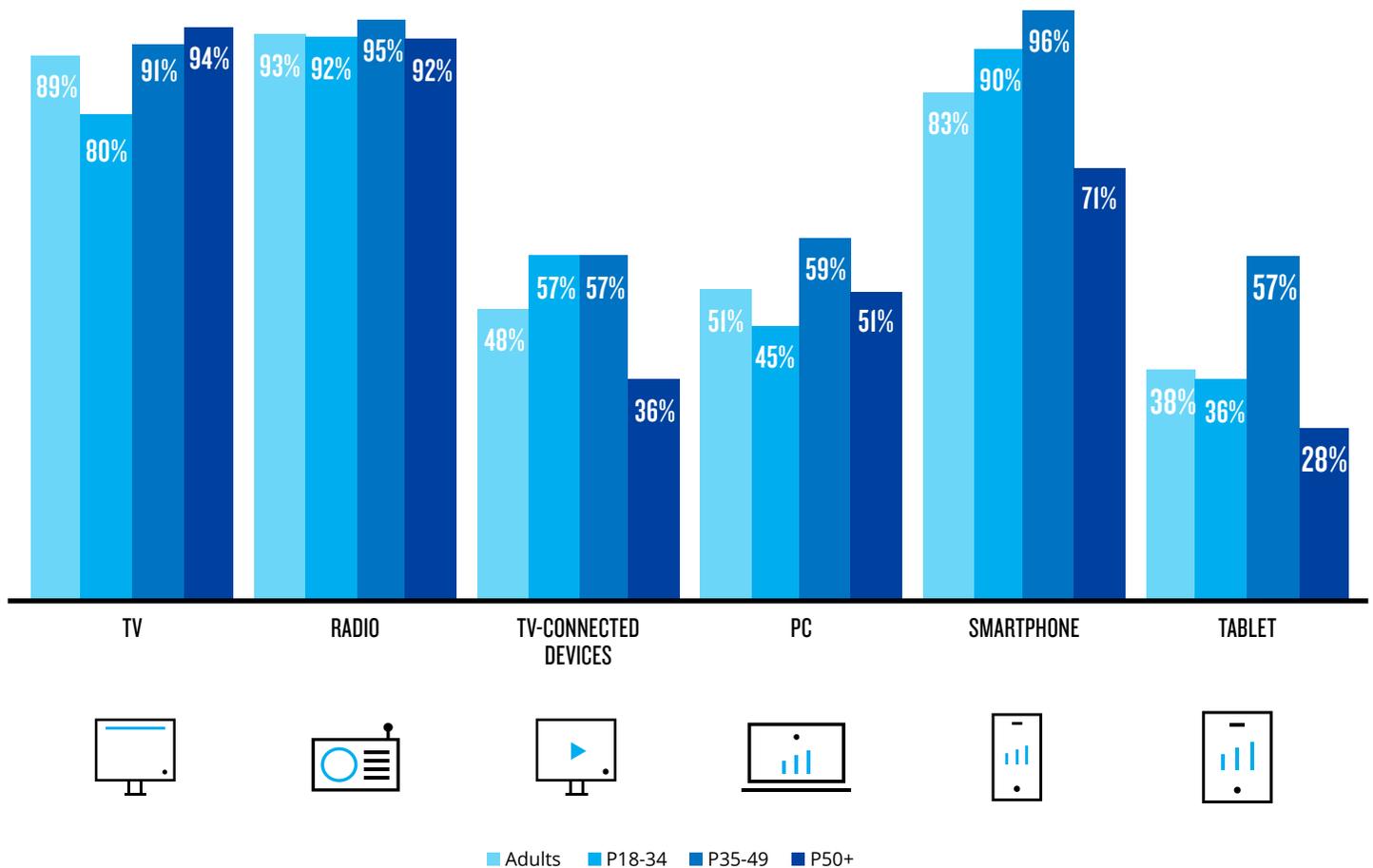
AVERAGE AUDIENCE COMPOSITION

Q1 2017 AVERAGE AUDIENCE COMPOSITION BY PLATFORM

	ADULTS	P18-34	P35-49	P50+
Tablet	5%	5%	6%	4%
Smartphone	21%	28%	24%	15%
PC	9%	9%	11%	7%
TV-Connected Devices	6%	12%	6%	3%
Radio	16%	17%	16%	16%
TV	43%	29%	36%	54%

Legend: ■ TV ■ Radio ■ TV-Connected Devices (DVD, Game Console, Multimedia Device, VCR) ■ PC ■ Smartphone ■ Tablet

- TV accounts for 43% of the total average audience among adults 18+
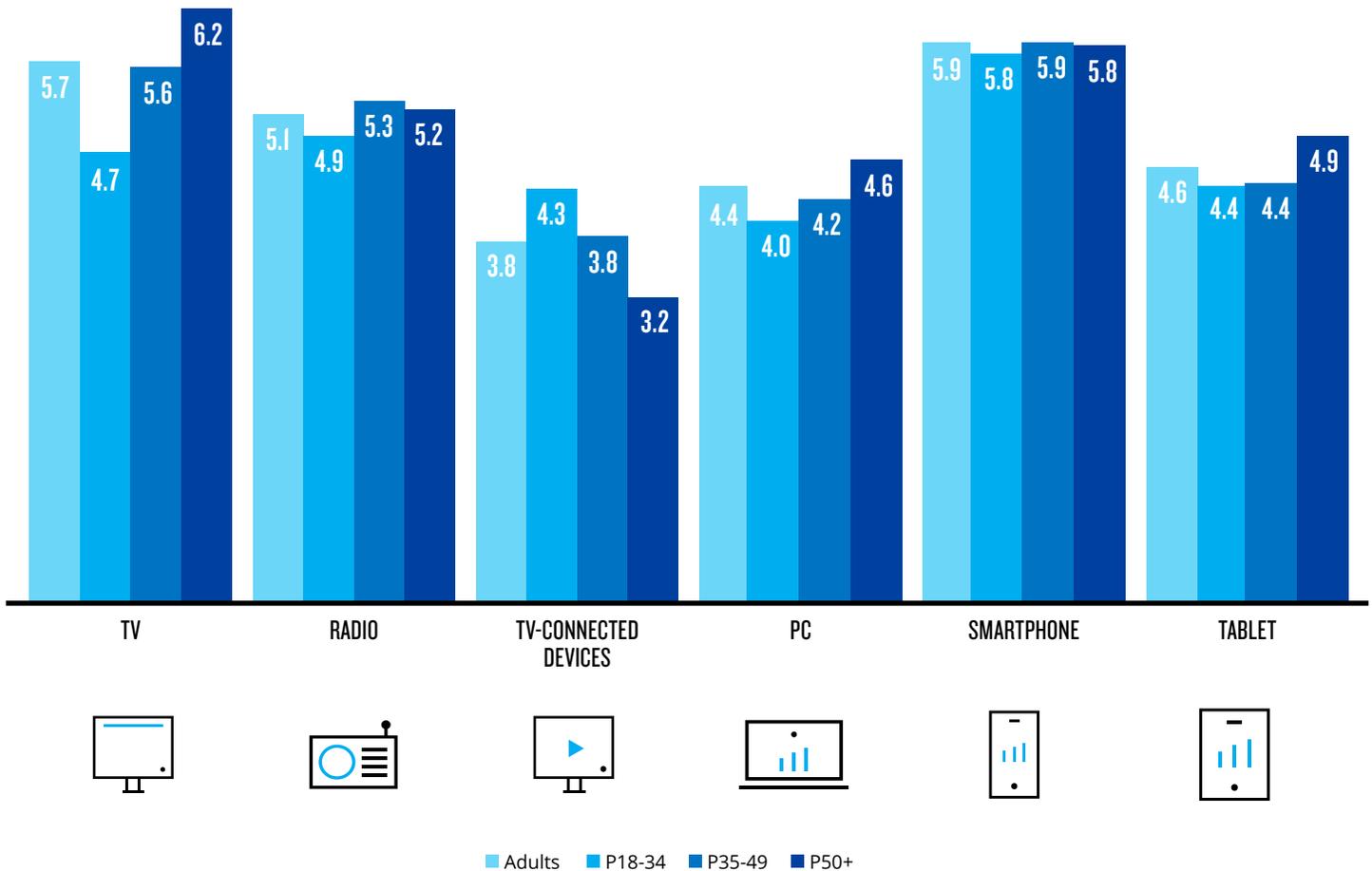- 28% of average audience for P18-34 is spent using smartphones

HOW MANY

QI 2017 WEEKLY REACH (% OF POPULATION)

Bar chart showing weekly reach percentages by platform and age group:

	Adults	P18-34	P35-49	P50+
TV	89%	80%	91%	94%
RADIO	93%	92%	95%	92%
TV-CONNECTED DEVICES	48%	57%	57%	36%
PC	51%	45%	59%	51%
SMARTPHONE	83%	90%	96%	71%
TABLET	38%	36%	57%	28%

Legend: ■ Adults ■ P18-34 ■ P35-49 ■ P50+

- 57% of P18-49 are using TV-Connected devices
- Radio reaches more P18-34 than other platforms
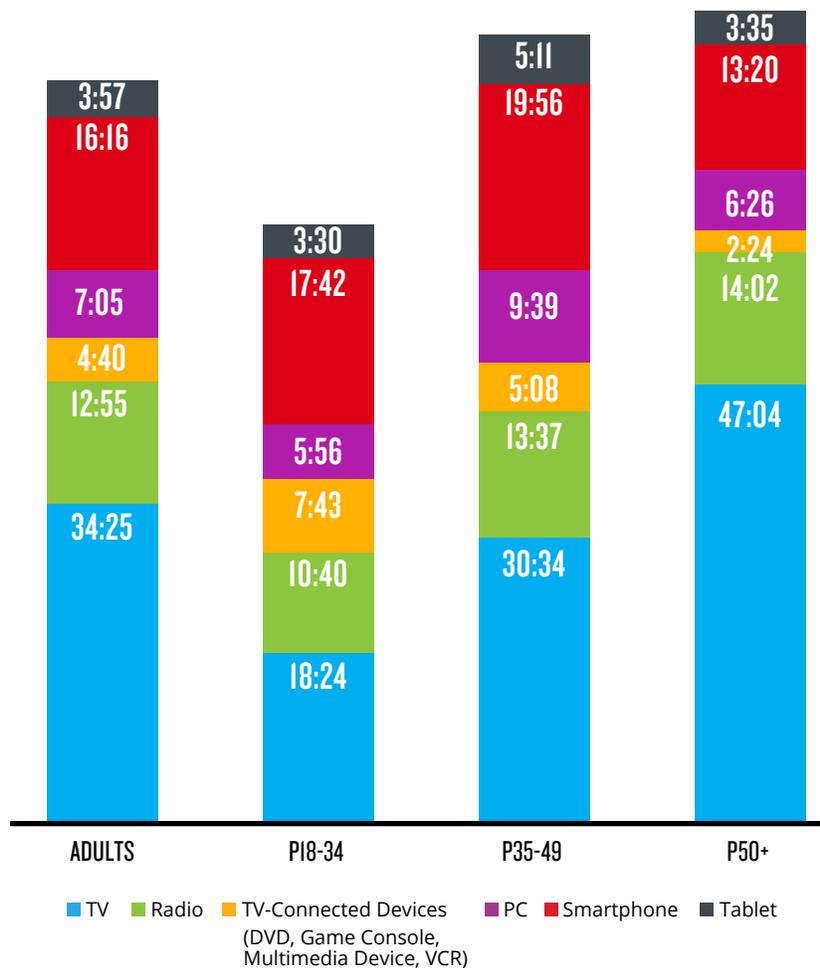- More adults P35-49 use smartphones, tablets and PCs than P18-34

HOW OFTEN

Q1 2017 AVG DAYS PER WEEK WITH USAGE (AMONG USERS)

	Adults	P18-34	P35-49	P50+
TV	5.7	4.7	5.6	6.2
RADIO	5.1	4.9	5.3	5.2
TV-CONNECTED DEVICES	3.8	4.3	3.8	3.2
PC	4.4	4.0	4.2	4.6
SMARTPHONE	5.9	5.8	5.9	5.8
TABLET	4.6	4.4	4.4	4.9

Legend: ■ Adults ■ P18-34 ■ P35-49 ■ P50+

- Adult TV viewers are watching an average of 5.7 out of 7 days per week
- TV-Connected devices are used 4.3 days per week by users 18-34
- Smartphones are used nearly every day

HOW LONG

Q1 2017 WEEKLY HOURS:MINS OF USAGE (IN POPULATION)

ADULTS
- 3:57
- 16:16
- 7:05
- 4:40
- 12:55
- 34:25

P18-34
- 3:30
- 17:42
- 5:56
- 7:43
- 10:40
- 18:24

P35-49
- 5:11
- 19:56
- 9:39
- 5:08
- 13:37
- 30:34

P50+
- 3:35
- 13:20
- 6:26
- 2:24
- 14:02
- 47:04

Legend: TV | Radio | TV-Connected Devices (DVD, Game Console, Multimedia Device, VCR) | PC | Smartphone | Tablet

- TV-Connected Devices are most heavily consumed by P18-34
- Adults spend nearly 13 hours per week listening to the radio
- Adults 35-49 spend the most time per week on Smartphones, PCs and Tablets

COMPARABLE METRICS BY RACE AND ETHNICITY

Q1 2017 WEEKLY HOURS:MINS OF USAGE BY ETHNICITY & RACE

Adults 18+	Total	Black	Hispanic	Asian American
TV	34:25	49:03	26:11	16:12
Radio	12:55	13:38	13:54	na
TV-Connected Devices	4:40	4:58	4:43	4:43
PC Total	7:04	8:13	5:15	4:30
PC Video	2:19	3:22	2:17	1:58
PC Streaming Audio	0:10	0:12	0:10	0:04
PC Social Network	1:01	0:55	0:30	0:28
Smartphone (App+Web)	16:16	18:55	18:32	12:38
Smartphone Video	0:46	1:16	1:23	0:42
Smartphone Streaming Audio	0:35	0:44	0:47	0:35
Smartphone Social Network	4:01	4:24	4:49	2:33
Tablet (App+Web)	3:57	4:28	2:21	1:25
Tablet Video	0:19	0:29	0:23	0:43
Tablet Streaming Audio	0:09	0:12	0:05	0:02
Tablet Social Network	0:59	0:51	0:28	0:13

- **Black audiences watch more TV than any other group**
- **Hispanics are the most avid radio listeners**
- **Asian Americans have the highest amount of tablet video usage**

COMPARABLE METRICS - ADULTS 18+

AVERAGE WEEK DECEMBER 28, 2015 - MARCH 27, 2016

ADULTS 18+ UE = 243,020,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH %	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA %	AVG AUDIENCE
TV	213,516,829	87.9%	5.69	397	516,774,314,178	2126	2260	21.1%	51,267,293
Radio	224,922,000	92.6%	5.15	164	189,834,168,000	781	844	7.7%	18,832,755
TV-Connected Devices	106,245,353	43.7%	3.52	145	60,399,343,524	249	512	2.5%	5,991,998
PC	124,230,095	51.1%	4.37	181	97,891,188,465	403	788	4.0%	9,711,427
PC Video	77,705,567	32.0%	3.52	97	26,433,682,074	109	340	1.1%	2,622,389
PC Streaming Audio	19,530,619	8.0%	2.21	42	1,819,050,092	7	93	0.1%	180,461
PC Social Network	72,742,542	29.9%	3.57	50	12,968,891,121	53	178	0.5%	1,286,596
Smartphone (App+Web)	186,641,243	76.8%	5.96	152	169,346,661,890	697	907	6.9%	16,800,264
Smartphone Video	110,098,402	45.3%	2.76	19	5,690,347,292	23	52	0.2%	564,519
Smartphone Streaming Audio	84,435,893	34.7%	3.19	31	8,339,701,579	34	99	0.3%	827,351
Smartphone Social Network	164,641,370	67.7%	5.20	61	52,445,935,201	216	319	2.1%	5,202,970
Tablet (App+Web)	82,674,274	34.0%	5.16	127	53,997,410,013	222	653	2.2%	5,356,886
Tablet Video	46,986,190	19.3%	2.86	35	4,630,828,681	19	99	0.2%	459,408
Tablet Streaming Audio	30,710,471	12.6%	3.43	33	3,487,891,964	14	114	0.1%	346,021
Tablet Social Network	68,827,474	28.3%	4.34	41	12,248,456,588	50	178	0.5%	1,215,125

COMPARABLE METRICS - ADULTS 18+

AVERAGE WEEK DECEMBER 26, 2016 - MARCH 26, 2017

ADULTS 18+ UE = 245,740,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH %	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA %	AVG AUDIENCE
TV	218,166,149	88.8%	5.67	382	507,525,104,876	2065	2170	20.5%	50,349,713
Radio	227,562,000	92.6%	5.11	164	190,469,394,000	775	837	7.7%	18,895,773
TV-Connected Devices	116,850,031	47.6%	3.79	141	68,869,262,469	280	533	2.8%	6,832,268
PC	125,384,858	51.0%	4.36	191	104,394,297,422	425	833	4.2%	10,356,577
PC Video	74,853,866	30.5%	3.59	128	34,355,132,201	140	459	1.4%	3,408,247
PC Streaming Audio	22,200,969	9.0%	2.14	56	2,646,348,210	11	119	0.1%	262,535
PC Social Network	72,555,633	29.5%	3.58	58	15,009,234,429	61	207	0.6%	1,489,011
Smartphone (App+Web)	203,574,684	82.8%	5.85	201	239,853,673,908	976	1178	9.7%	23,795,007
Smartphone Video	127,731,758	52.0%	2.86	32	11,521,397,685	47	90	0.5%	1,142,996
Smartphone Streaming Audio	103,282,496	42.0%	3.25	26	8,675,920,581	35	84	0.4%	860,706
Smartphone Social Network	179,807,409	73.2%	5.16	64	59,446,280,102	242	331	2.4%	5,897,448
Tablet (App+Web)	92,688,407	37.7%	4.56	138	58,387,238,406	238	630	2.4%	5,792,385
Tablet Video	45,753,755	18.6%	2.28	45	4,708,765,826	19	103	0.2%	467,139
Tablet Streaming Audio	26,047,877	10.6%	2.80	32	2,349,462,129	10	90	0.1%	233,082
Tablet Social Network	75,276,736	30.6%	3.76	52	14,622,792,177	60	194	0.6%	1,450,674

COMPARABLE METRICS - PERSONS 18-34

AVERAGE WEEK DECEMBER 28, 2015 - MARCH 27, 2016

P18-34 UE = 72,850,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH %	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA %	AVG AUDIENCE
TV	56,868,752	78.1%	4.76	283	89,200,011,275	1224	1347	12.1%	8,849,207
Radio	67,190,000	92.2%	4.96	143	47,704,900,000	655	710	6.5%	4,732,629
TV-Connected Devices	37,974,921	52.1%	4.05	172	30,717,299,484	422	698	4.2%	3,047,351
PC	33,167,550	45.5%	4.10	208	28,259,042,753	388	852	3.8%	2,803,476
PC Video	20,496,139	28.1%	3.54	154	11,139,652,049	153	544	1.5%	1,105,124
PC Streaming Audio	7,265,771	10.0%	2.41	47	817,394,021	11	112	0.1%	81,091
PC Social Network	18,651,308	25.6%	3.34	50	3,095,938,477	42	166	0.4%	307,137
Smartphone (App+Web)	62,788,777	86.2%	5.94	169	62,876,959,059	863	1001	8.6%	6,237,794
Smartphone Video	43,827,570	60.2%	3.16	22	3,014,692,100	41	69	0.4%	299,077
Smartphone Streaming Audio	34,653,582	47.6%	3.50	34	4,163,734,129	57	120	0.6%	413,069
Smartphone Social Network	56,267,873	77.2%	5.44	69	21,041,585,467	289	374	2.9%	2,087,459
Tablet (App+Web)	28,457,964	39.1%	4.93	116	16,336,672,213	224	574	2.2%	1,620,702
Tablet Video	16,708,154	22.9%	3.02	40	2,005,932,465	28	120	0.3%	199,001
Tablet Streaming Audio	12,294,186	16.9%	3.50	39	1,695,672,953	23	138	0.2%	168,222
Tablet Social Network	22,787,775	31.3%	4.09	43	3,993,512,629	55	175	0.5%	396,182

COMPARABLE METRICS - PERSONS 18-34

AVERAGE WEEK DECEMBER 26, 2016 - MARCH 26, 2017

P18-34 UE = 73,460,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH %	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA %	AVG AUDIENCE
TV	58,401,410	79.5%	4.74	251	81,095,781,709	1104	1188	11.0%	8,045,216
Radio	67,679,000	92.1%	4.89	142	46,969,226,000	639	694	6.3%	4,659,645
TV-Connected Devices	41,517,679	56.5%	4.34	164	34,067,043,946	464	713	4.6%	3,379,667
PC	33,022,367	45.0%	4.02	197	26,162,211,284	356	792	3.5%	2,595,457
PC Video	19,346,001	26.3%	3.55	201	13,829,431,020	188	715	1.9%	1,371,967
PC Streaming Audio	7,266,162	9.9%	2.28	57	946,040,151	13	130	0.1%	93,853
PC Social Network	17,599,308	24.0%	3.32	53	3,110,504,971	42	177	0.4%	308,582
Smartphone (App+Web)	66,146,313	90.0%	5.76	205	78,000,470,722	1062	1179	10.5%	7,738,142
Smartphone Video	44,628,620	60.8%	3.30	36	5,317,015,331	72	119	0.7%	527,482
Smartphone Streaming Audio	39,769,233	54.1%	3.72	26	3,897,831,152	53	98	0.5%	386,690
Smartphone Social Network	57,105,237	77.7%	5.18	68	20,187,994,800	275	354	2.7%	2,002,777
Tablet (App+Web)	26,562,423	36.2%	4.38	133	15,468,445,331	211	582	2.1%	1,534,568
Tablet Video	13,948,876	19.0%	2.40	59	1,966,638,212	27	141	0.3%	195,103
Tablet Streaming Audio	8,990,061	12.2%	2.89	37	969,796,210	13	108	0.1%	96,210
Tablet Social Network	21,183,288	28.8%	3.63	45	3,438,156,029	47	162	0.5%	341,087

COMPARABLE METRICS - PERSONS 35-49

AVERAGE WEEK DECEMBER 28, 2015 - MARCH 27, 2016

P35-49 UE = 60,700,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH %	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA %	AVG AUDIENCE
TV	54,738,326	90.2%	5.65	353	116,946,076,706	1927	1992	19.1%	11,601,793
Radio	57,571,000	94.8%	5.30	163	49,798,915,000	820	865	8.1%	4,940,369
TV-Connected Devices	31,842,322	52.5%	3.48	133	15,718,486,391	259	463	2.6%	1,559,374
PC	35,391,173	58.3%	4.20	205	30,374,458,464	500	858	5.0%	3,013,339
PC Video	21,826,672	36.0%	3.44	107	8,022,479,020	132	368	1.3%	795,881
PC Streaming Audio	6,268,092	10.3%	2.24	41	574,568,508	9	92	0.1%	57,001
PC Social Network	20,544,287	33.8%	3.48	54	3,891,048,756	64	189	0.6%	386,017
Smartphone (App+Web)	54,676,791	90.1%	6.11	159	53,076,982,279	874	971	8.7%	5,265,574
Smartphone Video	33,942,768	55.9%	2.68	17	1,560,095,511	26	46	0.3%	154,771
Smartphone Streaming Audio	25,794,734	42.5%	3.13	30	2,419,596,620	40	94	0.4%	240,039
Smartphone Social Network	49,809,019	82.1%	5.41	63	17,103,477,066	282	343	2.8%	1,696,774
Tablet (App+Web)	30,458,116	50.2%	5.19	126	19,946,895,282	329	655	3.3%	1,978,859
Tablet Video	17,337,852	28.6%	2.94	38	1,912,441,313	32	110	0.3%	189,726
Tablet Streaming Audio	11,091,234	18.3%	3.43	22	845,613,388	14	76	0.1%	83,890
Tablet Social Network	25,705,171	42.3%	4.37	41	4,642,578,950	76	181	0.8%	460,573

COMPARABLE METRICS - PERSONS 35-49

AVERAGE WEEK DECEMBER 26, 2016 - MARCH 26, 2017

P35-49 UE = 60,730,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH %	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA %	AVG AUDIENCE
TV	55,176,343	90.9%	5.62	333	111,358,821,549	1834	1875	18.2%	11,047,502
Radio	57,532,000	94.7%	5.26	164	49,650,116,000	818	863	8.1%	4,925,607
TV-Connected Devices	34,862,185	57.4%	3.83	132	18,716,796,055	308	507	3.1%	1,856,825
PC	35,991,907	59.3%	4.24	230	35,142,054,749	579	976	5.7%	3,486,315
PC Video	21,652,825	35.7%	3.48	151	11,347,987,431	187	524	1.9%	1,125,792
PC Streaming Audio	7,057,133	11.6%	2.18	62	948,234,127	16	134	0.2%	94,071
PC Social Network	20,910,607	34.4%	3.50	64	4,654,600,303	77	223	0.8%	461,766
Smartphone (App+Web)	58,464,345	96.3%	5.87	212	72,658,502,092	1196	1243	11.9%	7,208,185
Smartphone Video	38,664,850	63.7%	2.89	32	3,578,057,405	59	93	0.6%	354,966
Smartphone Streaming Audio	31,282,416	51.5%	3.18	27	2,647,080,358	44	85	0.4%	262,607
Smartphone Social Network	52,381,736	86.3%	5.26	66	18,245,937,845	300	348	3.0%	1,810,113
Tablet (App+Web)	34,610,685	57.0%	4.41	124	18,902,368,787	311	546	3.1%	1,875,235
Tablet Video	16,606,132	27.3%	2.31	42	1,596,515,804	26	96	0.3%	158,385
Tablet Streaming Audio	8,761,551	14.4%	2.63	32	735,731,397	12	84	0.1%	72,989
Tablet Social Network	27,488,631	45.3%	3.55	45	4,389,155,275	72	160	0.7%	435,432

COMPARABLE METRICS - PERSONS 50+

AVERAGE WEEK DECEMBER 28, 2015 - MARCH 27, 2016

P50+ UE = 109,470,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH %	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA %	AVG AUDIENCE
TV	101,909,805	93.1%	6.24	467	310,628,226,197	2838	2914	28.2%	30,816,292
Radio	100,161,000	91.5%	5.19	177	92,148,120,000	842	920	8.4%	9,141,679
TV-Connected Devices	36,428,011	33.3%	3.00	120	13,963,557,650	128	359	1.3%	1,385,274
PC	55,671,371	50.9%	4.63	152	39,257,687,247	359	705	3.6%	3,894,612
PC Video	35,382,756	32.3%	3.57	58	7,271,551,005	66	206	0.7%	721,384
PC Streaming Audio	5,996,755	5.5%	1.94	37	427,087,563	4	71	0.0%	42,370
PC Social Network	33,546,947	30.6%	3.74	48	5,981,903,887	55	178	0.5%	593,443
Smartphone (App+Web)	69,175,675	63.2%	5.87	132	53,392,720,552	488	772	4.8%	5,296,897
Smartphone Video	32,328,064	29.5%	2.29	15	1,115,559,681	10	35	0.1%	110,671
Smartphone Streaming Audio	23,987,577	21.9%	2.81	26	1,756,370,830	16	73	0.2%	174,243
Smartphone Social Network	58,564,478	53.5%	4.78	51	14,300,872,669	131	244	1.3%	1,418,737
Tablet (App+Web)	23,758,194	21.7%	5.38	139	17,713,783,316	162	746	1.6%	1,757,320
Tablet Video	12,940,184	11.8%	2.53	22	712,372,151	7	55	0.1%	70,672
Tablet Streaming Audio	7,325,051	6.7%	3.32	39	946,552,604	9	129	0.1%	93,904
Tablet Social Network	20,334,528	18.6%	4.57	39	3,612,305,859	33	178	0.3%	358,364

COMPARABLE METRICS - PERSONS 50+

AVERAGE WEEK DECEMBER 26, 2016 - MARCH 26, 2017

P50+ UE = 111,550,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH %	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA %	AVG AUDIENCE
TV	104,588,405	93.8%	6.22	462	315,070,501,617	2824	2874	28.0%	31,256,994
Radio	102,351,000	91.8%	5.18	177	93,958,218,000	842	918	8.4%	9,321,252
TV-Connected Devices	40,470,014	36.3%	3.19	116	16,085,422,469	144	371	1.4%	1,595,776
PC	56,370,584	50.5%	4.64	165	43,090,031,389	386	764	3.8%	4,274,805
PC Video	33,855,041	30.3%	3.69	73	9,177,713,750	82	271	0.8%	910,487
PC Streaming Audio	7,877,675	7.1%	1.98	48	752,073,932	7	95	0.1%	74,611
PC Social Network	34,045,718	30.5%	3.75	57	7,244,129,155	65	213	0.6%	718,664
Smartphone (App+Web)	78,964,026	70.8%	5.84	193	89,194,701,094	800	1130	7.9%	8,848,681
Smartphone Video	44,438,287	39.8%	2.38	25	2,626,324,949	24	59	0.2%	260,548
Smartphone Streaming Audio	32,230,847	28.9%	2.74	24	2,131,009,071	19	66	0.2%	211,410
Smartphone Social Network	70,320,436	63.0%	5.07	59	21,012,347,457	188	299	1.9%	2,084,558
Tablet (App+Web)	31,501,392	28.2%	4.88	156	24,014,797,512	215	762	2.1%	2,382,420
Tablet Video	15,212,654	13.6%	2.13	35	1,145,400,747	10	75	0.1%	113,631
Tablet Streaming Audio	8,296,265	7.4%	2.89	22	523,761,671	5	63	0.0%	51,960
Tablet Social Network	26,590,910	23.8%	4.08	63	6,795,268,292	61	256	0.6%	674,134

COMPARABLE METRICS - BLACK 18+

AVERAGE WEEK DECEMBER 28, 2015 - MARCH 27, 2016

BLACK 18+ UE = 30,535,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH %	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA %	AVG AUDIENCE
TV	27,602,359	90.4%	5.79	530	93,259,775,423	3054	3065	30.3%	9,251,962
Radio	28,176,000	92.3%	5.02	175	24,710,352,000	809	877	8.0%	2,451,424
TV-Connected Devices	12,111,078	39.7%	3.38	164	7,591,042,207	249	556	2.5%	753,080
PC	15,621,529	51.2%	4.33	207	14,014,840,449	459	897	4.6%	1,390,361
PC Video	10,034,063	32.9%	3.58	144	5,161,666,054	169	514	1.7%	512,070
PC Streaming Audio	3,067,133	10.0%	2.32	44	314,932,586	10	103	0.1%	31,243
PC Social Network	8,793,348	28.8%	3.36	54	1,601,912,124	52	182	0.5%	158,920
Smartphone (App+Web)	22,952,489	75.2%	5.96	170	23,300,075,326	763	1015	7.6%	2,311,515
Smartphone Video	15,266,780	50.0%	3.10	24	1,125,948,874	37	74	0.4%	111,701
Smartphone Streaming Audio	10,272,335	33.6%	3.14	33	1,073,397,708	35	104	0.3%	106,488
Smartphone Social Network	20,381,708	66.7%	5.07	66	6,817,179,116	223	334	2.2%	676,307
Tablet (App+Web)	8,610,999	28.2%	5.43	159	7,416,605,473	243	861	2.4%	735,774
Tablet Video	5,867,443	19.2%	3.25	42	805,997,680	26	137	0.3%	79,960
Tablet Streaming Audio	3,868,669	12.7%	3.72	36	517,902,883	17	134	0.2%	51,379
Tablet Social Network	7,619,367	25.0%	4.57	45	1,555,982,134	51	204	0.5%	154,363

COMPARABLE METRICS - BLACK 18+

AVERAGE WEEK DECEMBER 26, 2016 - MARCH 26, 2017

BLACK 18+ UE = 30,897,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH %	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA %	AVG AUDIENCE
TV	28,164,212	91.2%	5.77	507	90,957,899,034	2944	2924	29.2%	9,023,601
Radio	28,785,000	93.2%	5.02	175	25,302,015,000	819	879	8.1%	2,510,121
TV-Connected Devices	13,395,506	43.4%	3.69	162	9,232,503,160	299	597	3.0%	915,923
PC	16,082,532	52.1%	4.28	222	15,256,006,631	494	949	4.9%	1,513,493
PC Video	9,615,068	31.1%	3.55	183	6,249,010,173	202	650	2.0%	619,941
PC Streaming Audio	3,079,524	10.0%	2.17	58	387,564,169	13	126	0.1%	38,449
PC Social Network	8,584,121	27.8%	3.30	61	1,725,189,428	56	201	0.6%	171,150
Smartphone (App+Web)	25,115,647	81.3%	5.89	237	35,075,740,821	1135	1397	11.3%	3,479,736
Smartphone Video	18,309,544	59.3%	3.21	40	2,375,307,595	77	130	0.8%	235,646
Smartphone Streaming Audio	13,690,371	44.3%	3.29	30	1,372,858,599	44	100	0.4%	136,196
Smartphone Social Network	22,312,875	72.2%	5.10	72	8,162,957,696	264	366	2.6%	809,817
Tablet (App+Web)	11,139,399	36.1%	4.81	155	8,305,151,418	269	746	2.7%	823,924
Tablet Video	6,511,280	21.1%	2.38	59	920,520,888	30	141	0.3%	91,322
Tablet Streaming Audio	3,838,994	12.4%	2.94	34	387,345,732	13	101	0.1%	38,427
Tablet Social Network	9,513,715	30.8%	3.95	42	1,592,792,667	52	167	0.5%	158,015

COMPARABLE METRICS - HISPANIC 18+

AVERAGE WEEK DECEMBER 28, 2015 - MARCH 27, 2016

HISPANIC 18+ UE = 37,110,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH %	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA %	AVG AUDIENCE
TV	33,264,147	89.6%	5.38	314	60,594,716,104	1633	1688	16.2%	6,011,381
Radio	35,945,000	96.9%	5.27	161	30,517,305,000	822	849	8.2%	3,027,510
TV-Connected Devices	16,698,674	45.0%	3.40	146	9,115,946,292	246	497	2.4%	904,360
PC	13,707,976	36.9%	3.97	210	11,447,032,674	308	835	3.1%	1,135,618
PC Video	8,101,252	21.8%	3.35	155	4,213,157,976	114	520	1.1%	417,972
PC Streaming Audio	2,434,937	6.6%	2.19	47	250,847,050	7	103	0.1%	24,886
PC Social Network	7,022,805	18.9%	3.18	49	1,088,135,402	29	155	0.3%	107,950
Smartphone (App+Web)	32,160,386	86.7%	5.95	168	32,084,216,636	865	998	8.6%	3,182,958
Smartphone Video	21,993,740	59.3%	3.19	23	1,626,331,431	44	74	0.4%	161,342
Smartphone Streaming Audio	16,069,346	43.3%	3.33	37	1,984,015,712	53	123	0.5%	196,827
Smartphone Social Network	28,433,253	76.6%	5.28	69	10,309,766,114	278	363	2.8%	1,022,794
Tablet (App+Web)	7,160,378	19.3%	4.94	106	3,749,398,341	101	524	1.0%	371,964
Tablet Video	3,979,420	10.7%	3.03	34	403,921,985	11	102	0.1%	40,072
Tablet Streaming Audio	2,771,252	7.5%	3.31	41	374,350,463	10	135	0.1%	37,138
Tablet Social Network	5,710,541	15.4%	3.94	34	775,554,252	21	136	0.2%	76,940

COMPARABLE METRICS - HISPANIC 18+

AVERAGE WEEK DECEMBER 26, 2016 - MARCH 26, 2017

HISPANIC 18+ UE = 37,816,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH %	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA %	AVG AUDIENCE
TV	33,799,996	89.4%	5.32	306	59,441,022,116	1572	1627	15.6%	5,896,927
Radio	37,090,000	98.1%	5.25	162	31,563,590,000	835	851	8.3%	3,131,309
TV-Connected Devices	18,851,103	49.8%	3.66	142	10,726,825,464	284	520	2.8%	1,064,169
PC	14,391,889	38.1%	3.97	209	11,924,554,358	315	829	3.1%	1,182,992
PC Video	8,217,959	21.7%	3.38	187	5,191,677,174	137	632	1.4%	515,047
PC Streaming Audio	2,793,165	7.4%	2.20	62	383,504,064	10	137	0.1%	38,046
PC Social Network	7,392,339	19.5%	3.17	50	1,159,616,164	31	157	0.3%	115,041
Smartphone (App+Web)	34,659,072	91.7%	5.73	212	42,070,104,556	1112	1214	11.0%	4,173,621
Smartphone Video	24,512,548	64.8%	3.26	39	3,149,030,121	83	128	0.8%	312,404
Smartphone Streaming Audio	19,662,937	52.0%	3.45	27	1,805,512,750	48	92	0.5%	179,118
Smartphone Social Network	30,887,958	81.7%	5.18	68	10,940,771,502	289	354	2.9%	1,085,394
Tablet (App+Web)	8,024,043	21.2%	4.32	154	5,338,254,505	141	665	1.4%	529,589
Tablet Video	3,997,887	10.6%	2.56	86	886,223,315	23	222	0.2%	87,919
Tablet Streaming Audio	2,114,393	5.6%	2.51	41	217,681,989	6	103	0.1%	21,595
Tablet Social Network	6,529,514	17.3%	3.46	48	1,082,070,813	29	166	0.3%	107,348

COMPARABLE METRICS - ASIAN AMERICAN 18+

AVERAGE WEEK DECEMBER 28, 2015 - MARCH 27, 2016

ASIAN AMERICAN 18+ UE = 14,634,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH %	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA %	AVG AUDIENCE
TV	11,070,849	75.7%	4.90	262	15,621,289,055	1067	1284	10.6%	1,549,731
TV-Connected Devices	6,775,351	46.3%	3.68	140	3,754,871,185	257	517	2.5%	372,507
PC	4,178,360	28.6%	4.29	206	3,695,898,450	253	885	2.5%	366,657
PC Video	2,684,512	18.3%	3.59	144	1,385,024,999	95	516	0.9%	137,403
PC Streaming Audio	761,466	5.2%	2.30	29	49,979,991	3	66	0.0%	4,958
PC Social Network	2,404,552	16.4%	3.39	37	303,269,850	21	126	0.2%	30,086
Smartphone (App+Web)	10,633,820	72.7%	5.54	151	8,879,915,822	607	835	6.0%	880,944
Smartphone Video	6,524,339	44.6%	3.17	24	506,110,380	35	78	0.3%	50,209
Smartphone Streaming Audio	4,680,474	32.0%	3.49	30	496,080,566	34	106	0.3%	49,214
Smartphone Social Network	8,662,468	59.2%	4.95	55	2,376,839,224	162	274	1.6%	235,798
Tablet (App+Web)	3,953,461	27.0%	4.91	105	2,045,372,463	140	517	1.4%	202,914
Tablet Video	2,145,352	14.7%	3.10	46	307,348,143	21	143	0.2%	30,491
Tablet Streaming Audio	919,840	6.3%	3.22	37	109,224,856	7	119	0.1%	10,836
Tablet Social Network	3,105,846	21.2%	3.63	26	292,165,976	20	94	0.2%	28,985

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

COMPARABLE METRICS - ASIAN AMERICAN 18+

AVERAGE WEEK DECEMBER 26, 2016 - MARCH 26, 2017

ASIAN AMERICAN 18+ UE = 15,537,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH %	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA %	AVG AUDIENCE
TV	11,554,007	74.4%	4.87	244	15,115,920,981	973	1191	9.7%	1,499,595
TV-Connected Devices	7,735,679	49.8%	3.78	140	4,407,206,310	284	530	2.8%	437,223
PC	4,586,691	29.5%	4.53	202	4,205,361,090	271	917	2.7%	417,199
PC Video	2,972,452	19.1%	3.73	166	1,838,391,788	118	618	1.2%	182,380
PC Streaming Audio	884,808	5.7%	2.24	36	71,339,497	5	81	0.0%	7,077
PC Social Network	2,681,094	17.3%	3.56	46	441,330,563	28	165	0.3%	43,783
Smartphone (App+Web)	11,555,888	74.4%	5.49	186	11,787,027,068	759	1020	7.5%	1,169,348
Smartphone Video	7,088,127	45.6%	2.89	32	660,042,711	42	93	0.4%	65,480
Smartphone Streaming Audio	5,896,233	37.9%	3.54	27	553,923,211	36	94	0.4%	54,953
Smartphone Social Network	9,254,908	59.6%	4.82	53	2,384,907,649	153	258	1.5%	236,598
Tablet (App+Web)	3,882,994	25.0%	4.01	85	1,326,425,861	85	342	0.8%	131,590
Tablet Video	2,030,657	13.1%	2.43	136	669,859,807	43	330	0.4%	66,454
Tablet Streaming Audio	1,029,454	6.6%	2.73	16	43,924,762	3	43	0.0%	4,358
Tablet Social Network	2,859,804	18.4%	2.95	25	207,710,348	13	73	0.1%	20,606

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

DIGITAL AUDIENCE MEASUREMENT

	Includes	Does Not Include
PC	Home and work PC measurement of URLs and Internet Applications such as instant messengers, media players, and web phones	Non-browser requested URLs on-Internet Applications such as office apps, most games, and email apps
PC Video	Both active (tagged) and passive (non-tagged) publisher measurement	Untagged content among active publishers, content that has been tagged for less than one full month
PC Streaming Audio	Sites and Internet Applications specifically designed to provide audio content when they are in the foreground (Ex. Pandora, Spotify, iHeartRadio)	Audio content through YouTube, VEVO, and other sites that also provide video capabilities. Duration is not credited if the page is in the background or the user is inactive for over 30 minutes (Excludes Internet applications like Spotify or Apple Music)
PC Social Network	All sites in the Member Communities subcategory as defined in the Nielsen NetView dictionary	Reddit, YouTube, and other sites with active public forums and comment sections
Smartphone (App+Web)	Android: all app/web activity, measured passively iOS: all activity routed through an http and https proxy for both app and browser URLs	iOS apps with no http/https activity (Ex. Calculator, Notes) Email activity through the standard Mail app for iOS Standard text messaging is not included
Smartphone Video	Apps and sites specifically designed to view video content (Ex. Netflix, YouTube, HBOGO)	Video content available through apps/web where video is not the primary focus (Ex. CNN, Weather Channel, Facebook)
Smartphone Streaming Audio	Apps and sites specifically designed to provide audio content (Ex. Pandora, Spotify, iHeartRadio)	Audio content through YouTube, VEVO, and other apps that also provide video capabilities
Smartphone Social Network	All apps/sites in the Social Networking subcategory as defined in the Nielsen EMM dictionary	Reddit, YouTube, and other sites with active public forums and comment sections
Tablet (App+Web)	iOS: all activity routed through an http and https proxy for both app and browser URLs	Android tablets, iOS apps with no http/https activity mail activity through the standard Mail app for iOS Standard text messaging is not included
Tablet Video	Apps and sites specifically designed to view video content (Ex. Netflix, YouTube, HBOGO)	Video content available through apps/web where video is not the primary focus (Ex. CNN, Weather Channel, Facebook)
Tablet Streaming Audio	Apps and sites specifically designed to provide audio content (Ex. Pandora, Spotify, iHeartRadio)	Audio content through YouTube, VEVO, and other apps that also provide video capabilities
Tablet Social Network	All apps/sites in the Social Networking subcategory as defined in the Nielsen EMM dictionary	Reddit, YouTube, and other sites with active public forums and comment sections

SOURCING & METHODOLOGIES
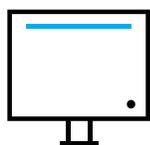
TELEVISION METHODOLOGY

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, VCR) would include content being viewed on the TV 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.
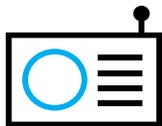
AM/FM RADIO METHODOLOGY

AM/FM Radio includes listening to programming from AM/FM radio stations or network programming.

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 counties 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.

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.

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

Universe Estimates for radio were not adjusted to account for changes in the month of September.
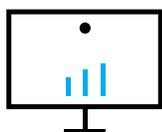
ONLINE METHODOLOGY

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, previously allocated to Home/Work computers, are now 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. While the audience of Video on a PC is a subset of Internet on a PC, overall time spent for Video on a PC should not be subtracted from Internet on a PC due to variations in the methodology and calculations.

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 the 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.

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. 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.

In Q3 2015 Nielsen updated measurement of the Streaming Audio subcategory to accurately reflect new entrants to the market and updates to existing services. One popular service also implemented a free trial during the reporting period. These changes resulted in an increase in users and usage on smartphones and tablets.

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

SOURCING

Live+DVR/Time-shifted TV, TV-Connected Devices (DVD, Game Console, Multimedia Device, VCR) 12/28/15-03/27/16, 12/26/16-03/26/17 via Nielsen NPOWER/NPM Panel, Radio 03/24/16-03/29/17, 03/26/15-03/23/16 via RADAR 133, RADAR 129, PC-Total, Streaming Audio, Social Networking 12/28/15-03/27/16, 12/26/16-03/26/17 via Nielsen Netview, PC Streaming Video 12/28/15-03/27/16, 12/26/16-03/26/17 via Nielsen VideoCensus, Smartphone - App/Web Total, Streaming VIdeo, Streaming Audio, Social Networking 12/28/15-03/27/16, 12/26/16-03/26/17 via Nielsen Electronic Mobile Measurement, iOS and Android, Tablet - App/Web Total, Streaming Video, Streaming Audio, Social Networking 12/28/15-03/27/16, 12/26/16-03/26/17 via Nielsen Electronic Mobile Measurement - unweighted, projections based on estimates from the NPOWER/NPM Panel.

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.