THE TOTAL AUDIENCE REPORT

Q4 2014

nielsen

AN UNCOMMON SENSE OF THE CONSUMER™

WELCOME

DOUNIA TURRILL
SVP INSIGHTS, NIELSEN

Media pundits will tell you that our industry is in a state of flux. And they're right— it has been for quite some time. But why is today different than the mid-1980s, when we saw the rise of cable networks all vying for audiences from the big networks, who had up until then owned that total audience and nearly all the ad dollars that went with it? Why is today different than at the time of the rise of satellite services or telco services which created new and alternative sources of content delivery into the house?

The key to answering those questions and many more lies in the current acceleration of change and continued fragmentation of consumer time and attention around media. While we see that this time and attention continues to grow— across devices and services— it also has progressively shifted from live viewing to on-demand consumption with broad-reaching implications.

U.S. consumers are adding time to their media day and making time to connect with their favorite content, no matter where it exists. They have the ability to port content—both video content and audio content. Devices and services that enable on-demand access to content, subscription-on-demand services that deliver programming content as well as audio content, are growing by leaps and bounds.

And technology begets technology.

THE VAST MAJORITY OF U.S. TV HOUSEHOLDS HAVE MULTIPLE TECHNOLOGIES AVAILABLE— GIVING THESE CONSUMERS SIGNIFICANT CHOICE IN VIEWING AND LISTENING OPTIONS AT THEIR FINGERTIPS, FROM VIDEO CLIPS OF LLAMAS ON THE LAM TO SPINNING THAT SECRET ALBUM DROP.

In pursuing a deeper understanding of the organic changes in viewing behavior we took a closer look at Subscription-based Video On Demand (SVOD) services. Increased video viewing on digital platforms to both native digital content and TV-produced content, as well as the rise of SVOD across all platforms, are changing the way we look at the consumption of traditional media.

Consider this: Over 40% of U.S. homes had access to an SVOD service as of November 2014 and 13% of homes boasted multiple streaming services in their homes. Homes with subscription streaming services have both a penchant for TV-connected technology and, perhaps more importantly, display the greatest usage of these devices—nearly 50 minutes more than a typical TV home. These homes average 10 more minutes daily watching time-shifted TV and double that in terms of time spent using a multimedia device (such as Apple TV and Roku) than a typical TV home.

Another new reality is that increasing consumer time and attention creates opportunities for content owners. However, economics in digital remain challenging for all but a few. With continued and accelerating fragmentation, the risks and rewards are potentially high, and the ability to stake a claim in the expanding industry pie is central to companies' growth. The landscape has created new competitors—akin to a modern-day gold rush—for traditional video and audio, with the emergence of a relatively small number of digital leaders, all of whom are looking not just to compete, but to stake a claim and prosper in that space.

But it will be measurement that holds a key to enabling true understanding of this audience behavior (in real-time) to inform dynamic content and advertising in an ever-fragmenting media world. Accordingly, to do so, audience measurement will transform dramatically to capture and accurately value the "total audience."

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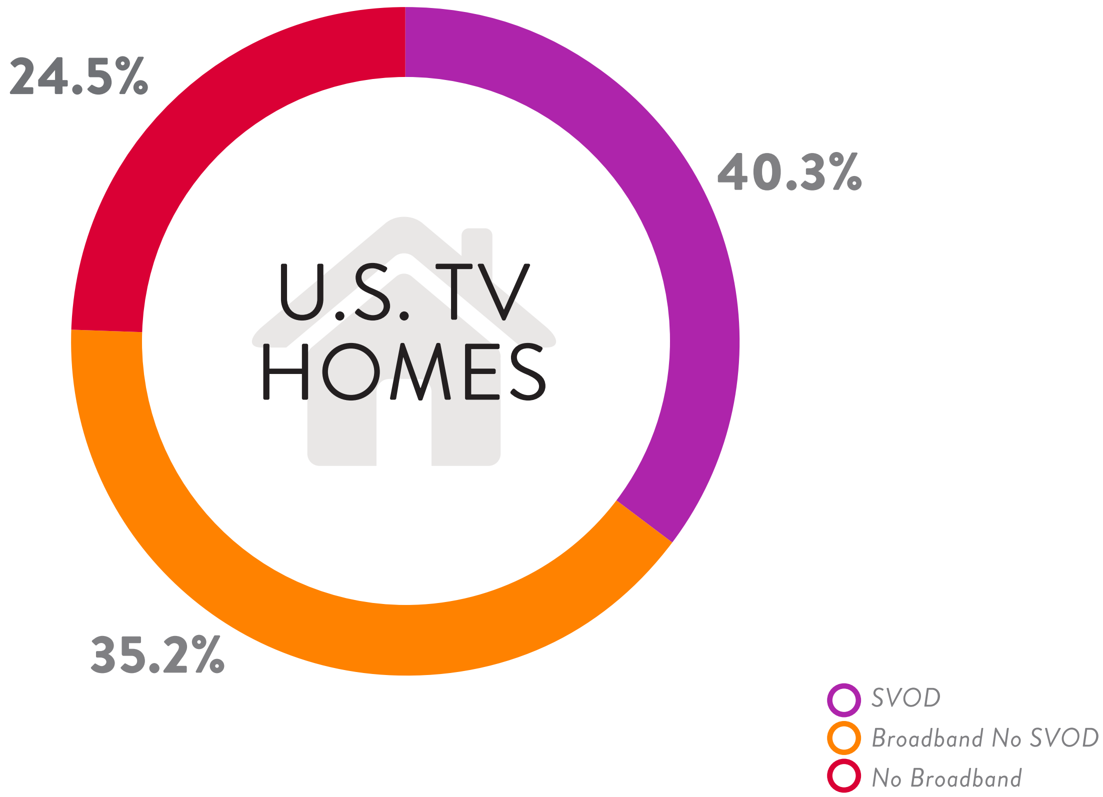
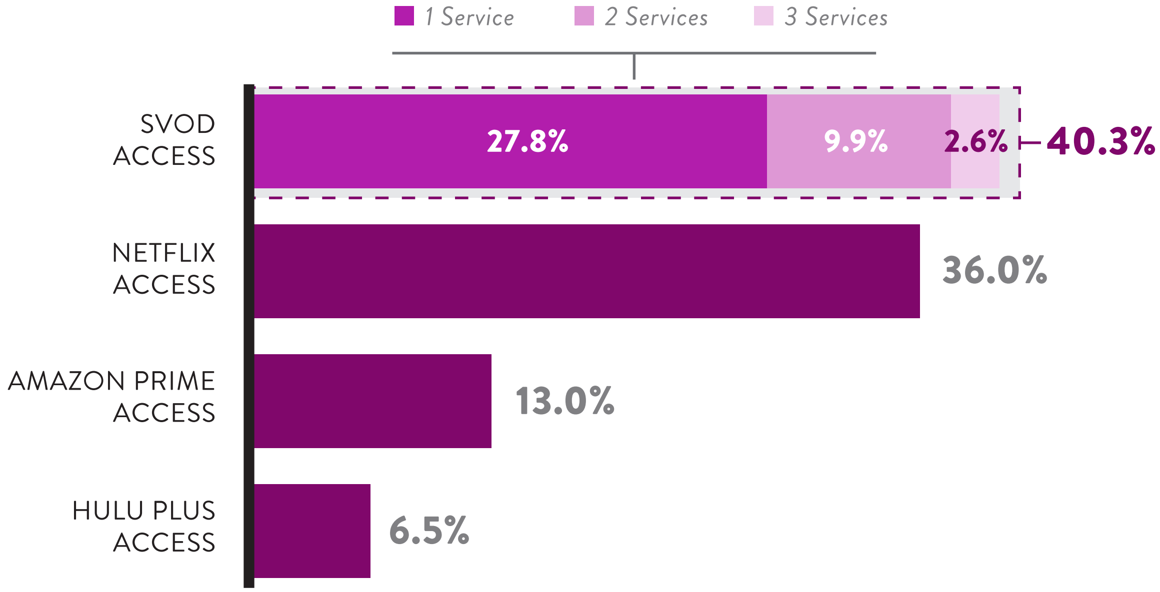
A CLOSER LOOK AT SVOD HOMES IN THE US

Over 40% of U.S. TV homes have Subscription Video on Demand (SVOD) access, one-third have broadband access but not SVOD, and a quarter have no high-speed internet access.

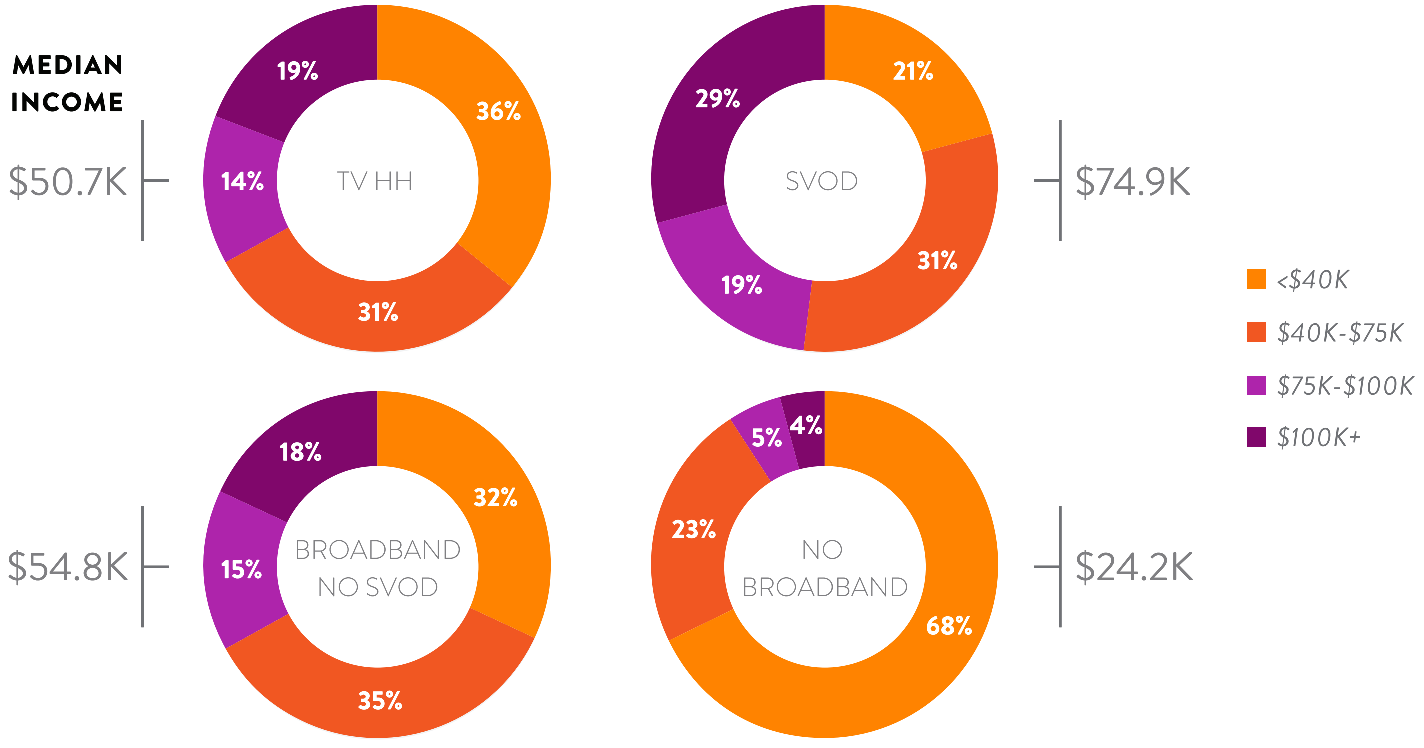


Source: Nielsen NPM Panel, HHLD, November 2014

PENETRATION IN US TV HOUSEHOLDS



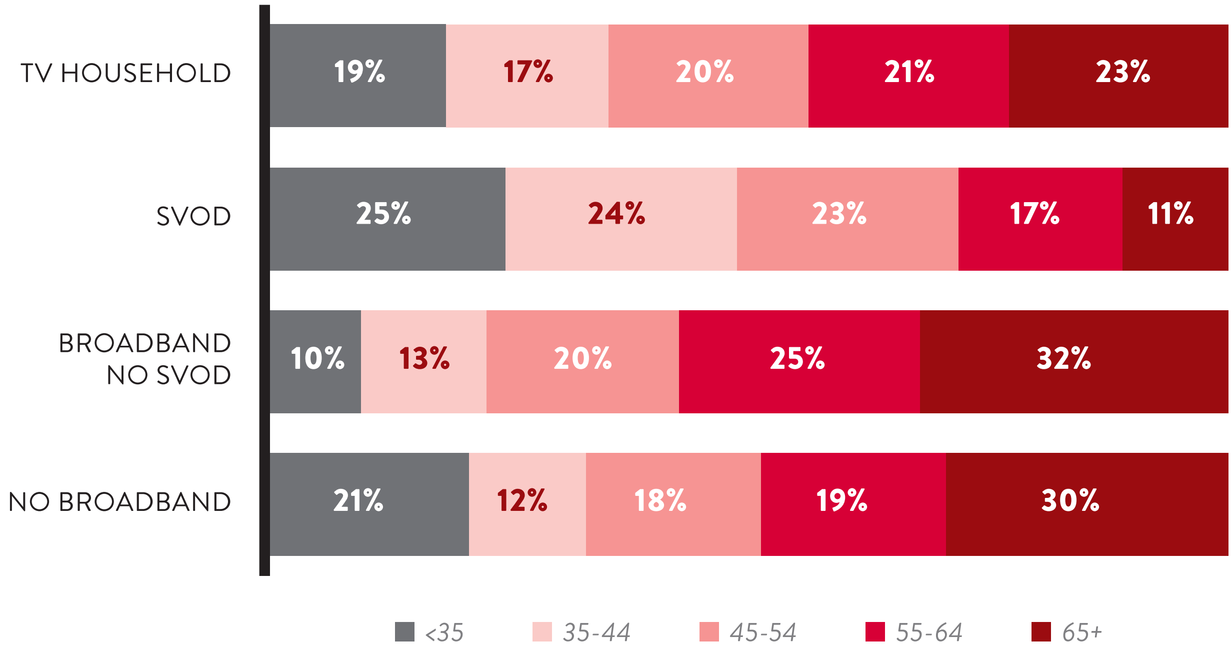
SVOD AND HIGH-SPEED INTERNET PENETRATION ARE STRONGLY INCOME-RELATED

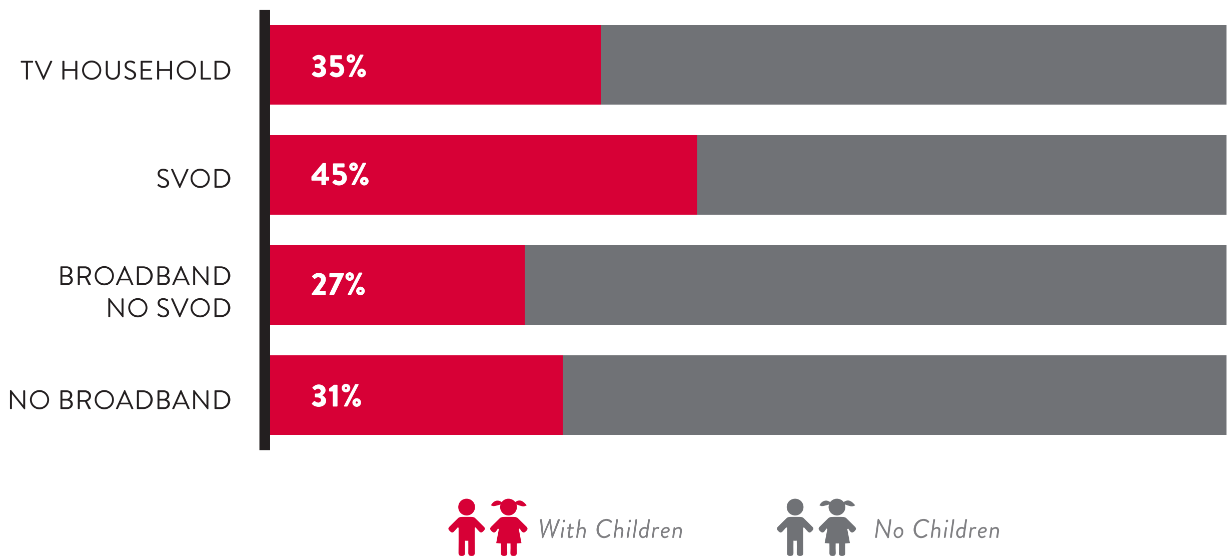


Source: Nielsen NPM Panel, HHLD, November 2014

AGE OF HOUSEHOLDER / PRESENCE OF CHILDREN

While SVOD households are young to middle-aged and more likely to have children, homes with no SVOD and broadband are more likely to be over 55 and less likely to have kids.

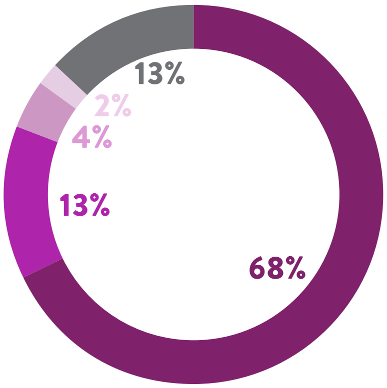




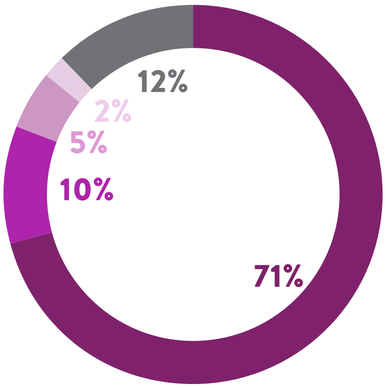
Source: Nielsen NPM Panel, HHLD, November 2014

A MULTICULTURAL LOOK AT SVOD HOMES

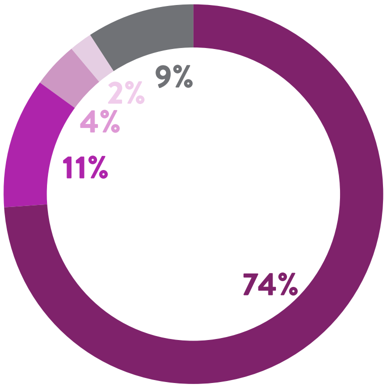
Access to SVOD is not as distinct a differentiator among consumers of different race and ethnicity.



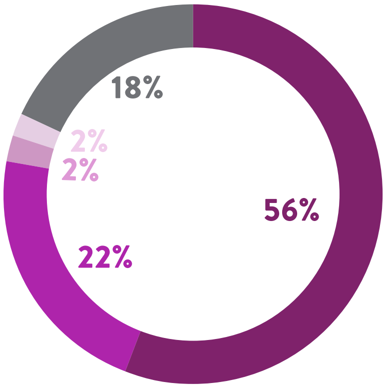
TV HOUSEHOLD



SVOD



BROADBAND
NO SVOD



NO BROADBAND

Hispanic *Non-Hispanic White* *Non-Hispanic Black*
Non-Hispanic Asian-American *Non-Hispanic Other (non Asian-American, Black, White)*

Source: Nielsen NPM Panel, HHLD, November 2014

SVOD HOMES EMBRACE TECHNOLOGY

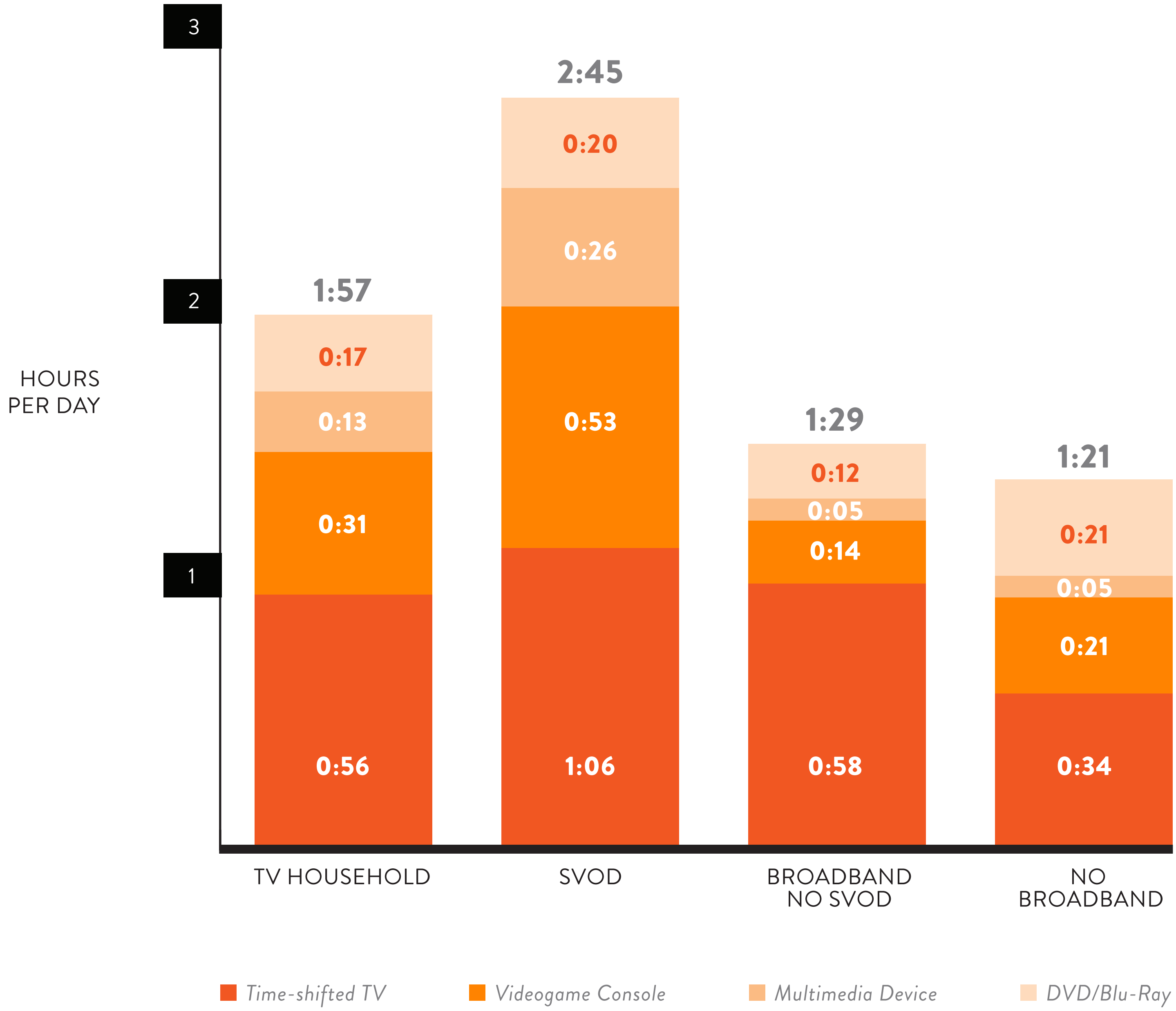
SVOD Households are high-tech households– another income-related characteristic. They are above-average for HD penetration, enabled Smart TVs, DVRs, and Videogame Consoles. They have multiple PCs and Tablets.

	HD DISPLAY	ENABLED SMART TV	DVR	VIDEOGAME CONSOLE	MULTIPLE PCs	TABLET
TV HOUSEHOLD	88%	14%	49%	46%	34%	47%
SVOD	95%	24%	58%	65%	49%	65%
BROADBAND NO SVOD	89%	9%	53%	35%	38%	43%
NO BROADBAND	77%	4%	30%	30%	3%	24%

Source: Nielsen NPM Panel, HHLD, November 2014

HOUSEHOLD DAILY SCREEN TIME WITH TV CONNECTED DEVICES (IN HH:MM)

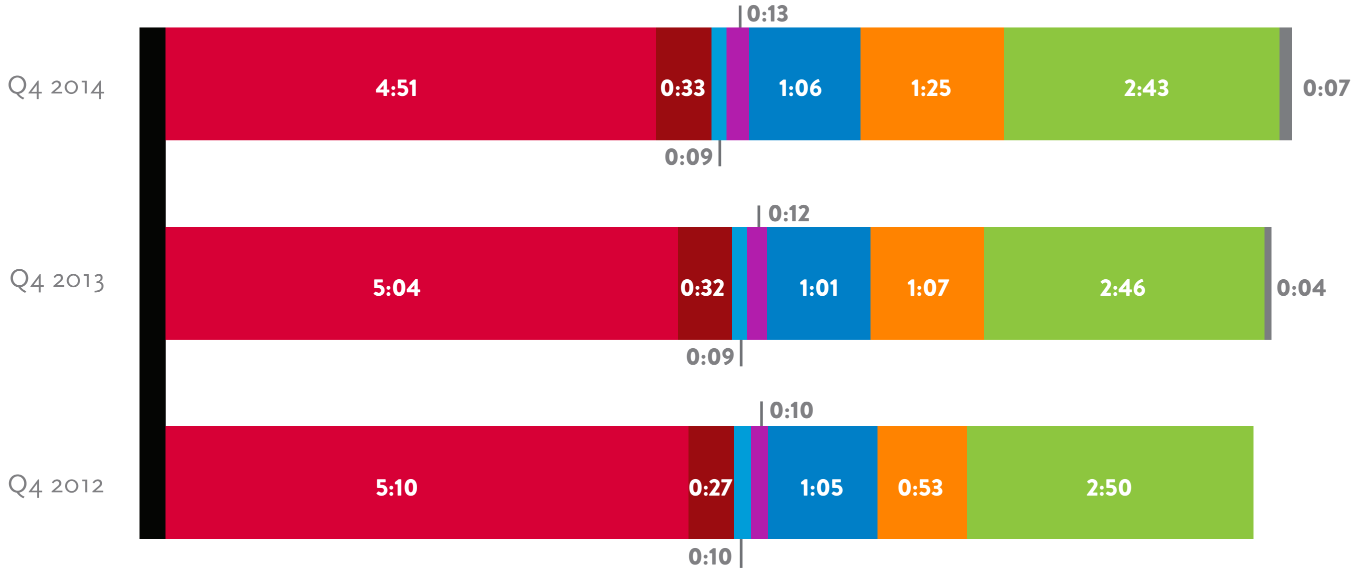
SVOD homes have the greatest amount of technology and they also have the greatest usage of TV-connected devices.



Source: Nielsen NPM Panel, HHLD, November 2014

A CLOSER LOOK AT THE DATA

EXHIBIT 1 - AVERAGE TIME SPENT PER ADULT 18+ PER DAY



LIVE TV
WATCHING TIME-SHIFTED TV
USING DVD/BLU-RAY DEVICE
USING A GAME CONSOLE
USING INTERNET ON A COMPUTER
USING A SMARTPHONE
LISTENING TO AM/FM RADIO
USING A MULTIMEDIA DEVICE

TABLE 1 – A WEEK IN THE LIFE; BASED OFF 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+	A 18+	BLACK 2+	HISP. 2+	ASIAN AM. 2+
On Traditional TV	21:57	18:15	18:33	24:52	32:24	42:31	50:00	32:05	35:15	44:55	26:44	17:37
Watching Time-Shifted TV	2:24	1:49	1:42	3:20	4:11	4:16	3:36	3:19	3:38	2:54	2:16	1:57
Using a DVD/ Blu-Ray Device	1:54	1:06	0:55	1:18	1:12	1:02	0:38	1:09	1:02	1:11	1:08	0:53
Using a Game Console	2:36	3:55	4:09	2:56	1:06	0:22	0:07	1:47	1:26	1:54	2:03	1:12
Using a Multimedia Device	0:51	0:31	1:10	1:19	0:55	0:28	0:22	0:47	0:48	0:34	0:29	1:42
Using the Internet on a Computer	0:20	0:47	4:45	5:51	7:13	5:37	3:07	4:24	5:29	4:59	2:45	3:50
Watching Video on Internet	0:16	0:24	1:41	1:52	1:45	1:10	0:29	1:08	1:22	1:40	0:53	0:53
Using any App/Web on a Smartphone	n/a	n/a	8:42	9:24	8:52	5:48	1:15	n/a	6:48	9:37	9:03	8:18
Watching Video on a Smartphone	n/a	n/a	0:26	0:17	0:13	0:07	-	n/a	0:11	0:21	0:19	0:21
Listening to AM/FM Radio	n/a	7:12	10:25	11:30	13:39	14:55	12:06	12:21*	12:54	12:47	12:30	n/a

**Radio data are based on P12+ in all tables where listed as P2+*

TABLE 2 – OVERALL USAGE BY MEDIUM

NUMBER OF USERS 2+ (IN 000'S) – MONTHLY REACH

	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
	Q4 14	Q4 13	Q4 14	Q4 13	Q4 14	Q4 13	Q4 14	Q4 13
On Traditional TV	285,113	286,705	37,761	37,412	48,704	48,416	15,258	15,313
Watching Time-shifted TV	181,119	174,039	23,447	21,438	25,928	23,209	8,325	8,278
Using a DVD/Blu-Ray Device	142,422	145,175	16,444	16,665	22,915	23,778	7,140	7,084
Using a Game Console	97,090	97,667	12,386	12,394	18,449	18,727	5,651	5,248
Using a Multimedia Device	42,693	29,044	4,125	2,071	5,467	4,253	5,078	3,571
Using the Internet on a Computer	198,176	204,360	24,911	24,566	25,785	27,470	7,177	7,457
Watching Video on Internet	146,092	152,421	18,549	18,092	18,146	20,269	5,623	5,855
Using any App/Web on a Smartphone	163,573	144,320	20,997	18,273	29,048	26,766	9,320	8,527
Watching Video on a Smartphone	121,794	101,652	17,057	14,441	23,176	20,962	7,286	6,438
Listening to AM/FM Radio	258,398	257,055	32,946	32,629	42,447	41,798	n/a	n/a

TABLE 3 – MONTHLY TIME SPENT BY MEDIUM

USERS 2+ IN HOURS: MINUTES

	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
	Q4 14	Q4 13	Q4 14	Q4 13	Q4 14	Q4 13	Q4 14	Q4 13
On Traditional TV	149:14	155:32	206:39	218:01	121:11	123:25	89:14	92:13
Watching Time-shifted TV	15:26	14:40	13:18	11:31	10:15	9:20	9:54	10:37
Using a DVD/Blu-Ray Device	5:22	5:21	5:27	6:00	5:06	5:27	4:27	4:04
Using a Game Console	8:19	7:54	8:42	9:14	9:19	8:20	6:07	5:27
Using a Multimedia Device	3:38	1:59	2:38	1:20	2:13	1:39	8:36	5:44
Using the Internet on a Computer	29:44	27:44	35:06	28:13	23:39	21:20	41:23	34:35
Watching Video on Internet	10:29	7:34	15:50	10:09	10:44	9:03	12:15	13:30
Using any App/Web on a Smartphone	43:14	34:03	50:14	42:32	47:59	37:19	43:22	33:53
Watching Video on a Smartphone	1:42	1:23	2:15	2:01	2:12	1:54	2:25	1:39
Listening to AM/FM Radio	58:36	60:16	60:42	62:34	58:01	59:37	n/a	n/a

Radio data based on P12+ and mobile data based on P18+

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	102:45	84:17	95:01	120:52	149:02	191:04	223:12	149:14
Watching Time-shifted TV	11:15	8:23	8:42	16:14	19:14	19:12	16:06	15:26
Using a DVD/Blu-Ray Device	8:53	5:07	4:42	6:21	5:29	4:40	2:51	5:22
Using a Game Console	12:10	18:05	21:15	14:17	5:02	1:38	0:31	8:19
Using a Multimedia Device	3:57	2:24	5:59	6:24	4:11	2:07	1:40	3:38
Using the Internet on a Computer	4:26	7:21	32:32	34:08	37:40	33:05	24:13	29:44
Watching Video on Internet	5:26	5:38	15:58	14:45	12:16	8:53	5:03	10:29
Using any App/Web on a Smartphone	n/a	n/a	47:01	50:54	47:42	34:57	24:53	43:14
Watching Video on a Smartphone	n/a	n/a	2:54	1:56	1:34	1:04	0:27	1:42
Listening to AM/FM Radio	n/a	35:13	50:14	53:42	62:47	68:55	61:16	58:36

TABLE 4A – MONTHLY TIME SPENT BY MEDIUM IN HOURS: MINUTES
AMONG BLACKS

	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	140:31	141:57	147:21	174:38	217:42	275:19	322:33	206:39
Watching Time-shifted TV	9:25	8:58	9:20	14:46	19:26	14:17	11:31	13:18
Using a DVD/Blu-Ray Device	7:09	3:39	5:20	6:35	5:19	5:43	3:00	5:27
Using a Game Console	10:33	18:00	16:10	13:45	5:47	1:42	1:06	8:42
Using a Multimedia Device	2:19	2:00	3:13	4:13	3:31	1:38	0:56	2:38
Using the Internet on a Computer	4:48	5:48	43:42	40:00	44:25	35:11	25:01	35:06
Watching Video on Internet	4:59	4:05	23:11	21:04	18:35	12:00	7:25	15:50
Using any App/Web on a Smartphone	n/a	n/a	48:40	66:43	56:45	42:01	-	50:14
Watching Video on a Smartphone	n/a	n/a	3:02	3:26	2:11	1:29	-	2:15
Listening to AM/FM Radio	n/a	39:29	50:05	55:34	65:10	74:16	66:50	60:42

TABLE 4B – 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	103:28	80:56	83:52	109:13	125:52	162:29	230:29	121:11
Watching Time-shifted TV	8:51	6:39	7:35	11:22	11:12	12:28	14:03	10:15
Using a DVD/Blu-Ray Device	7:50	5:04	3:57	5:36	4:34	3:26	3:13	5:06
Using a Game Console	10:48	17:46	19:53	11:10	4:03	1:30	0:51	9:19
Using a Multimedia Device	2:06	1:20	3:15	3:57	2:07	0:56	0:33	2:13
Using the Internet on a Computer	4:45	8:07	29:45	32:40	27:12	25:21	16:11	23:39
Watching Video on Internet	6:16	7:37	16:00	13:39	9:46	9:56	3:52	10:44
Using any App/Web on a Smartphone	n/a	n/a	50:37	50:29	53:54	33:58	-	47:59
Watching Video on a Smartphone	n/a	n/a	3:29	1:59	1:49	1:08	-	2:12
Listening to AM/FM Radio	n/a	35:56	51:14	57:22	65:32	68:12	64:53	58:01

TABLE 4C – 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	60:33	54:14	56:37	76:06	78:55	114:55	166:17	89:14
Watching Time-shifted TV	7:36	6:30	7:34	10:36	12:12	11:20	8:26	9:54
Using a DVD/Blu-Ray Device	7:05	3:47	3:13	3:55	4:15	3:38	5:03	4:27
Using a Game Console	7:39	11:56	12:00	10:27	4:01	2:42	0:24	6:07
Using a Multimedia Device	7:47	4:19	7:59	11:56	9:44	6:43	9:16	8:36
Using the Internet on a Computer	9:22	16:59	54:49	42:31	57:32	27:39	19:03	41:23
Watching Video on Internet	5:10	7:50	17:47	15:01	11:27	10:15	6:01	12:15
Using any App/Web on a Smartphone	n/a	n/a	44:50	45:45	48:00	-	-	43:22
Watching Video on a Smartphone	n/a	n/a	2:51	2:07	2:21	-	-	2:25

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

STREAMING QUINTILE	COMPOSITE # OF PERSONS (000)	COMPOSITE STREAM	COMPOSITE INTERNET	COMPOSITE TV	BLACK # OF PERSONS (000)	BLACK STREAM	BLACK INTERNET	BLACK TV
		(AVERAGE DAILY MINUTES)				(AVERAGE DAILY MINUTES)		
Stream 1	23,655	22.8	62.5	262.4	2,440	19.7	68.4	408.6
Stream 2	23,651	2.5	29.2	276.5	2,423	2.1	24.6	372.6
Stream 3	23,650	0.7	17.5	271.7	2,425	0.7	13.2	365.5
Stream 4	23,651	0.2	12.7	270.6	2,441	0.2	10.7	379.1
Stream 5	23,648	0.0	6.7	255.4	2,434	0.0	5.5	334.8
Non Streamers	126,273	0.0	0.9	236.9	14,017	0.0	0.6	322.7
All	244,527	2.5	13.0	251.7	26,180	2.1	11.8	345.8

STREAMING QUINTILE	HISPANIC # OF PERSONS (000)	HISPANIC STREAM	HISPANIC INTERNET	HISPANIC TV	ASIAN AMERICAN # OF PERSONS (000)	ASIAN AMERICAN STREAM	ASIAN AMERICAN INTERNET	ASIAN AMERICAN TV
		(AVERAGE DAILY MINUTES)				(AVERAGE DAILY MINUTES)		
Stream 1	2,933	19.5	43.3	225.8	1,281	26.9	50.5	124.5
Stream 2	2,930	2.8	20.6	212.7	1,285	3.8	32.4	125.2
Stream 3	2,935	0.8	10.4	220.4	1,268	0.9	21.3	190.2
Stream 4	2,948	0.2	7.0	231.7	1,280	0.2	19.9	138.4
Stream 5	2,923	0.0	4.5	209.0	1,276	0.0	8.1	180.9
Non Streamers	20,613	0.0	0.6	208.9	8,827	0.0	1.2	141.2
All	35,283	2.0	7.6	213.5	15,217	2.7	11.8	145.7

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

	COMPOSITE				BLACK			
INTERNET QUINTILE	# 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	33,363	12.5	70.9	317.6	3,395	12.1	70.5	447.7
Internet 2	33,381	3.9	16.0	262.2	3,396	2.8	13.4	371.7
Internet 3	33,383	1.4	5.4	248.0	3,398	0.9	4.6	356.0
Internet 4	33,365	0.5	1.5	243.1	3,392	0.4	1.4	335.9
Internet 5	33,369	0.1	0.2	235.0	3,395	0.1	0.2	301.9
Non Internet Users	77,666	0.0	0.0	230.6	9,205	0.0	0.0	314.0
All	244,527	2.5	13.0	251.7	26,180	2.1	11.8	345.8

	HISPANIC				ASIAN AMERICAN			
INTERNET QUINTILE	# 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	4,250	10.9	48.6	260.8	1,880	13.1	71.5	133.6
Internet 2	4,264	3.8	9.5	209.4	1,885	6.4	16.5	145.6
Internet 3	4,263	0.9	3.0	207.1	1,895	1.3	4.8	156.9
Internet 4	4,241	0.5	0.8	196.2	1,875	0.3	1.2	147.9
Internet 5	4,267	0.1	0.1	213.4	1,887	0.1	0.2	169.7
Non Internet Users	13,998	0.0	0.0	207.4	5,796	0.0	0.0	137.5
All	35,283	2.0	7.6	213.5	15,217	2.7	11.8	145.7

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

	COMPOSITE				BLACK			
TELEVISION QUINTILE	# OF PERSONS (000)	STREAM	INTERNET	TV	# OF PERSONS (000)	STREAM	INTERNET	TV
		(AVERAGE DAILY MINUTES)				(AVERAGE DAILY MINUTES)		
Television 1	48,045	3.0	20.5	633.2	5,146	2.9	20.8	811.7
Television 2	48,043	1.7	13.1	323.3	5,166	2.3	14.0	451.5
Television 3	48,046	1.9	11.3	195.1	5,177	2.7	10.7	280.0
Television 4	48,036	2.2	9.7	100.6	5,147	1.0	7.1	158.2
Television 5	48,047	3.3	10.1	21.2	5,158	1.9	7.0	44.1
Non Television Viewers	4,310	10.4	15.5	0.0	387	0.3	2.5	0.0
All	244,527	2.5	13.0	251.7	26,180	2.1	11.8	345.8

	HISPANIC				ASIAN AMERICAN			
TELEVISION QUINTILE	# OF PERSONS (000)	STREAM	INTERNET	TV	# OF PERSONS (000)	STREAM	INTERNET	TV
		(AVERAGE DAILY MINUTES)				(AVERAGE DAILY MINUTES)		
Television 1	6,998	2.0	11.3	511.9	2,888	1.5	10.8	462.8
Television 2	7,000	1.4	7.0	266.3	2,880	3.6	12.9	176.7
Television 3	6,998	2.2	6.7	173.0	2,891	1.7	11.0	90.2
Television 4	6,993	1.4	5.2	94.7	2,874	3.1	11.6	32.6
Television 5	7,004	2.6	7.5	23.0	2,903	2.5	11.7	3.9
Non Television Viewers	290	5.8	14.6	0.0	782	5.5	15.1	0.0
All	35,283	2.0	7.6	213.5	15,217	2.7	11.8	145.7

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

	Q4 2014		Q4 2013	
SMARTPHONE QUINTILES	# OF PERSONS (000)	TPP (HH:MM:SS)	# OF PERSONS (000)	TPP (HH:MM:SS)
Smartphone 1	24,354	6:50:56	20,249	5:36:07
Smartphone 2	24,354	1:09:37	20,240	0:55:51
Smartphone 3	24,353	0:22:53	20,254	0:20:43
Smartphone 4	24,365	0:06:41	20,252	0:07:05
Smartphone 5	24,369	0:00:52	20,265	0:01:09
All	121,794	1:42:11	101,260	1:24:11

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

	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
	Q4 2014	Q4 2013	Q4 2014	Q4 2013	Q4 2014	Q4 2013	Q4 2014	Q4 2013
Broadcast Only	12,347	11,310	2,095	1,958	2,798	2,727	708	682
Wired Cable (No Telco)	53,058	55,692	7,311	7,702	5,690	6,027	2,006	2,151
Telco	13,016	11,975	1,769	1,581	1,480	1,375	706	643
Satellite	34,695	35,100	3,800	3,581	5,253	5,499	805	896
Broadband Only	2,954	1,289	194	102	356	113	274	107

TABLE 8 – CABLE/SATELLITE HOMES WITH INTERNET STATUS

NUMBER OF HOUSEHOLDS (IN 000'S)

	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
	Q4 2014	Q4 2013	Q4 2014	Q4 2013	Q4 2014	Q4 2013	Q4 2014	Q4 2013
Broadcast Only and Broadband Access	6,173	5,604	588	553	928	857	485	474
Broadcast Only and No Internet/ Narrowband Access	6,635	6,311	1,440	1,338	1,764	1,753	192	177
Cable Plus and Broadband Access	78,824	79,914	8,066	8,212	8,513	8,874	3,414	3,459
Cable Plus and No Internet/ Narrowband Access	22,139	21,177	4,555	4,280	3,727	3,593	307	242

TABLE 9 – DEVICES IN TV HOUSEHOLDS

PERCENTAGE OF HOUSEHOLDS

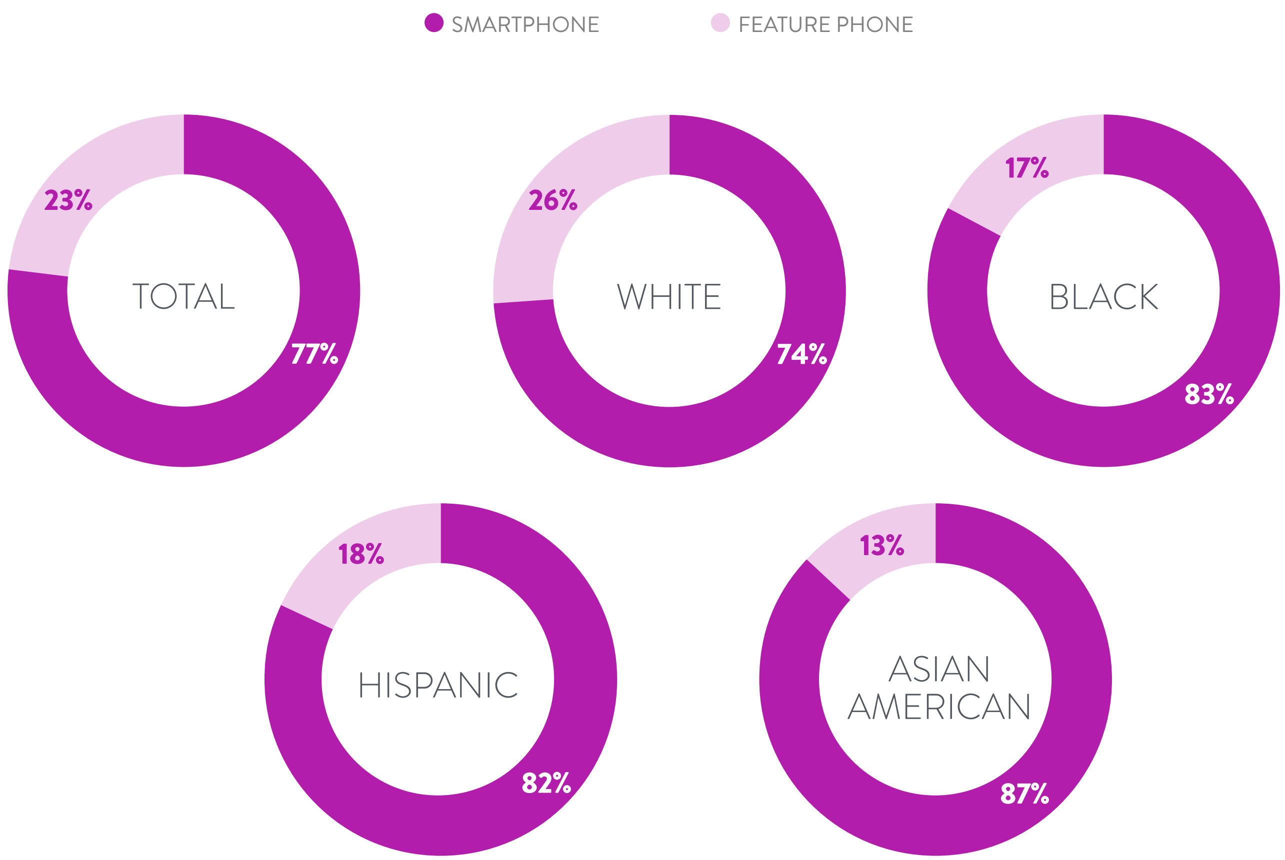
	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
	Q4 2014	Q4 2013	Q4 2014	Q4 2013	Q4 2014	Q4 2013	Q4 2014	Q4 2013
DVD/Blu-Ray Player	81%	82%	77%	78%	77%	79%	72%	74%
DVR	49%	49%	43%	41%	41%	39%	42%	44%
Enabled Smart TV	14%	8%	10%	6%	16%	8%	23%	17%
High Definition TV	86%	83%	84%	79%	88%	84%	86%	88%
Multimedia Device	18%	n/a	13%	n/a	16%	n/a	42%	n/a
Subscription Video on Demand	41%	36%	32%	29%	38%	35%	54%	50%
Tablet	48%	31%	41%	25%	46%	28%	66%	48%
Video Game Console	46%	46%	47%	47%	53%	55%	51%	54%

TABLE 10 - TELEVISION DISTRIBUTION SOURCES BY ETHNICITY

PERCENTAGE OF HOUSEHOLDS

MARKET BREAK	COMPOSITE	WHITE	BLACK	HISPANIC	ASIAN AMERICAN
Broadcast Only	11%	10%	13%	16%	15%
Wired Cable (No Telco)	45%	46%	49%	38%	45%
Telco	12%	11%	13%	10%	16%
Satellite	30%	31%	25%	34%	18%
Broadband Only	3%	3%	1%	2%	6%

EXHIBIT 2 – MOBILE DEVICE PENETRATION BY ETHNICITY



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."

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.

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

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.

TRADITIONAL TV: Watching live or time-shifted content on a television set.

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

"On Traditional TV" includes Live usage plus any playback viewing within the measurement period. 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.

"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. Fourth Quarter 2014 Television data is based on the following measurement interval: 09/29/14-12/28/14. 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.

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

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, while all "Watching Video on the Internet" metrics are derived from Nielsen VideoCensus. While the audience of "Watching Video on the Internet" is a subset of "Using the Internet on a Computer", overall time spent for "Watching Video on the Internet" should not be subtracted from "Using the Internet on a Computer" due to variations in the methodology and calculations.

As of January 2014, two factors led to an increase in "Watching Video on the Internet." Secure or https streaming of videos was added into reporting for entities such as Facebook. Additionally, YouTube mobile streams became included within the hybrid reporting.

As a result of a Google Chrome update in late August, some panelists using Google Chrome had their Nielsen meter extension disabled resulting in the underreporting of passively measured https, or secure content in the September and October 2014 Netview and VideoCensus data. Separately, for Netview, FireFox v34 browser update released in December 2014 impacts the ability of our PC Meter to collect some of the web activity for FireFox users who upgraded their browsers. Also, there was an intermittent tagging issue affecting some YouTube audience views within VideoCensus in December 2014. As a result of these issues, "Using the Internet on a Computer" and "Watching Video on the Internet" were underreported during this time.

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 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.

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

MOBILE METHODOLOGY

Nielsen's Electronic Mobile Measurement (EMM) is an observational, user-centric approach that uses passive metering technology on smartphones to track device and application usage on an opt-in convenience panel. Results are then reported out through Nielsen Mobile NetView 3.0. There are approximately 5,000 panelists in the U.S. across both iOS and Android smartphone devices. This method provides a holistic view of all activity on a smartphone as the behavior is being tracked without interruption.

A number of steps are taken after the data collection process to ensure the reported data is representative of the mobile population. Weighting controls are applied across five characteristics (gender, age, income, race and ethnicity) while independent enumeration studies are carried out on a continuous basis to provide the most current estimates of the mobile population (aka Universe Estimation). This mobile population is drawn from a combination of Mobile Insights, as well as surveying the National People Meter (NPM) panel that is the industry standard for TV Ratings.

Figures reported in Nielsen's Mobile NetView 3.0 include those individuals who are P18+ who have used an iOS or Android smartphone device in the U.S. during Q4 of 2014. In particular:

"Using any App/Web on a Smartphone" refers to consuming mobile media content through a web browser or via a mobile app. It does not include other types of activity such as making/receiving phone calls, sending SMS/MMS messages etc, which has been excluded for this report.

"Watching Video on a Smartphone" is a subset of "Using any App/Web on a Smartphone" and refers to those individuals who visit a website or use a mobile app specifically designed to watch video content.

Due to this methodology change from survey based data to EMM as of the Q4 2013 Cross Platform Report report, data should not be trended to previous quarters' published editions. The current report contains the revised metrics for the prior year data in the year-over-year comparisons.

SOURCING

EXHIBIT 1 & TABLES 1, 2, 3, 4 - AVERAGE TIME SPENT PER ADULT 18+ PER DAY, 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, Time-shifted TV, DVD, Game Consoles, Multimedia Devices 09/29/14-12/28/14 via Nielsen NPOWER/NPM Panel, Online 10/01/14-12/31/14 via Nielsen Netview and Nielsen VideoCensus, Mobile 10/01/14-12/31/14 via Nielsen Electronic Mobile Measurement, Radio 09/12/13-09/10/14 via RADAR 123.

Table 1 is based on the total U.S. population whether or not they have the technology

Exhibit 1 & Tables 2 - 4 are based on users of each medium.

Electronic Mobile Measurement is based on P18+. Radio RADAR 123 data is based on P12+. Therefore, P2+ would be based on P18+ for Smartphone and P12+ for Radio.

Multimedia Devices is now a combination of usage of the Internet Connected Devices viewing source (includes devices like Apple TV, Roku, Google Chromecast, Smartphones) and Audio-Video viewing sources (includes devices like Computer/Laptops, Tablets, Karaoke Machines, Video Camcorders, Security/Digital Cameras) that are regularly connected to a home television set. Prior year data within this report has been adjusted to reflect this change as well.

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

Source: 10/01/14-12/31/14 via Nielsen NPOWER/Cross Platform Homes Panel for P2+.

TABLE 6 – SMARTPHONE VIDEO VIEWING QUINTILE

Source: 10/01/14-12/31/14 via Electronic Mobile Measurement for P18+.

TABLE 7, 8–TELEVISION DISTRIBUTION SOURCES, CABLE/SATELLITE HOMES WITH INTERNET STATUS

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

Within Table 7, Satellite is now based on Alternate Delivery Source excluding Broadband Only homes. Prior year data within this report has been adjusted to reflect this change as well.

TABLE 9, 10 - DEVICES IN TV HOUSEHOLDS, TELEVISION DISTRIBUTION SOURCES - PERCENTAGE OF HOUSEHOLDS

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

Within Table 9, Multimedia Device is based on October and November 2014 only. Also, within Table 9, prior year data is based on Q1 2014 for Subscription Video on Demand. Due to a calculation change in Q1 2014 SVOD data, the prior year data within this report has been adjusted to reflect this change and will differ slightly from prior reports.

Within Table 10, Satellite is now based on Alternate Delivery Source excluding Broadband Only homes.

EXHIBIT 2 – MOBILE DEVICE PENETRATION BY ETHNICITY

Source: Mobile 10/01/14-12/31/14 via Nielsen Mobile Insights.

Note: represents insufficient sample size while n/a represents data unavailability.

ABOUT NIELSEN

Nielsen N.V. (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services across all devices where 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 provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90 percent of the world's population.

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