



THE NIELSEN COMPARABLE METRICS REPORT

Q4 2016



WELCOME

Welcome to the Q4 2016 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.

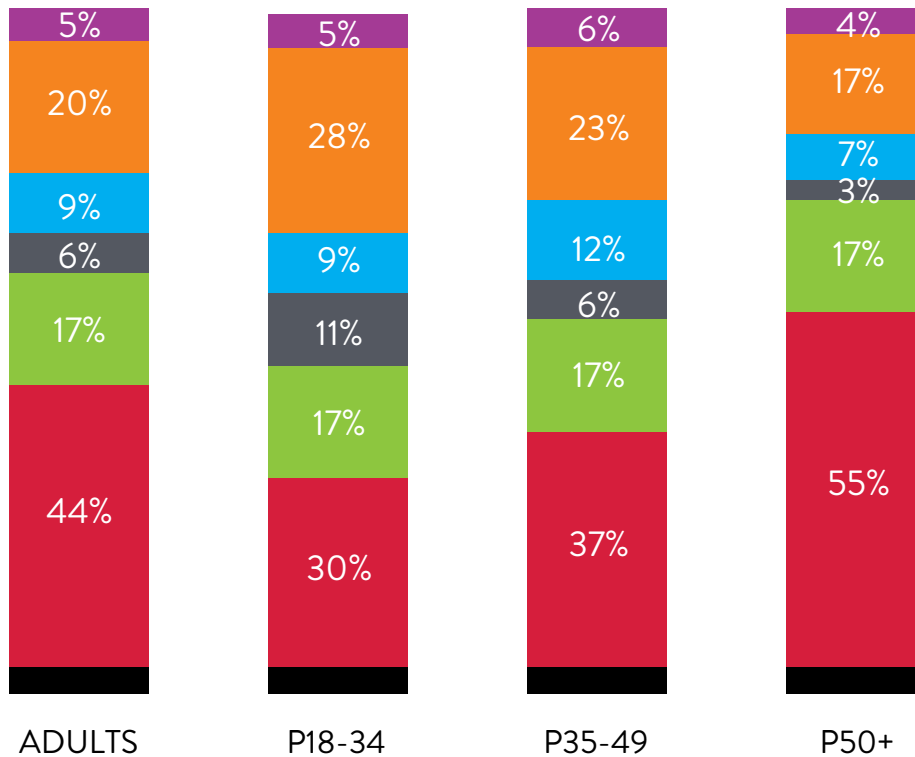
HOW LONG is a measure of the time spent engaging with each platform. This is displayed both in raw terms as Gross Minutes and also as Average Audience, which is defined as the number of adults engaging with the platform in an average minute during the week.

Q4 2016 marks the first full quarter reporting on the effects of 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 September 26 – December 25, 2016 and September 28 – December 27, 2015. 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

Q4 2016 AVERAGE AUDIENCE COMPOSITION BY PLATFORM



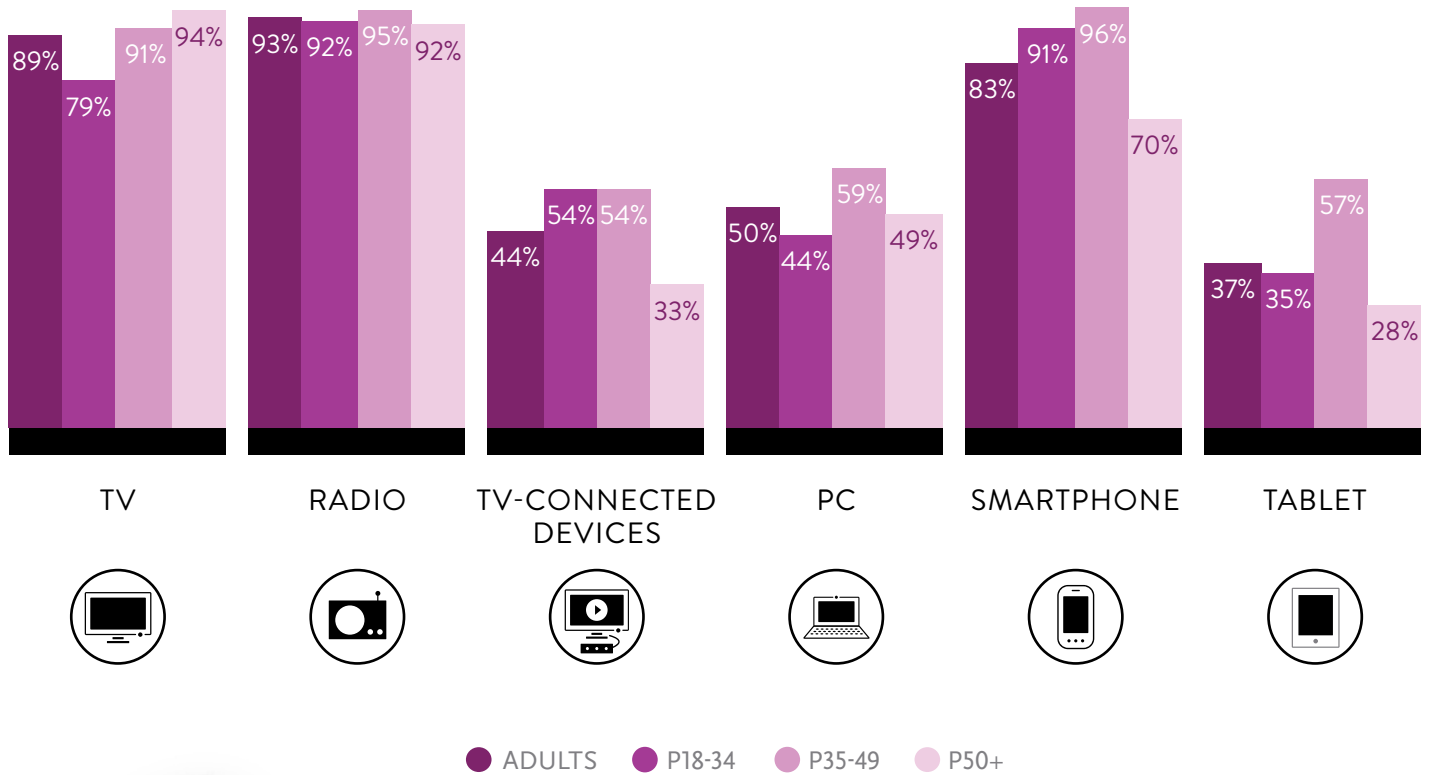
- TV
- RADIO
- TV-CONNECTED DEVICES
(DVD, Game Console, Multimedia Device, VCR)
- PC
- SMARTPHONE
- TABLET

- **TV ACCOUNTS FOR 44% OF THE TOTAL AVERAGE AUDIENCE AMONG ADULTS 18+**
- **17% OF AVERAGE AUDIENCE ACROSS ALL AGE GROUPS IS SPENT LISTENING TO RADIO**



HOW MANY

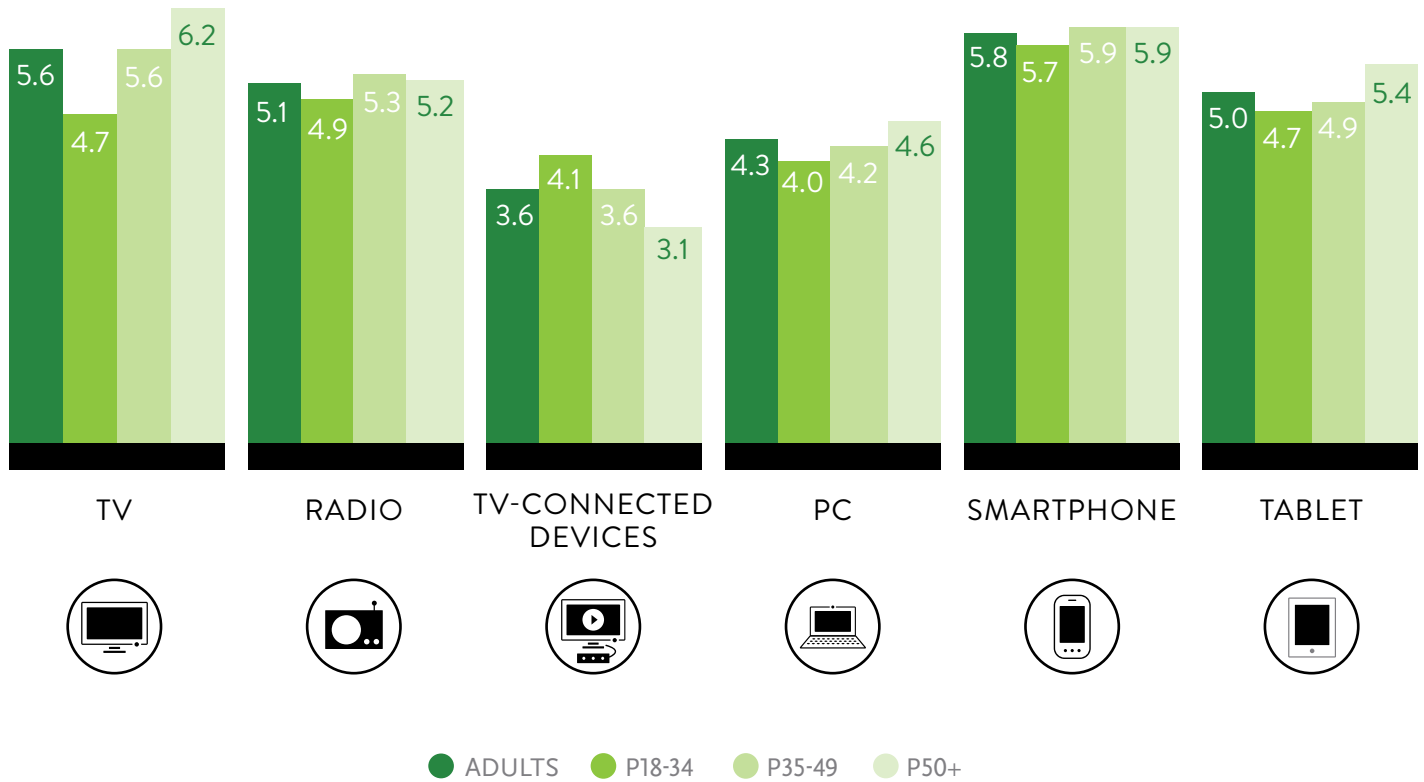
WEEKLY REACH (% OF POPULATION)



- **54% OF P18-49 ARE USING TV-CONNECTED DEVICES**
- **95% OF P35-49 TUNE INTO THE RADIO EACH WEEK**
- **MORE ADULTS P35-49 USE SMARTPHONES, TABLETS AND PCS THAN P18-34**

HOW OFTEN

AVG DAYS PER WEEK WITH USAGE (AMONG USERS)

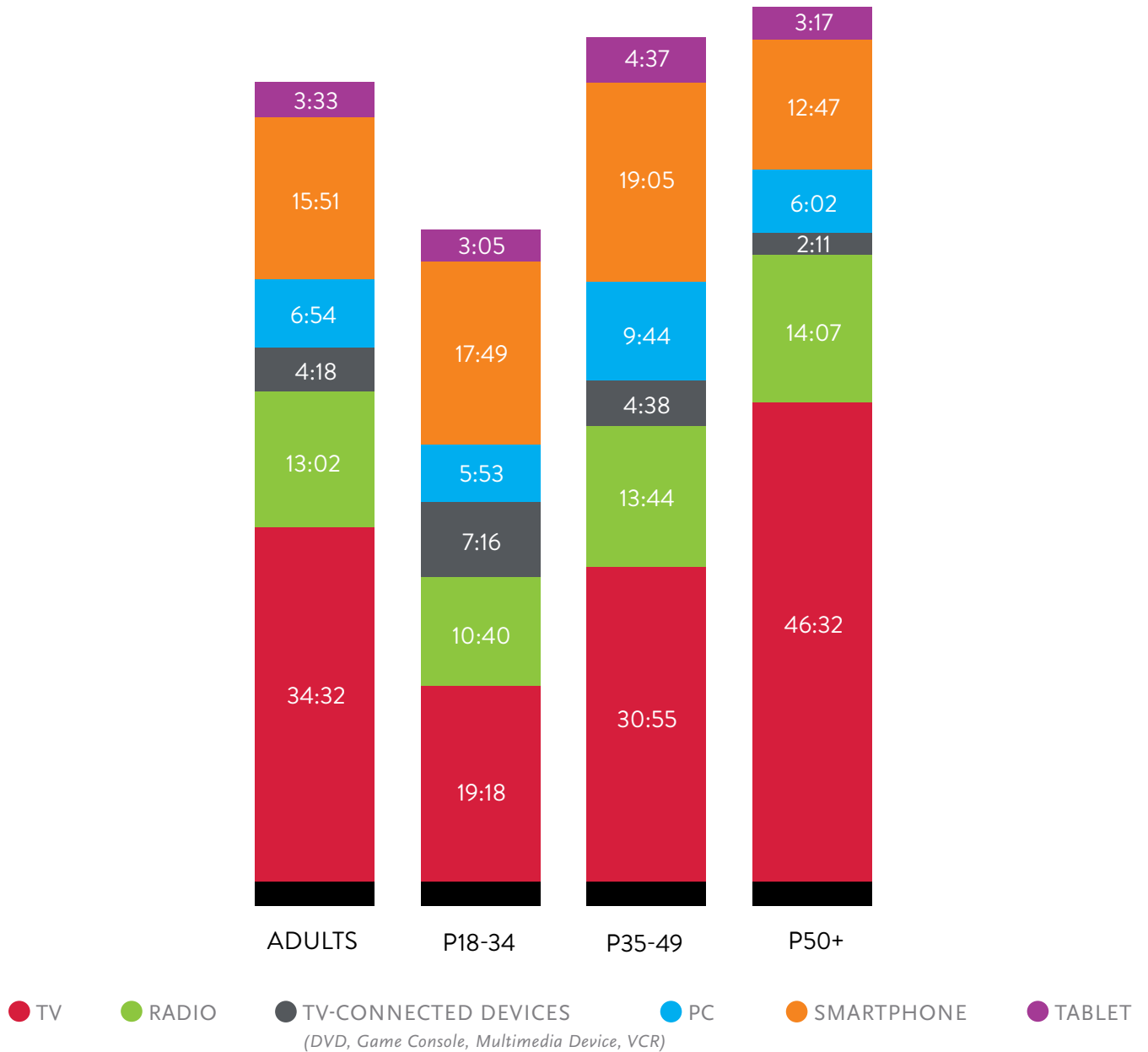


- **ADULT TV VIEWERS ARE WATCHING AN AVERAGE OF 5.6 OUT OF 7 DAYS PER WEEK**
- TV-CONNECTED DEVICES ARE USED 4.1 DAYS PER WEEK BY USERS 18-34
- SMARTPHONES ARE USED NEARLY EVERY DAY



HOW LONG

WEEKLY HOURS:MINS OF USAGE (IN POPULATION)



- TV-CONNECTED DEVICES ARE USED OVER 7 HOURS PER WEEK BY P18-34
- ADULTS SPEND OVER 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



WEEKLY HOURS:MINS OF USAGE BY ETHNICITY & RACE

ADULTS 18+	COMPOSITE	BLACK	HISPANIC	ASIAN AMERICAN
TV	34:32	49:10	26:19	16:42
Radio	13:02	13:43	14:03	na
TV-Connected Devices	4:18	4:36	4:13	4:43
PC Total	6:54	7:36	6:03	3:56
PC Video	2:08	2:57	2:17	1:37
PC Streaming Audio	0:12	0:14	0:14	0:04
PC Social Network	1:01	0:52	0:35	0:26
Smartphone (App+Web)	15:51	17:56	18:04	12:13
Smartphone Video	0:44	1:13	1:14	0:39
Smartphone Streaming Audio	0:36	0:41	0:51	0:33
Smartphone Social Network	3:56	4:11	4:52	2:33
Tablet (App+Web)	3:33	4:10	2:06	1:39
Tablet Video	0:18	0:28	0:15	0:41
Tablet Streaming Audio	0:12	0:18	0:06	0:04
Tablet Social Network	0:54	0:51	0:33	0:19

- **BLACK AUDIENCES WATCH MORE TV THAN ANY OTHER GROUP**
- **HISPANICS ARE THE MOST AVID RADIO LISTENERS AND SPEND THE MOST TIME ON SMARTPHONES**
- **ASIAN AMERICANS HAVE THE HIGHEST AMOUNT OF TV-CONNECTED DEVICE USAGE**

COMPARABLE METRICS - ADULTS 18+

AVERAGE WEEK SEPTEMBER 28, 2015 - DECEMBER 27, 2015

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	209,941,744	86.4%	5.49	405	508,536,633,674	2,093	2,226	20.8%	50,450,063
Radio	224,735,000	92.5%	5.14	163	188,103,195,000	774	837	7.7%	18,661,031
TV-Connected Devices	100,126,707	41.2%	3.40	142	54,619,330,733	225	481	2.2%	5,418,584
PC	123,257,069	50.7%	4.33	175	93,508,253,698	385	759	3.8%	9,276,612
PC Video	78,312,555	32.2%	3.47	80	21,673,743,707	89	277	0.9%	2,150,173
PC Streaming Audio	22,657,049	9.3%	2.19	42	2,101,505,032	9	93	0.1%	208,483
PC Social Network	71,453,162	29.4%	3.50	45	11,205,463,364	46	157	0.5%	1,111,653
Smartphone (App+Web)	178,683,860	73.5%	5.86	123	128,308,298,072	528	718	5.2%	12,728,998
Smartphone Video	97,655,479	40.2%	2.68	17	4,419,360,599	18	45	0.2%	438,429
Smartphone Streaming Audio	83,854,274	34.5%	3.14	27	7,032,534,150	29	84	0.3%	697,672
Smartphone Social Network	155,889,138	64.1%	4.99	50	39,298,082,522	162	252	1.6%	3,898,619
Tablet (App+Web)	78,382,495	32.3%	5.11	113	45,091,118,673	186	575	1.8%	4,473,325
Tablet Video	32,233,602	13.3%	2.39	36	2,736,657,860	11	85	0.1%	271,494
Tablet Streaming Audio	26,583,881	10.9%	3.56	29	2,717,418,857	11	102	0.1%	269,585
Tablet Social Network	63,420,150	26.1%	4.31	40	10,869,259,228	45	171	0.4%	1,078,300

COMPARABLE METRICS - ADULTS 18+

AVERAGE WEEK SEPTEMBER 26, 2016 - DECEMBER 25, 2016

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	218,199,489	88.8%	5.64	385	509,196,299,668	2,072	2,171	20.6%	50,515,506
Radio	227,821,000	92.7%	5.13	165	192,280,924,000	782	844	7.8%	19,075,488
TV-Connected Devices	108,966,885	44.3%	3.61	146	63,637,309,003	259	525	2.6%	6,313,225
PC	122,533,948	49.9%	4.34	191	101,759,483,062	414	830	4.1%	10,095,187
PC Video	75,400,274	30.7%	3.60	117	31,699,557,639	129	420	1.3%	3,144,797
PC Streaming Audio	23,387,976	9.5%	2.12	64	3,153,033,205	13	135	0.1%	312,801
PC Social Network	71,283,036	29.0%	3.64	59	15,167,424,382	62	213	0.6%	1,504,705
Smartphone (App+Web)	203,234,941	82.7%	5.83	197	233,606,241,567	951	1,149	9.4%	23,175,222
Smartphone Video	124,792,275	50.8%	2.78	32	10,923,019,061	44	88	0.4%	1,083,633
Smartphone Streaming Audio	103,536,952	42.1%	3.25	27	9,003,995,533	37	87	0.4%	893,254
Smartphone Social Network	179,928,968	73.2%	5.16	63	58,085,913,990	236	323	2.3%	5,762,491
Tablet (App+Web)	91,674,202	37.3%	5.01	114	52,504,350,680	214	573	2.1%	5,208,765
Tablet Video	44,065,041	17.9%	2.39	42	4,427,538,110	18	100	0.2%	439,240
Tablet Streaming Audio	31,142,927	12.7%	3.04	32	3,016,610,036	12	97	0.1%	299,267
Tablet Social Network	74,550,793	30.3%	4.14	43	13,390,499,006	54	180	0.5%	1,328,423

COMPARABLE METRICS - PERSONS 18-34

AVERAGE WEEK SEPTEMBER 28, 2015 - DECEMBER 27, 2015

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	54,624,626	75.0%	4.52	301	89,519,143,280	1,229	1,361	12.2%	8,880,867
Radio	67,159,000	92.2%	4.95	143	47,481,413,000	652	707	6.5%	4,710,458
TV-Connected Devices	36,532,244	50.1%	3.94	169	28,980,515,873	398	666	3.9%	2,875,051
PC	32,901,705	45.2%	4.08	203	27,281,456,840	374	829	3.7%	2,706,494
PC Video	20,779,507	28.5%	3.44	121	8,652,672,102	119	416	1.2%	858,400
PC Streaming Audio	7,867,362	10.8%	2.38	49	918,713,887	13	117	0.1%	91,142
PC Social Network	18,516,146	25.4%	3.31	44	2,667,325,793	37	144	0.4%	264,616
Smartphone (App+Web)	60,511,214	83.1%	5.85	139	49,167,811,865	675	813	6.7%	4,877,759
Smartphone Video	40,663,551	55.8%	3.03	19	2,354,672,433	32	58	0.3%	233,598
Smartphone Streaming Audio	35,783,023	49.1%	3.43	28	3,457,213,576	47	97	0.5%	342,978
Smartphone Social Network	55,148,683	75.7%	5.36	59	17,407,548,523	239	316	2.4%	1,726,939
Tablet (App+Web)	29,763,959	40.9%	4.84	101	14,610,950,061	201	491	2.0%	1,449,499
Tablet Video	12,301,182	16.9%	2.42	39	1,155,584,185	16	94	0.2%	114,641
Tablet Streaming Audio	10,084,633	13.8%	3.52	27	949,217,726	13	94	0.1%	94,168
Tablet Social Network	23,109,158	31.7%	4.03	37	3,406,770,820	47	147	0.5%	337,973

COMPARABLE METRICS - PERSONS 18-34

AVERAGE WEEK SEPTEMBER 26, 2016 - DECEMBER 25, 2016

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	57,895,797	78.8%	4.67	267	85,103,684,827	1,159	1,246	11.5%	8,442,826
Radio	67,806,000	92.3%	4.92	141	47,057,364,000	641	694	6.4%	4,668,389
TV-Connected Devices	39,552,659	53.8%	4.12	170	32,097,009,077	437	699	4.3%	3,184,227
PC	32,060,550	43.6%	4.00	202	25,934,329,885	353	809	3.5%	2,572,850
PC Video	19,296,408	26.3%	3.58	183	12,623,801,372	172	654	1.7%	1,252,361
PC Streaming Audio	7,588,088	10.3%	2.29	62	1,073,507,296	15	141	0.1%	106,499
PC Social Network	17,399,821	23.7%	3.41	53	3,127,054,810	43	180	0.4%	310,224
Smartphone (App+Web)	66,873,227	91.0%	5.67	207	78,506,176,919	1,069	1,174	10.6%	7,788,311
Smartphone Video	46,215,427	62.9%	3.05	38	5,360,877,195	73	116	0.7%	531,833
Smartphone Streaming Audio	41,122,992	56.0%	3.53	29	4,187,563,910	57	102	0.6%	415,433
Smartphone Social Network	59,773,267	81.4%	5.20	69	21,384,596,467	291	358	2.9%	2,121,488
Tablet (App+Web)	25,850,634	35.2%	4.74	111	13,647,359,502	186	528	1.8%	1,353,905
Tablet Video	13,075,993	17.8%	2.55	62	2,063,360,801	28	158	0.3%	204,698
Tablet Streaming Audio	10,399,754	14.2%	3.21	37	1,222,742,870	17	118	0.2%	121,304
Tablet Social Network	20,106,071	27.4%	3.94	40	3,203,360,505	44	159	0.4%	317,794

COMPARABLE METRICS - PERSONS 35-49

AVERAGE WEEK SEPTEMBER 28, 2015 - DECEMBER 27, 2015

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	53,978,659	88.9%	5.42	359	114,395,780,573	1,885	1,943	18.7%	11,348,788
Radio	57,519,000	94.8%	5.30	163	49,523,859,000	816	861	8.1%	4,913,081
TV-Connected Devices	29,507,728	48.6%	3.34	131	13,930,643,419	229	439	2.3%	1,382,008
PC	34,615,977	57.0%	4.17	200	28,877,072,165	476	834	4.7%	2,864,789
PC Video	21,728,674	35.8%	3.39	93	6,872,633,517	113	316	1.1%	681,809
PC Streaming Audio	6,906,432	11.4%	2.15	45	663,609,452	11	96	0.1%	65,834
PC Social Network	19,843,745	32.7%	3.42	49	3,355,664,218	55	169	0.5%	332,903
Smartphone (App+Web)	52,978,210	87.3%	5.94	127	40,008,947,566	659	755	6.5%	3,969,142
Smartphone Video	30,833,923	50.8%	2.69	16	1,310,840,027	22	43	0.2%	130,044
Smartphone Streaming Audio	25,629,683	42.2%	3.10	26	2,062,210,452	34	80	0.3%	204,584
Smartphone Social Network	48,005,630	79.1%	5.24	52	13,076,349,590	215	272	2.1%	1,297,257
Tablet (App+Web)	29,218,687	48.1%	5.22	118	18,066,628,005	298	618	3.0%	1,792,324
Tablet Video	12,762,419	21.0%	2.51	38	1,226,830,987	20	96	0.2%	121,709
Tablet Streaming Audio	10,657,559	17.6%	3.65	27	1,041,086,913	17	98	0.2%	103,282
Tablet Social Network	24,040,875	39.6%	4.44	42	4,444,861,811	73	185	0.7%	440,959

COMPARABLE METRICS - PERSONS 35-49

AVERAGE WEEK SEPTEMBER 26, 2016 - DECEMBER 25, 2016

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	55,071,851	90.7%	5.61	339	112,680,300,609	1,855	1,903	18.4%	11,178,601
Radio	57,621,000	94.9%	5.28	164	50,015,028,000	824	868	8.2%	4,961,808
TV-Connected Devices	32,491,958	53.5%	3.61	136	16,909,257,792	278	490	2.8%	1,677,506
PC	35,855,564	59.0%	4.24	233	35,482,731,134	584	990	5.8%	3,520,112
PC Video	22,590,328	37.2%	3.50	133	10,490,352,676	173	464	1.7%	1,040,710
PC Streaming Audio	7,720,076	12.7%	2.16	80	1,334,774,469	22	173	0.2%	132,418
PC Social Network	21,032,626	34.6%	3.55	64	4,798,143,827	79	228	0.8%	476,006
Smartphone (App+Web)	58,083,909	95.6%	5.93	202	69,552,844,107	1,145	1,197	11.4%	6,900,083
Smartphone Video	37,582,590	61.9%	2.81	30	3,167,989,625	52	84	0.5%	314,285
Smartphone Streaming Audio	30,824,623	50.8%	3.23	26	2,568,871,199	42	83	0.4%	254,848
Smartphone Social Network	52,280,403	86.1%	5.29	64	17,745,905,492	292	339	2.9%	1,760,506
Tablet (App+Web)	34,549,260	56.9%	4.87	100	16,877,489,886	278	489	2.8%	1,674,354
Tablet Video	16,352,959	26.9%	2.37	41	1,582,939,607	26	97	0.3%	157,038
Tablet Streaming Audio	10,629,129	17.5%	2.87	38	1,162,467,054	19	109	0.2%	115,324
Tablet Social Network	27,483,389	45.3%	3.95	38	4,150,147,020	68	151	0.7%	411,721

COMPARABLE METRICS - PERSONS 50+

AVERAGE WEEK SEPTEMBER 28, 2015 - DECEMBER 27, 2015

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	101,338,446	92.6%	6.06	469	304,621,709,822	2,783	2,844	27.6%	30,220,408
Radio	100,057,000	91.4%	5.17	176	91,151,927,000	833	911	8.3%	9,042,850
TV-Connected Devices	34,086,804	31.1%	2.86	111	11,708,171,440	107	318	1.1%	1,161,525
PC	55,739,387	50.9%	4.57	147	37,349,724,694	341	670	3.4%	3,705,330
PC Video	35,804,374	32.7%	3.54	49	6,148,438,089	56	172	0.6%	609,964
PC Streaming Audio	7,883,255	7.2%	2.02	33	519,181,693	5	66	0.0%	51,506
PC Social Network	33,093,271	30.2%	3.65	43	5,182,473,353	47	157	0.5%	514,134
Smartphone (App+Web)	64,798,574	59.2%	5.58	98	35,336,730,989	323	545	3.2%	3,505,628
Smartphone Video	26,158,006	23.9%	2.14	13	753,848,139	7	29	0.1%	74,787
Smartphone Streaming Audio	22,441,568	20.5%	2.73	25	1,513,110,122	14	67	0.1%	150,110
Smartphone Social Network	52,734,825	48.2%	4.39	38	8,814,184,409	81	167	0.8%	874,423
Tablet (App+Web)	19,399,849	17.7%	5.34	120	12,413,453,428	113	640	1.1%	1,231,493
Tablet Video	7,170,000	6.5%	2.14	23	354,063,844	3	49	0.0%	35,125
Tablet Streaming Audio	5,841,689	5.3%	3.46	36	726,980,687	7	124	0.1%	72,121
Tablet Social Network	16,270,117	14.9%	4.51	41	3,017,550,773	28	185	0.3%	299,360

COMPARABLE METRICS - PERSONS 50+

AVERAGE WEEK SEPTEMBER 26, 2016 - DECEMBER 25, 2016

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	105,231,776	94.3%	6.19	456	311,412,314,232	2,792	2,820	27.7%	30,894,079
Radio	102,394,000	91.8%	5.18	178	94,509,662,000	847	923	8.4%	9,375,959
TV-Connected Devices	36,922,282	33.1%	3.06	121	14,631,042,134	131	370	1.3%	1,451,492
PC	54,617,833	49.0%	4.60	161	40,342,422,043	362	739	3.6%	4,002,224
PC Video	32,380,338	29.0%	3.94	67	8,585,403,590	77	265	0.8%	851,727
PC Streaming Audio	8,079,812	7.2%	1.92	48	744,751,441	7	92	0.1%	73,884
PC Social Network	32,850,589	29.4%	3.81	58	7,242,225,746	65	220	0.6%	718,475
Smartphone (App+Web)	78,277,804	70.2%	5.89	186	85,547,220,540	767	1,093	7.6%	8,486,827
Smartphone Video	40,994,258	36.7%	2.44	24	2,394,152,240	21	58	0.2%	237,515
Smartphone Streaming Audio	31,589,337	28.3%	2.90	25	2,247,560,424	20	71	0.2%	222,972
Smartphone Social Network	67,875,298	60.8%	5.02	56	18,955,412,031	170	279	1.7%	1,880,497
Tablet (App+Web)	31,274,308	28.0%	5.38	131	21,979,333,293	197	703	2.0%	2,180,489
Tablet Video	14,636,089	13.1%	2.27	23	780,979,511	7	53	0.1%	77,478
Tablet Streaming Audio	10,114,045	9.1%	3.05	20	631,261,440	6	62	0.1%	62,625
Tablet Social Network	26,961,333	24.2%	4.49	50	6,036,854,493	54	224	0.5%	598,894

COMPARABLE METRICS - BLACK 18+

AVERAGE WEEK SEPTEMBER 28, 2015 - DECEMBER 27, 2015

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	26,795,421	87.8%	5.52	543	90,756,362,593	2,972	2,998	29.5%	9,003,607
Radio	28,118,000	92.1%	5.00	174	24,378,306,000	798	867	7.9%	2,418,483
TV-Connected Devices	11,295,559	37.0%	3.32	162	6,847,178,160	224	538	2.2%	679,284
PC	15,112,037	49.5%	4.34	205	13,425,135,368	440	888	4.4%	1,331,859
PC Video	9,950,081	32.6%	3.56	114	4,025,144,190	132	405	1.3%	399,320
PC Streaming Audio	3,211,206	10.5%	2.02	48	309,939,754	10	97	0.1%	30,748
PC Social Network	8,458,174	27.7%	3.29	49	1,359,150,471	45	161	0.4%	134,836
Smartphone (App+Web)	21,985,661	72.0%	5.76	142	18,034,214,105	591	820	5.9%	1,789,109
Smartphone Video	13,925,062	45.6%	3.00	22	928,195,223	30	67	0.3%	92,083
Smartphone Streaming Audio	10,998,670	36.0%	3.13	29	1,002,232,292	33	91	0.3%	99,428
Smartphone Social Network	19,590,161	64.2%	4.88	56	5,309,227,228	174	271	1.7%	526,709
Tablet (App+Web)	7,975,226	26.1%	5.27	136	5,701,672,141	187	715	1.9%	565,642
Tablet Video	3,641,645	11.9%	2.58	61	567,718,156	19	156	0.2%	56,321
Tablet Streaming Audio	3,336,813	10.9%	3.85	29	372,852,217	12	112	0.1%	36,989
Tablet Social Network	6,777,191	22.2%	4.35	39	1,140,546,736	37	168	0.4%	113,149

COMPARABLE METRICS - BLACK 18+

AVERAGE WEEK SEPTEMBER 26, 2016 - DECEMBER 25, 2016

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	28,071,697	90.9%	5.73	513	91,141,568,433	2,950	2,940	29.3%	9,041,822
Radio	28,772,000	93.1%	5.03	176	25,434,448,000	823	884	8.2%	2,523,259
TV-Connected Devices	12,537,719	40.6%	3.50	173	8,556,760,975	277	605	2.7%	848,885
PC	14,888,959	48.2%	4.22	224	14,091,120,340	456	946	4.5%	1,397,929
PC Video	9,131,918	29.6%	3.56	169	5,480,616,516	177	600	1.8%	543,712
PC Streaming Audio	2,951,718	9.6%	2.11	71	441,868,892	14	150	0.1%	43,836
PC Social Network	7,962,507	25.8%	3.34	61	1,637,261,566	53	206	0.5%	162,427
Smartphone (App+Web)	25,116,828	81.3%	5.84	226	33,230,329,935	1,076	1,323	10.7%	3,296,659
Smartphone Video	17,691,772	57.3%	3.12	41	2,285,465,050	74	129	0.7%	226,733
Smartphone Streaming Audio	13,199,988	42.7%	3.25	30	1,294,813,870	42	98	0.4%	128,454
Smartphone Social Network	22,389,333	72.5%	5.06	68	7,761,395,863	251	347	2.5%	769,980
Tablet (App+Web)	10,626,053	34.4%	5.20	140	7,751,517,687	251	729	2.5%	769,000
Tablet Video	5,958,638	19.3%	2.70	55	883,823,228	29	148	0.3%	87,681
Tablet Streaming Audio	4,205,447	13.6%	2.98	44	556,611,872	18	132	0.2%	55,219
Tablet Social Network	9,050,238	29.3%	4.20	41	1,575,996,353	51	174	0.5%	156,349

COMPARABLE METRICS - HISPANIC 18+

AVERAGE WEEK SEPTEMBER 28, 2015 - DECEMBER 27, 2015

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	32,537,345	87.7%	5.18	326	60,779,664,269	1,638	1,690	16.2%	6,029,729
Radio	35,876,000	96.7%	5.26	160	30,099,964,000	811	839	8.0%	2,986,108
TV-Connected Devices	15,870,229	42.8%	3.25	141	8,178,398,188	220	457	2.2%	811,349
PC	13,827,806	37.3%	3.94	211	11,503,430,108	310	832	3.1%	1,141,213
PC Video	8,403,545	22.6%	3.26	130	3,571,442,587	96	425	1.0%	354,310
PC Streaming Audio	2,766,036	7.5%	2.19	55	335,981,554	9	121	0.1%	33,332
PC Social Network	7,112,286	19.2%	3.08	45	995,864,309	27	140	0.3%	98,796
Smartphone (App+Web)	30,473,036	82.1%	5.70	137	23,783,597,154	641	780	6.4%	2,359,484
Smartphone Video	19,823,178	53.4%	3.05	21	1,259,842,090	34	64	0.3%	124,984
Smartphone Streaming Audio	16,346,876	44.0%	3.28	29	1,578,132,633	43	97	0.4%	156,561
Smartphone Social Network	26,770,576	72.1%	5.23	58	8,116,619,280	219	303	2.2%	805,220
Tablet (App+Web)	7,527,547	20.3%	4.94	110	4,077,369,638	110	542	1.1%	404,501
Tablet Video	3,014,922	8.1%	2.38	27	192,275,348	5	64	0.1%	19,075
Tablet Streaming Audio	2,532,863	6.8%	3.72	23	218,008,157	6	86	0.1%	21,628
Tablet Social Network	5,743,398	15.5%	4.10	42	977,384,199	26	170	0.3%	96,963

COMPARABLE METRICS - HISPANIC 18+

AVERAGE WEEK SEPTEMBER 26, 2016 - DECEMBER 25, 2016

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	33,886,476	89.6%	5.33	305	59,738,741,977	1,580	1,624	15.7%	5,926,462
Radio	37,112,000	98.1%	5.28	163	31,916,320,000	844	860	8.4%	3,166,302
TV-Connected Devices	17,555,042	46.4%	3.47	143	9,567,983,783	253	497	2.5%	949,205
PC	15,604,221	41.3%	4.07	217	13,760,973,400	364	882	3.6%	1,365,176
PC Video	9,176,382	24.3%	3.63	156	5,186,583,062	137	565	1.4%	514,542
PC Streaming Audio	3,363,965	8.9%	2.21	74	553,411,610	15	165	0.1%	54,902
PC Social Network	8,270,342	21.9%	3.28	49	1,335,546,298	35	161	0.4%	132,495
Smartphone (App+Web)	34,500,777	91.2%	5.75	206	40,979,955,753	1,084	1,188	10.8%	4,065,472
Smartphone Video	24,058,534	63.6%	3.15	37	2,802,443,267	74	116	0.7%	278,020
Smartphone Streaming Audio	19,711,508	52.1%	3.34	30	1,954,173,958	52	99	0.5%	193,866
Smartphone Social Network	30,783,736	81.4%	5.19	69	11,053,016,198	292	359	2.9%	1,096,529
Tablet (App+Web)	7,775,838	20.6%	5.15	120	4,797,001,669	127	617	1.3%	475,893
Tablet Video	3,940,003	10.4%	2.65	58	602,184,866	16	153	0.2%	59,741
Tablet Streaming Audio	2,788,065	7.4%	2.97	31	253,395,220	7	91	0.1%	25,138
Tablet Social Network	6,292,261	16.6%	4.27	47	1,256,108,119	33	200	0.3%	124,614

COMPARABLE METRICS - ASIAN AMERICAN 18+

AVERAGE WEEK SEPTEMBER 28, 2015 - DECEMBER 27, 2015

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	10,719,194	73.2%	4.75	268	15,445,742,687	1,055	1,275	10.5%	1,532,316
TV-Connected Devices	6,477,850	44.3%	3.66	143	3,612,137,284	247	522	2.4%	358,347
PC	4,430,095	30.3%	4.29	211	4,017,191,635	275	907	2.7%	398,531
PC Video	3,002,067	20.5%	3.49	124	1,296,913,326	89	432	0.9%	128,662
PC Streaming Audio	966,531	6.6%	2.15	37	76,832,994	5	79	0.1%	7,622
PC Social Network	2,587,889	17.7%	3.30	37	312,218,727	21	121	0.2%	30,974
Smartphone (App+Web)	9,885,991	67.6%	5.40	121	6,461,669,390	442	654	4.4%	641,039
Smartphone Video	5,632,692	38.5%	3.08	20	348,596,768	24	62	0.2%	34,583
Smartphone Streaming Audio	4,547,908	31.1%	3.43	26	409,578,557	28	90	0.3%	40,633
Smartphone Social Network	8,059,156	55.1%	4.90	48	1,911,159,758	131	237	1.3%	189,599
Tablet (App+Web)	3,860,180	26.4%	4.77	85	1,571,891,141	107	407	1.1%	155,942
Tablet Video	1,374,669	9.4%	2.49	28	97,169,718	7	71	0.1%	9,640
Tablet Streaming Audio	1,152,410	7.9%	3.32	24	90,122,992	6	78	0.1%	8,941
Tablet Social Network	2,914,921	19.9%	3.70	25	272,741,704	19	94	0.2%	27,058

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

COMPARABLE METRICS - ASIAN AMERICAN 18+

AVERAGE WEEK SEPTEMBER 26, 2016 - DECEMBER 25, 2016

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	11,571,400	74.5%	4.87	251	15,577,610,981	1,003	1,223	9.9%	1,545,398
TV-Connected Devices	7,496,640	48.3%	3.62	151	4,405,262,391	284	546	2.8%	437,030
PC	4,378,564	28.2%	4.39	191	3,671,338,795	236	838	2.3%	364,220
PC Video	2,908,322	18.7%	3.62	142	1,497,324,128	96	515	1.0%	148,544
PC Streaming Audio	840,909	5.4%	2.16	38	69,066,318	4	82	0.0%	6,852
PC Social Network	2,649,165	17.1%	3.42	46	416,470,578	27	157	0.3%	41,317
Smartphone (App+Web)	11,625,249	74.8%	5.44	180	11,387,156,298	733	980	7.3%	1,129,678
Smartphone Video	7,226,343	46.5%	2.81	30	606,529,713	39	84	0.4%	60,172
Smartphone Streaming Audio	6,003,135	38.6%	3.64	23	513,720,501	33	86	0.3%	50,964
Smartphone Social Network	9,596,083	61.8%	4.87	51	2,385,364,334	154	249	1.5%	236,643
Tablet (App+Web)	3,681,164	23.7%	4.71	89	1,545,031,006	99	420	1.0%	153,277
Tablet Video	1,969,750	12.7%	2.48	131	641,155,418	41	326	0.4%	63,607
Tablet Streaming Audio	910,765	5.9%	3.99	18	67,169,081	4	74	0.0%	6,664
Tablet Social Network	2,677,146	17.2%	3.81	30	306,502,665	20	114	0.2%	30,407

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 Non-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 Email 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

Source: Live+DVR/Time-shifted TV, TV-Connected Devices (DVD, Game Console, Multimedia Device, VCR) 09/28/15-12/27/15, 09/26/16-12/25/16 via Nielsen NPOWER/NPM Panel, Radio 12/31/15-11/30/16, 01/01/15-12/02/15 via RADAR 132, RADAR 128, PC-Total, Streaming Audio, Social Networking 09/28/15-12/27/15, 09/26/16-12/25/16 via Nielsen Netview, PC Streaming Video 09/28/15-12/27/15, 09/26/16-12/25/16 via Nielsen VideoCensus, Smartphone - App/Web Total, Streaming Video, Streaming Audio, Social Networking 09/28/15-12/27/15, 09/26/16-12/25/16 via Nielsen Electronic Mobile Measurement, iOS and Android, Tablet - App/Web Total, Streaming Video, Streaming Audio, Social Networking 09/28/15-12/27/15, 09/26/16-12/25/16 via Nielsen Electronic Mobile Measurement - unweighted, projections based on estimates from the NPOWER/NPM Panel.

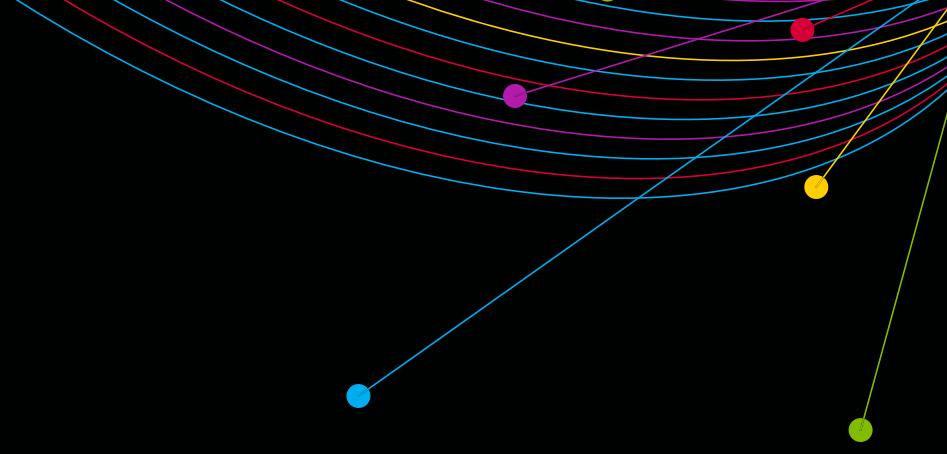
ABOUT NIELSEN

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 Total Audience measurement services for all devices on which content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world's population.

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