THE NIELSEN COMPARABLE METRICS REPORT

Q3 2016

WELCOME

Welcome to the Q3 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.
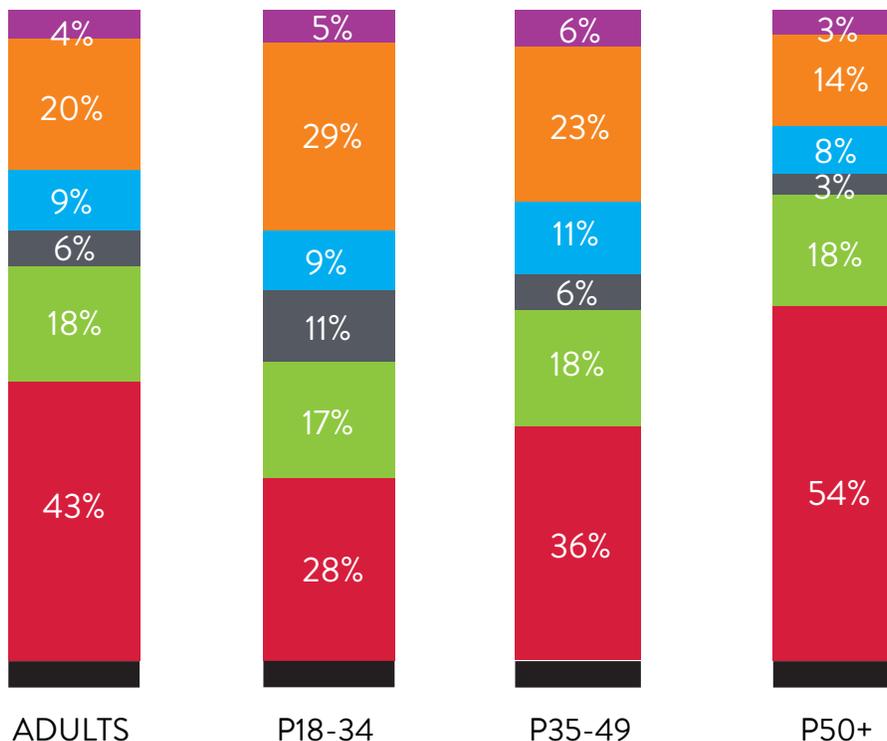
HOW LONG is a measure of the time spent engaging with each platform. This is displayed both in raw terms as Gross Minutes and also as Average Audience, which is defined as the number of adults engaging with the platform in an average minute during the week.

In Q3 we continue to see 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 June 27 – September 25, 2016 and June 29, 2015 – September 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

Q3 2016 AVERAGE AUDIENCE COMPOSITION BY PLATFORM

ADULTS
- 4%
- 20%
- 9%
- 6%
- 18%
- 43%

P18-34
- 5%
- 29%
- 9%
- 11%
- 17%
- 28%

P35-49
- 6%
- 23%
- 11%
- 6%
- 18%
- 36%

P50+
- 3%
- 14%
- 8%
- 3%
- 18%
- 54%

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

- **TV ACCOUNTS FOR 43% OF THE TOTAL AVERAGE AUDIENCE AMONG ADULTS 18+**
- **SMARTPHONE AVERAGE AUDIENCE IS NEARLY EQUAL TO TV AMONG P18-34**
- **18% OF AVERAGE AUDIENCE ACROSS ALL AGE GROUPS IS SPENT LISTENING TO RADIO**

WEEKLY REACH (% OF POPULATION)

TV
- 87% (Adults)
- 76% (P18-34)
- 89% (P35-49)
- 93% (P50+)

RADIO
- 93% (Adults)
- 92% (P18-34)
- 95% (P35-49)
- 92% (P50+)

TV-CONNECTED DEVICES
- 43% (Adults)
- 52% (P18-34)
- 51% (P35-49)
- 32% (P50+)

PC
- 49% (Adults)
- 42% (P18-34)
- 56% (P35-49)
- 49% (P50+)

SMARTPHONE
- 82% (Adults)
- 91% (P18-34)
- 95% (P35-49)
- 69% (P50+)

TABLET
- 37% (Adults)
- 37% (P18-34)
- 56% (P35-49)
- 27% (P50+)

● ADULTS ● P18-34 ● P35-49 ● P50+
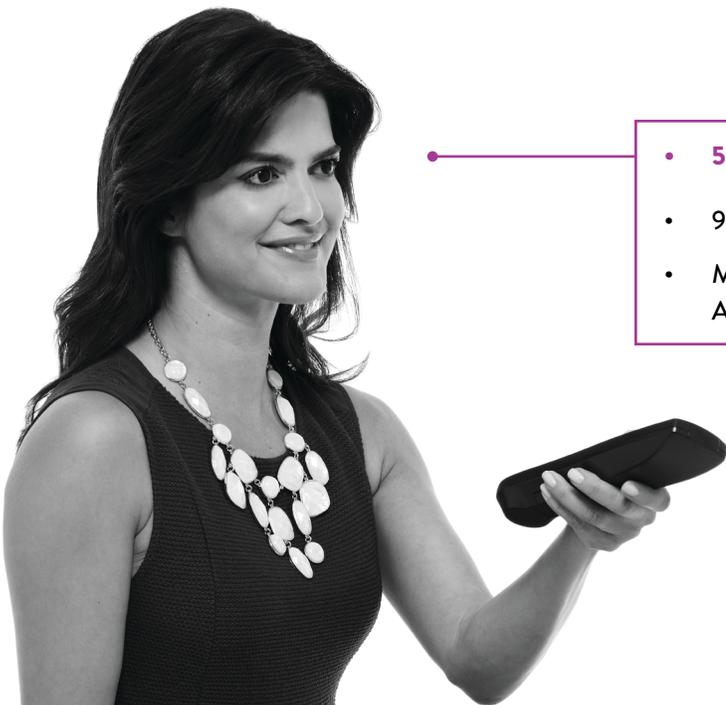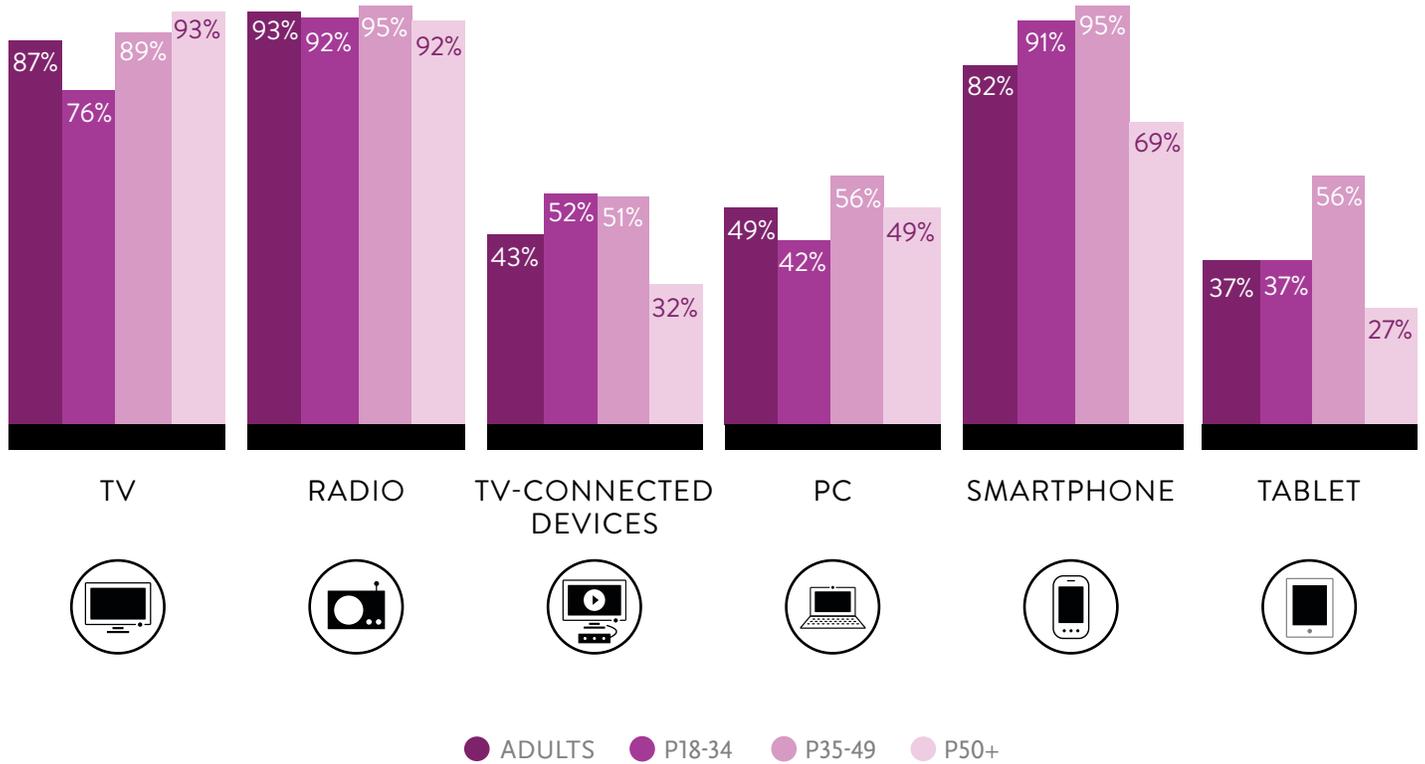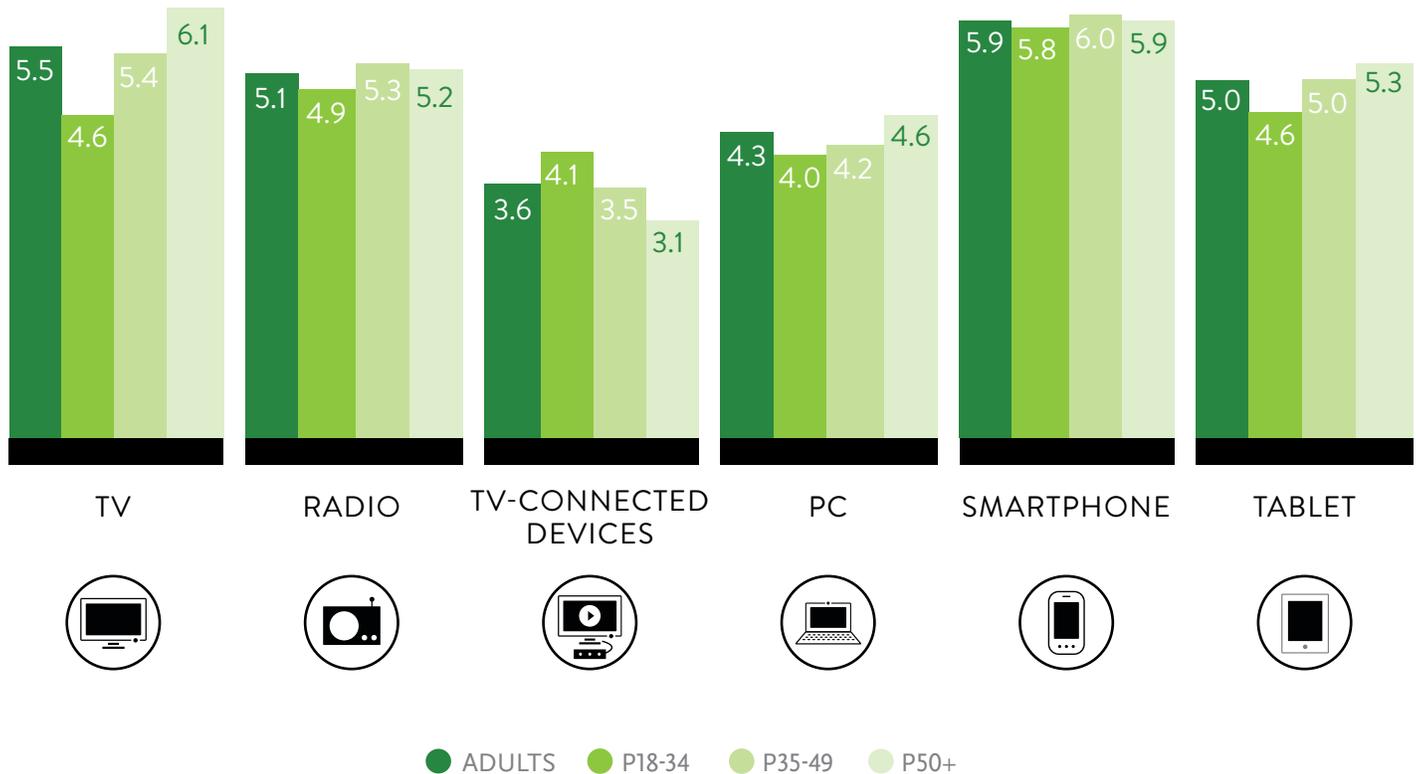
- **52% OF P18-34 ARE USING TV-CONNECTED DEVICES**
- 95% OF P35-49 TUNE INTO THE RADIO EACH WEEK
- MORE ADULTS P35-49 USE SMARTPHONES, TABLETS AND PCS THAN P18-34

AVG DAYS PER WEEK WITH USAGE (AMONG USERS)

Device	ADULTS	P18-34	P35-49	P50+
TV	5.5	4.6	5.4	6.1
RADIO	5.1	4.9	5.3	5.2
TV-CONNECTED DEVICES	3.6	4.1	3.5	3.1
PC	4.3	4.0	4.2	4.6
SMARTPHONE	5.9	5.8	6.0	5.9
TABLET	5.0	4.6	5.0	5.3

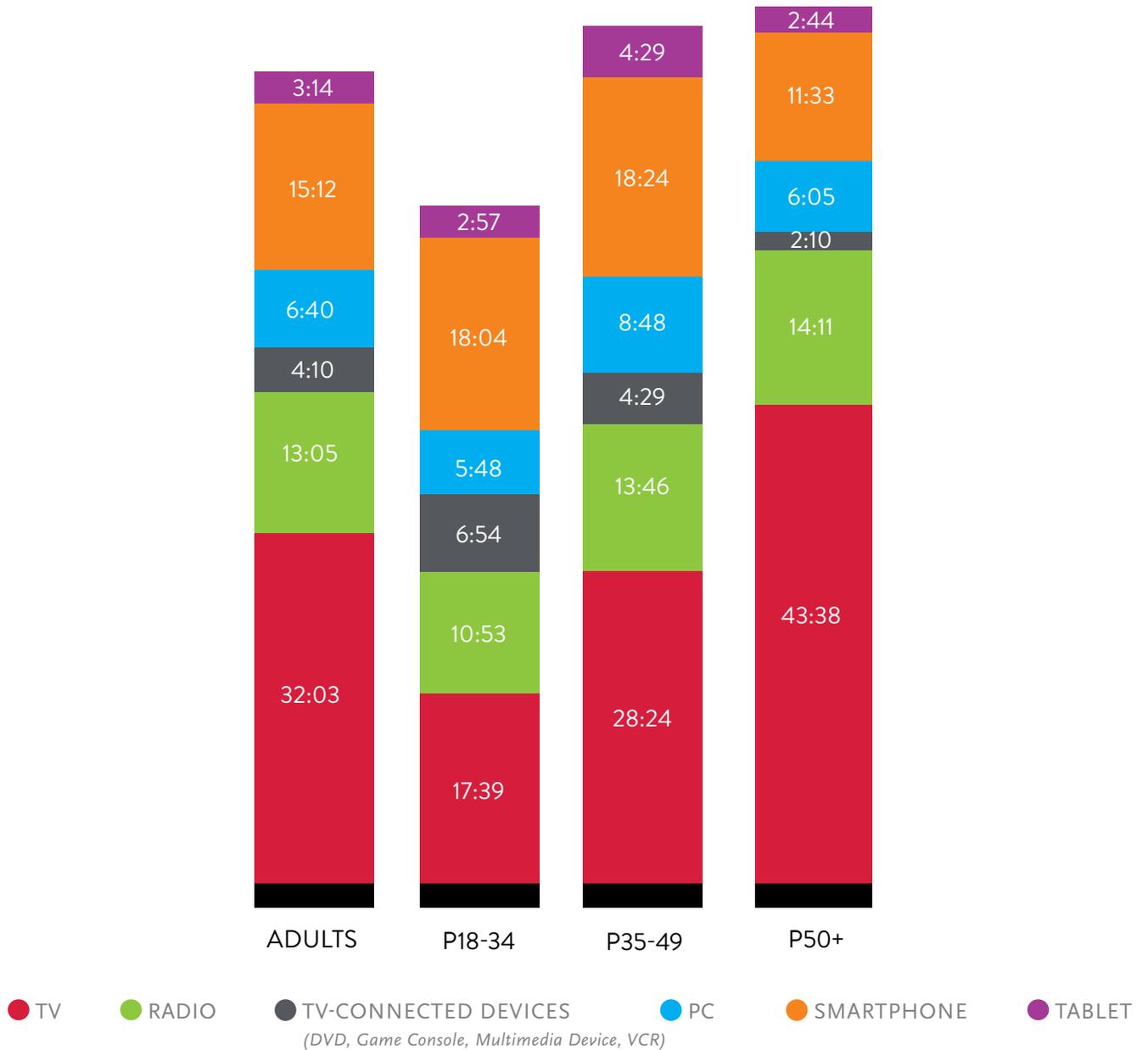● ADULTS ● P18-34 ● P35-49 ● P50+

- **ADULT TV VIEWERS ARE WATCHING AN AVERAGE OF 5.5 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

WEEKLY HOURS:MINS OF USAGE (IN POPULATION)

	ADULTS	P18-34	P35-49	P50+
TABLET	3:14	2:57	4:29	2:44
SMARTPHONE	15:12	18:04	18:24	11:33
PC	6:40	5:48	8:48	6:05
TV-CONNECTED DEVICES	4:10	6:54	4:29	2:10
RADIO	13:05	10:53	13:46	14:11
TV	32:03	17:39	28:24	43:38

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

- TV IS THE MOST HEAVILY CONSUMED PLATFORM AMONG ADULTS OF ALL AGES
- TV-CONNECTED DEVICES ARE USED 6:54 PER WEEK AMONG P18-34
- 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	32:03	46:46	24:49	15:33
Radio	13:05	13:36	13:58	na
TV-Connected Devices	4:10	4:29	4:10	4:36
PC Total	6:40	7:54	5:09	4:09
PC Video	1:48	2:49	1:43	1:44
PC Streaming Audio	0:08	0:09	0:07	0:04
PC Social Network	1:01	1:02	0:30	0:29
Smartphone (App+Web)	15:12	17:07	18:00	12:48
Smartphone Video	0:36	1:03	1:01	0:32
Smartphone Streaming Audio	0:42	1:13	0:57	0:38
Smartphone Social Network	3:50	4:13	4:46	2:43
Tablet (App+Web)	3:14	3:38	1:38	1:30
Tablet Video	0:15	0:24	0:14	0:13
Tablet Streaming Audio	0:13	0:21	0:11	0:05
Tablet Social Network	0:38	0:53	0:19	0:10

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

AVERAGE WEEK JUNE 29, 2015 - SEPTEMBER 27, 2015

ADULTS 18+ UE = 241,040,000	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	205,888,303	85.4%	5.37	386	463,362,126,638	1,922	2,072	19.1%	45,968,465
Radio	222,231,000	92.5%	5.14	162	185,340,654,000	772	834	7.7%	18,386,970
TV-Connected Devices	97,505,201	40.5%	3.36	140	51,418,216,056	213	470	2.1%	5,101,013
PC	122,072,231	50.6%	4.32	165	86,736,524,023	360	711	3.6%	8,604,814
PC Video	77,687,579	32.2%	3.47	75	20,086,348,008	83	259	0.8%	1,992,693
PC Streaming Audio	23,125,999	9.6%	2.25	38	1,980,785,270	8	86	0.1%	196,506
PC Social Network	72,075,879	29.9%	3.54	46	11,848,438,783	49	164	0.5%	1,175,440
Smartphone (App+Web)	169,176,356	70.2%	5.89	127	126,219,465,100	524	746	5.2%	12,521,772
Smartphone Video	95,877,226	39.8%	2.73	15	3,977,135,896	16	41	0.2%	394,557
Smartphone Streaming Audio	85,938,811	35.7%	3.40	34	10,053,782,273	42	117	0.4%	997,399
Smartphone Social Network	148,342,713	61.5%	5.03	49	36,343,564,033	151	245	1.5%	3,605,512
Tablet (App+Web)	70,655,423	29.3%	4.93	115	40,248,643,799	167	570	1.7%	3,992,921
Tablet Video	35,910,683	14.9%	2.93	28	2,925,232,237	12	81	0.1%	290,202
Tablet Streaming Audio	26,710,933	11.1%	3.39	43	3,856,962,626	16	144	0.2%	382,635
Tablet Social Network	58,149,593	24.1%	4.20	46	11,232,501,702	47	193	0.5%	1,114,335

AVERAGE WEEK JUNE 27, 2016 - SEPTEMBER 25, 2016

ADULTS 18+ UE = 243,857,000	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	211,649,514	86.8%	5.52	375	469,030,817,571	1,923	2,068	19.1%	46,530,835
Radio	225,339,000	92.7%	5.14	165	190,862,133,000	785	847	7.8%	18,934,735
TV-Connected Devices	104,716,553	42.9%	3.57	148	60,917,992,519	250	528	2.5%	6,043,452
PC	119,105,192	48.8%	4.30	190	97,631,739,284	400	820	4.0%	9,685,688
PC Video	73,129,049	30.0%	3.60	100	26,395,299,931	108	361	1.1%	2,618,581
PC Streaming Audio	22,142,143	9.1%	2.21	41	2,013,114,147	8	91	0.1%	199,714
PC Social Network	70,162,090	28.8%	3.63	59	14,902,735,773	61	212	0.6%	1,478,446
Smartphone (App+Web)	199,307,773	81.7%	5.89	190	222,574,075,531	913	1,117	9.1%	22,080,761
Smartphone Video	119,360,851	48.9%	2.75	27	8,900,536,643	36	75	0.4%	882,990
Smartphone Streaming Audio	101,866,689	41.8%	3.42	29	10,122,833,379	42	99	0.4%	1,004,249
Smartphone Social Network	176,914,766	72.5%	5.23	61	56,244,173,428	231	318	2.3%	5,579,779
Tablet (App+Web)	90,436,805	37.1%	4.97	105	47,403,501,295	194	524	1.9%	4,702,728
Tablet Video	50,649,799	20.8%	2.67	28	3,845,422,254	16	76	0.2%	381,490
Tablet Streaming Audio	35,504,312	14.6%	3.38	27	3,241,035,664	13	91	0.1%	321,531
Tablet Social Network	73,977,550	30.3%	4.01	32	9,439,497,026	39	128	0.4%	936,458

COMPARABLE METRICS - PERSONS 18-34

AVERAGE WEEK JUNE 29, 2015 - SEPTEMBER 27, 2015

P18-34 UE = 72,407,000	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	53,250,394	73.5%	4.44	292	81,472,827,807	1,125	1,295	11.2%	8,082,622
Radio	66,626,000	92.3%	4.96	142	46,914,230,000	650	704	6.4%	4,654,189
TV-Connected Devices	35,373,319	48.9%	3.87	168	26,902,368,006	372	652	3.7%	2,668,886
PC	33,270,517	45.9%	4.09	197	26,794,775,704	370	805	3.7%	2,658,212
PC Video	21,016,858	29.0%	3.49	108	7,927,944,551	109	377	1.1%	786,502
PC Streaming Audio	8,607,153	11.9%	2.44	41	859,479,853	12	100	0.1%	85,266
PC Social Network	19,178,061	26.5%	3.40	44	2,893,909,934	40	151	0.4%	287,094
Smartphone (App+Web)	57,864,852	79.9%	5.94	147	50,591,509,078	699	874	6.9%	5,018,999
Smartphone Video	38,341,044	53.0%	3.30	18	2,338,133,320	32	61	0.3%	231,958
Smartphone Streaming Audio	33,998,154	47.0%	3.89	33	4,304,735,567	59	127	0.6%	427,057
Smartphone Social Network	52,679,999	72.8%	5.38	57	16,150,860,454	223	307	2.2%	1,602,268
Tablet (App+Web)	28,080,317	38.8%	5.03	101	14,207,709,818	196	506	1.9%	1,409,495
Tablet Video	14,944,607	20.6%	3.09	34	1,566,476,138	22	105	0.2%	155,404
Tablet Streaming Audio	11,057,361	15.3%	3.38	39	1,461,581,076	20	132	0.2%	144,998
Tablet Social Network	22,481,528	31.0%	3.97	43	3,870,969,668	53	172	0.5%	384,025

AVERAGE WEEK JUNE 27, 2016 - SEPTEMBER 25, 2016

P18-34 UE = 73,038,000	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	55,364,129	75.8%	4.57	265	77,321,136,312	1,059	1,211	10.5%	7,670,748
Radio	67,206,000	92.3%	4.93	144	47,581,848,000	653	708	6.5%	4,720,421
TV-Connected Devices	38,088,348	52.1%	4.06	172	30,270,385,253	414	699	4.1%	3,003,014
PC	30,778,796	42.1%	4.00	206	25,437,953,146	348	826	3.5%	2,523,606
PC Video	18,385,953	25.2%	3.58	155	10,192,183,578	140	554	1.4%	1,011,129
PC Streaming Audio	7,496,983	10.3%	2.48	43	803,958,696	11	107	0.1%	79,758
PC Social Network	16,975,333	23.2%	3.45	58	3,417,592,238	47	201	0.5%	339,047
Smartphone (App+Web)	66,313,207	90.8%	5.78	207	79,175,692,571	1,084	1,194	10.8%	7,854,731
Smartphone Video	45,807,796	62.7%	3.06	31	4,272,722,927	58	93	0.6%	423,881
Smartphone Streaming Audio	40,990,917	56.1%	3.68	31	4,715,867,150	65	115	0.6%	467,844
Smartphone Social Network	59,597,444	81.6%	5.34	68	21,499,335,231	294	361	2.9%	2,132,871
Tablet (App+Web)	27,359,017	37.5%	4.62	102	12,953,928,684	177	473	1.8%	1,285,112
Tablet Video	15,838,335	21.7%	2.73	32	1,372,736,508	19	87	0.2%	136,184
Tablet Streaming Audio	12,180,793	16.7%	3.42	37	1,532,203,288	21	126	0.2%	152,004
Tablet Social Network	21,359,065	29.2%	3.80	35	2,814,308,144	39	132	0.4%	279,197

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AVERAGE WEEK JUNE 29, 2015 - SEPTEMBER 27, 2015

P35-49 UE = 60,693,000	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	53,301,472	87.8%	5.27	341	104,463,275,759	1,721	1,796	17.1%	10,363,420
Radio	57,504,000	94.8%	5.30	162	49,280,928,000	812	857	8.1%	4,888,981
TV-Connected Devices	28,709,187	47.3%	3.30	128	13,012,945,348	214	424	2.1%	1,290,967
PC	34,899,596	57.5%	4.20	180	26,339,705,970	434	755	4.3%	2,613,066
PC Video	22,073,663	36.4%	3.42	82	6,168,978,480	102	279	1.0%	612,002
PC Streaming Audio	7,273,227	12.0%	2.25	39	641,410,672	11	88	0.1%	63,632
PC Social Network	20,567,336	33.9%	3.51	53	3,807,277,392	63	185	0.6%	377,706
Smartphone (App+Web)	49,738,585	82.0%	6.05	130	39,242,037,544	647	789	6.4%	3,893,059
Smartphone Video	30,013,459	49.5%	2.60	14	1,062,121,431	17	35	0.2%	105,369
Smartphone Streaming Audio	26,244,304	43.2%	3.24	34	2,909,632,753	48	111	0.5%	288,654
Smartphone Social Network	45,076,865	74.3%	5.23	50	11,763,496,819	194	261	1.9%	1,167,014
Tablet (App+Web)	24,875,500	41.0%	4.72	120	14,130,587,009	233	568	2.3%	1,401,844
Tablet Video	13,124,241	21.6%	2.96	26	1,010,215,763	17	77	0.2%	100,220
Tablet Streaming Audio	9,558,293	15.7%	3.36	39	1,252,283,554	21	131	0.2%	124,234
Tablet Social Network	20,716,862	34.1%	4.26	47	4,178,361,229	69	202	0.7%	414,520

COMPARABLE METRICS - PERSONS 35-49

AVERAGE WEEK JUNE 27, 2016 - SEPTEMBER 25, 2016

P35-49 UE = 60,709,000	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	53,806,401	88.6%	5.44	328	103,468,424,756	1,704	1,786	16.9%	10,264,725
Radio	57,627,000	94.9%	5.30	164	50,135,490,000	826	870	8.2%	4,973,759
TV-Connected Devices	31,260,936	51.5%	3.55	138	16,304,630,810	269	488	2.7%	1,617,523
PC	34,201,168	56.3%	4.16	225	32,030,450,431	528	937	5.2%	3,177,624
PC Video	20,976,364	34.6%	3.47	109	7,943,024,761	131	379	1.3%	787,998
PC Streaming Audio	7,078,373	11.7%	2.17	48	736,330,916	12	104	0.1%	73,049
PC Social Network	20,069,134	33.1%	3.51	65	4,601,457,432	76	229	0.8%	456,494
Smartphone (App+Web)	57,510,407	94.7%	5.97	195	67,028,076,395	1,104	1,165	11.0%	6,649,611
Smartphone Video	35,913,695	59.2%	2.74	26	2,519,422,893	41	70	0.4%	249,943
Smartphone Streaming Audio	30,441,816	50.1%	3.40	29	3,022,293,730	50	99	0.5%	299,831
Smartphone Social Network	51,774,331	85.3%	5.35	63	17,519,413,655	289	338	2.9%	1,738,037
Tablet (App+Web)	33,724,079	55.6%	4.96	98	16,344,147,056	269	485	2.7%	1,621,443
Tablet Video	19,145,660	31.5%	2.75	32	1,677,736,737	28	88	0.3%	166,442
Tablet Streaming Audio	12,696,024	20.9%	3.34	23	971,951,748	16	77	0.2%	96,424
Tablet Social Network	27,519,863	45.3%	3.83	31	3,279,706,725	54	119	0.5%	325,368

AVERAGE WEEK JUNE 29, 2015 - SEPTEMBER 27, 2015

P50+ UE =107,940,000	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	99,336,405	92.0%	5.92	445	277,423,874,094	2,570	2,636	25.5%	27,522,210
Radio	98,101,000	91.5%	5.17	176	89,203,359,000	832	909	8.3%	8,849,540
TV-Connected Devices	33,422,766	31.0%	2.87	111	11,502,714,373	107	318	1.1%	1,141,142
PC	53,902,117	49.9%	4.53	138	33,602,042,349	311	623	3.1%	3,333,536
PC Video	34,597,058	32.1%	3.48	50	5,989,424,977	55	173	0.6%	594,189
PC Streaming Audio	7,245,620	6.7%	2.05	32	479,894,745	4	66	0.0%	47,609
PC Social Network	32,330,481	30.0%	3.63	44	5,147,251,457	48	159	0.5%	510,640
Smartphone (App+Web)	61,572,919	57.0%	5.72	103	36,385,918,478	337	591	3.3%	3,609,714
Smartphone Video	27,522,723	25.5%	2.07	15	845,219,517	8	31	0.1%	83,851
Smartphone Streaming Audio	25,696,353	23.8%	2.92	38	2,839,413,954	26	110	0.3%	281,688
Smartphone Social Network	50,585,849	46.9%	4.50	37	8,429,206,760	78	167	0.8%	836,231
Tablet (App+Web)	17,699,606	16.4%	4.96	136	11,910,269,139	110	673	1.1%	1,181,574
Tablet Video	7,841,835	7.3%	2.58	17	348,483,016	3	44	0.0%	34,572
Tablet Streaming Audio	6,095,280	5.6%	3.46	54	1,143,020,164	11	188	0.1%	113,395
Tablet Social Network	14,951,203	13.9%	4.47	48	3,183,092,437	29	213	0.3%	315,783

AVERAGE WEEK JUNE 27, 2016 - SEPTEMBER 25, 2016

P50+ UE = 110,110,000	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	102,478,955	93.1%	6.08	441	288,240,014,928	2,618	2,678	26.0%	28,595,240
Radio	100,506,000	91.8%	5.19	179	93,169,062,000	851	927	8.4%	9,242,963
TV-Connected Devices	35,367,088	32.1%	3.07	123	14,342,574,847	130	378	1.3%	1,422,874
PC	54,125,229	49.2%	4.57	162	40,163,335,707	365	742	3.6%	3,984,458
PC Video	33,766,732	30.7%	3.69	66	8,260,091,591	75	245	0.7%	819,454
PC Streaming Audio	7,566,787	6.9%	1.96	32	472,824,535	4	62	0.0%	46,907
PC Social Network	33,117,623	30.1%	3.78	55	6,883,686,102	63	208	0.6%	682,905
Smartphone (App+Web)	75,484,159	68.6%	5.92	171	76,370,306,565	694	1,012	6.9%	7,576,419
Smartphone Video	37,729,124	34.3%	2.37	23	2,029,558,531	18	54	0.2%	201,345
Smartphone Streaming Audio	30,433,956	27.6%	3.08	25	2,384,672,499	22	78	0.2%	236,575
Smartphone Social Network	65,542,991	59.5%	5.04	52	17,225,424,542	156	263	1.6%	1,708,871
Tablet (App+Web)	29,353,709	26.7%	5.32	116	18,105,327,364	164	617	1.6%	1,796,163
Tablet Video	15,665,804	14.2%	2.53	20	794,919,180	7	51	0.1%	78,861
Tablet Streaming Audio	10,627,495	9.7%	3.37	21	736,827,559	7	69	0.1%	73,098
Tablet Social Network	25,098,622	22.8%	4.34	31	3,345,362,931	30	133	0.3%	331,881

COMPARABLE METRICS - BLACK 18+

AVERAGE WEEK JUNE 29, 2015 - SEPTEMBER 27, 2015

BLACK 18+ UE = 30,120,000	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	26,198,886	87.0%	5.43	531	84,799,895,743	2,815	2,882	27.9%	8,412,688
Radio	27,646,000	92.4%	4.99	173	23,858,498,000	797	863	7.9%	2,366,914
TV-Connected Devices	11,305,655	37.5%	3.28	166	6,982,935,735	232	545	2.3%	692,752
PC	14,862,681	49.3%	4.28	185	11,747,909,948	390	790	3.9%	1,165,467
PC Video	9,694,801	32.2%	3.49	112	3,767,823,364	125	389	1.2%	373,792
PC Streaming Audio	3,104,951	10.3%	2.20	41	283,355,325	9	91	0.1%	28,111
PC Social Network	8,250,341	27.4%	3.37	52	1,455,160,218	48	176	0.5%	144,361
Smartphone (App+Web)	19,889,476	66.0%	5.93	143	16,850,231,569	559	847	5.5%	1,671,650
Smartphone Video	13,700,783	45.5%	3.01	20	828,299,699	27	60	0.3%	82,173
Smartphone Streaming Audio	10,854,574	36.0%	3.28	25	888,539,699	29	82	0.3%	88,149
Smartphone Social Network	17,650,466	58.6%	4.89	52	4,486,075,189	149	254	1.5%	445,047
Tablet (App+Web)	7,309,981	24.3%	5.09	135	5,017,523,051	167	686	1.7%	497,770
Tablet Video	4,118,093	13.7%	3.29	39	526,760,947	17	128	0.2%	52,258
Tablet Streaming Audio	3,081,981	10.2%	3.40	38	400,630,087	13	130	0.1%	39,745
Tablet Social Network	6,170,678	20.5%	4.38	51	1,390,249,385	46	225	0.5%	137,922

AVERAGE WEEK JUNE 27, 2016 - SEPTEMBER 25, 2016

BLACK 18+ UE = 30,646,000	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	27,392,506	89.4%	5.67	503	85,978,784,241	2,806	2,855	27.8%	8,529,641
Radio	28,279,000	92.6%	5.03	175	24,913,799,000	816	881	8.1%	2,471,607
TV-Connected Devices	12,146,231	39.6%	3.46	175	8,252,179,630	269	607	2.7%	818,669
PC	15,072,749	49.2%	4.28	225	14,514,402,984	474	963	4.7%	1,439,921
PC Video	9,572,459	31.2%	3.64	149	5,179,758,415	169	541	1.7%	513,865
PC Streaming Audio	3,143,902	10.3%	2.24	39	277,756,733	9	88	0.1%	27,555
PC Social Network	8,421,723	27.5%	3.46	65	1,901,438,937	62	226	0.6%	188,635
Smartphone (App+Web)	24,663,335	80.5%	5.86	218	31,503,552,939	1,028	1,277	10.2%	3,125,352
Smartphone Video	16,867,577	55.0%	3.11	37	1,946,020,694	63	115	0.6%	193,058
Smartphone Streaming Audio	12,737,910	41.6%	3.41	51	2,234,206,179	73	175	0.7%	221,647
Smartphone Social Network	21,934,509	71.6%	5.13	69	7,771,870,603	254	354	2.5%	771,019
Tablet (App+Web)	10,288,578	33.6%	5.22	125	6,704,139,256	219	652	2.2%	665,093
Tablet Video	6,668,195	21.8%	3.02	37	736,476,395	24	110	0.2%	73,063
Tablet Streaming Audio	4,943,874	16.1%	3.43	38	648,236,679	21	131	0.2%	64,309
Tablet Social Network	9,058,650	29.6%	4.13	44	1,647,207,188	54	182	0.5%	163,413

COMPARABLE METRICS - HISPANIC 18+

AVERAGE WEEK JUNE 29, 2015 - SEPTEMBER 27, 2015

HISPANIC 18+ UE = 36,450,000	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	31,845,429	87.4%	5.12	309	55,954,961,527	1,535	1,585	15.2%	5,551,087
Radio	34,944,000	96.6%	5.26	159	29,143,296,000	806	834	8.0%	2,891,200
TV-Connected Devices	15,169,827	41.6%	3.22	138	7,622,134,944	209	444	2.1%	756,164
PC	13,509,918	37.1%	3.94	192	10,219,670,062	280	756	2.8%	1,013,856
PC Video	8,258,091	22.7%	3.26	110	2,960,904,949	81	359	0.8%	293,741
PC Streaming Audio	2,922,421	8.0%	2.30	47	314,455,597	9	108	0.1%	31,196
PC Social Network	7,174,605	19.7%	3.21	47	1,076,777,602	30	150	0.3%	106,823
Smartphone (App+Web)	28,280,291	77.6%	5.82	147	24,196,774,139	664	856	6.6%	2,400,474
Smartphone Video	19,937,594	54.7%	3.16	19	1,184,624,636	32	59	0.3%	117,522
Smartphone Streaming Audio	17,183,497	47.1%	3.57	38	2,339,461,270	64	136	0.6%	232,089
Smartphone Social Network	25,040,454	68.7%	5.14	57	7,292,032,646	200	291	2.0%	723,416
Tablet (App+Web)	6,930,587	19.0%	4.90	112	3,799,764,579	104	548	1.0%	376,961
Tablet Video	3,980,096	10.9%	2.96	22	263,767,004	7	66	0.1%	26,167
Tablet Streaming Audio	2,430,492	6.7%	3.37	40	330,480,000	9	136	0.1%	32,786
Tablet Social Network	5,623,926	15.4%	4.08	45	1,029,120,883	28	183	0.3%	102,095

AVERAGE WEEK JUNE 27, 2016 - SEPTEMBER 25, 2016

HISPANIC 18+ UE = 37,327,000	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	33,087,082	88.6%	5.22	297	55,587,043,070	1,489	1,549	14.8%	5,514,588
Radio	36,102,000	97.3%	5.29	163	31,083,822,000	838	861	8.3%	3,083,713
TV-Connected Devices	16,916,299	45.3%	3.45	146	9,300,249,994	249	503	2.5%	922,644
PC	13,726,118	36.8%	3.93	214	11,546,988,707	309	841	3.1%	1,145,535
PC Video	8,034,556	21.5%	3.32	145	3,855,479,748	103	480	1.0%	382,488
PC Streaming Audio	2,876,149	7.7%	2.19	47	294,840,749	8	103	0.1%	29,250
PC Social Network	7,022,840	18.8%	3.22	50	1,139,708,587	31	162	0.3%	113,066
Smartphone (App+Web)	33,952,935	91.0%	5.85	203	40,326,528,793	1,080	1,188	10.7%	4,000,648
Smartphone Video	23,692,493	63.5%	3.15	31	2,295,610,127	61	97	0.6%	227,739
Smartphone Streaming Audio	19,246,181	51.6%	3.47	32	2,109,818,067	57	110	0.6%	209,307
Smartphone Social Network	30,030,409	80.5%	5.28	67	10,690,859,793	286	356	2.8%	1,060,601
Tablet (App+Web)	7,560,115	20.3%	4.72	103	3,674,246,508	98	486	1.0%	364,509
Tablet Video	4,373,099	11.7%	2.98	42	543,643,643	15	124	0.1%	53,933
Tablet Streaming Audio	2,739,678	7.3%	3.05	53	446,033,320	12	163	0.1%	44,249
Tablet Social Network	5,857,516	15.7%	3.90	31	719,558,256	19	123	0.2%	71,385

COMPARABLE METRICS - ASIAN AMERICAN 18+

AVERAGE WEEK JUNE 29, 2015 - SEPTEMBER 27, 2015

ASIAN AMERICAN 18+ UE = 14,246,000	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	10,278,599	72.2%	4.71	260	13,964,686,992	980	1224	9.7%	1,385,386
TV-Connected Devices	6,373,200	44.7%	3.60	138	3,371,241,118	237	497	2.3%	334,449
PC	4,279,575	30.0%	4.41	201	3,791,764,946	266	886	2.6%	376,167
PC Video	2,948,276	20.7%	3.57	82	859,414,486	60	291	0.6%	85,259
PC Streaming Audio	932,708	6.5%	2.39	30	66,878,798	5	72	0.0%	6,635
PC Social Network	2,578,563	18.1%	3.38	39	343,723,342	24	133	0.2%	34,100
Smartphone (App+Web)	9,700,778	68.1%	5.63	127	6,945,011,726	488	716	4.8%	688,989
Smartphone Video	5,523,878	38.8%	3.24	21	377,518,858	26	68	0.3%	37,452
Smartphone Streaming Audio	4,519,423	31.7%	3.48	22	349,025,575	24	77	0.2%	34,626
Smartphone Social Network	7,938,686	55.7%	4.88	47	1,802,213,058	127	227	1.3%	178,791
Tablet (App+Web)	3,890,880	27.3%	4.60	101	1,803,443,072	127	464	1.3%	178,913
Tablet Video	2,044,301	14.4%	3.15	35	228,060,373	16	112	0.2%	22,625
Tablet Streaming Audio	1,292,823	9.1%	3.06	37	147,550,818	10	114	0.1%	14,638
Tablet Social Network	3,046,161	21.4%	3.76	27	314,623,577	22	103	0.2%	31,213

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

AVERAGE WEEK JUNE 27, 2016 - SEPTEMBER 25, 2016

ASIAN AMERICAN 18+ UE = 14,912,000	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	10,879,831	73.0%	4.76	243	13,912,271,242	933	1,157	9.3%	1,380,186
TV-Connected Devices	7,123,315	47.8%	3.69	146	4,121,622,591	276	540	2.7%	408,891
PC	4,122,892	27.6%	4.33	209	3,719,345,147	249	902	2.5%	368,983
PC Video	2,691,977	18.1%	3.70	155	1,550,500,650	104	576	1.0%	153,820
PC Streaming Audio	902,317	6.1%	2.42	31	66,734,618	4	74	0.0%	6,620
PC Social Network	2,420,399	16.2%	3.48	52	438,868,303	29	181	0.3%	43,539
Smartphone (App+Web)	11,623,043	77.9%	5.59	176	11,464,289,312	769	986	7.6%	1,137,330
Smartphone Video	7,196,120	48.3%	2.90	23	484,639,851	32	67	0.3%	48,079
Smartphone Streaming Audio	5,921,209	39.7%	3.65	27	574,111,851	38	97	0.4%	56,956
Smartphone Social Network	9,711,750	65.1%	5.04	50	2,441,546,688	164	251	1.6%	242,217
Tablet (App+Web)	3,776,161	25.3%	4.33	82	1,348,540,956	90	357	0.9%	133,784
Tablet Video	2,104,637	14.1%	2.71	34	193,921,842	13	92	0.1%	19,238
Tablet Streaming Audio	1,095,355	7.3%	3.84	40	168,490,688	11	154	0.1%	16,715
Tablet Social Network	2,709,114	18.2%	3.31	17	154,472,252	10	57	0.1%	15,325

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	Flickr, 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	Flickr, 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.

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. There are approximately 9,000 smartphone and 1,300 tablet panelists in the U.S. across both iOS and Android 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.

SOURCING

Source: Live+DVR/Time-shifted TV, TV-Connected Devices (DVD, Game Console, Multimedia Device, VCR) 06/29/15-09/27/15, 06/27/16-09/25/16 via Nielsen NPOWER/NPM Panel, Radio 09/10/15-09/07/16, 09/11/14-09/09/15 via RADAR 131, RADAR 127, PC-Total, Streaming Audio, Social Networking 06/29/15-09/27/15, 06/27/16-09/25/16 via Nielsen Netview, PC Streaming Video 06/29/15-09/27/15, 06/27/16-09/25/16 via Nielsen VideoCensus, Smartphone - App/Web Total, Streaming VIdeo, Streaming Audio, Social Networking 06/29/15-09/27/15, 06/27/16-09/25/16 via Nielsen Electronic Mobile Measurement, iOS and Android, Tablet - App/Web Total, Streaming Video, Streaming Audio, Social Networking 06/29/15-09/27/15, 06/27/16-09/25/16 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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