A LOOK ACROSS SCREENS

THE CROSS-PLATFORM REPORT

JUNE 2013

nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™

WELCOME

DOUNIA TURRILL
SVP INSIGHTS, NIELSEN

As I watched the annual television upfronts unfold this spring, I was reminded of just how actively the American consumer engages with content. While media companies and advertisers negotiate deals to create new and exciting touchpoints bringing content and messages to key consumers, these consumers anxiously await another slate of new shows, or the return of their favorites.

While much about the television industry has remained the same – "attract those eyeballs!" - it is also a brand new world for all. A fact that continues to strike me, as we at Nielsen discuss and analyze these changes, is the sheer amount of media consumed by viewers. We may see slight shifts between screens and devices but one thing remains constant, we continue to see upticks in the amount of traditional TV and digital content consumption. Consumers do find the time to view content that appeals to them.

Through this report we continue to look at the media behavior of the American consumer across all multi-ethnic breaks. This quarter I have chosen to highlight some key data from our Electronic Mobile Measurement of tablets and smartphones with the goal of providing information around digital mobile content consumption.

Dounia

DOUNIA

Last quarter, we highlighted key changes in our television audience measurement panel that will bring forth content consumption within a new set of homes. This is a significant undertaking, and as of the new fall television season, we will include homes where TV and video content is consumed on a TV set attached either directly to a broadband connection (smart TV) and/or to an over-the-top device such as an Apple TV, Roku, or game console in our national People Meter sample.

This quarter we've chosen to look at a new piece of the viewing ecosystem, the mobile consumer. Both smartphones and tablets offer mobility of content; video content as well as at-our-fingertips access to news, information, sports scores, social networking and shopping. In the spectrum of evolving media, nothing is growing faster than the adoption of portable devices or the consumption of content on these devices. Smartphones and tablets have revolutionized our ability to be connected to each other and to our favorite shows at all times.

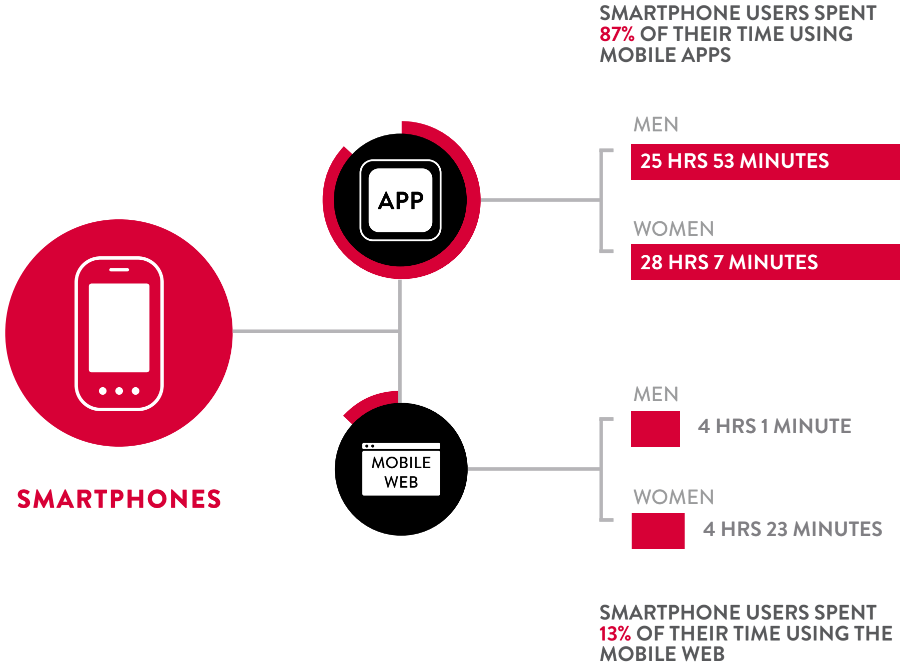
Still vibrant, traditional TV is thriving as viewers continue to go to their sets for entertainment and information that appeals to them. In fact, traditional TV viewing has grown year-over-year among the total population. This growth in viewing is led by African American households where we are also seeing an increase in consumption of mobile and digital video.

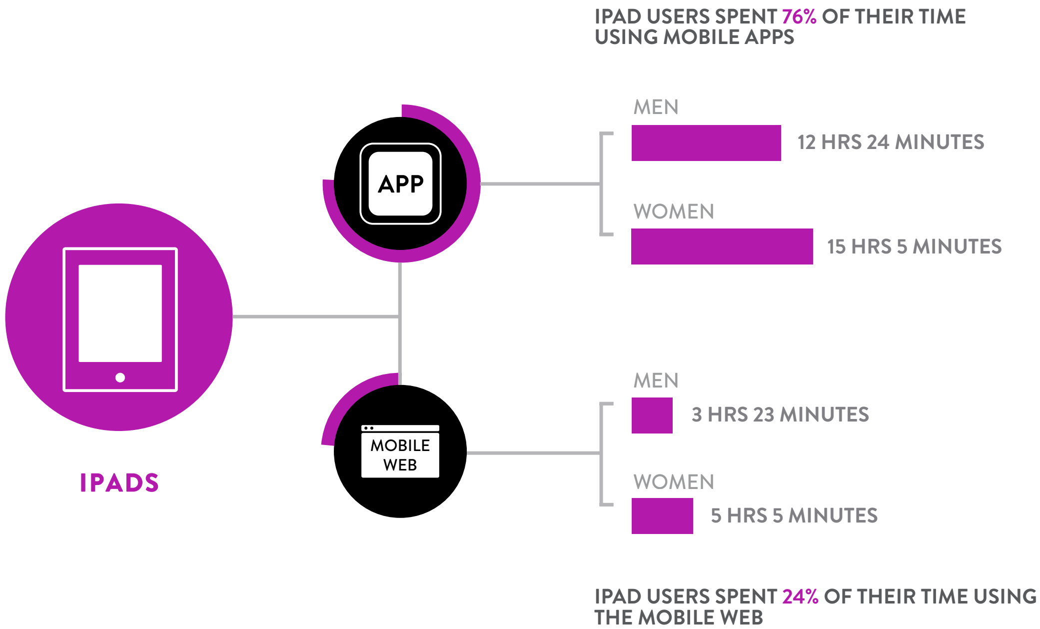
AS WE CONTINUE TO KEEP AN EYE ON THE SHIFTS IN PLATFORMS, SCREENS AND DELIVERY OF CONTENT WE ARE ALSO SEEING SOME VERY INTERESTING DATA EMERGE IN THE VIDEO-ON-DEMAND, OR VOD, SPACE.

The time has truly arrived when we can say that we can have it all! As consumers, we have the freedom to move from place to place and bring content and information with us. We can walk out the door in the morning using our smartphone, sit on a commuter train shifting to the larger tablet screen and later, find the comfort of the big set as we sit down after a day out... or hide in a quiet spot to watch TV and TV-like content on our tablet, laptop or desktop computer. The choices are endless and media companies trigger the desire fueled by the ability to shift our habits to satisfy our needs - because we want it all, and have it all!

PERSONAL AND PORTABLE: A SPOTLIGHT ON MOBILE USAGE

MARCH 2013 MONTHLY USAGE OF APP AND MOBILE WEB

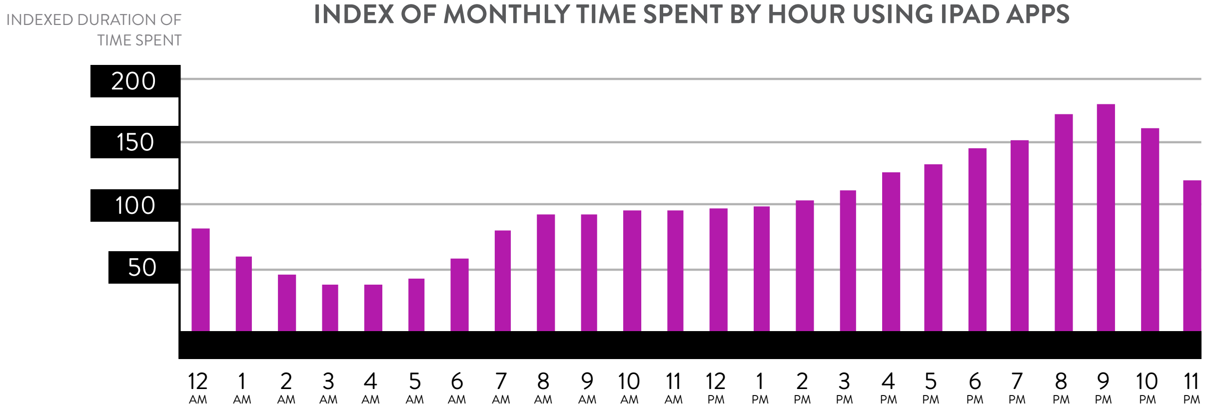




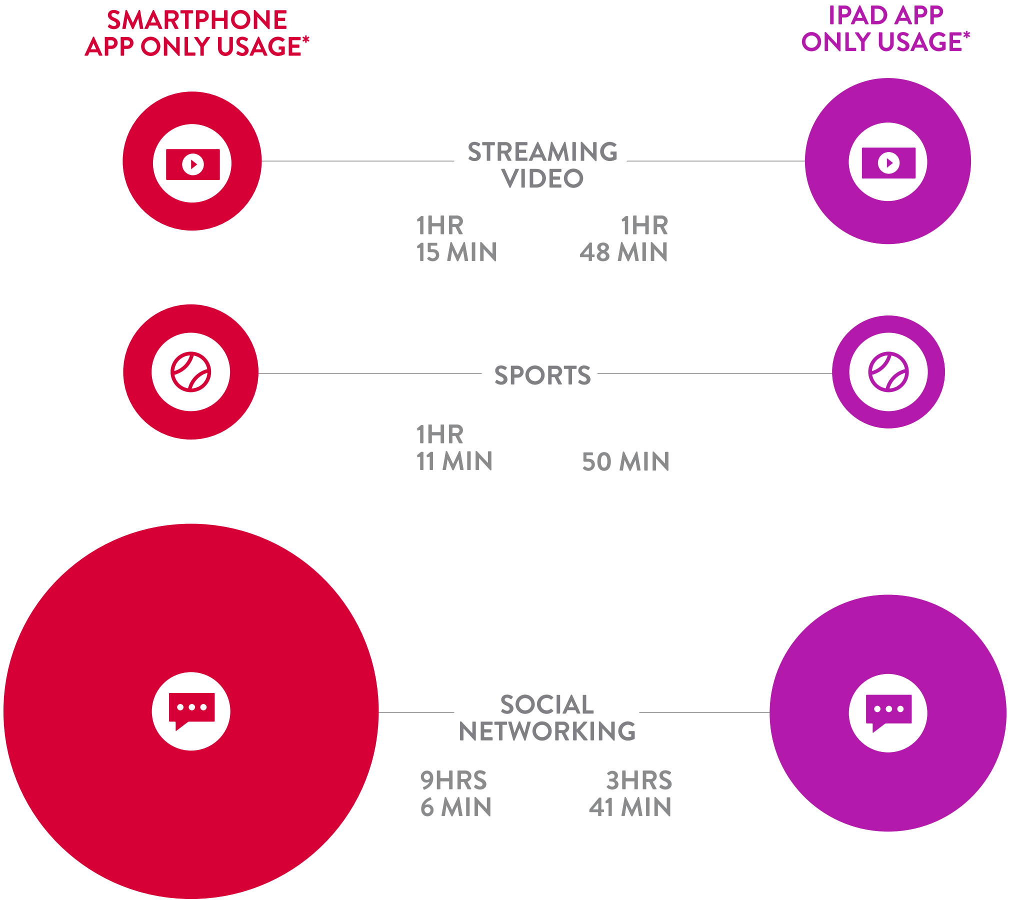
Source: Nielsen Smartphone & Tablet analytics

A CLOSER LOOK AT HOW ARE WE USING OUR SMARTPHONES & IPADS

INDEX OF MONTHLY TIME SPENT BY HOUR USING IPAD APPS



MONTHLY TIME SPENT PER PERSON



* Please see sourcing section for app-only usage methodology

TAKING A CLOSER LOOK AT THE DATA

EXHIBIT 1 – AVERAGE TIME SPENT PER PERSON PER DAY

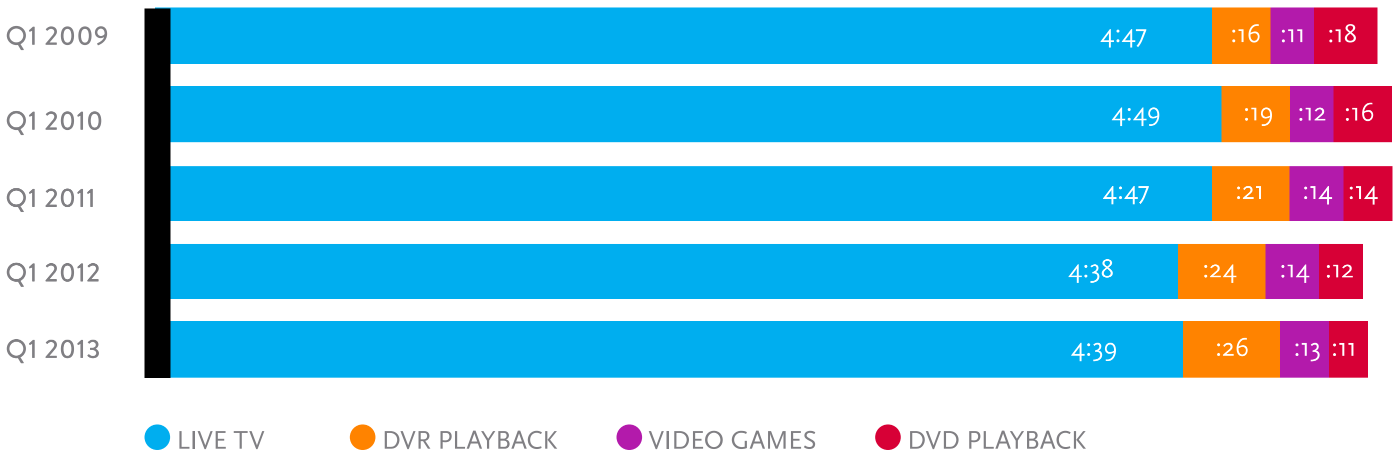


TABLE 1 – A WEEK IN THE LIFE FOR THE TOTAL US POPULATION

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+	BLACK 2+	HISP. 2+	ASIAN 2+
On Traditional TV	24:37	21:22	23:24	28:53	34:18	44:09	49:21	34:11	47:09	28:17	19:43
Watching Timeshifted TV	2:06	1:39	1:46	3:27	3:42	3:40	2:28	2:54	2:12	1:52	2:00
Using a DVD/ Blu Ray Device	2:05	1:07	1:13	1:35	1:22	1:02	0:37	1:17	1:26	1:15	1:07
Using a Game Console	2:25	3:24	3:08	2:20	0:56	0:19	0:05	1:30	1:47	1:36	1:06
Using the Internet on a Computer	0:27	0:58	5:31	6:35	6:42	6:02	3:26	4:38	4:30	3:00	3:45
Watching Video on Internet	0:11	0:19	1:34	1:26	1:00	0:42	0:19	0:47	0:59	0:46	1:00
Watching Video on a Mobile Phone	-	0:25	0:27	0:23	0:13	0:04	0:01	0:13	0:20	0:19	0:25

TABLE 2 – OVERALL USAGE BY MEDIUM

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

	COMPOSITE		AFRICAN AMERICAN		HISPANIC		ASIAN	
	Q1 2013	Q1 2012	Q1 2013	Q1 2012	Q1 2013	Q1 2012	Q1 2013	Q1 2012
On Traditional TV	282,949	283,302	37,031	37,008	47,296	46,035	15,778	15,543
Watching Timeshifted TV	166,088	145,553	20,521	16,935	21,392	17,223	8,118	6,914
Using a DVD/Blu Ray Device	152,467	159,980	18,436	18,945	24,236	25,742	7,787	8,681
Using a Game Console	99,275	102,233	12,543	12,846	17,873	16,857	5,804	5,881
Using the Internet on a Computer	208,055	211,633	24,925	24,368	27,199	25,940	7,220	6,939
Watching Video on Internet	155,169	162,523	18,141	18,770	20,474	20,019	5,764	5,634
Using a Mobile Phone	237,618	233,875	25,625	24,160	34,349	32,566	11,303	10,297
Watching Video on a Mobile Phone	45,319	35,957	6,314	5,092	9,211	7,741	3,610	2,695

TABLE 3 – MONTHLY TIME SPENT BY MEDIUM

USERS 2+ IN HOURS: MINUTES

	COMPOSITE		AFRICAN AMERICAN		HISPANIC		ASIAN	
	Q1 2013	Q1 2012	Q1 2013	Q1 2012	Q1 2013	Q1 2012	Q1 2013	Q1 2012
On Traditional TV	157:32	155:46	216:18	210:07	129:25	131:19	92:58	100:00
Watching Timeshifted TV	13:23	12:09	10:04	9:14	8:33	7:30	9:24	8:43
Using a DVD/Blu Ray Device	5:56	6:07	6:32	6:39	5:42	6:22	5:14	5:43
Using a Game Console	6:56	7:26	8:10	8:35	7:18	7:40	5:10	5:57
Using the Internet on a Computer	28:28	30:05	29:57	32:15	23:26	25:51	37:52	36:48
Watching Video on Internet	7:02	5:24	9:44	7:05	8:46	6:22	13:24	9:58
Watching Video on a Mobile Phone	5:29	5:01	6:21	5:33	5:44	5:05	5:55	5:32

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	112:36	97:57	113:59	133:27	156:38	200:52	227:52	157:32
Watching Timeshifted TV	9:34	7:34	8:38	15:57	16:54	16:42	11:25	13:23
Using a DVD/ Blu Ray Device	9:33	5:05	5:55	7:21	6:15	4:43	2:51	5:56
Using a Game Console	11:01	15:37	15:17	10:47	4:17	1:25	0:22	6:56
Using the Internet on a Computer	4:51	7:59	32:42	33:50	33:20	32:29	25:33	28:28
Watching Video on Internet	3:23	4:28	13:16	10:14	7:07	5:18	3:18	7:02
Watching Video on a Mobile Phone	-	7:51	5:52	5:23	5:19	4:19	3:17	5:29

TABLE 4 – 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	115:07	95:25	104:14	121:46	135:01	165:56	209:53	129:25
Watching Timeshifted TV	7:56	5:22	6:00	10:18	11:14	8:35	6:52	8:33
Using a DVD/ Blu Ray Device	9:28	4:31	5:05	6:30	4:34	3:49	2:38	5:42
Using a Game Console	9:56	15:20	12:14	7:43	2:55	1:48	0:38	7:18
Using the Internet on a Computer	5:01	8:36	31:56	28:04	26:27	24:33	32:46	23:26
Watching Video on Internet	3:57	4:47	15:27	10:07	7:22	6:44	11:27	8:46
Watching Video on a Mobile Phone	-	9:09	5:23	5:27	5:16	5:31	-	5:44

TABLE 4 – MONTHLY TIME SPENT BY MEDIUM IN HOURS: MINUTES
AMONG AFRICAN 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	152:17	146:13	175:20	182:40	223:06	296:33	325:16	216:18
Watching Timeshifted TV	7:08	7:01	8:41	12:13	12:25	13:05	6:07	10:04
Using a DVD/ Blu Ray Device	6:49	5:17	6:52	8:05	7:39	6:15	3:00	6:32
Using a Game Console	10:06	18:33	15:09	12:03	4:39	1:28	0:40	8:10
Using the Internet on a Computer	5:18	9:21	38:32	34:05	35:37	31:19	27:38	29:57
Watching Video on Internet	3:32	4:37	17:54	12:44	8:20	7:55	8:28	9:44
Watching Video on a Mobile Phone	-	8:16	6:25	5:41	6:54	4:25	-	6:21

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

	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	70:29	56:34	68:46	83:37	91:58	111:52	162:26	92:58
Watching Timeshifted TV	6:51	5:46	7:26	10:10	12:25	10:07	8:10	9:24
Using a DVD/ Blu Ray Device	8:22	3:25	2:22	6:43	4:55	5:19	3:01	5:14
Using a Game Console	7:32	8:13	11:29	7:36	3:30	0:56	0:30	5:10
Using the Internet on a Computer	5:43	11:53	54:45	44:40	47:26	29:22	19:21	37:52
Watching Video on Internet	3:18	8:03	26:40	16:16	9:33	11:54	4:09	13:24
Watching Video on a Mobile Phone	-	6:46	5:41	5:47	5:47	5:59	-	5:55

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

	COMPOSITE				AFRICAN AMERICAN			
STREAMING 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)
Stream 1	28,553	26.8	62.3	243.0	2,761	34.9	66.7	328.3
Stream 2	28,569	3.3	39.5	273.9	2,767	4.8	36.2	395.0
Stream 3	28,555	1.1	25.5	287.8	2,763	1.4	20.9	393.6
Stream 4	28,540	0.3	16.7	274.0	2,769	0.4	12.8	378.7
Stream 5	28,562	0.0	9.5	284.5	2,755	0.1	8.0	389.4
Non Streamers	95,283	0.0	1.7	258.1	10,966	0.0	1.5	364.3
All	238,062	3.8	19.2	266.8	24,781	4.7	16.9	371.5

	HISPANIC				ASIAN			
STREAMING 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)
Stream 1	3,948	26.5	47.8	180.9	1,757	51.6	64.0	121.3
Stream 2	3,940	5.3	26.8	211.1	1,754	7.4	35.3	150.9
Stream 3	3,949	1.6	14.6	215.1	1,755	1.9	19.6	158.6
Stream 4	3,938	0.5	10.0	213.9	1,763	0.5	14.0	175.5
Stream 5	3,951	0.1	8.0	210.0	1,751	0.1	8.0	174.2
Non Streamers	16,354	0.0	1.0	214.0	7,063	0.0	1.6	150.9
All	36,079	3.8	12.3	209.7	15,843	6.8	16.3	153.8

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

	COMPOSITE				AFRICAN 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	36,834	15.3	86.1	325.5	3,641	21.8	81.0	444.8
Internet 2	36,889	5.7	24.5	270.2	3,658	6.7	21.8	364.9
Internet 3	36,840	2.5	9.0	268.5	3,652	2.2	7.7	376.5
Internet 4	36,836	0.8	2.6	253.6	3,648	0.6	2.4	367.9
Internet 5	36,875	0.1	0.4	240.8	3,650	0.1	0.4	361.7
Non Internet Users	53,787	0.0	0.0	249.1	6,532	0.0	0.0	337.8
All	238,062	3.8	19.2	266.8	24,781	4.7	16.9	371.5

	HISPANIC				ASIAN			
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	5,110	16.2	60.2	226.4	2,303	32.7	80.1	162.3
Internet 2	5,107	6.4	17.2	203.5	2,295	10.0	23.3	160.5
Internet 3	5,096	2.7	6.3	200.3	2,300	3.0	7.0	184.1
Internet 4	5,140	0.6	1.7	210.0	2,297	0.8	1.6	146.7
Internet 5	5,090	0.2	0.3	200.6	2,294	0.1	0.2	127.5
Non Internet Users	10,535	0.0	0.0	213.3	4,355	0.0	0.0	147.5
All	36,079	3.8	12.3	209.7	15,843	6.8	16.3	153.8

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

	COMPOSITE				AFRICAN AMERICAN			
TELEVISION 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)
Television 1	47,343	3.6	28.6	643.7	4,931	5.3	22.6	814.5
Television 2	47,326	2.6	19.8	330.8	4,971	3.0	19.1	483.4
Television 3	47,335	3.0	16.7	206.8	4,938	3.6	16.6	310.6
Television 4	47,334	3.7	15.4	118.4	4,945	5.5	13.7	183.4
Television 5	47,336	6.2	15.7	36.2	4,955	6.0	12.5	59.5
Non Television Viewers	1,388	3.8	11.6	0.0	40	0.1	0.5	0.0
All	238,062	3.8	19.2	266.8	24,781	4.7	16.9	371.5

	HISPANIC				ASIAN			
TELEVISION 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)
Television 1	7,198	2.6	15.1	477.0	3,124	2.9	14.9	406.6
Television 2	7,184	2.8	12.3	261.1	3,108	3.6	16.8	192.7
Television 3	7,192	4.2	11.4	173.6	3,108	5.1	15.4	108.7
Television 4	7,183	4.5	10.1	104.1	3,112	7.9	15.7	56.7
Television 5	7,196	4.6	12.6	32.8	3,115	13.8	18.7	13.7
Non Television Viewers	126	4.5	8.4	0.0	277	14.2	18.1	0.0
All	36,079	3.8	12.3	209.7	15,843	6.8	16.3	153.8

TABLE 6 - TELEVISION DISTRIBUTION SOURCES

NUMBER OF HOUSEHOLDS (IN 000'S)

	COMPOSITE		AFRICAN AMERICAN		HISPANIC		ASIAN	
	Q1 2013	Q1 2012	Q1 2013	Q1 2012	Q1 2013	Q1 2012	Q1 2013	Q1 2012
Broadcast Only	11,173	11,067	1,874	1,847	2,573	2,536	605	446
Wired Cable	57,161	59,807	7,640	7,773	6,454	6,540	2,084	2,168
Telco	10,318	8,890	1,272	1,054	1,111	897	604	632
Satellite	34,907	34,567	3,823	3,628	5,118	4,975	1,005	1,041

TABLE 7 – CABLE/SATELLITE HOMES WITH INTERNET STATUS

NUMBER OF HOUSEHOLDS (IN 000'S)

	COMPOSITE		AFRICAN AMERICAN		HISPANIC		ASIAN	
	Q1 2013	Q1 2012	Q1 2013	Q1 2012	Q1 2013	Q1 2012	Q1 2013	Q1 2012
Broadcast Only and Broadband	5,299	5,147	539	428	841	824	459	303
Broadcast Only and No Internet/ Narrowband	6,011	5,960	1,275	1,344	1,606	1,556	135	127
Cable Plus and Broadband	78,098	78,574	7,952	8,080	8,394	7,987	3,369	3,436
Cable Plus and No Internet/ Narrowband	21,865	22,399	4,475	4,052	3,635	4,010	221	303

TABLE 8 – DEVICES IN TV HOUSEHOLDS

NUMBER OF HOUSEHOLDS (IN 000'S)

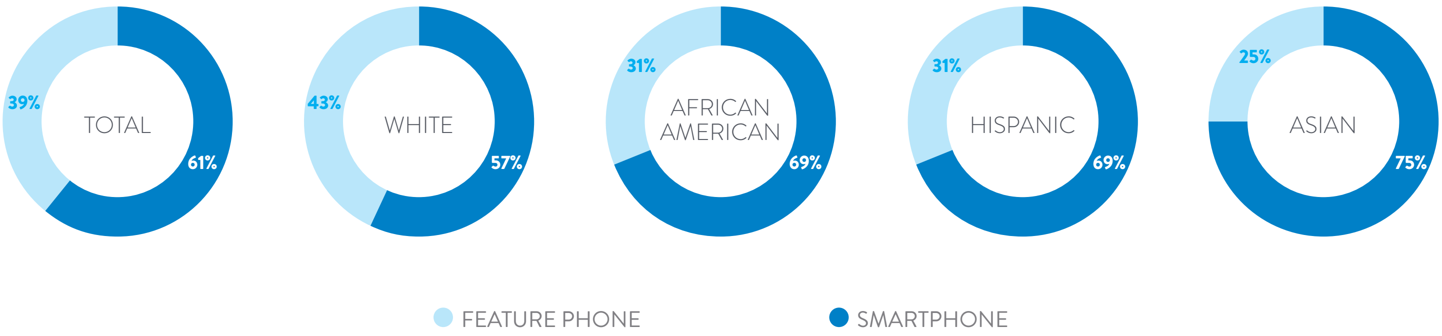
	COMPOSITE		AFRICAN AMERICAN		HISPANIC		ASIAN	
	Q1 2013	Q1 2012	Q1 2013	Q1 2012	Q1 2013	Q1 2012	Q1 2012	Q1 2011
Any DVD/Blu-ray Player	94,757	97,263	11,467	11,573	12,038	12,239	3,272	3,612
Any DVR	51,747	47,997	5,340	4,954	5,339	4,566	1,860	1,737
Any High Definition TV	91,308	83,501	10,862	9,340	12,300	10,859	3,837	3,527
Any Video Game Console	50,073	51,090	6,243	6,220	7,692	7,278	2,252	2,245
Any Tablet	23,117	10,669	2,138	905	2,336	963	1,627	819

TABLE 9 - TELEVISION DISTRIBUTION SOURCES

PERCENTAGE OF HOUSEHOLDS

MARKET BREAK	WHITE	AFRICAN-AMERICAN	HISPANIC	ASIAN
Broadcast Only	8%	11%	15%	13%
Wired Cable	50%	52%	43%	49%
Telco	9%	10%	8%	14%
Satellite	32%	27%	34%	24%

EXHIBIT 2 – MOBILE DEVICE PENETRATION BY ETHNICITY



SOURCING & METHODOLOGIES

GLOSSARY

TV HOUSEHOLD: Nielsen now defines a TV household as 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.

TRADITIONAL TV: Watching live or time-shifted content on a television set delivered by broadcast signal or a paid TV subscription.

WIRED CABLE: Traditional cable delivered through wires to your home.

TELCO: A paid TV subscription delivered fiber-optically via a traditional telephony provider.

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").

BROADBAND: A 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).

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

BROADCAST ONLY: A mode of television content delivery that does not involve satellite transmission or cables (ie—a paid service). Also commonly referred to as "Over-the-air."

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 VOD, DVD recorders, server based DVR's and services like Start Over. In response to these services continued growth, for Q2 2012 forward this report will no longer feature the "only in homes with DVRs," which was limited to physical DVR presence.

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. First Quarter 2013 Television data is based on the following measurement interval: 12/31/12-03/31/13. 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.

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 new hybrid panel. Year over year trends are available beginning in Q3 2012. Data should not be trended to published editions of this report released prior to Q1 2012.

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 product, while all "Watching Video on the Internet" metrics are derived from Nielsen VideoCensus product. Watching video on the Internet is a subset of Using the Internet on a computer.

Due to the release of the Chrome browser v.19 in May 2012, some Nielsen NetView data for a small number of sites that have extensive use of HTTPS is under reported for May and June 2012. A solution has been implemented for July 2012 reporting. This affects the "Using the Internet on a Computer" and "Internet" time spent figures provided in this report for current quarter data.

May 2012 volume metrics were affected for two YouTube channel entities. As of June 2012, YouTube Partner reporting became available through Nielsen VideoCensus featuring May 2012 data. YouTube Partner data is reported as individual channels under the YouTube brand in Nielsen VideoCensus. Data for each YouTube partner is aggregated across two entity levels, the broadest as Nielsen VideoCensus channel entity and the more granular being Nielsen VideoCensus client-defined entity. This affects the "watching video on the Internet" and "stream" numbers in this report for current quarter data.

"Watching Video on the Internet" data was reissued within this report to correct a processing error that had resulted in the inflation of YouTube brand-level stream and duration metrics. The current report contains the corrected metrics for this quarter.

MOBILE METHODOLOGY

Mobile video user projection, time spent and composition data are based on survey analysis of past 30 day use during the period. The mobile video audience figures in this report include mobile phone users (aged 13+) who access mobile video through any means (including mobile Web, subscription based,downloads and applications). Beginning in Q1 2012, data reflect enhanced methodology for calculating the Total Minutes spent watching video on a mobile phone. Total Minutes = (median#sessions)*(mean#minutes). All previous quarter/year metrics have been recalculated with new methodology. Data should not be trended to published editions of this report released prior to Q1 2012.

Nielsen's mobile survey reports mobile video usage for those users 13 and older. Thus, 12-17 is T13-17 for all mobile data.

SOURCING

SPOTLIGHT ON MOBILE USAGE

Nielsen's Smartphone and Tablet panels provide full electronic measurement of both Browser and App activity on iOS and Android devices. It is a fully opted-in panel ages 18+. Passive measurement eliminates recall bias for audience measurement.

Smartphone: Smartphone data are sourced from over 5000 panelists (March 2013) across iOS and Android. Data is weighted and projected to the following benchmarks from Nielsen's NPM panel: Age, Gender, Income, Race, and Ethnicity.

Tablet: Tablet data are sourced from over 1300 iPad 3G and 3G+WiFi panelists (March 2013). Data is unweighted.

Monthly time spent per person totals are based on a rollup of select apps within each of the categories listed. In order to be selected the primary function of the app must fall within the category selected. Apps that have multiple uses (Ex. Weather apps that include some video, News apps that have a sports section) were excluded as not all time spent can be attributed to the category. Apps must be running in the foreground of the phone/tablet to be measured. A list of apps that were included is available upon request.

TABLES 1, 2, 3, 4 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, Timeshifted TV, DVD, Game Consoles 12/31/12-03/31/13 via Nielsen NPOWER/NPM Panel, Online 01/01/13 - 03/31/13 via Nielsen Netview and Nielsen VideoCensus, Mobile 01/01/13 - 03/31/13 via Nielsen Mobile Video Report/ Mobile Insights. Table 1 is based on the total US population whether or not they have the technology. Tables 2-4 are based on users of each medium.

TABLE 5 – CROSS-PLATFORM HOMES RANKED BY, IN-HOME INTERNET, IN-HOME STREAMING AND IN-HOME TELEVISION BEHAVIOR

Source: 01/01/13 - 03/31/13 via Nielsen NPOWER/Cross-Platform Homes Panel for P2+. The quintiles for the ethnic breaks will be based on ethnic behavior within the ethnic break itself as opposed to Composite this quarter and going forward.

Due to a processing error, YouTube brand-level stream and duration metrics have been inflated which impacts "Stream" data included in this quarter.

TABLE 6, 7, 8–TELEVISION DISTRIBUTION SOURCES, CABLE/SATELLITE HOMES WITH INTERNET STATUS, DEVICES IN TV HOUSEHOLDS

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

TABLE 9 - TELEVISION DISTRIBUTION SOURCES - PERCENTAGE OF HOUSEHOLDS

Source: Based on the scaled installed counts for 12/31/12-03/31/13 via Nielsen NPOWER/NPM Panel.

EXHIBIT 1 – AVERAGE TIME SPENT PER PERSON PER DAY

Source: Daily time spent based on ratings, 12/31/12-03/31/13 vs. corresponding quarters in prior years via Nielsen NPOWER/NPM Panel

EXHIBIT 2 – MOBILE DEVICE PENETRATION BY ETHNICITY

Source: Mobile 03/01/13 - 03/31/13 via Nielsen Mobile Insights

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ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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