

BEVERAGE ALCOHOL MEDIA REPORT

Q3 2016



nielsen
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BEV-AL PRACTICE
NIELSEN

We are pleased to provide you with an updated Nielsen perspective on the U.S. media landscape, specific to the Beverage Alcohol (Bev Al) legal drinking age (LDA) environment. As we've noted in previous reports, Millennials are playing a big role in shaping the ways we watch, listen and interact, as well as how we drink. But Millennials are a diverse group. There are 75 million Millennials living in the U.S., and 42% of them are multicultural: of African-American, Asian-American and Hispanic heritage.

With that in mind, we've focused our third-quarter 2016 report on a key demographic within this generation—Hispanic Millennials—and their viewing habits around sports. From going to the games to watching live, sports important Bev Al events. Understanding what games this influential demographic is paying attention to can help brands better reach their consumers.

As we have in past reports, we've also included:

- The best resonating Bev Al television ads of the quarter
- A generational snapshot of media behaviors for Millennials, Generation X and Boomers across TV, online and mobile
- An updated view of LDA media consumption across all screens where content is being distributed and consumed
- Bev-Al industry media spend, including a view of not only media spend across traditional channels, but also for digital broken out by platform

We hope you enjoy these highlights as we endeavor to enable a true understanding of total audience behavior within an ever-fragmenting media landscape.

Danny Brager

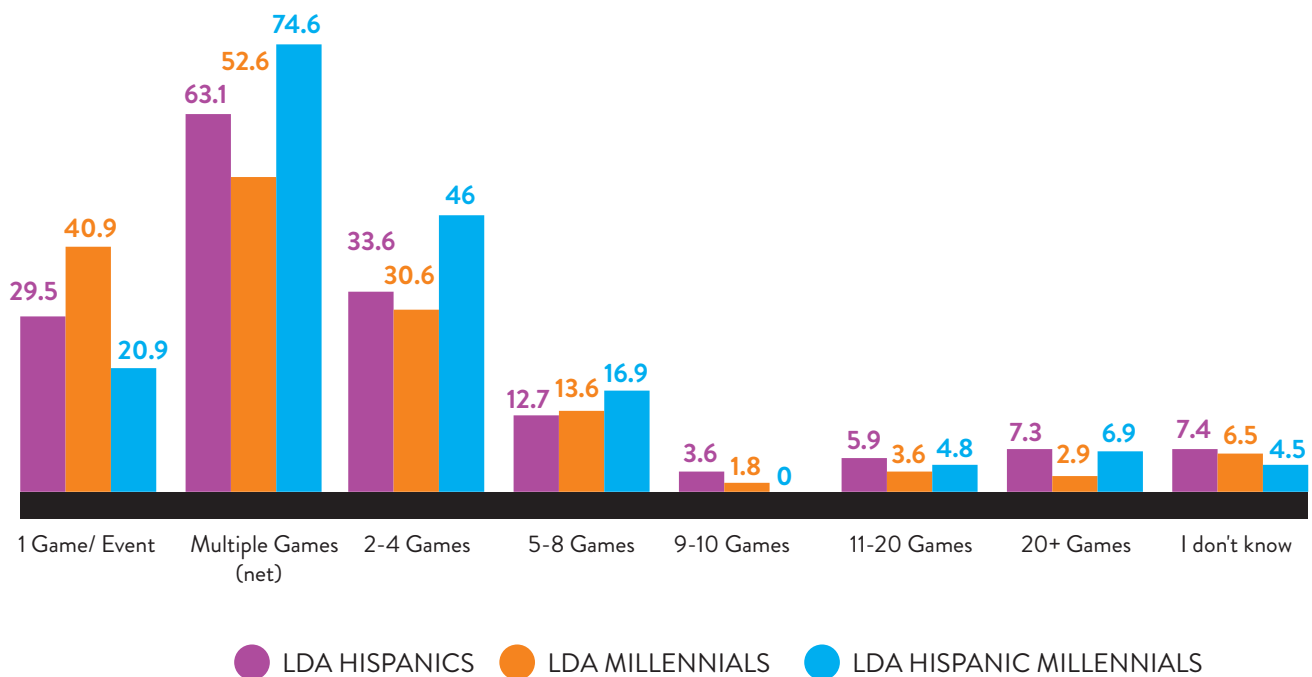
DANNY

REACHING HISPANIC MILLENNIALS THROUGH SPORTS

Whether they are watching, listening or playing, Hispanic Millennials are passionate about sports. These young fans spend a higher percentage of their income on sports and sports-related activities compared to the general population, creating opportunities for brands looking to activate these consumers. However, this cohort varies in the types of sports they prefer and how they consume sports content. Understanding these nuances is key to connecting with this valuable demographic.

According to Nielsen Sports 360, an annual survey of U.S. sports fans, the NFL is the most popular sport in the United States overall. However, for LDA Hispanic Millennials the most popular sport is actually the National Basketball Association (NBA), closely followed by soccer. Hispanic Millennials are more likely to be fans of the NBA compared to their Total Hispanic or Total Millennial counterparts. They are also more likely to be avid fans of boxing, UFC and MMA, which rank further down for the general sports fan population.

NBA GAMES ATTENDED IN A SEASON



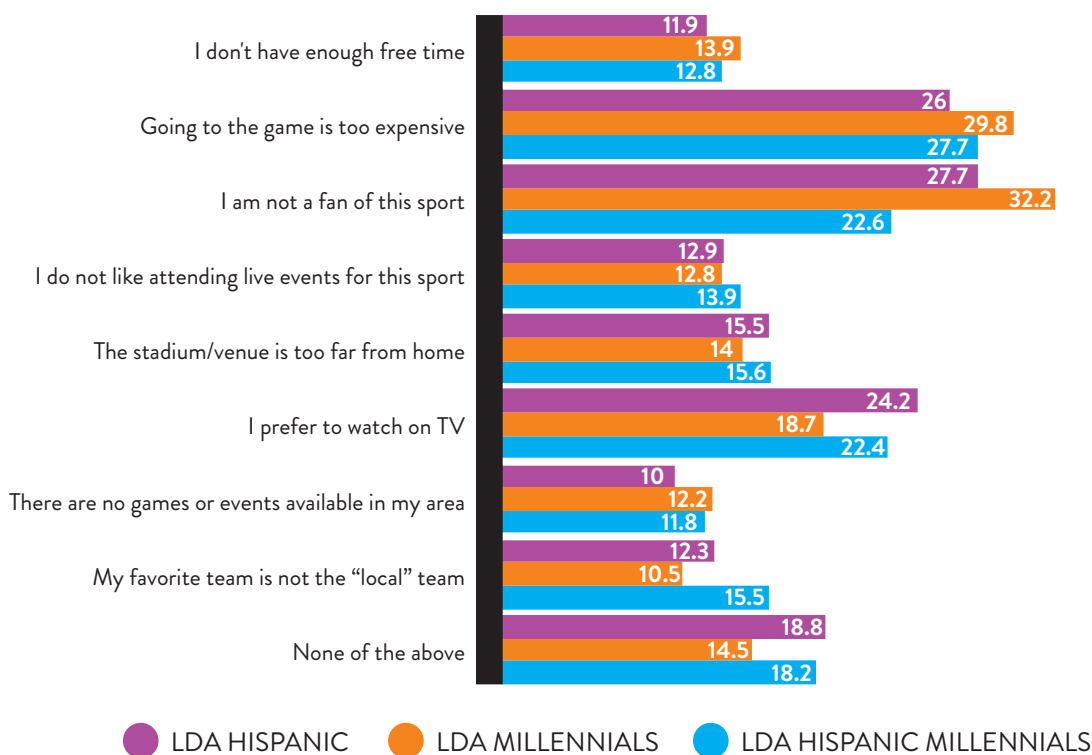
Source: Nielsen Sports 360

LDA Hispanic Millennials are highly engaged fans, with almost 70% following the NBA in some way, including attending games, watching, streaming or listening on the radio. Sixteen percent of LDA Hispanic Millennials are attending NBA games. Among those who are attending, 3 out of 4 report attending multiple NBA games each season, notably more than either their Hispanic or Millennial counterparts. When Nielsen Sports 360 looked into why LDA Millennials don't attend any NBA games, the biggest reasons were lack of interest or expenses. However, compared to all LDA Hispanics and Millennials, Hispanic LDA Millennials were far more likely to say they did not support their local team. So when they're not at the game, they are more likely to be streaming or listening to it compared to all LDA Hispanics and all LDA Millennials.

When it comes to how Millennials and Hispanics become NBA fans, it is mostly because they watched it on TV or because they were introduced to the sport by family. Interestingly, Hispanic Millennials often start out as fans of a particular player as a personality, which then leads them to follow the sport. Hispanic Millennials are also more likely to start down the path to fandom by watching video clips, more so than their Total LDA Millennial counterparts.

“FOR LDA HISPANIC MILLENNIALS THE MOST POPULAR SPORT IS ACTUALLY THE NATIONAL BASKETBALL ASSOCIATION (NBA), FOLLOWED BY SOCCER.”

REASONS FOR NOT GOING TO GAMES



Source: Nielsen Sports 360



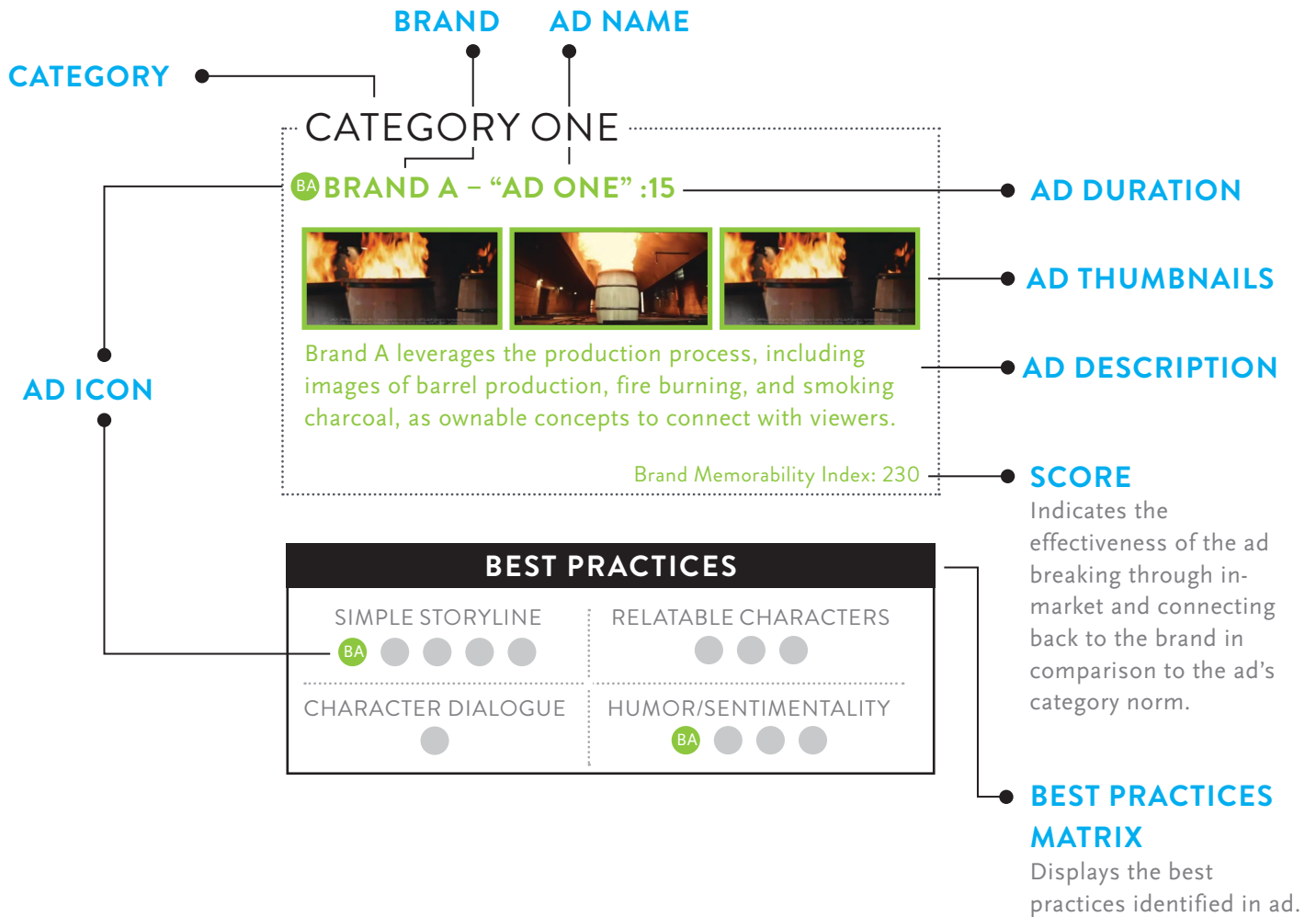
THE BEST OF THE BEST: TOP BEV-AL TELEVISION ADS



Today's consumers have more access to more information than ever before, and we are consuming information at a faster and faster rate. The average adult (21+) watches about five hours of TV per day. This equates to about 300 ad impressions each day, or 1,750 ad impressions per week.

The ads showcased in this section were able to break through the clutter of real-world TV ad viewing—including the impact of multi-tasking and life's many other distractions—to deliver high performance in Brand Memorability.

HOW TO READ TOP AD PERFORMANCE SECTION

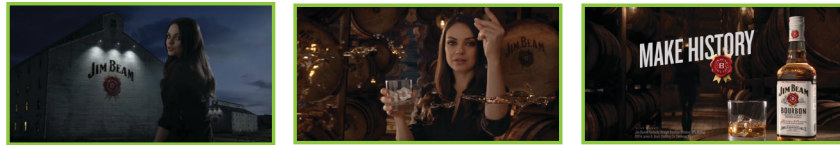


TOP TV BEVERAGE ALCOHOL ADS: Q3 2016

NIELSEN TV BRAND EFFECT

SPIRITS

JM JM BEAM – “A LOOK INSIDE” :30

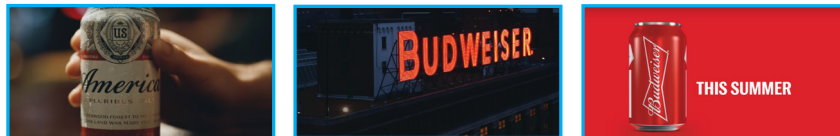


Back by popular demand, this Jim Beam spot featuring Mila Kunis continues to resonate with LDA consumers thanks to the usage of on-screen dialogue and introducing the brand early into the storyline.

Q3-2016 Brand Memorability Index: 130

BEER

BH BUDWEISER – “HARD WORK” :15



Leveraging relatable characters and strong branding execution, the Hard Work spot continues to resonate with LDA consumers and rank at the top of the category.

Q3-2016 Brand Memorability Index: 196

FMBs & CIDERS

RD REDD'S – “DOMINO EFFECT” :15



The Domino Effect spot is back for the second quarter in a row thanks to a simple storyline with relatable characters that showcases the brand early and often.

Q3-2016 Brand Memorability Index: 235

BREAKTHROUGH BEST PRACTICES

SIMPLE STORYLINE



RELATABLE CHARACTERS



CHARACTER DIALOGUE



HUMOR/SENTIMENTALITY



BRANDING BEST PRACTICES

EARLY VISUAL/VERBAL CUES



LEVERAGE BRAND ICON



OWNABLE CONCEPT



BRAND IN STORYLINE



Source: Nielsen TV Brand Effect, 7/1/16 – 9/30/16, 21+

Evaluating English-language ads on English-language networks within TV Brand Effect coverage only.

Only includes ads that have debuted since 10/1/15 with > 100 Brand Linkage sample in 3Q'16. Ads with less than 100 sample were not considered

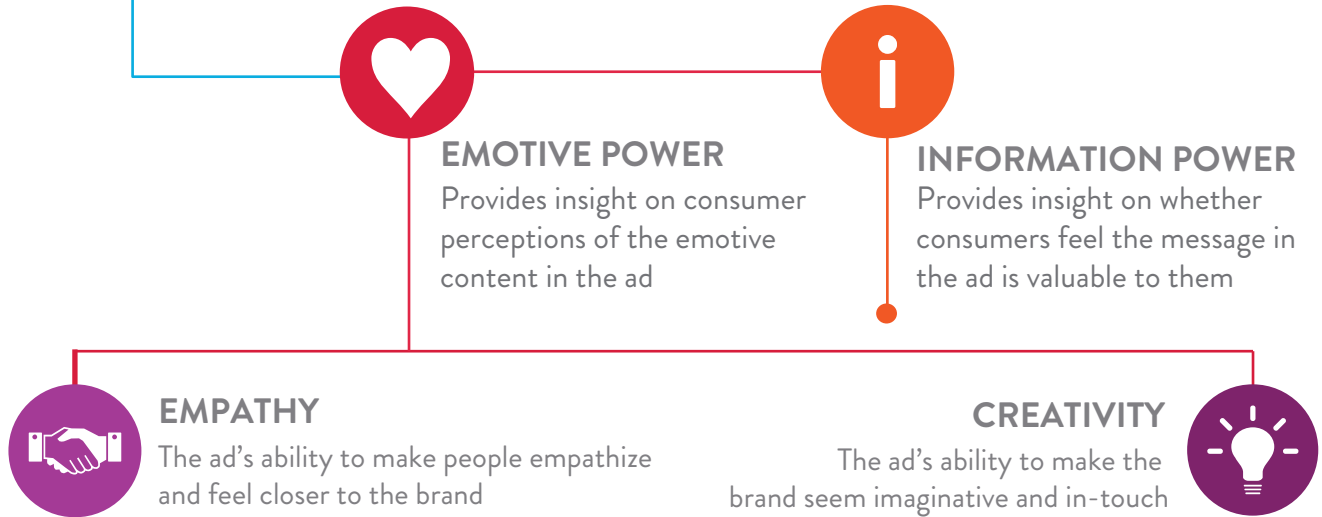
Branded Memorability indexed against the 2013-2015 Beverage Alcohol norm for Branded Memorability

*No wine ads reached normative levels in Brand Memorability during the measurement period

TOP TV BEVERAGE ALCOHOL ADS: Q3

NIELSEN CREATIVE EVALUATION (CE)

CE OFFERS INSIGHT ON HOW VIEWERS ARE CONNECTING WITH AN AD, AND HOW VALUABLE INFORMATION IN THE AD IS TO THEM



SPIRITS CATEGORY SPOTLIGHT

JM JIM BEAM- "A LOOK INSIDE" :30

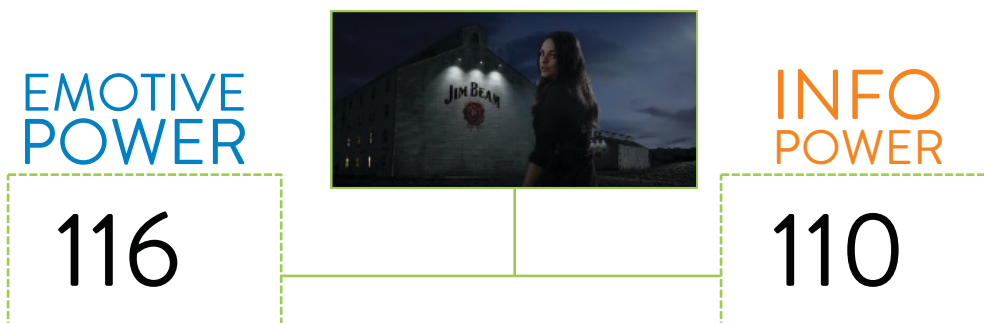
EXAMINING THE EMOTIVE AND INFORMATION POWER BEHIND THE AD



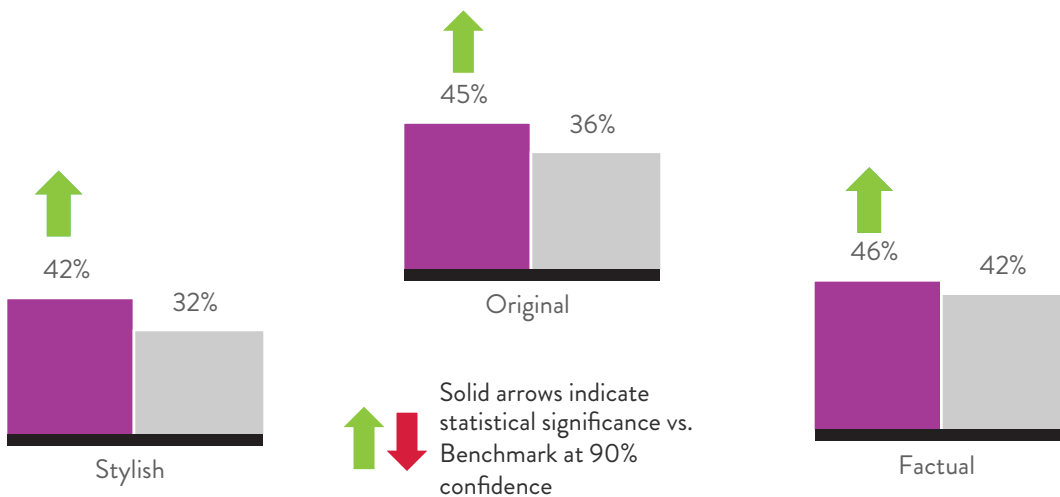
TOP TV BEVERAGE ALCOHOL ADS Q3

NIELSEN CREATIVE EVALUATION (CE)

JIM BEAM- "A LOOK INSIDE" :30



Tell us how well you think these adjectives describe this ad: "A Look Inside"

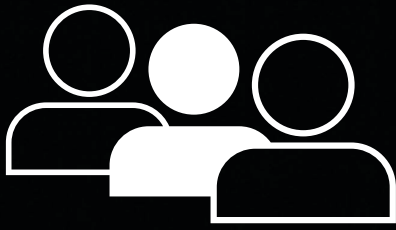


VERBATIMS

"REALLY ARTISTIC, FUTURISTIC BOURBON AD"

"IT WAS DIFFERENT AND INTERESTING"

"IT WAS COOL. I ESPECIALLY LIKED THE DEPICTION OF THE BUILDING PEELING APART"



GENERATIONAL SNAPSHOT



GENERATIONAL SNAPSHOT: A LOOK AT MILLENNIALS, GENERATION X AND BABY BOOMERS

The following snapshot outlines the media behavior of Millennials, Generation X and Baby Boomers.

The snapshot contains an Audience Profile across a variety of demographic factors and looks at TV, online and mobile.



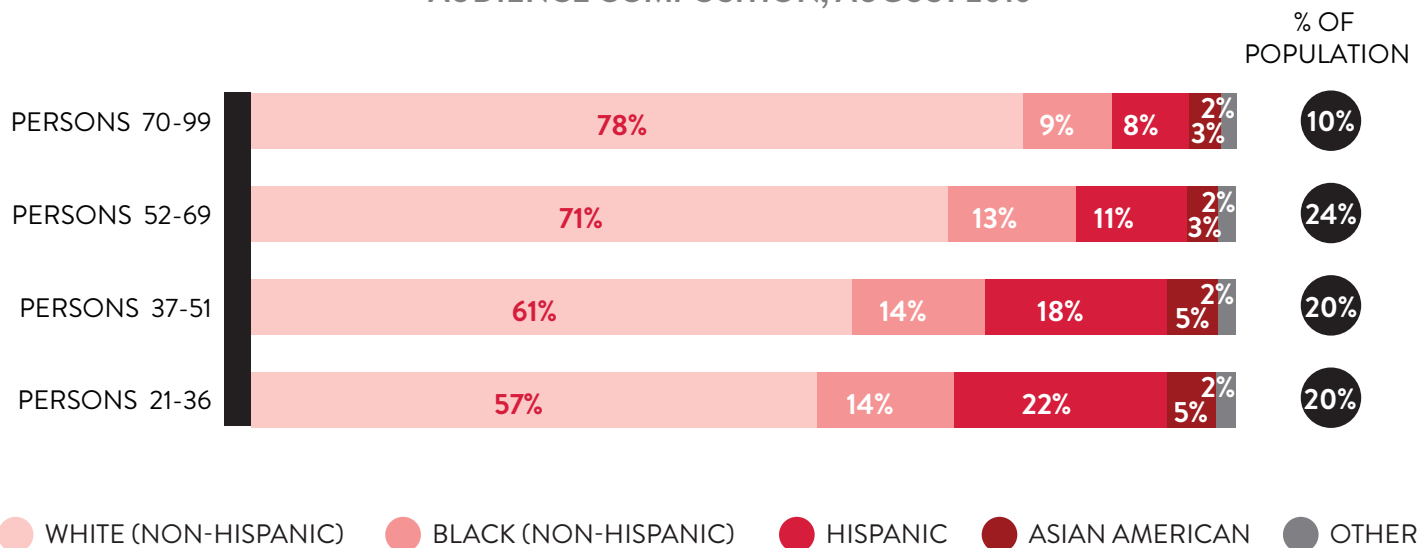
MILLENNIALS

GENERATION X

BABY BOOMERS

AGE IN 2016 ----- 21-36 ----- 37-51 ----- 52-69 -----

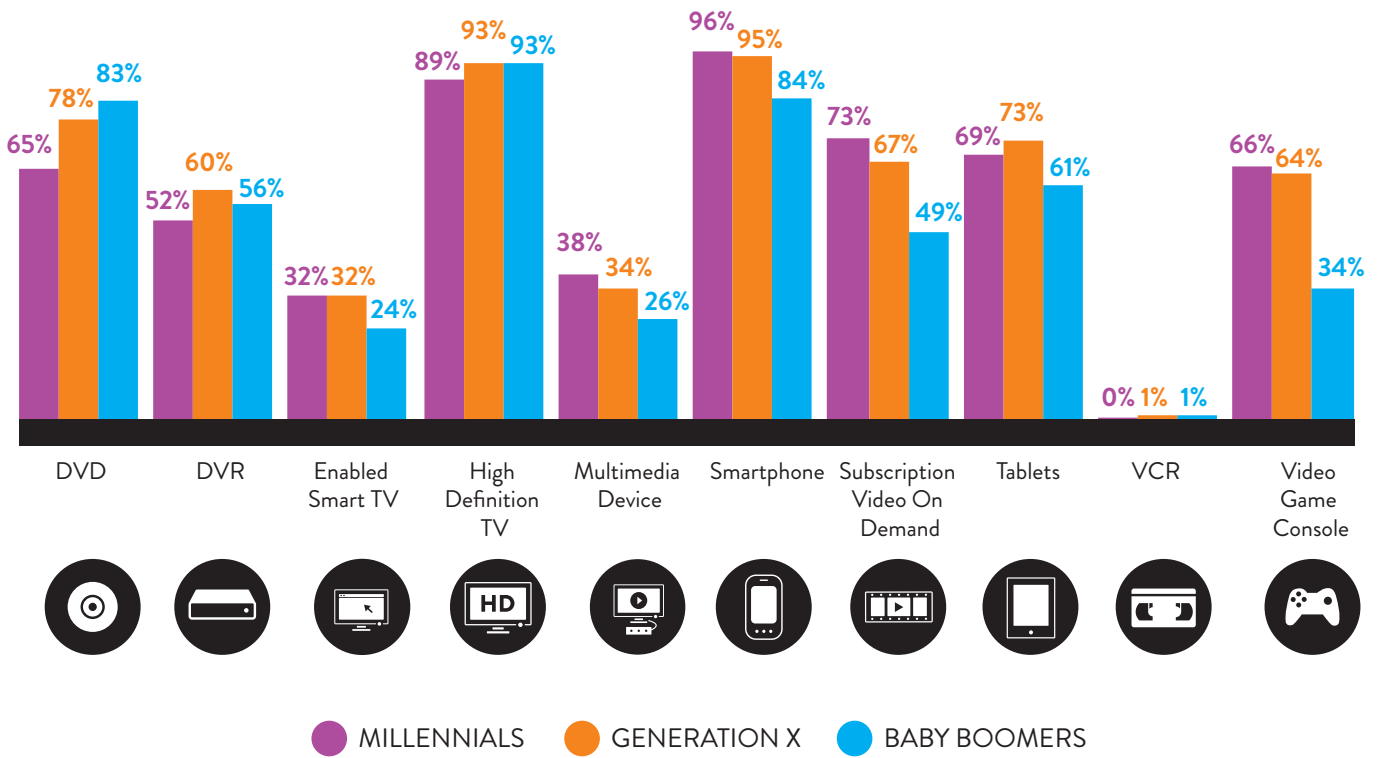
AUDIENCE COMPOSITION, AUGUST 2016



Source: NPOWER, based on scaled installed counts, P21-36, P37-51, P52-69, P70-99, August 2016



DEVICE PENETRATION BY GENERATION



Source: NPOWER, based on scaled installed counts; P21-36, P37-51, P52-69, August 2016

TV ACTIVITY

TOP BROADCAST

MILLENNIALS			GENERATION X			BABY BOOMERS		
PROGRAM		MM:SS	PROGRAM		MM:SS	PROGRAM		MM:SS
NBC	TODAY SHOW*	10:38	NBC	TODAY SHOW	28:15	ABC	GOOD MORNING, AMERICA	46:14
ABC	GOOD MORNING, AMERICA	7:26	ABC	GOOD MORNING, AMERICA	21:55	NBC	TODAY SHOW	40:48
ABC	BACHELOR IN PARADISE	7:19	CBS	YOUNG AND THE RESTLESS	16:45	CBS	YOUNG AND THE RESTLESS	39:15
ABC	BACHELOR IN PARADISE-TUE	6:06	NBC	NBC NIGHTLY NEWS	13:54	NBC	NBC NIGHTLY NEWS	30:36
UNI	DESPIERTA AMERICA	5:52	ABC	GENERAL HOSPITAL	11:29	ABC	ABC WORLD NEWS TONIGHT	29:39

TOP CABLE

MILLENNIALS			GENERATION X			BABY BOOMERS		
PROGRAM		MM:SS	PROGRAM		MM:SS	PROGRAM		MM:SS
USA	WWE ENTERTAINMENT	8:38	CNN	CNN NEWSROOM	17:30	CNN	CNN NEWSROOM	40:19
CNN	CNN NEWSROOM	6:45	USA	WWE ENTERTAINMENT	11:30	FNC	FOX AND FRIENDS	29:18
USA	WWE SMACKDOWN	4:29	FNC	FOX AND FRIENDS	10:15	FNC	AMERICAS NEWSROOM	23:15
E!	E! NEWS	3:29	POP	BIG BROTHER: AFTER DARK	7:23	MSNBC	MSNBC LIVE	22:53
FRFM	PRETTY LITTLE LIARS	3:20	CNN	ANDERSON COOPER 360	7:18	FNC	AMERICAS ELECTION HQ	22:11

*The average Millennial watches The Today Show for 10 minutes and 38 seconds in August 2016

Source: NPOWER, P21-36, P37-51, P52-69, August 2016. Excludes Specials, Programs less than 5 min, Repeats, Sports & shows w/ only one telecast. Rank is based on average time spent by program.

TOP SYNDICATED PROGRAMS STRIP (MON-FRI)

MILLENNIALS			GENERATION X			BABY BOOMERS		
PROGRAM		MM:SS	PROGRAM		MM:SS	PROGRAM		MM:SS
WB. TV	BIG BANG	9:51	WB. TV	BIG BANG	18:56	CBS	JUDGE JUDY	35:54
20TH TV	FAMILY FEUD	8:45	20TH TV	FAMILY FEUD	16:37	20TH TV	FAMILY FEUD	31:13
20TH TV	FAMILY GUY	8:37	CBS	JUDGE JUDY	15:35	CBS	WHEEL OF FORTUNE	27:30
20TH TV	MODERN FAMILY	7:45	20TH TV	MODERN FAMILY	10:50	WB. TV	BIG BANG	25:51
NBCU	MAURY	6:19	CBS	WHEEL OF FORTUNE	10:25	CBS	JEOPARDY	25:27

TOP SYNDICATED PROGRAMS ONCE-A-WEEK (SAT-SUN)

MILLENNIALS			GENERATION X			BABY BOOMERS		
PROGRAM		MM:SS	PROGRAM		MM:SS	PROGRAM		MM:SS
NBCU	LAW & ORDER:SVU	3:02	WB. TV	BIG BANG	5:34	NBCU	LAW & ORDER:SVU	7:49
WB. TV	BIG BANG	2:55	NBCU	LAW & ORDER:SVU	4:56	WB. TV	BIG BANG	6:54
20TH TV	FAMILY GUY	2:04	DADT	WEEKEND ADVENTURE	3:19	WB. TV	CLOSER	6:40
20TH TV	BOBS BURGERS	2:01	WB. TV	CLOSER	2:50	DADT	WEEKEND ADVENTURE	6:26
WB. TV	2 BROKE GIRLS	1:22	WB. TV	2 BROKE GIRLS	2:15	CBS	BLUE BLOODS	4:06

Source: NPOWER, P21-36, P37-51, P52-69, August 2016. Excludes Specials, Programs less than 5 min, Repeats, Sports & shows w/ only one telecast. Rank is based on average time spent by program.

DIGITAL ACTIVITY

TOP ONLINE SITES

MILLENNIALS			GENERATION X			BABY BOOMERS		
NAME	UA (000)	TPP (HH:MM)	NAME	UA (000)	TPP (HH:MM)	NAME	UA (000)	TPP (HH:MM)
GOOGLE	33,304	4:23	GOOGLE	35,376	4:39	GOOGLE	36,226	3:58
MSN	22,864	2:53	MSN	26,539	2:52	MSN	29,450	3:25
FACEBOOK	22,098	8:40	FACEBOOK	25,887	11:24	FACEBOOK	28,673	11:16
YOUTUBE	21,193	8:28	YAHOO	23,611	3:37	YAHOO	25,592	4:20
YAHOO	18,919	2:12	YOUTUBE	22,065	5:00	YOUTUBE	22,321	3:17

TOP ONLINE SOCIAL NETWORKS

MILLENNIALS			GENERATION X			BABY BOOMERS		
NAME	UA (000)	TPP (HH:MM)	NAME	UA (000)	TPP (HH:MM)	NAME	UA (000)	TPP (HH:MM)
FACEBOOK	22,098	8:40	FACEBOOK	25,887	11:24	FACEBOOK	28,673	11:16
TWITTER.COM	9,070	1:26	TWITTER.COM	10,241	1:17	TWITTER.COM	9,964	0:25
PINTEREST	7,538	0:29	PINTEREST	8,151	0:33	PINTEREST	8,456	0:24
BLOGGER	6,795	0:15	LINKEDIN	7,134	0:29	LINKEDIN	7,441	0:27
INSTAGRAM	6,519	0:30	INSTAGRAM	7,023	0:28	BLOGGER	7,293	0:19

Source: Online NetView Top Overall Brands, Top Member Communities, P21-36, P37-51, P52-69, August 2016
 Note: UA = Unique Audience; TPP = Time per Person

TOP MOBILE APPLICATIONS

MILLENNIALS			GENERATION X			BABY BOOMERS		
NAME	UA (000)	TPP (HH:MM)	NAME	UA (000)	TPP (HH:MM)	NAME	UA (000)	TPP (HH:MM)
FACEBOOK	51,046	18:58	FACEBOOK	42,653	18:52	FACEBOOK	50,243	16:08
FACEBOOK MESSENGER	48,242	2:30	FACEBOOK MESSENGER	37,928	1:53	FACEBOOK MESSENGER	44,638	1:19
YOUTUBE	45,182	4:33	YOUTUBE	32,912	3:07	GOOGLE SEARCH	39,584	2:23
GOOGLE MAPS	40,689	2:18	GOOGLE MAPS	30,993	1:54	GOOGLE MAPS	35,509	1:17
INSTAGRAM	34,682	5:18	GOOGLE SEARCH	29,907	2:31	GOOGLE PLAY	34,600	0:34

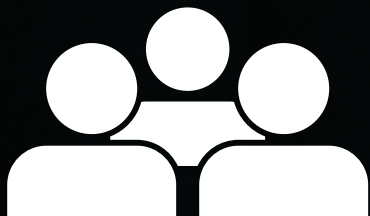
TOP ONLINE VIDEO BRANDS

MILLENNIALS			GENERATION X			BABY BOOMERS		
NAME	UA (000)	TPP (HH:MM)	NAME	UA (000)	TPP (HH:MM)	NAME	UA (000)	TPP (HH:MM)
YOUTUBE	21,061	24:17	YOUTUBE	23,410	13:20	YOUTUBE	25,220	6:32
FACEBOOK	11,813	2:56	FACEBOOK	15,076	3:13	FACEBOOK	16,108	3:48
VEVO	8,720	4:24	YAHOO	7,645	1:11	YAHOO	8,801	0:41
YAHOO	5,489	0:35	VEVO	7,643	2:24	VEVO	5,595	1:49
CNN DIGITAL NETWORK	4,110	0:22	CNN DIGITAL NETWORK	5,261	0:40	VIMEO WEBSITES	5,261	0:17

Source: Mobile NetView P21-36, P37-51, P52-69, August 2016; Video Census, P21-36, P37-51, P52-69, August 2016

Note: UA = Unique Audience; TPP = Time per Person

Mobile data are obtained through convenience panels which are recruited in English only and, as such, have limited representation of non-English speaking panelists. This limited representation may understate metrics of non-English speaking language audiences.



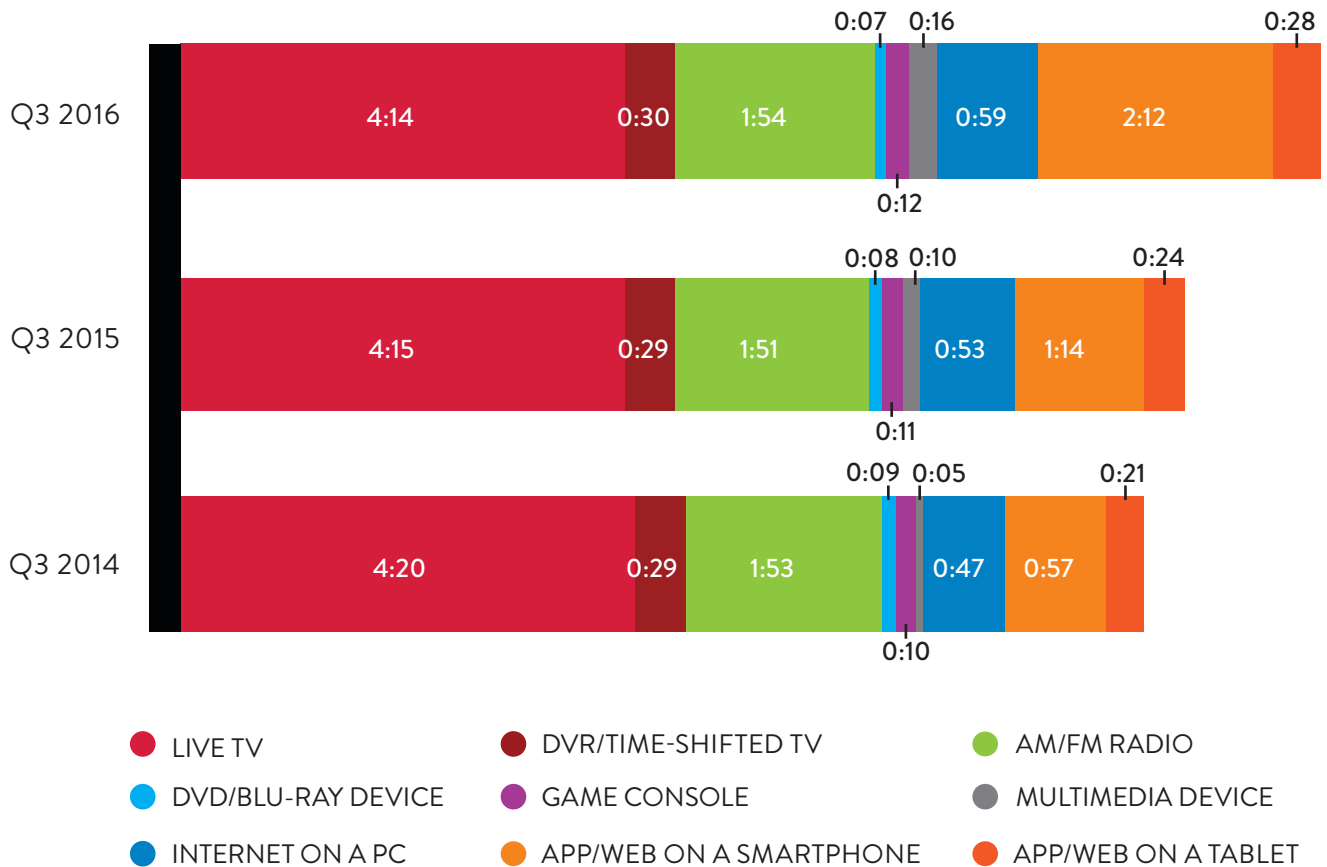
LDA
AUDIENCE
MEDIA
CONSUMPTION



TOTAL LDA AUDIENCE MEDIA CONSUMPTION

AVERAGE TIME SPENT PER ADULT 21+ PER DAY

EXHIBIT 1 - BASED ON THE TOTAL U.S. POPULATION



Panel enhancements made in March and August 2016 impacted mobile reporting.

Mobile data are obtained through convenience panels which are recruited in English only and, as such, have limited representation of non-English speaking panelists. This limited representation may understate metrics of non-English speaking language audiences.

TABLE 1A - WEEKLY TIME SPENT IN HOURS: MINUTES AMONG U.S. POPULATION FOR Q3 2016

	A 21-34	A 25-34	A 35-49	A 50-64	A 65+	A 21+	BLACK 21+	HISP. 21+	ASIAN AM. 21+
Live+DVR/Time-shifted TV	18:40	20:04	28:24	39:54	48:32	33:10	48:28	25:48	16:05
DVR/Time-shifted TV	2:14	2:31	3:42	4:06	3:58	3:29	3:24	2:17	1:58
AM/FM Radio	11:07	11:15	13:45	15:18	12:31	13:14	13:48	14:07	n/a
DVD/Blu-Ray Device	0:52	0:55	1:02	0:52	0:36	0:52	0:59	0:48	0:38
Game Console	3:24	3:06	1:22	0:23	0:07	1:22	1:33	1:23	0:53
Multimedia Device	2:53	3:04	2:05	1:20	0:53	1:50	1:52	1:48	3:07
Internet on a PC	6:23	7:09	8:48	7:41	3:58	6:52	8:08	5:14	4:14
Video on a PC	2:28	2:42	2:11	1:44	0:37	1:48	2:50	1:43	1:43
App/Web on a Smartphone	19:41	17:10	18:24	17:31	3:43	15:27	17:21	18:19	12:18
Video on a Smartphone	0:59	0:49	0:41	0:29	IFR	0:34	0:58	1:00	0:28

TABLE 1B - WEEKLY TIME SPENT IN HOURS: MINUTES AMONG U.S. POPULATION FOR Q3 2015

	A 21-34	A 25-34	A 35-49	A 50-64	A 65+	A 21+	BLACK 21+	HISP. 21+	ASIAN AM. 21+
Live+DVR/Time-shifted TV	19:52	21:10	28:41	39:21	47:33	33:07	48:26	26:34	16:44
DVR/Time-shifted TV	2:24	2:44	3:44	3:55	3:42	3:26	3:13	2:15	1:59
AM/FM Radio	11:03	11:21	13:32	14:56	12:17	13:00	13:29	13:33	n/a
DVD/Blu-Ray Device	1:00	1:06	0:59	0:56	0:38	0:54	1:11	0:50	0:39
Game Console	3:16	2:54	1:14	0:21	0:07	1:18	1:33	1:20	0:57
Multimedia Device	1:55	2:03	1:21	0:49	0:34	1:12	0:57	1:07	2:21
Internet on a PC	6:46	7:28	7:14	6:29	3:26	6:09	6:41	4:45	4:29
Video on a PC	1:54	2:00	1:42	1:12	0:33	1:23	2:04	1:19	0:59
App/Web on a Smartphone	11:40	10:37	10:24	7:51	1:50	8:18	9:10	10:27	7:09
Video on a Smartphone	0:29	0:24	0:17	0:11	IFR	0:15	0:26	0:28	0:22

Note: IFR represents data that is insufficient for reporting due to small sample sizes. n/a represents data unavailability. Mobile data are obtained through convenience panels which are recruited in English only and, as such, have limited representation of non-English speaking panelists. This limited representation may understate metrics of non-English speaking language audiences.

TABLE 2 - USERS BY MEDIUM

NUMBER OF USERS 21+ (IN 000'S) - MONTHLY REACH

	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
	Q3 15	Q3 16	Q3 15	Q3 16	Q3 15	Q3 16	Q3 15	Q3 16
Live+DVR/Time-shifted TV	210,701	214,614	26,179	27,107	31,946	32,988	11,261	11,947
DVR/Time-shifted TV	136,118	147,468	16,481	18,558	17,562	19,124	6,284	7,166
AM/FM Radio	223,868	227,274	27,436	28,082	33,894	35,126	n/a	n/a
DVD/Blu-Ray Device	90,150	78,861	10,425	8,803	12,823	11,010	4,316	3,531
Game Console	52,587	51,854	6,460	6,336	9,134	9,094	3,227	2,877
Multimedia Device	47,387	66,054	4,523	6,951	7,436	10,785	4,736	6,456
Internet on a PC	154,089	150,536	18,777	18,970	17,667	17,942	5,373	5,152
Video on a PC	109,817	102,650	13,569	13,142	11,971	11,703	4,002	3,656
App/Web on a Smartphone	167,453	196,652	19,891	24,065	27,697	33,093	9,262	11,069
Video on a Smartphone	125,405	159,557	16,343	20,507	22,113	28,599	6,659	8,913

TABLE 3 - MONTHLY TIME SPENT AMONG USERS

HOURS: MINUTES AMONG P21+

	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
	Q3 15	Q3 16	Q3 15	Q3 16	Q3 15	Q3 16	Q3 15	Q3 16
Live+DVR/Time-shifted TV	154:58	154:16	224:28	221:13	121:36	117:21	86:57	82:41
DVR/Time-shifted TV	24:54	23:35	23:37	22:43	18:48	17:54	18:25	16:50
AM/FM Radio	57:12	58:04	59:34	60:45	58:24	60:15	n/a	n/a
DVD/Blu-Ray Device	9:56	10:52	13:44	13:44	9:35	10:57	8:43	10:53
Game Console	24:17	26:20	29:00	30:11	21:18	22:42	17:14	18:49
Multimedia Device	24:52	27:48	25:40	33:22	22:03	25:02	29:03	29:37
Internet on a PC	40:07	45:53	43:48	53:26	40:01	44:17	49:49	50:44
Video on a PC	12:26	17:29	18:24	26:38	16:10	21:49	14:17	28:18
App/Web on a Smartphone	48:58	76:36	55:57	86:47	55:12	80:42	45:13	65:14
Video on a Smartphone	2:04	3:37	3:15	5:54	3:05	5:16	3:21	3:19

The data sources in Table 3 should not be added or subtracted; they are based on users of each medium and the bases vary by source. Mobile data are obtained through convenience panels which are recruited in English only and, as such, have limited representation of non-English speaking panelists. This limited representation may understate metrics of non-English speaking language audiences.

**TABLE 4A - MONTHLY TIME SPENT IN HOURS: MINUTES AMONG USERS
AMONG COMPOSITE**

	A 21-34	A 25-34	A 35-49	A 50-64	A 65+	A 21+
Live+DVR/Time-shifted TV	93:08	98:28	131:08	180:34	217:29	154:16
DVR/Time-shifted TV	16:29	17:37	23:19	26:50	27:51	23:35
AM/FM Radio	48:38	48:59	60:17	66:47	54:50	58:04
DVD/Blu-Ray Device	13:56	13:40	11:20	10:02	8:11	10:52
Game Console	38:07	34:41	19:00	13:19	11:39	26:20
Multimedia Device	34:13	34:19	25:13	23:39	25:06	27:48
Internet on a PC	44:12	46:14	51:36	48:34	33:21	45:53
Video on a PC	25:54	26:19	18:43	15:15	7:17	17:29
App/Web on a Smartphone	80:01	78:12	81:04	72:18	60:45	76:36
Video on a Smartphone	4:49	4:32	3:39	2:39	1:34	3:37

**TABLE 4B - MONTHLY TIME SPENT IN HOURS: MINUTES AMONG USERS
AMONG BLACKS**

	A 21-34	A 25-34	A 35-49	A 50-64	A 65+	A 21+
Live+DVR/Time-shifted TV	140:45	149:18	199:44	267:37	324:12	221:13
DVR/Time-shifted TV	17:38	18:44	25:01	26:40	20:18	22:43
AM/FM Radio	49:46	50:31	62:52	71:38	59:11	60:45
DVD/Blu-Ray Device	17:30	17:12	14:02	12:41	10:08	13:44
Game Console	40:30	38:55	23:34	17:13	15:02	30:11
Multimedia Device	38:53	39:30	29:58	34:53	19:48	33:22
Internet on a PC	55:27	55:56	62:02	48:08	37:28	53:26
Video on a PC	39:20	42:05	25:33	21:05	10:11	26:38
App/Web on a Smartphone	91:24	92:24	96:24	80:06	IFR	86:47
Video on a Smartphone	8:50	7:57	5:47	3:47	IFR	5:54

The data sources in Table 4 should not be added or subtracted; they are based on users of each medium and the bases vary by source. Mobile data are obtained through convenience panels which are recruited in English only and, as such, have limited representation of non-English speaking panelists. This limited representation may understate metrics of non-English speaking language audiences.

**TABLE 4C - MONTHLY TIME SPENT IN HOURS: MINUTES AMONG USERS
AMONG HISPANICS**

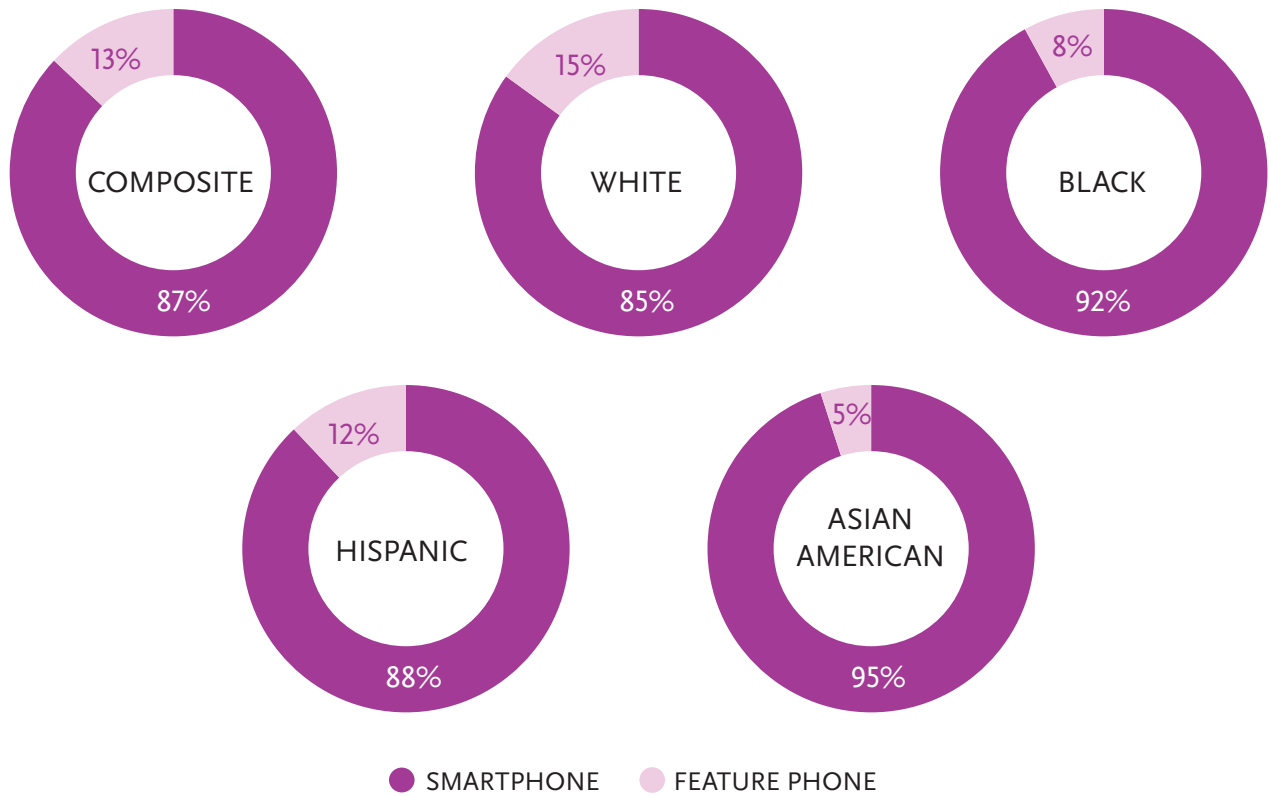
	A 21-34	A 25-34	A 35-49	A 50-64	A 65+	A 21+
Live+DVR/Time-shifted TV	80:19	85:19	110:32	150:32	198:04	117:21
DVR/Time-shifted TV	13:36	14:16	18:06	23:24	21:46	17:54
AM/FM Radio	51:49	53:11	65:14	70:20	58:38	60:15
DVD/Blu-Ray Device	11:53	11:30	10:56	9:42	10:43	10:57
Game Console	29:21	27:01	15:50	14:48	15:32	22:42
Multimedia Device	29:22	29:41	22:42	20:29	21:15	25:02
Internet on a PC	43:11	46:53	47:18	43:12	38:41	44:17
Video on a PC	27:53	30:00	20:00	16:50	16:12	21:49
App/Web on a Smartphone	82:20	80:40	83:30	77:11	IFR	80:42
Video on a Smartphone	6:00	5:38	5:12	3:37	IFR	5:16

**TABLE 4D - MONTHLY TIME SPENT IN HOURS: MINUTES AMONG USERS
AMONG ASIAN AMERICANS**

	A 21-34	A 25-34	A 35-49	A 50-64	A 65+	A 21+
Live+DVR/Time-shifted TV	50:11	55:03	70:47	99:31	131:06	82:41
DVR/Time-shifted TV	13:24	15:16	15:24	23:20	14:54	16:50
DVD/Blu-Ray Device	14:23	12:45	12:53	6:59	8:24	10:53
Game Console	28:08	27:11	16:32	6:43	9:49	18:49
Multimedia Device	30:43	31:47	23:41	30:13	47:34	29:37
Internet on a PC	51:36	55:52	58:51	43:12	31:16	50:44
Video on a PC	26:44	26:04	33:15	29:53	10:16	28:18
App/Web on a Smartphone	71:01	71:36	67:37	IFR	IFR	65:14
Video on a Smartphone	3:19	3:19	3:24	IFR	IFR	3:19

The data sources in Table 4 should not be added or subtracted; they are based on users of each medium and the bases vary by source. Mobile data are obtained through convenience panels which are recruited in English only and, as such, have limited representation of non-English speaking panelists. This limited representation may understate metrics of non-English speaking language audiences.

EXHIBIT 2: MOBILE DEVICE PENETRATION AMONG MOBILE SUBSCRIBERS 21+



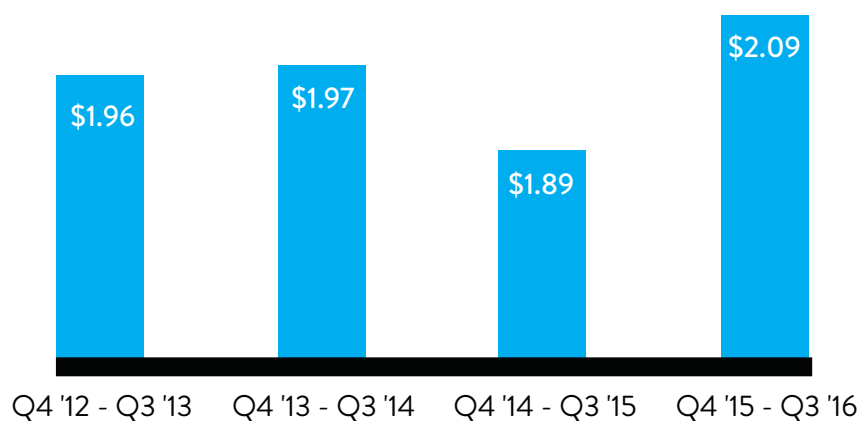


BEV-AL MEDIA SPEND

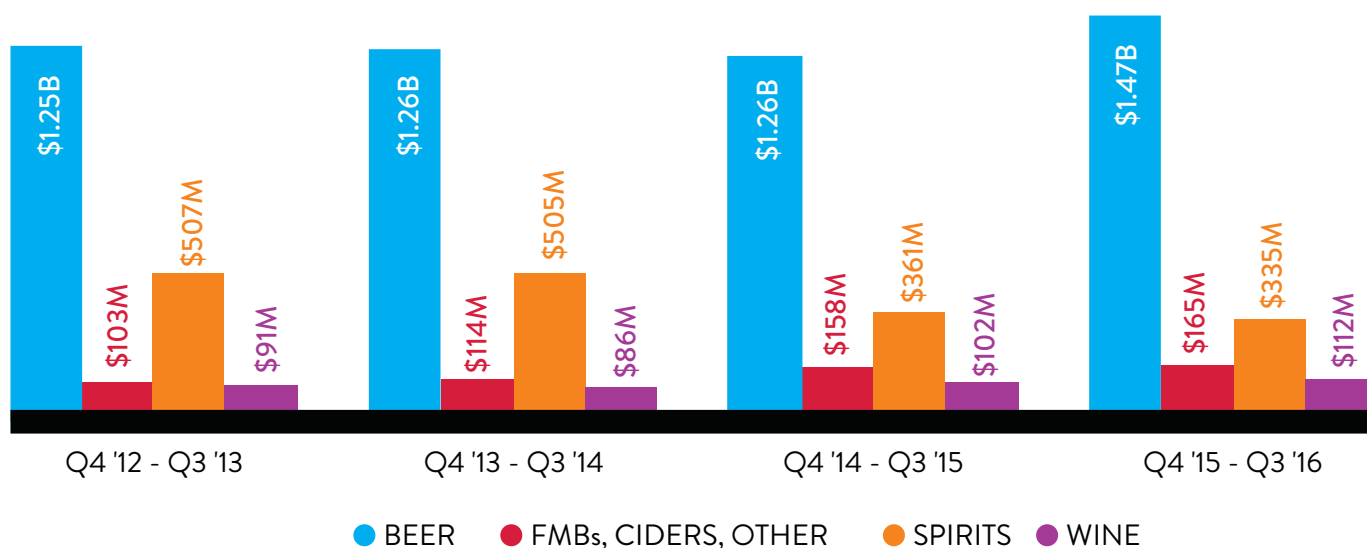


TOTAL INDUSTRY MEDIA SPEND BY YEAR AND CATEGORY

BEVERAGE ALCOHOL INDUSTRY ANNUAL TOTAL AD SPEND IN BILLIONS



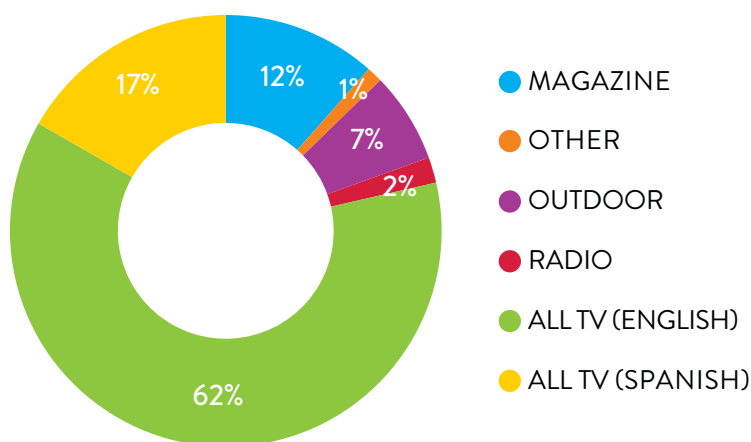
BEVERAGE ALCOHOL INDUSTRY ANNUAL AD SPEND BY CATEGORY



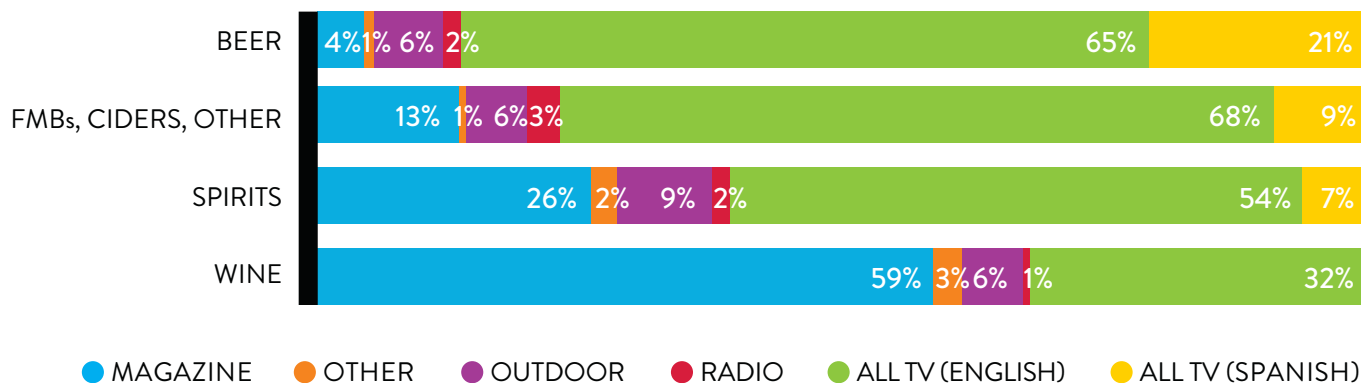
Source: Nielsen Ad Intel
*Figures do not include Digital

Q4 '15 – Q3 '16 MEDIA SPEND BY MEDIA TYPE AND CATEGORY

Q4 '15 – Q3 '16 AD SPEND BY MEDIA TYPE



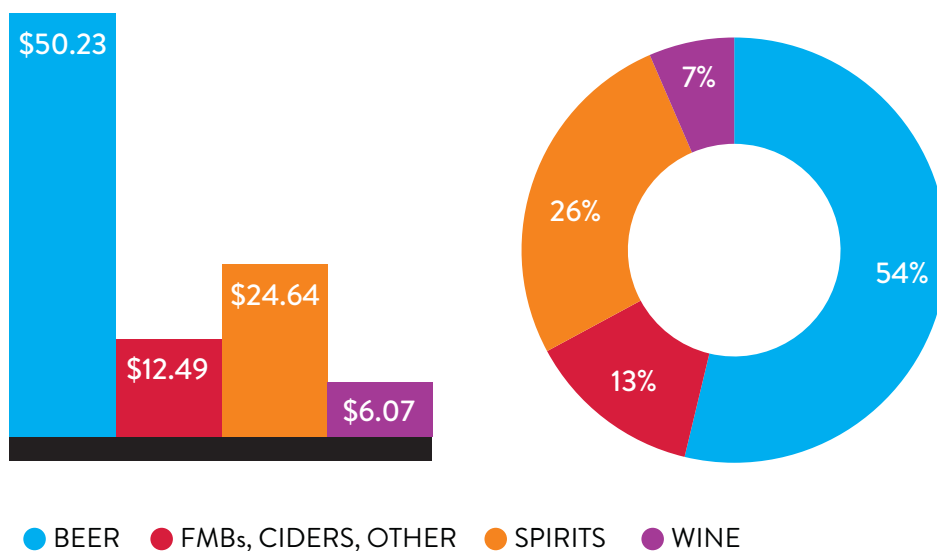
Q4 '15 – Q3 '16 AD SPEND DISTRIBUTION BY CATEGORY & MEDIA TYPE



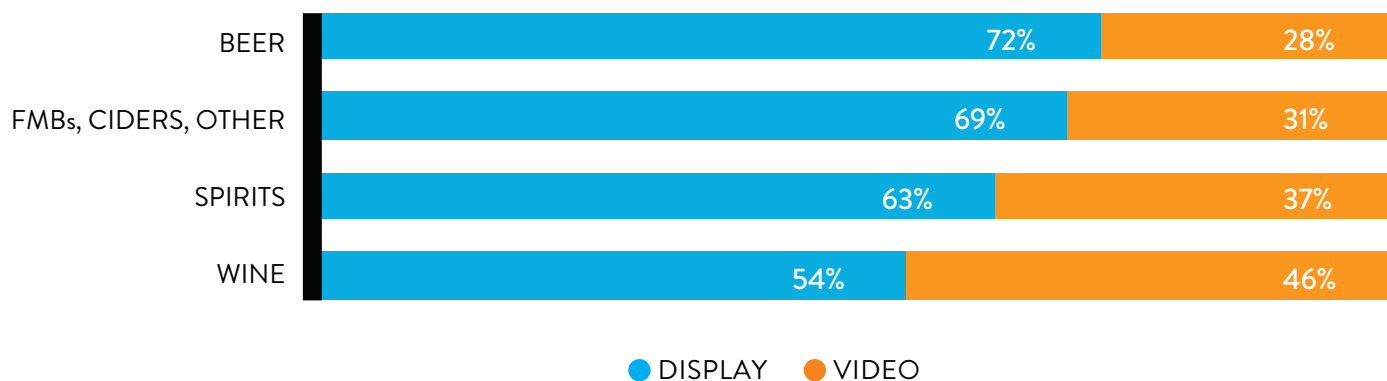
Source: Nielsen Ad Intel
 *Figures do not include Digital
 Radio spending based on top 43 markets

2016 (Q1-Q3) BEV-AL DIGITAL MEDIA SPEND

DIGITAL MEDIA SPEND BY CATEGORY IN MILLIONS



DIGITAL MEDIA SPEND BY AD TYPE



Source: Nielsen Ad Intel, powered by Pathmatics and Nielsen
 Coverage: Display & Video on Desktop; Display on Mobile & Tablet Web

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) would include content being viewed on the TV screen 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

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 countries 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. The Q3 2016 report is based on the December RADAR studies to more accurately align with the other included media. This adjustment is also reflected in the included historical data.

Monthly Radio Estimates: Nielsen's Measurement Science group used statistical modeling techniques to estimate the total cume audience to radio in a four week period, as compared to the total cume audience to radio in an average week. The methodology utilized PPM panel data, and essentially measured how many people who were not exposed to radio in a single week might typically be exposed to radio over a consecutive four week period. A radio cume growth factor was then determined and applied to radio listening on a national basis. In the Q3 2016 report, the model for monthly radio estimates has been refined to more accurately align with the other included media. This adjustment is also reflected in the included historical data.

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. Reach for AM/FM Radio includes those listening for at least 5 minutes 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.

ONLINE METHODOLOGY

Nielsen's Online Panel is recruited through both probability-weighted and convenience panels which are recruited in Spanish and English. Panelists then download Nielsen's patented desktop NetSight meter, which accurately identifies which browser, tab, Internet application (including media players and instant messaging) or desktop application is in focus. Nielsen's Online Panel tracks usage across web sites and digital applications to deliver audience and analytics through metered measurement of panels of Internet users at both home and work.

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.

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 Internet on a PC metrics are derived from Nielsen NetView, while all Video on a PC metrics are derived from Nielsen VideoCensus. The audience of Video on a PC is a subset of Internet on a PC.

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. Results are then reported out through Nielsen Mobile NetView 3.0. 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.

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

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

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

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.

TV BRAND EFFECT METHODOLOGY

Nielsen TV Brand Effect employs a nationally representative online panel of U.S. TV viewers who have watched programs within the past 24 hours. These panelists answer survey questions about the programs they watched and the commercials they were exposed to. Since the panelists respond based on what they watched in a natural environment, the results reflect real-life reaction to and memory of television commercials. Nielsen logs and issues surveys for all national commercials within its coverage dayparts and networks. Advertisements evaluated for this report were English-language ads viewed on English-language networks within TV Brand Effect coverage only.

BRAND MEMORABILITY INDEX

The Brand Memorability Index represents an ad's Brand Memorability indexed against that ad's category average for adults 21+. A Brand Memorability Index of 100 indicates that the ad is performing at the category average.

AD MEMORABILITY

The percentage of an ad's natural in-home viewers who are able to remember its content the next day.

BRAND LINKAGE

Of those viewers who remember an ad's content (Ad Memorability), the percentage that are able to identify the advertised brand.

BRAND MEMORABILITY

The percentage of viewers who are able to remember both the ad's content and the advertised brand (Ad Memorability * Brand Linkage).

SOURCING

EXHIBIT 1 & TABLES 1, 2, 3, 4 – AVERAGE TIME SPENT PER ADULT 21+ PER DAY, WEEKLY TIME SPENT AMONG US POPULATION, USERS BY MEDIUM, MONTHLY TIME SPENT AMONG USERS

Source: Live+DVR/Time-shifted TV, DVR/Time-shifted TV, DVD, Game Consoles, Multimedia Devices 06/27/2016-09/25/2016 via Nielsen NPOWER/National Panel, Radio 09/10/15-09/07/16 via RADAR 131, PC 07/01/16-09/30/16 via Nielsen Netview and Nielsen VideoCensus, Smartphone 07/01/16-09/30/16 via Nielsen Electronic Mobile Measurement, Tablet 07/01/16-09/30/16 via Nielsen Electronic Mobile Measurement – unweighted, projections based on estimates from the NPOWER/National Panel.

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

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

EXHIBIT 2 – MOBILE DEVICE PENETRATION AMONG MOBILE SUBSCRIBERS 21+

Source: Mobile 07/01/16-09/30/16 via Nielsen Mobile Insights

Note: IFR represents data that is insufficient for reporting due to small sample sizes. n/a represents data unavailability.

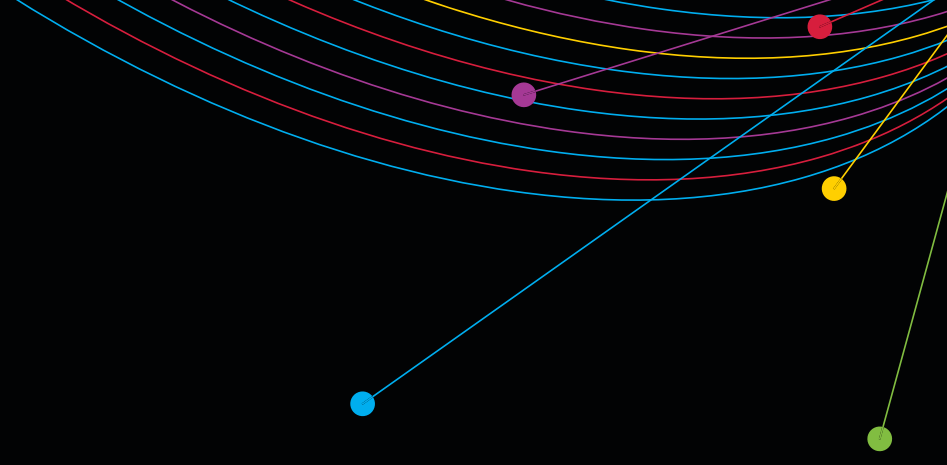
ABOUT NIELSEN

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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