

THE NIELSEN TOTAL AUDIENCE REPORT

Q4 2016

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SVP AUDIENCE INSIGHTS
NIELSEN

News headlines were non-stop throughout 2016. The unrelenting flood of stories included not just the Presidential election but also Syria, refugees, Brexit, Zika, terror attacks, celebrity deaths, and tense relations between police and communities.

Americans responded by watching, listening to and reading more news – a lot more news. Our tally of increased usage across national and local TV, radio and digital sources (on the next page) shows a 2016 increase of 11.2 billion minutes of news consumption per week, compared to 2015.

In this edition of the Nielsen Total Audience Report, we examine this phenomenal increase in news. We look at which sources showed the greatest increase, whether the increases were due to an increase in consumers (Reach) or more time spent with news per person. We show the profile of these news consumers by age and race/ethnicity. We look at news consumption in 2016 compared to 2012, the last Presidential election year.

Finally, we look at how news consumption is trending in 2017. Spoiler alert: the year is starting with even more news viewing/listening/reading than the 2016 average.


GLENN

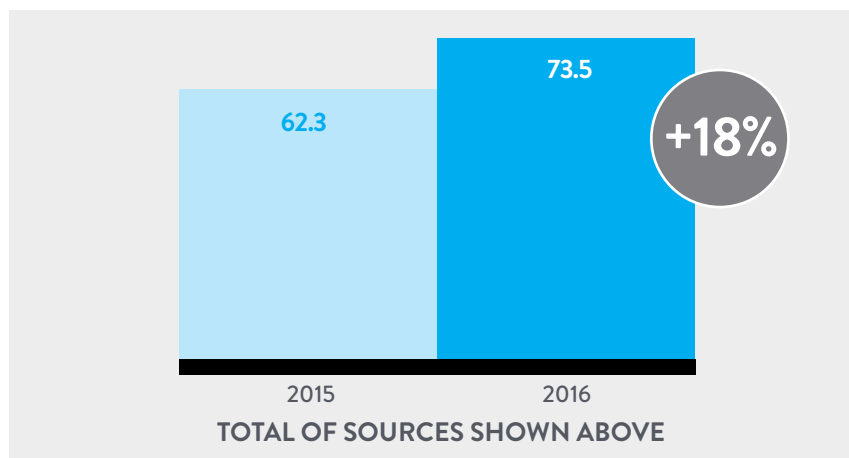
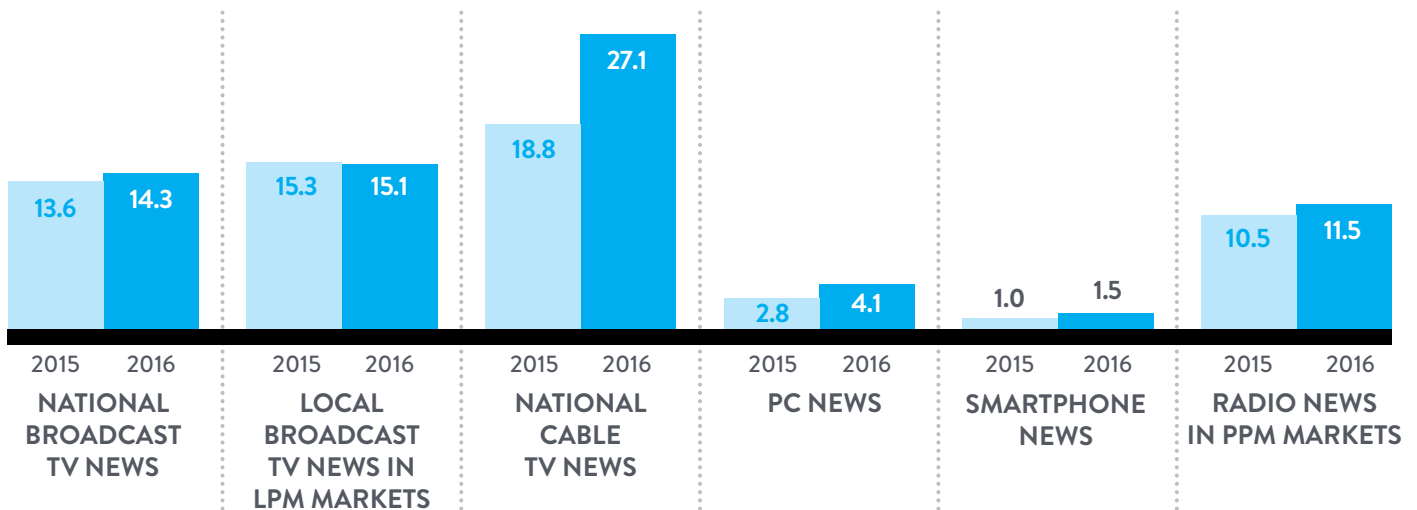


Adults 18+ spent over 73.5 billion minutes consuming news in the average week in 2016. This is an 18% increase from the prior year with most of the increase coming from national cable news networks.

Using our panel methodology for national TV, local TV in LPM markets, radio in PPM markets, and digital, we can analyze the news consumer and how usage varies by source and demographic.

NEWS CONSUMPTION AMONG ADULTS 18+

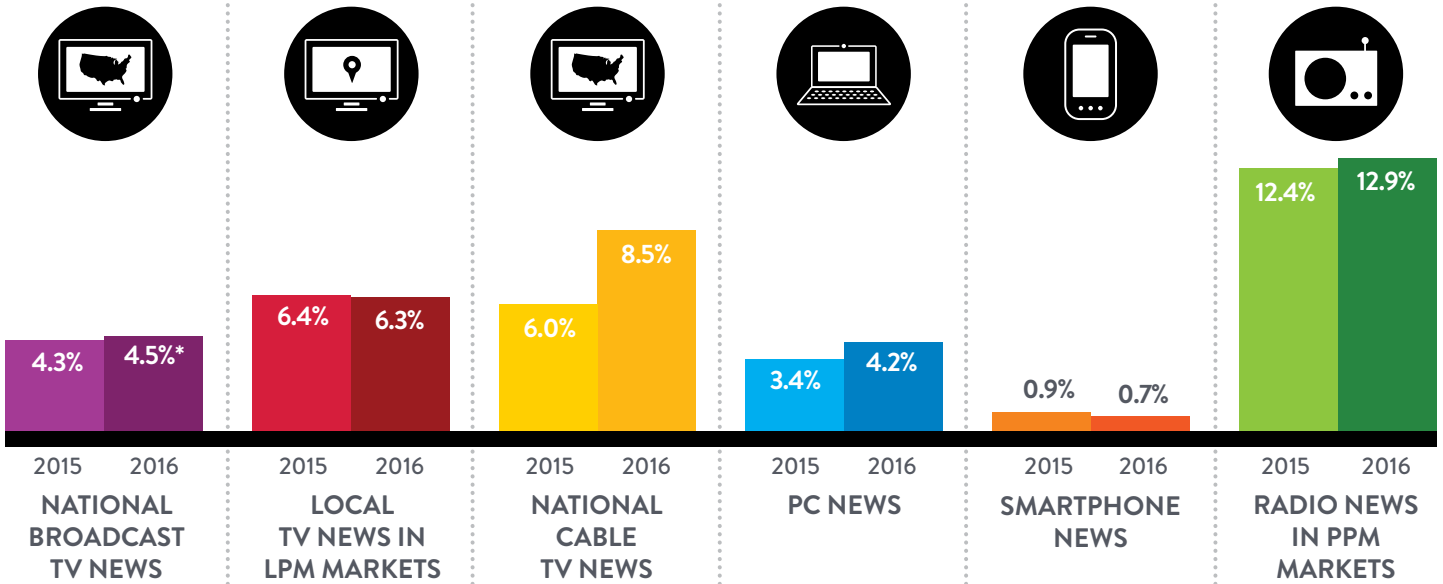
WEEKLY GROSS MINUTES OF NEWS CONSUMPTION (IN BILLIONS)



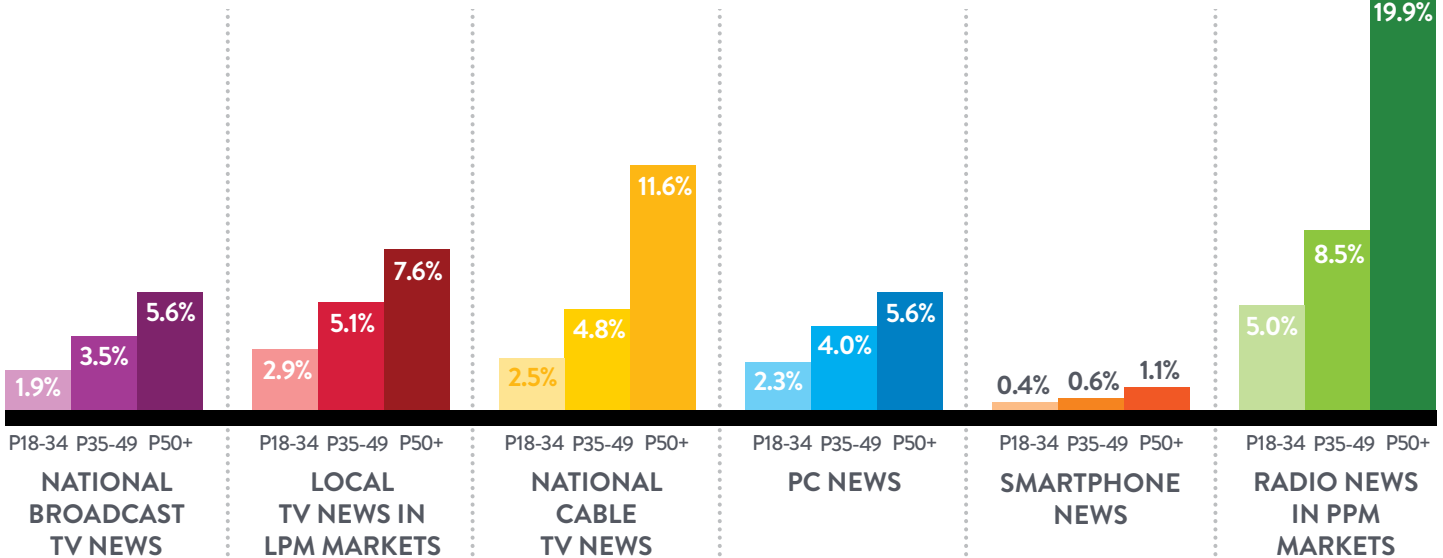
Source for analysis: National TV News (Nielsen National Television Panel, News summary type code, Broadcast - ABC, CBS, FOX, NBC, TEL, UNI; Cable - CNBC, CNN, FOXNC, MSNBC); Local TV News (Nielsen 25 LPM Markets, Local news genre, Broadcast - ABC, CBS, FOX, NBC, TEL, UNI); PC News (Netview, Current Events @ Global News subcategory); Smartphone News (EMM, Current Events @ Global News subcategory), Radio News (Nielsen PPM Markets, 339 News/Talk, All News and Spanish News/Talk radio stations combined, including 52 NPR affiliates). See page 34 for full sourcing.

SHARE OF WEEKLY VIEWING/READING/LISTENING TO NEWS

AMONG ADULTS 18+



IN 2016 BY DEMO



- National TV news, PC news, and radio news represented a larger share of total consumption from the prior year while local TV news was virtually flat.
- News consumption as a percent of total usage increased with age for all of these sources.

*How to read – News consumption for national broadcast TV makes up 4.5% of all minutes of national viewing in 2016.

NEWS CONSUMPTION BY DEMOGRAPHIC

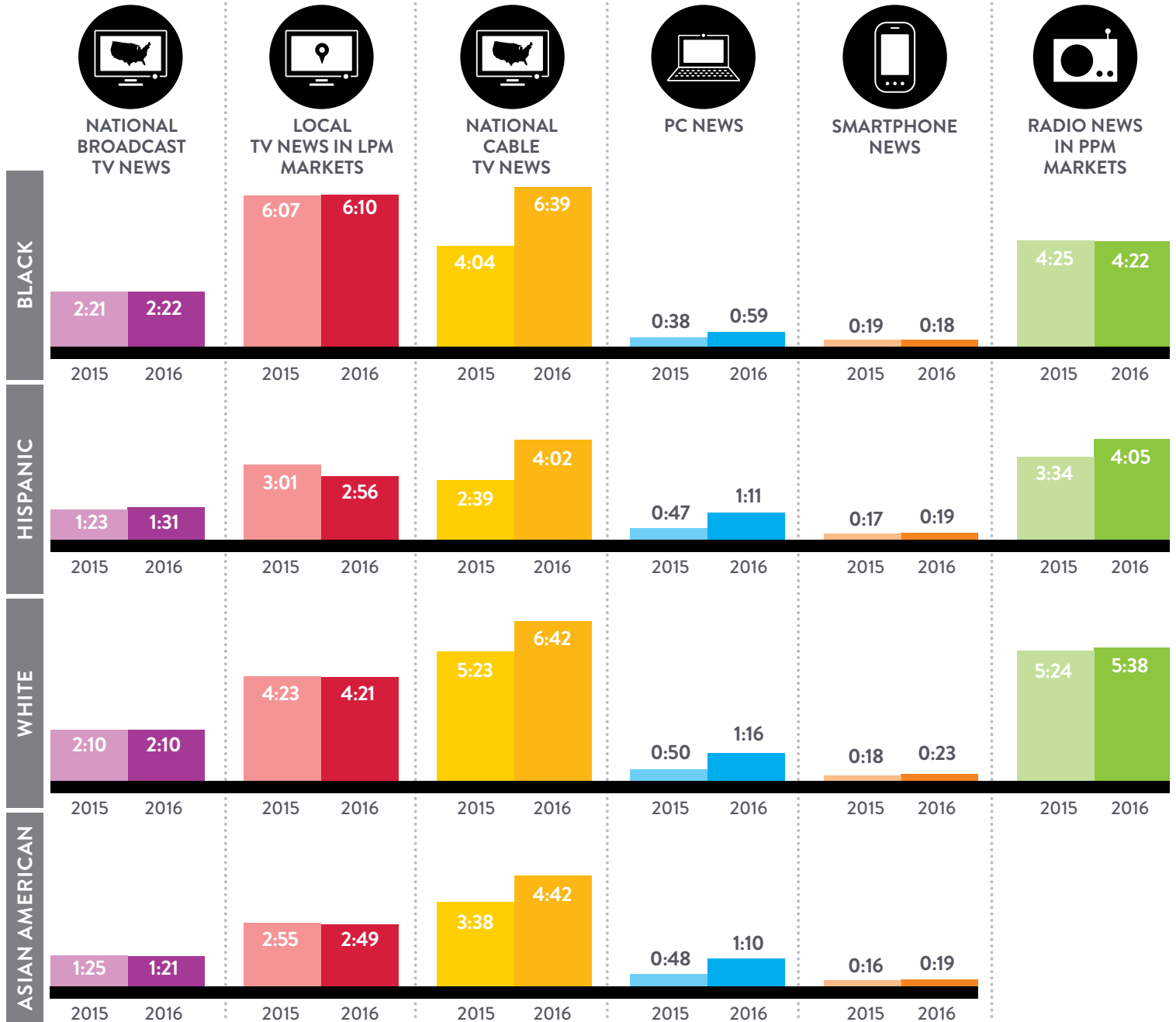
AVERAGE WEEK ACROSS THE YEAR

DEMOGRAPHIC	SOURCE	REACH PERCENTAGE IN POPULATION		WEEKLY TIME SPENT AMONG NEWS CONSUMERS (HH:MM)	
		2015	2016	2015	2016
P18+	NATIONAL BROADCAST TV NEWS	44.8%	46.2%	2:06	2:07
	LOCAL TV NEWS IN LPM MARKETS	45.9%	44.9%	4:30	4:27
	NATIONAL CABLE TV NEWS	25.8%	28.6%	5:03	6:28
	PC NEWS	24.2%	23.1%	0:48	1:14
	SMARTPHONE NEWS	23.6%	27.3%	0:18	0:22
	RADIO NEWS IN PPM MARKETS	26.3%	27.1%	5:11	5:25
P18-34	NATIONAL BROADCAST TV NEWS	19.8%	21.1%	1:07	1:09
	LOCAL TV NEWS IN LPM MARKETS	23.2%	21.7%	2:29	2:21
	NATIONAL CABLE TV NEWS	10.7%	12.2%	1:42	2:36
	PC NEWS	18.8%	16.8%	0:36	0:51
	SMARTPHONE NEWS	28.5%	29.0%	0:14	0:15
	RADIO NEWS IN PPM MARKETS	15.6%	16.6%	2:49	2:51
P35-49	NATIONAL BROADCAST TV NEWS	41.1%	42.3%	1:36	1:38
	LOCAL TV NEWS IN LPM MARKETS	43.5%	42.0%	3:35	3:26
	NATIONAL CABLE TV NEWS	20.9%	23.6%	2:51	4:02
	PC NEWS	27.6%	26.6%	0:51	1:19
	SMARTPHONE NEWS	29.5%	32.8%	0:17	0:20
	RADIO NEWS IN PPM MARKETS	24.4%	25.4%	3:50	4:12
P50+	NATIONAL BROADCAST TV NEWS	63.7%	65.0%	2:29	2:29
	LOCAL TV NEWS IN LPM MARKETS	63.0%	62.3%	5:22	5:21
	NATIONAL CABLE TV NEWS	38.7%	42.3%	6:19	7:56
	PC NEWS	25.8%	25.3%	0:53	1:21
	SMARTPHONE NEWS	16.9%	23.1%	0:23	0:29
	RADIO NEWS IN PPM MARKETS	35.2%	35.6%	6:30	6:47

- More older news consumers tuned to TV news each week than other sources, and they spent the most time with radio news and TV news.
- For younger news consumers, digital news sources were similar to traditional sources in reach, although they still spent more time with radio and TV news.
- News consumers 35-49 years old had higher reach and time spent for all sources as compared to P18-34.

NEWS CONSUMPTION BY RACE/ETHNICITY AMONG ADULTS 18+

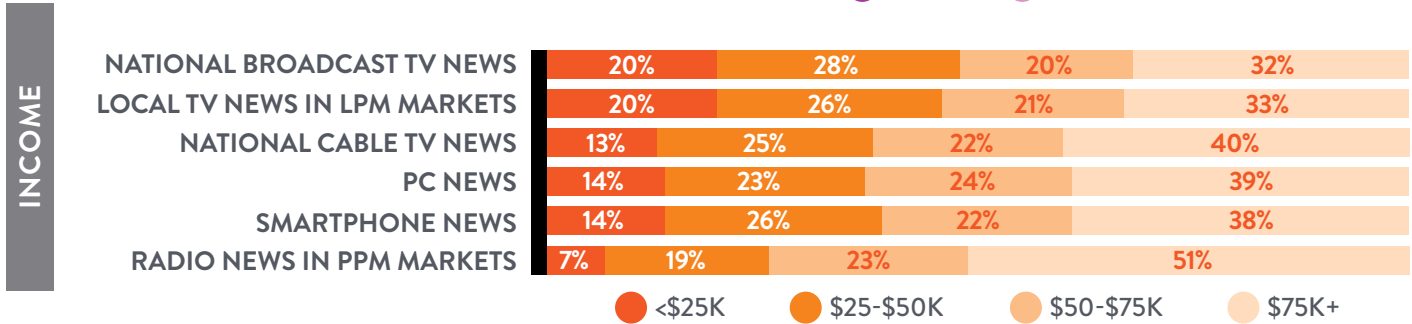
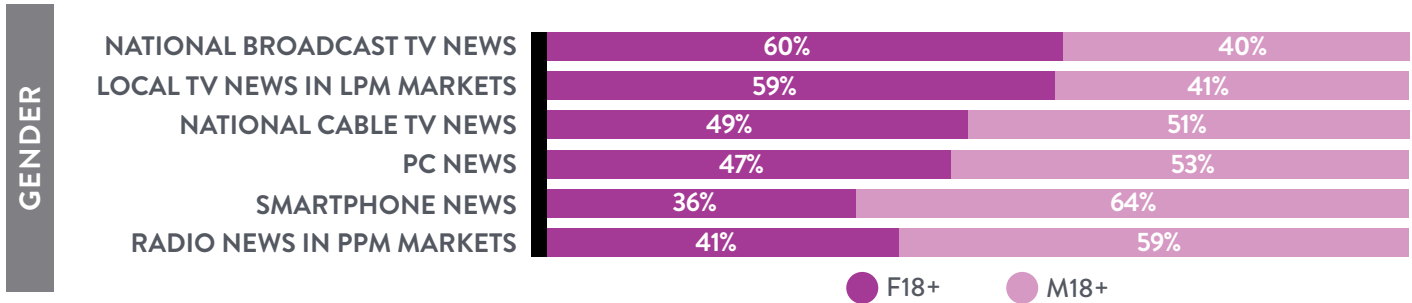
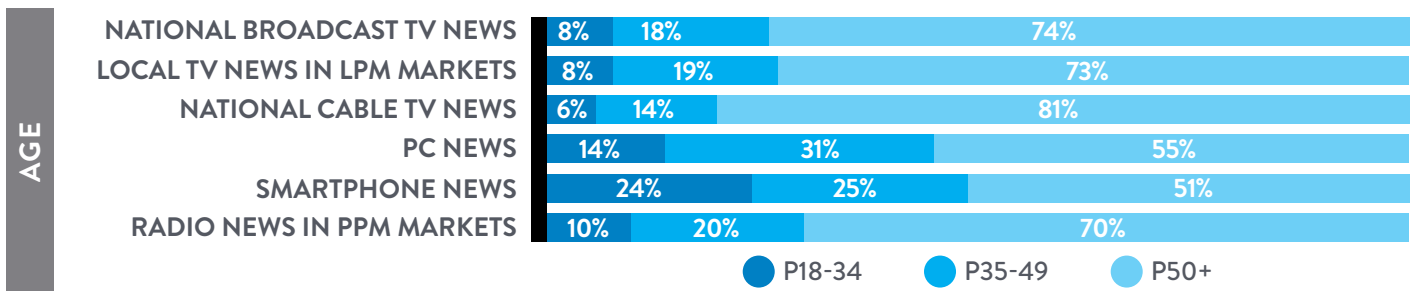
WEEKLY TIME SPENT AMONG NEWS VIEWERS/READERS/LISTENERS (HH:MM)



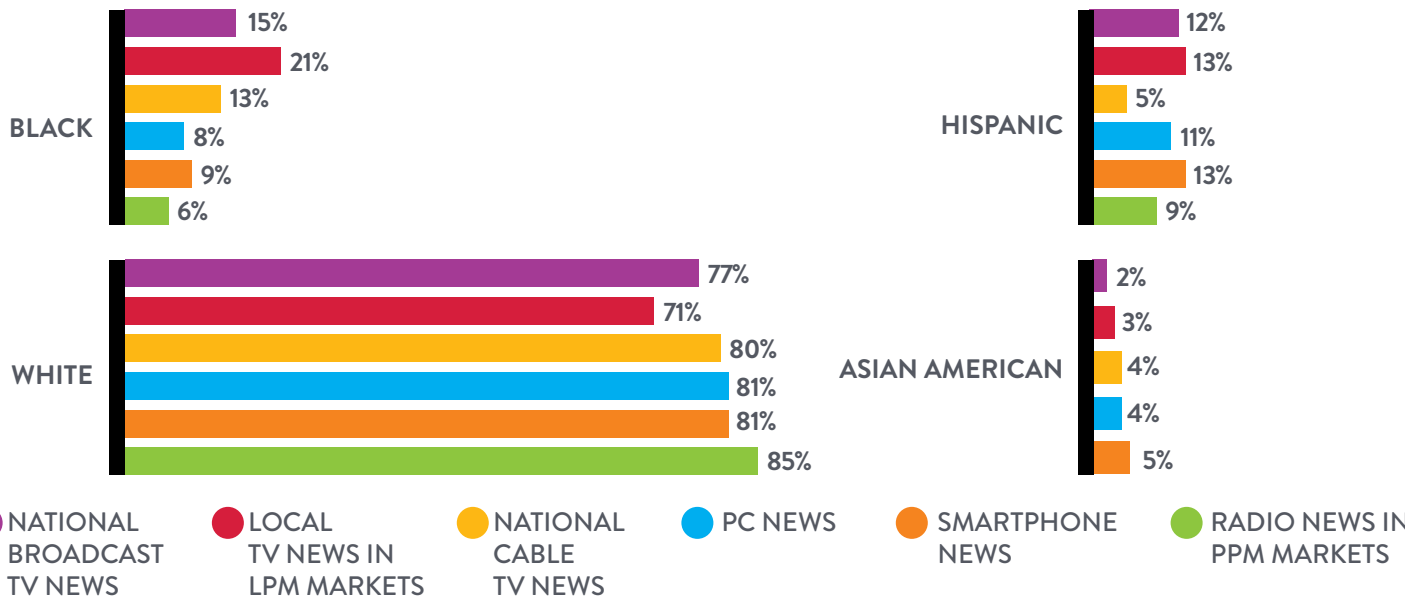
- Time spent among news consumers increased across most sources from the prior year for race/ethnicity.
- Black adults spent the most time with national and local broadcast TV news, while Whites were the heaviest listeners of radio news. Hispanics and Asian Americans relied less on TV news sources than other groups.

Radio measurement for White is included in 'Other.' The three ethnic breakouts in radio methodology are Black, Hispanic and Other. Radio measurement includes Asian American but cannot be separated from the total audience at this time.

COMPOSITION OF AN ADULT NEWS VIEWER/READER/LISTENER



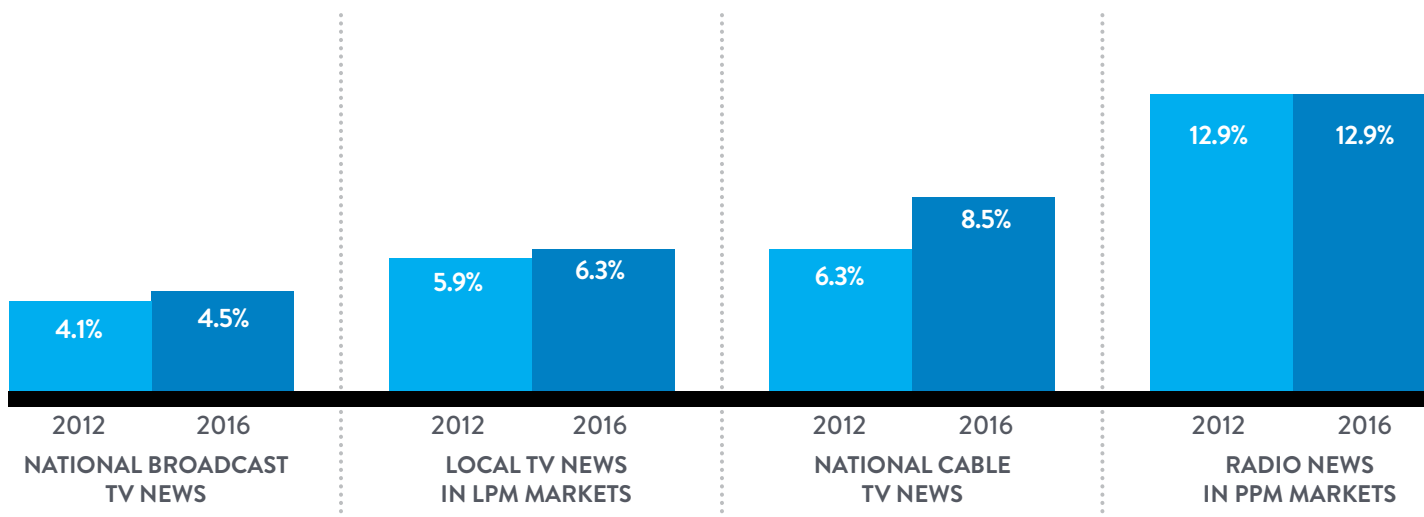
RACE/ETHNICITY



Radio measurement for White is included in 'Other.' The three ethnic breakouts in radio methodology are Black, Hispanic and Other. Radio measurement includes Asian American but cannot be separated from the total audience at this time.

NEWS CONSUMPTION FOR TRADITIONAL MEDIA BY ELECTION YEAR

SHARE OF WEEKLY VIEWING/LISTENING TO NEWS AMONG ADULTS 18+



AVERAGE WEEK ACROSS THE YEAR AMONG ADULTS 18+

SOURCE	REACH PERCENTAGE IN POPULATION		WEEKLY TIME SPENT AMONG NEWS CONSUMERS (HH:MM)	
	2012	2016	2012	2016
NATIONAL BROADCAST TV NEWS	50.3%	46.2%	1:57	2:07
LOCAL TV NEWS IN LPM MARKETS	50.1%	44.9%	4:08	4:27
NATIONAL CABLE TV NEWS	31.6%	28.6%	4:43	6:28
RADIO NEWS IN PPM MARKETS	29.0%	27.1%	5:22	5:25

- The share of viewing going to TV news was higher in 2016 than it was in 2012. The share of radio news was flat compared to the last election cycle.
- The reach of news was lower for 2016 than it was for 2012, reflecting fragmentation of media audiences, but news consumers spent more time viewing/listening each week in 2016.

TRENDING NEWS CONSUMPTION IN 2016 AND INTO 2017 AMONG ADULTS

WEEKLY TIME SPENT IN POPULATION (HH:MM)

SOURCE	Q1 2016	Q2 2016	Q3 2016	Q4 2016	2016 AVERAGE	JAN 2017	JAN 2017 - 2016 AVG DIFFERENCE IN MINUTES
NATIONAL BROADCAST TV NEWS	1:04	0:55	0:55	1:00	0:59	1:05	+6
LOCAL TV NEWS IN LPM MARKETS	2:10	1:59	1:46	1:59	1:59	2:11	+12
NATIONAL CABLE TV NEWS	1:45	1:33	1:55	2:11	1:51	2:11	+20
PC NEWS	0:18	0:16	0:16	0:18	0:17	0:18	+1
SMARTPHONE NEWS	0:05	0:05	0:06	0:07	0:06	0:07	+1
RADIO NEWS IN PPM MARKETS	1:27	1:25	1:22	1:28	1:26	1:27	+1

The trend of greater news consumption continues into 2017. All of these sources are showing more news viewing/reading/listening in January 2017 compared to the 2016 average.



AVERAGE TIME SPENT PER ADULT 18+ PER DAY

EXHIBIT 1 - BASED ON THE TOTAL US POPULATION

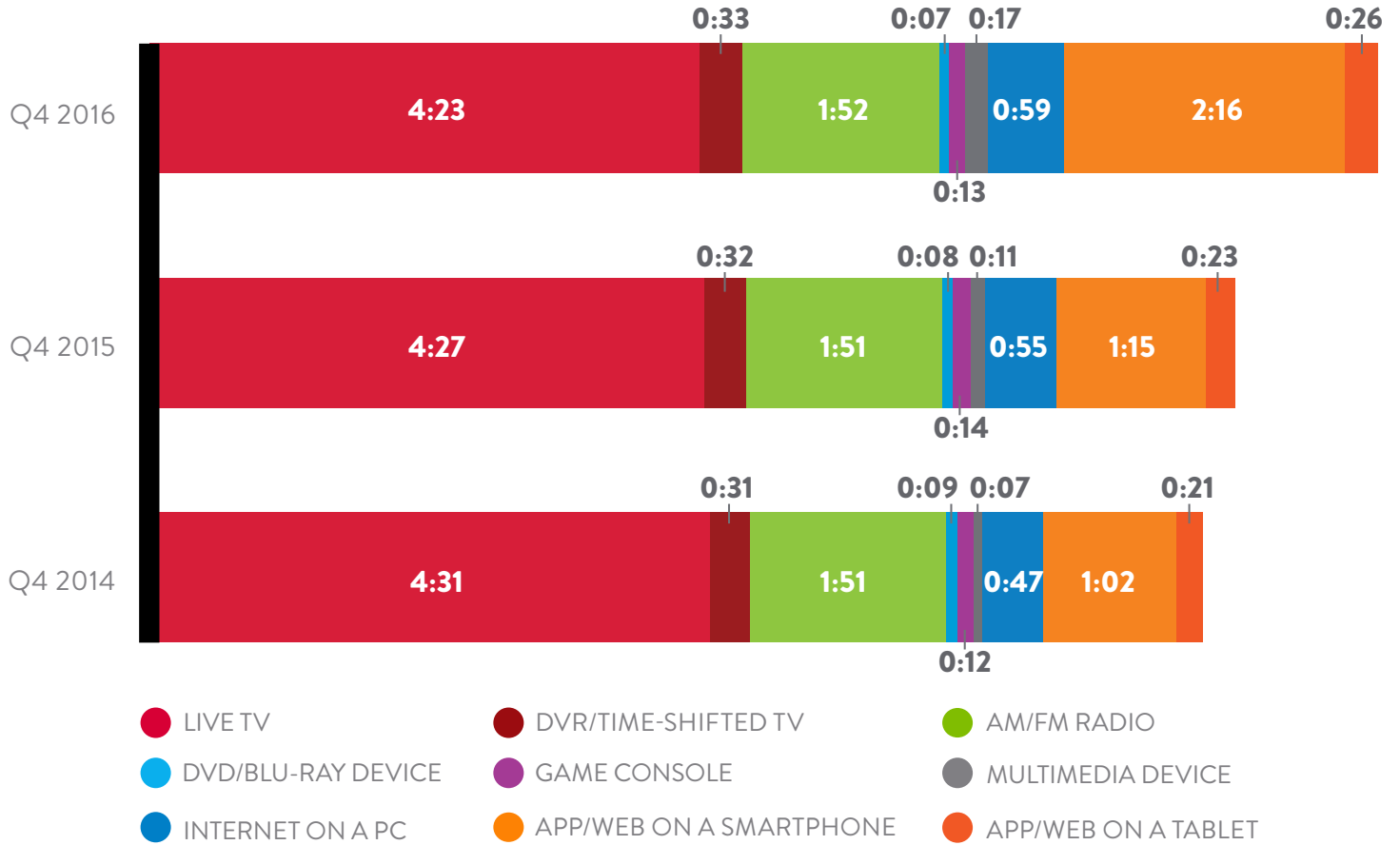


EXHIBIT 2 - BASED ON USERS OF EACH MEDIUM

	Q4 2014	Q4 2015	Q4 2016
Live+DVR/Time-shifted TV	6:39	6:45	6:24
DVR/Time-shifted TV	2:00	2:01	1:57
AM/FM Radio	2:42	2:43	2:45
DVD/Blu-Ray Device	1:42	1:41	1:51
Game Console	2:48	3:02	3:00
Multimedia Device	2:30	2:23	2:23
Internet on a PC	2:13	2:55	3:11
App/Web on a Smartphone	1:49	2:02	3:17

The data sources in Exhibit 2 should not be added or subtracted; they are based on users of each medium and the bases vary by source. Panel enhancements made in March and August 2016 impacted mobile reporting.

TABLE 1A – WEEKLY TIME SPENT IN HOURS: MINUTES AMONG US POPULATION FOR Q4 2016

	Demo (Pop)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	Black Total	Hisp. Total	Asian Am. Total
Live+DVR/ Time-shifted TV	P2+	30:55	34:32	19:31	13:54	15:36	22:00	30:55	42:56	51:10	43:38	23:29	14:55
DVR/ Time-shifted TV	P2+	3:27	3:51	2:12	1:32	1:33	2:53	4:16	4:44	4:30	3:14	2:08	1:55
AM/FM Radio	P12+	12:29	13:02	n/a	7:03	10:14	11:17	13:44	15:17	12:37	13:02	13:20	n/a
DVD/Blu-Ray Device	P2+	0:52	0:48	1:16	0:44	0:37	0:55	1:00	0:50	0:34	0:57	0:52	0:35
Game Console	P2+	1:51	1:33	2:28	3:48	4:20	3:11	1:21	0:22	0:08	2:10	1:53	1:07
Multimedia Device	P2+	2:00	1:58	2:32	1:35	2:24	3:08	2:18	1:26	0:55	1:53	1:57	3:01
Internet on a PC	P2+	5:32	6:54	0:16	0:36	4:23	6:58	9:44	7:31	4:06	5:47	4:26	3:12
Video on a PC	P2+	1:48	2:08	0:30	0:34	2:41	2:58	2:53	1:42	0:44	2:18	1:46	1:21
App/Web on a Smartphone	P18+	15:51	15:51	n/a	n/a	18:48	17:06	19:05	19:13	4:28	17:56	18:04	12:13
Video on a Smartphone	P18+	0:44	0:44	n/a	n/a	1:25	1:04	0:52	0:34	IFR	1:13	1:14	0:39

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

TABLE 1B - WEEKLY TIME SPENT IN HOURS: MINUTES AMONG US POPULATION FOR Q4 2015

	Demo (Pop)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	Black Total	Hisp. Total	Asian Am. Total
Live+DVR/ Time-shifted TV	P2+	31:28	34:53	20:59	15:36	16:47	23:12	31:25	42:59	50:53	44:37	24:49	16:16
DVR/ Time-shifted TV	P2+	3:24	3:46	2:22	1:39	1:36	3:07	4:14	4:31	4:09	3:10	2:12	2:00
AM/FM Radio	P12+	12:20	12:54	n/a	6:51	10:13	11:20	13:36	15:00	12:22	12:40	12:46	n/a
DVD/Blu-Ray Device	P2+	0:59	0:53	1:31	0:56	0:46	1:02	1:01	0:56	0:38	1:03	0:59	0:43
Game Console	P2+	1:52	1:35	2:29	3:44	4:38	3:07	1:22	0:21	0:06	2:05	1:55	1:20
Multimedia Device	P2+	1:18	1:17	1:34	1:07	1:35	2:13	1:26	0:51	0:36	0:59	1:13	2:17
Internet on a PC	P2+	5:09	6:25	0:20	0:51	4:58	7:10	7:56	6:58	3:59	5:37	3:50	3:42
Video on a PC	P2+	1:16	1:29	0:25	0:36	1:46	2:08	1:53	1:11	0:36	1:44	1:19	1:14
App/Web on a Smartphone	P18+	8:47	8:47	n/a	n/a	11:55	11:21	11:19	8:22	1:47	10:10	11:00	7:32
Video on a Smartphone	P18+	0:18	0:18	n/a	n/a	0:40	0:26	0:21	0:11	IFR	0:30	0:33	0:23

TABLE 2A – USERS BY MEDIUM FOR Q4 2016
 NUMBER OF USERS (IN 000'S) - MONTHLY REACH

	Demo (Users)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	Black Total	Hisp. Total	Asian Am. Total
Live+DVR/ Time-shifted TV	P2+	292,736	231,084	38,164	23,489	26,834	38,449	57,649	60,600	47,552	39,271	50,845	16,593
DVR/ Time-shifted TV	P2+	203,553	161,176	26,587	15,790	16,603	28,078	43,257	42,790	30,449	27,242	30,115	10,363
AM/FM Radio	P12+	266,465	242,638	n/a	23,822	29,802	42,533	59,943	62,481	48,651	34,556	44,663	n/a
DVD/ Blu-Ray Device	P2+	104,901	80,304	16,342	8,256	6,820	11,852	23,240	23,222	15,169	11,686	16,391	4,672
Game Console	P2+	86,777	56,487	17,933	12,356	11,678	16,511	18,316	7,658	2,323	11,407	16,763	4,472
Multimedia Device	P2+	105,706	80,079	16,772	8,856	10,642	18,253	24,531	17,891	8,762	11,790	18,782	9,453
Internet on a PC	P2+	179,292	159,976	10,225	9,091	16,276	28,335	46,689	43,140	25,536	22,324	25,334	6,350
Video on a PC	P2+	116,924	106,858	5,472	4,594	10,337	18,237	31,615	29,637	17,033	14,564	16,001	4,445
App/Web on a Smartphone	P18+	207,085	207,085	n/a	n/a	29,241	39,003	59,106	66,520	13,215	25,503	35,287	12,128
Video on a Smartphone	P18+	168,052	168,052	n/a	n/a	25,294	32,592	49,821	51,418	8,927	21,987	30,365	9,297

TABLE 2B – USERS BY MEDIUM FOR Q4 2015
 NUMBER OF USERS (IN 000'S) - MONTHLY REACH

	Demo (Users)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	Black Total	Hisp. Total	Asian Am. Total
Live+DVR/ Time-shifted TV	P2+	285,105	224,469	37,537	23,099	25,771	37,087	56,953	59,414	45,244	37,954	49,390	15,535
DVR/ Time-shifted TV	P2+	192,109	152,168	25,056	14,885	15,416	26,364	41,272	40,939	28,176	25,119	28,577	9,421
AM/FM Radio	P12+	263,122	239,352	n/a	23,769	29,809	41,834	59,836	61,773	46,774	33,803	43,270	n/a
DVD/ Blu-Ray Device	P2+	126,783	95,641	20,794	10,348	8,447	14,991	27,938	26,905	17,359	14,574	20,385	6,106
Game Console	P2+	89,568	57,998	18,695	12,876	12,299	16,760	19,141	7,857	1,940	11,473	16,437	5,275
Multimedia Device	P2+	72,113	54,353	11,566	6,195	7,355	13,096	17,057	11,609	5,236	7,179	12,805	7,010
Internet on a PC	P2+	183,413	161,308	11,817	10,289	16,836	28,772	45,717	44,247	25,736	22,749	24,233	6,498
Video on a PC	P2+	127,352	114,329	7,104	5,918	11,457	19,983	31,994	32,312	18,583	16,201	16,203	4,698
App/Web on a Smartphone	P18+	182,891	182,891	n/a	n/a	26,719	35,499	53,779	55,147	11,746	22,611	31,392	10,390
Video on a Smartphone	P18+	139,161	139,161	n/a	n/a	22,990	29,151	43,493	37,042	6,485	18,627	25,525	7,295

TABLE 3A – PERCENTAGE OF USERS AMONG US POPULATION FOR Q4 2016
MONTHLY REACH

	Demo (Users)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	Black Total	Hisp. Total	Asian Am. Total
Live+DVR/ Time-shifted TV	P2+	94%	94%	93%	94%	87%	90%	95%	96%	98%	96%	96%	85%
DVR/ Time-shifted TV	P2+	65%	66%	65%	63%	54%	66%	71%	68%	63%	66%	57%	53%
AM/FM Radio	P12+	97%	97%	n/a	95%	95%	98%	98%	99%	97%	97%	98%	n/a
DVD/Blu-Ray Device	P2+	34%	33%	40%	33%	22%	28%	38%	37%	31%	28%	31%	24%
Game Console	P2+	28%	23%	44%	49%	38%	39%	30%	12%	5%	28%	32%	23%
Multimedia Device	P2+	34%	33%	41%	35%	34%	43%	40%	28%	18%	29%	35%	48%
Internet on a PC	P2+	58%	65%	25%	36%	53%	67%	77%	69%	52%	54%	48%	32%
Video on a PC	P2+	38%	43%	13%	18%	33%	43%	52%	47%	35%	35%	30%	23%
App/Web on a Smartphone	P18+	84%	84%	n/a	n/a	97%	91%	96%	100%	30%	92%	94%	100%
Video on a Smartphone	P18+	69%	69%	n/a	n/a	84%	76%	81%	77%	20%	79%	81%	80%

Total Universe Estimates differ by platform. See full sourcing in the back of the report.

TABLE 3B – PERCENTAGE OF USERS AMONG US POPULATION FOR Q4 2015
MONTHLY REACH

	Demo (Users)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	Black Total	Hisp. Total	Asian Am. Total
Live+DVR/ Time-shifted TV	P2+	92%	92%	92%	92%	83%	88%	94%	95%	96%	93%	95%	84%
DVR/ Time-shifted TV	P2+	62%	63%	61%	59%	50%	63%	68%	66%	60%	62%	55%	51%
AM/FM Radio	P12+	97%	97%	n/a	95%	95%	98%	97%	98%	97%	97%	98%	n/a
DVD/Blu-Ray Device	P2+	41%	39%	51%	41%	27%	36%	46%	43%	37%	36%	39%	33%
Game Console	P2+	29%	24%	46%	51%	40%	40%	32%	13%	4%	28%	32%	29%
Multimedia Device	P2+	23%	22%	28%	25%	24%	31%	28%	19%	11%	18%	25%	38%
Internet on a PC	P2+	59%	66%	29%	41%	55%	69%	75%	71%	55%	56%	47%	35%
Video on a PC	P2+	41%	47%	17%	24%	37%	48%	53%	52%	39%	40%	31%	25%
App/Web on a Smartphone	P18+	75%	75%	n/a	n/a	86%	84%	90%	85%	27%	87%	87%	91%
Video on a Smartphone	P18+	57%	57%	n/a	n/a	74%	69%	73%	57%	15%	72%	71%	64%

Total Universe Estimates differ by platform. See full sourcing in the back of the report.

TABLE 4A – MONTHLY TIME SPENT IN HOURS: MINUTES AMONG USERS FOR Q4 2016

	Demo (Users)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	Black Total	Hisp. Total	Asian Am. Total
Live+DVR/ Time-shifted TV	P2+	142:35	159:09	90:30	64:16	77:48	105:34	141:10	192:56	227:06	197:51	106:08	76:24
DVR/ Time-shifted TV	P2+	22:53	25:28	14:36	10:30	12:27	18:57	26:00	30:07	31:14	21:10	16:15	15:46
AM/FM Radio	P12+	54:55	57:09	n/a	32:06	45:55	48:53	60:14	66:33	54:41	56:54	55:52	n/a
DVD/Blu-Ray Device	P2+	11:06	10:43	13:44	9:43	11:57	14:18	11:17	9:49	7:51	14:26	12:03	10:42
Game Console	P2+	28:48	29:13	24:21	33:26	49:44	35:34	19:21	12:58	12:03	33:55	25:49	21:12
Multimedia Device	P2+	25:36	26:03	26:42	19:29	30:06	31:42	24:38	21:49	21:54	28:29	23:54	27:08
Internet on a PC	P2+	41:14	45:31	4:38	7:16	35:47	44:49	53:57	47:13	34:09	45:57	39:36	42:22
Video on a PC	P2+	19:22	19:52	15:13	12:48	32:29	27:40	22:15	14:44	8:19	26:17	23:44	23:57
App/Web on a Smartphone	P18+	77:23	77:23	n/a	n/a	80:04	76:08	81:11	75:19	68:42	89:13	78:42	62:57
Video on a Smartphone	P18+	4:31	4:31	n/a	n/a	6:58	5:50	4:32	2:54	1:56	7:10	6:09	4:36

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.

TABLE 4B – MONTHLY TIME SPENT IN HOURS: MINUTES AMONG USERS FOR Q4 2015

	Demo (Users)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	Black Total	Hisp. Total	Asian Am. Total
Live+DVR/ Time-shifted TV	P2+	147:47	163:37	98:52	73:26	87:10	113:45	145:04	195:37	229:22	207:14	113:30	83:57
DVR/ Time-shifted TV	P2+	23:44	26:02	16:42	12:03	13:55	21:28	26:57	29:52	30:02	22:12	17:22	16:58
AM/FM Radio	P12+	54:24	56:42	n/a	31:18	45:50	49:13	59:44	65:36	53:53	55:58	54:09	n/a
DVD/Blu-Ray Device	P2+	10:18	9:47	12:58	9:46	12:08	12:34	9:32	9:18	7:23	12:41	10:49	9:26
Game Console	P2+	27:58	28:40	23:26	31:27	50:28	33:47	18:52	12:05	10:08	31:54	26:20	20:23
Multimedia Device	P2+	24:11	24:46	23:51	19:42	28:53	30:46	22:12	19:54	23:06	24:00	21:33	26:11
Internet on a PC	P2+	37:37	41:49	4:57	9:14	39:23	45:02	45:25	42:48	31:44	43:25	35:40	45:15
Video on a PC	P2+	13:35	13:52	10:47	11:31	20:42	19:43	15:43	10:05	6:47	19:02	18:35	21:19
App/Web on a Smartphone	P18+	48:27	48:27	n/a	n/a	56:24	55:27	53:12	39:17	30:42	56:26	53:54	43:27
Video on a Smartphone	P18+	2:12	2:12	n/a	n/a	3:46	2:36	2:04	1:22	0:34	3:32	3:24	3:15

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.

TABLE 4C – MONTHLY TIME SPENT IN HOURS: MINUTES AMONG USERS FOR Q4 2016
AMONG BLACKS

	Demo (Users)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+
Live+DVR/ Time-shifted TV	P2+	197:51	222:48	132:49	105:24	127:06	157:18	208:04	278:23	327:52
DVR/ Time-shifted TV	P2+	21:10	23:46	14:05	12:13	14:07	19:36	27:14	29:18	21:33
AM/FM Radio	P12+	56:54	59:48	n/a	34:16	46:42	50:17	62:54	71:36	60:14
DVD/Blu-Ray Device	P2+	14:26	14:01	18:23	11:05	14:07	17:01	15:40	12:51	10:31
Game Console	P2+	33:55	33:00	29:03	44:35	51:51	37:36	23:43	17:18	13:25
Multimedia Device	P2+	28:29	29:47	27:05	20:59	32:22	33:12	29:09	27:08	24:02
Internet on a PC	P2+	45:57	50:58	4:48	5:53	40:49	58:32	61:49	45:33	31:52
Video on a PC	P2+	26:17	27:49	13:02	9:13	42:13	39:36	28:40	18:21	9:09
App/Web on a Smartphone	P18+	89:13	89:13	n/a	n/a	86:44	99:23	95:14	84:39	IFR
Video on a Smartphone	P18+	7:10	7:10	n/a	n/a	11:44	9:02	7:14	4:18	IFR

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.

TABLE 4D – MONTHLY TIME SPENT IN HOURS: MINUTES AMONG USERS FOR Q4 2016
AMONG HISPANICS

	Demo (Users)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+
Live+DVR/ Time-shifted TV	P2+	106:08	119:12	84:16	54:53	64:16	89:06	119:29	157:44	203:57
DVR/ Time-shifted TV	P2+	16:15	18:11	12:26	9:20	11:26	14:35	19:05	24:04	24:14
AM/FM Radio	P12+	55:52	59:03	n/a	33:35	46:30	53:18	65:17	70:14	58:29
DVD/Blu-Ray Device	P2+	12:03	11:50	13:26	10:34	10:19	12:59	12:59	10:14	10:12
Game Console	P2+	25:49	25:00	24:45	30:42	39:47	26:06	16:07	14:14	15:17
Multimedia Device	P2+	23:54	23:14	27:00	22:29	25:10	25:48	22:03	20:18	19:17
Internet on a PC	P2+	39:36	46:06	4:20	7:41	40:46	45:53	53:18	42:14	34:43
Video on a PC	P2+	23:44	25:08	14:01	15:31	34:38	26:58	27:53	15:09	10:54
App/Web on a Smartphone	P18+	78:42	78:42	n/a	n/a	78:40	76:24	84:59	75:20	IFR
Video on a Smartphone	P18+	6:09	6:09	n/a	n/a	8:04	6:59	5:48	3:20	IFR

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.

TABLE 4E – MONTHLY TIME SPENT IN HOURS: MINUTES AMONG USERS FOR Q4 2016
AMONG ASIAN AMERICANS

	Demo (Users)	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+
Live+DVR/ Time-shifted TV	P2+	76:24	86:16	45:14	31:09	35:43	59:07	79:31	100:42	138:06
DVR/ Time-shifted TV	P2+	15:46	17:48	9:07	6:53	7:23	13:24	17:48	25:43	16:02
DVD/Blu-Ray Device	P2+	10:42	11:39	8:16	7:33	15:57	15:22	14:05	8:19	6:28
Game Console	P2+	21:12	22:26	18:07	19:49	37:14	30:07	19:09	6:36	7:08
Multimedia Device	P2+	27:08	29:00	23:25	17:01	25:22	30:22	24:51	29:49	43:03
Internet on a PC	P2+	42:22	46:36	IFR	IFR	42:53	49:51	58:42	30:23	26:33
Video on a PC	P2+	23:57	24:47	IFR	IFR	35:38	28:07	24:48	17:40	11:17
App/Web on a Smartphone	P18+	62:57	62:57	n/a	n/a	67:35	67:03	66:03	IFR	IFR
Video on a Smartphone	P18+	4:36	4:36	n/a	n/a	4:18	5:39	4:50	IFR	IFR

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.

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

VIDEO STREAMING QUINTILE	COMPOSITE				BLACK			
	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV
Stream 1	16,060	26.3	74.3	232.4	1,625	32.9	70.4	339.0
Stream 2	16,061	2.6	34.5	265.6	1,627	3.0	27.9	346.9
Stream 3	16,065	0.7	22.3	247.8	1,625	0.8	17.6	321.9
Stream 4	16,059	0.2	15.2	267.7	1,628	0.2	13.8	327.7
Stream 5	16,062	0.0	11.4	266.2	1,628	0.0	11.4	364.7
Non Streamers	166,983	0.0	2.2	226.3	17,424	0.0	1.7	327.8
All	247,289	1.9	11.8	236.0	25,556	2.4	10.1	331.7

VIDEO STREAMING QUINTILE	HISPANIC				ASIAN AMERICAN			
	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV
Stream 1	1,903	24.9	57.7	179.7	1,047	28.9	75.3	75.9
Stream 2	1,919	2.7	17.8	168.1	1,040	4.0	27.5	118.7
Stream 3	1,901	0.8	14.5	221.8	1,040	1.0	16.8	136.4
Stream 4	1,903	0.2	11.8	173.7	1,034	0.2	13.6	130.6
Stream 5	1,915	0.0	7.7	224.1	1,048	0.0	6.2	190.9
Non Streamers	27,373	0.0	1.2	173.9	10,981	0.0	1.5	123.6
All	36,914	1.5	6.6	179.0	16,190	2.2	10.1	125.8

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

INTERNET QUINTILE	COMPOSITE				BLACK			
	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV
Internet 1	29,215	12.7	76.8	293.1	3,033	15.5	67.0	393.7
Internet 2	29,225	2.5	15.5	255.4	3,044	3.3	12.4	320.2
Internet 3	29,189	0.7	4.5	250.2	3,036	0.6	3.8	333.7
Internet 4	29,224	0.2	1.1	235.7	3,032	0.1	1.1	319.1
Internet 5	29,211	0.0	0.2	217.0	3,031	0.0	0.2	323.2
Non Internet Users	101,224	0.0	0.0	214.9	10,381	0.0	0.0	322.3
All	247,289	1.9	11.8	236.0	25,556	2.4	10.1	331.7

INTERNET QUINTILE	HISPANIC				ASIAN AMERICAN			
	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV
Internet 1	3,660	12.1	53.3	217.9	1,703	15.8	73.2	128.7
Internet 2	3,648	1.8	8.8	186.8	1,746	3.1	14.9	141.0
Internet 3	3,675	0.7	2.6	159.1	1,729	1.5	4.4	163.9
Internet 4	3,670	0.2	0.8	181.8	1,725	0.4	1.0	172.7
Internet 5	3,660	0.0	0.1	166.7	1,728	0.0	0.2	117.1
Non Internet Users	18,600	0.0	0.0	175.4	7,558	0.0	0.0	104.2
All	36,914	1.5	6.6	179.0	16,190	2.2	10.1	125.8

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

TELEVISION QUINTILE	COMPOSITE				BLACK			
	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV
Television 1	48,895	2.1	17.7	623.2	5,083	2.6	15.0	811.6
Television 2	48,882	1.3	12.9	301.6	5,089	1.8	9.8	440.2
Television 3	48,890	1.4	9.9	169.3	5,084	1.2	7.9	251.2
Television 4	48,877	1.9	8.4	75.0	5,082	2.9	8.6	118.7
Television 5	48,900	2.9	9.7	14.3	5,087	3.4	9.3	24.9
Non Television Viewers	2,843	4.3	13.1	0.0	131	2.0	6.3	0.0
All	247,289	1.9	11.8	236.0	25,556	2.4	10.1	331.7

TELEVISION QUINTILE	HISPANIC				ASIAN AMERICAN			
	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV	# OF PERSONS (000)	STREAM ON A PC (AVERAGE DAILY MINUTES)	INTERNET ON A PC (AVERAGE DAILY MINUTES)	TV
Television 1	7,338	1.2	9.9	457.3	3,107	1.4	10.2	390.8
Television 2	7,337	1.1	6.0	228.8	3,126	1.0	9.4	163.0
Television 3	7,339	1.1	5.3	130.7	3,092	1.5	7.4	71.2
Television 4	7,340	1.4	5.1	62.0	3,103	1.8	10.9	24.1
Television 5	7,337	2.6	6.6	14.1	3,113	5.2	13.6	4.1
Non Television Viewers	223	2.4	5.1	0.0	649	3.5	4.5	0.0
All	36,914	1.5	6.6	179.0	16,190	2.2	10.1	125.8

TABLE 6 – TELEVISION DISTRIBUTION SOURCES
NUMBER OF HOUSEHOLDS (IN 000'S)

	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
	Q4 2015	Q4 2016	Q4 2015	Q4 2016	Q4 2015	Q4 2016	Q4 2015	Q4 2016
Broadcast Only	13,088	14,706	2,183	2,526	2,574	2,906	851	963
Cable Plus	99,440	98,726	12,771	12,594	12,155	12,166	4,162	4,259
Wired Cable (No Telco)	51,972	53,010	7,004	6,926	5,453	6,016	2,208	2,322
Telco	13,380	10,232	1,939	1,718	1,543	964	921	725
Satellite	34,459	35,874	3,897	3,987	5,206	5,253	1,067	1,255
Broadband Only	3,872	4,970	278	462	381	518	414	569

Table 6 is based on weighted intab counts.
Cable Plus is inclusive of Wired Cable, Telco, and Satellite

TABLE 7 – TELEVISION DISTRIBUTION SOURCES BY ETHNICITY
PERCENTAGE OF HOUSEHOLDS

	COMPOSITE	WHITE	BLACK	HISPANIC	ASIAN AMERICAN
Broadcast Only	13%	11%	16%	19%	17%
Cable Plus	83%	84%	81%	77%	73%
Wired Cable (No Telco)	44%	45%	44%	38%	40%
Telco	9%	8%	11%	7%	12%
Satellite	30%	31%	26%	32%	22%
Broadband Only	4%	4%	3%	3%	10%

Cable Plus is inclusive of Wired Cable, Telco, and Satellite

TABLE 8 – PROVIDER TYPE WITH INTERNET STATUS
NUMBER OF HOUSEHOLDS (IN 000'S)

	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
	Q4 2015	Q4 2016	Q4 2015	Q4 2016	Q4 2015	Q4 2016	Q4 2015	Q4 2016
Broadcast Only and Broadband Access	6,987	8,570	653	860	1,087	1,300	698	825
Broadcast Only and No Internet/ Dial-Up Access	6,101	6,135	1,530	1,666	1,487	1,606	153	139
Cable Plus and Broadband Access	78,437	80,079	8,585	8,947	8,448	8,775	3,842	3,918
Cable Plus and No Internet/ Dial-Up Access	21,003	18,647	4,186	3,646	3,707	3,391	320	340

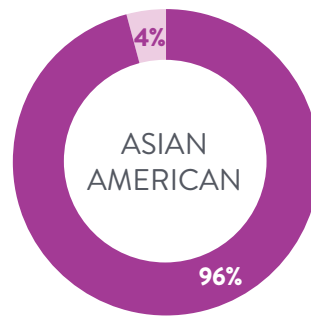
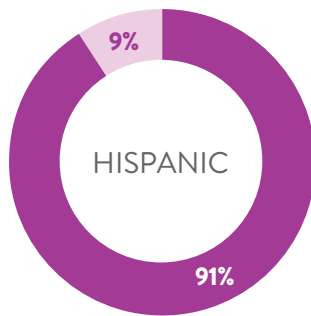
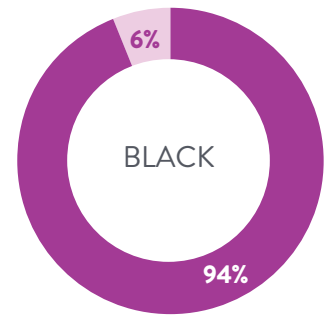
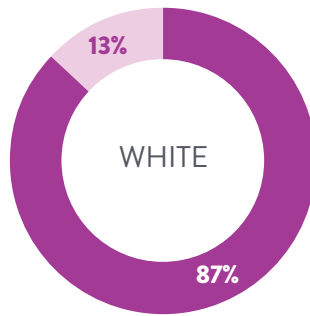
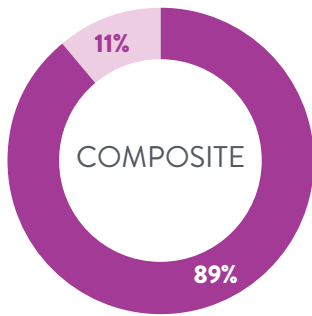
Table 8 is based on weighted intab counts.

TABLE 9 – DEVICES IN TV HOUSEHOLDS
PERCENTAGE OF HOUSEHOLDS

	COMPOSITE		BLACK		HISPANIC		ASIAN AMERICAN	
	Q4 2015	Q4 2016	Q4 2015	Q4 2016	Q4 2015	Q4 2016	Q4 2015	Q4 2016
DVD/Blu-Ray Player	78%	74%	74%	70%	73%	68%	68%	62%
DVR	50%	53%	45%	51%	44%	45%	41%	45%
Enabled Smart TV	20%	27%	16%	22%	23%	30%	27%	38%
High Definition TV	93%	95%	90%	92%	94%	97%	96%	98%
Multimedia Device	22%	29%	16%	26%	22%	31%	43%	51%
Any Smartphone	80%	85%	82%	87%	90%	93%	92%	93%
Subscription Video on Demand	48%	56%	39%	47%	48%	56%	63%	68%
Any Tablet	56%	61%	49%	55%	57%	62%	71%	73%
Video Game Console	44%	43%	44%	43%	53%	52%	49%	47%

EXHIBIT 3 – MOBILE DEVICE PENETRATION AMONG MOBILE SUBSCRIBERS 13+

● SMARTPHONE ● FEATURE PHONE



SOURCING & METHODOLOGIES

GLOSSARY

AM/FM RADIO: Listening to programming from AM/FM radio stations or network programming.

BROADBAND ACCESS: Paid, high-speed Internet access delivered via DSL, Cable Internet through cable provider, Fiber-Optic Service, U-Verse, Satellite Internet, Data Card (aircard that connects to a cellular phone network) or PC tethered to cell phone (cellular phone network).

BROADBAND ONLY: A household with at least one operable TV/monitor that receives video exclusively through a broadband internet connection instead of traditional means (over-the-air, wired cable, telco, satellite).

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

CABLE PLUS: Inclusive of Wired Cable, Telco, and Satellite. Broadband Only Homes would be not included. (Also referred to as Multichannel)

DIAL-UP: A household that accesses the Internet via a telephone line.

ENABLED SMART TV: A household with at least one television set that is capable and enabled to access the internet.

MULTIMEDIA DEVICE: Viewing on an Apple TV, Roku, Google Chromecast, Smartphone, Computer/Laptops, etc. connected to the TV.

SATELLITE: A paid TV subscription where the signal is distributed to an orbiting satellite. The amplified signal is then re-transmitted to the home and received via a dish. (Sometimes also referred to as “dish.”)

SUBSCRIPTION VIDEO ON DEMAND (SVOD): A household with access to a subscription video on demand service, such as Netflix, Amazon Prime and Hulu Plus.

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

TV HOUSEHOLD: A home with at least one operable TV/monitor with the ability to deliver video via traditional means of antennae, cable STB or Satellite receiver and/or with a broadband connection.

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

TELEVISION METHODOLOGY

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

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 Q4 2016 report is based on the March 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 Q4 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.

Meter collection capability improved in February 2016, which generally resulted in increased audience, page view, stream and duration metrics for Internet on a PC.

As of October 2016, a new crediting rule was implemented to better account for passively measured entities (using panel data only) serving video via progressive streaming. This generally resulted in increases in duration for Video 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.

Due to the methodology change from survey based data to EMM as of the Q4 2013 Total Audience report, data should not be trended to previous quarters' published editions.

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 limited 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

EXHIBIT 1, 2 & TABLES 1, 2, 3, 4 – AVERAGE TIME SPENT PER ADULT 18+ PER DAY, WEEKLY TIME SPENT AMONG US POPULATION, USERS BY MEDIUM, PERCENTAGE OF USERS, MONTHLY TIME SPENT AMONG USERS

Source: Live+DVR/Time-shifted TV, DVR/Time-shifted TV, DVD, Game Consoles, Multimedia Devices 09/26/2016-12/25/2016 via Nielsen NPOWER/National Panel, Radio 12/31/15-11/30/16 via RADAR 132, PC 10/01/16-12/31/16 via Nielsen Netview and Nielsen VideoCensus, Smartphone 10/01/16-12/31/16 via Nielsen Electronic Mobile Measurement, Tablet 10/01/16-12/31/16 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.

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

As of the Q1 2016 report, the calculations within Exhibit 2 have been adjusted to reflect actual usage of daily users.

Table 3 percentage of users is based on the users by medium out of the Nielsen total universe estimates. Due to variations in sources, radio is based on the RADAR universe estimates and mobile is based on the Mobile Insights universe estimates. All other sources are based on the total universe estimates.

Q4 2016 Universe Estimates (000's)	Demo	Total	A 18+	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+
Total UEs	P2+	311,620	245,740	40,820	25,060	30,890	42,570	60,730	62,840	48,710
RADAR UEs	P12+	274,532	249,412	n/a	25,120	31,507	43,329	61,440	63,185	49,951
Mobile Insights UEs	P18+	245,229	245,229	n/a	n/a	30,042	42,803	61,502	66,825	44,057

Q4 2016 Universe Estimates (000's)	Demo	Black Total	Hispanic Total	Asian Am. Total
Total UEs	P2+	41,097	53,014	19,619
RADAR UEs	P12+	35,462	45,530	n/a
Mobile Insights UEs	P18+	27,775	37,404	11,615

As of the Q2 2015 report, TV-connected devices (DVR, DVD, Game Console, and Multimedia Devices) among users of each medium are calculated based on users of each TV-connected device.

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

Source: 10/01/16-12/31/16 via Nielsen NPOWER/Cross Platform Homes Panel for P2+. Internet and Streaming based on home PC only.

TABLE 6 – TELEVISION DISTRIBUTION SOURCES

Source: Based on the weighted intab counts for the 15th of each month within the quarter via Nielsen NPOWER/National Panel.

Cable Plus is inclusive of Wired Cable, Telco, and Satellite. The sum of Wired Cable, Telco, and Satellite may be greater than Cable Plus due to homes that have multiple providers.

TABLE 7 – TELEVISION DISTRIBUTION SOURCES BY ETHNICITY

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

Cable Plus is inclusive of Wired Cable, Telco, and Satellite.

TABLE 8 – PROVIDER TYPE WITH INTERNET STATUS

Source: Based on the weighted intab counts for the 15th of each month within the quarter via Nielsen NPOWER/National Panel. Broadband access is inclusive of Unknown status.

TABLE 9 – DEVICES IN TV HOUSEHOLDS

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

EXHIBIT 3 – MOBILE DEVICE PENETRATION AMONG MOBILE SUBSCRIBERS 13+

Source: Mobile 10/01/16-12/31/16 via Nielsen Mobile Insights.

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

PAGES 3-9
AVERAGE WEEKLY DATA AMONG P18+

		DEFINITIONS OF NEWS
NATIONAL TV NEWS	National Television Panel (NPOWER)	Broadcast - ABC, CBS, FOX, NBC, TEL, UNI Cable - CNBC, CNN, FOXNC, MSNBC News Summary Type Code, Total Day, Live+SD Average Minute methodology
LOCAL TV NEWS	Nielsen LPM Markets (NLTV)	Broadcast - ABC, CBS, FOX, NBC, TEL, UNI Local News Genre, Total Day, Live+SD 25 LPM markets Average Quarter Hour methodology
DIGITAL NEWS	Netview (PC), EMM (Smartphone)	Current Events & Global News Subcategory
RADIO NEWS	Nielsen PPM Markets	339 News/Talk, All News and Spanish News/Talk radio stations combined, including 52 NPR affiliates

Share of Weekly Viewing/Listening/Reading to News

National TV - Share of gross minutes out of All Broadcast and Cable minutes, 12/28/2015 - 12/25/2016, comparable weeks in prior years; Local TV - Share of gross minutes out of PUT minutes, 01/01/2016 - 12/31/2016, comparable weeks in prior years; Digital - Share of gross minutes out of Total PC minutes, Total Smartphone minutes, 12/28/2015 - 12/25/2016, comparable weeks in prior years; Radio - AQH Share, January - December yearly average

Composition of an Adult News Viewer/Listener/Reader

National TV - Share of gross minutes, 09/26/2016 - 12/25/2016; Local TV - Share of gross minutes, 10/01/16 - 12/31/16; Digital - Share of gross minutes, 09/26/2016 - 12/25/2016; Radio - AQH Share, October - December 2016

Weekly Gross Minutes, Reach Percentages, Weekly Time Spent

National TV - 12/28/2015 - 12/25/2016, comparable weeks in prior years; Local TV - 01/01/2016 - 12/31/2016, comparable weeks in prior years; Digital - 12/28/2015 - 12/25/2016, comparable weeks in prior years; Radio - January - December yearly average

Population estimates based on the U.S. Total Population or measured Total Population among included markets.

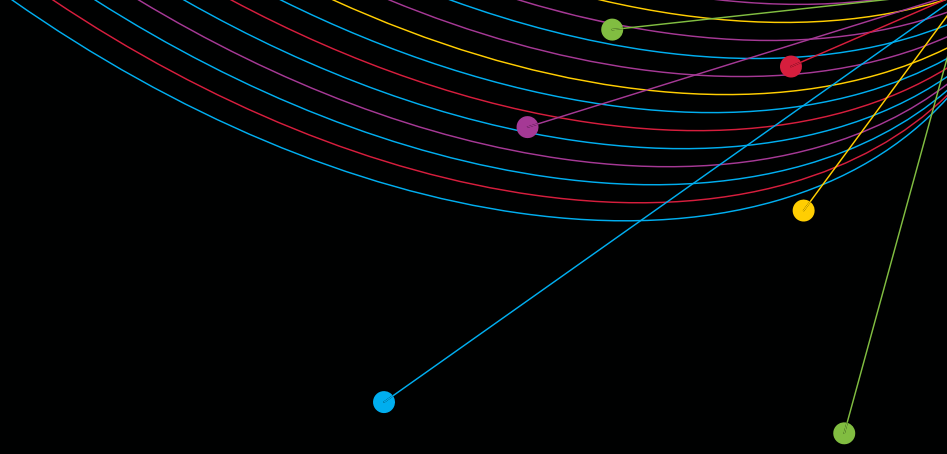
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Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement 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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