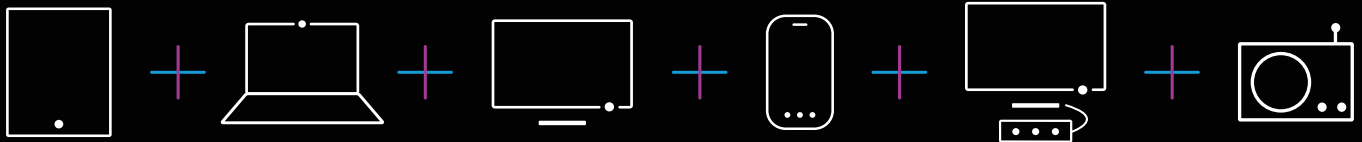




AN UNCOMMON SENSE
OF THE CONSUMER™

COMPARABLE METRICS

Q2 2015



WELCOME

Welcome to the inaugural edition of the Nielsen Comparable Metrics Report! In Q1 2015 we included a spotlight in our Total Audience Report presenting an in-depth analysis of users and usage across platforms – averaged across the entire U.S. population – in which all were displayed on equal footing.

Results of that study have been updated and expanded upon here to form the first in what will be a quarterly report covering TV, Radio, TV-connected devices, PCs, Smartphones, and Tablets.

The goal is to eliminate confusion around definitions and terminology across mediums and provide clarity in the form of “apples to apples” metrics designed to address three critical questions media researchers face:

1. **HOW MANY** adults access a given platform or content type in an average week
2. **HOW OFTEN** users access that content (expressed as days per week)
3. **HOW LONG** adults spend engaging with the content

Confusion of basic metrics is limiting the ability to process and integrate data from all areas of the media spectrum into a cohesive understanding of the U.S. population. For example, we measure “How Many” in TV with Reach, in Radio with Cume, and in digital media with Unique Audience. Essentially, we’re all trying to communicate the same thing while speaking different languages!

Another common misconception comes from comparing digital video starts or views with TV average audience. It may appear on first glance that tens of millions of video views is a much larger number than a few million persons in the audience of a TV program, but the two numbers are reporting completely different things. The TV audience expresses viewers in an average minute of the program rather than across the total duration, as digital media is commonly reported. The number of persons exposed to a telecast as a whole is a much larger figure, and generally speaking the Reach of a TV program in a month or a quarter is far larger than the Uniques attracted to the same piece of content online. This report distills all platforms down to an average audience figure and allows us to view everything in the context of usage within the average minute.

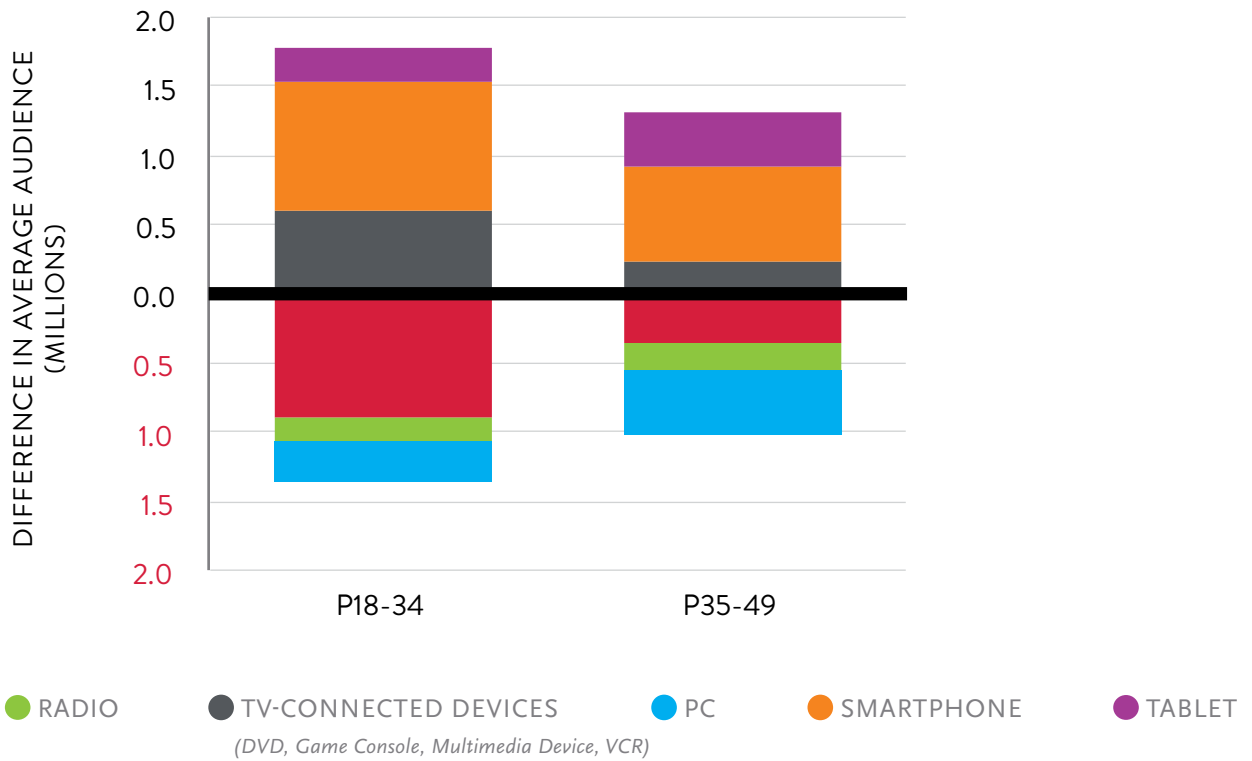
Finally, in addition to measuring total usage of these platforms among adults by age, race, and ethnicity we have broken out digital measurement into Video, Streaming Audio, and Social Networking to glean greater insight into how each is consumed. The table located on page 22 describes what is and is not included within each of these subcategories.

All of the findings in this report are derived from the best available data, and will continue to evolve in 2016 and beyond as Nielsen progresses towards the goal of Total Audience Measurement.

GAIN/LOSS IN OVERALL MEDIA USAGE

USAGE MOVING TO MOBILE AND TV-CONNECTED DEVICES

MAY 2014 - MAY 2015 DIFFERENCE IN AVERAGE AUDIENCE



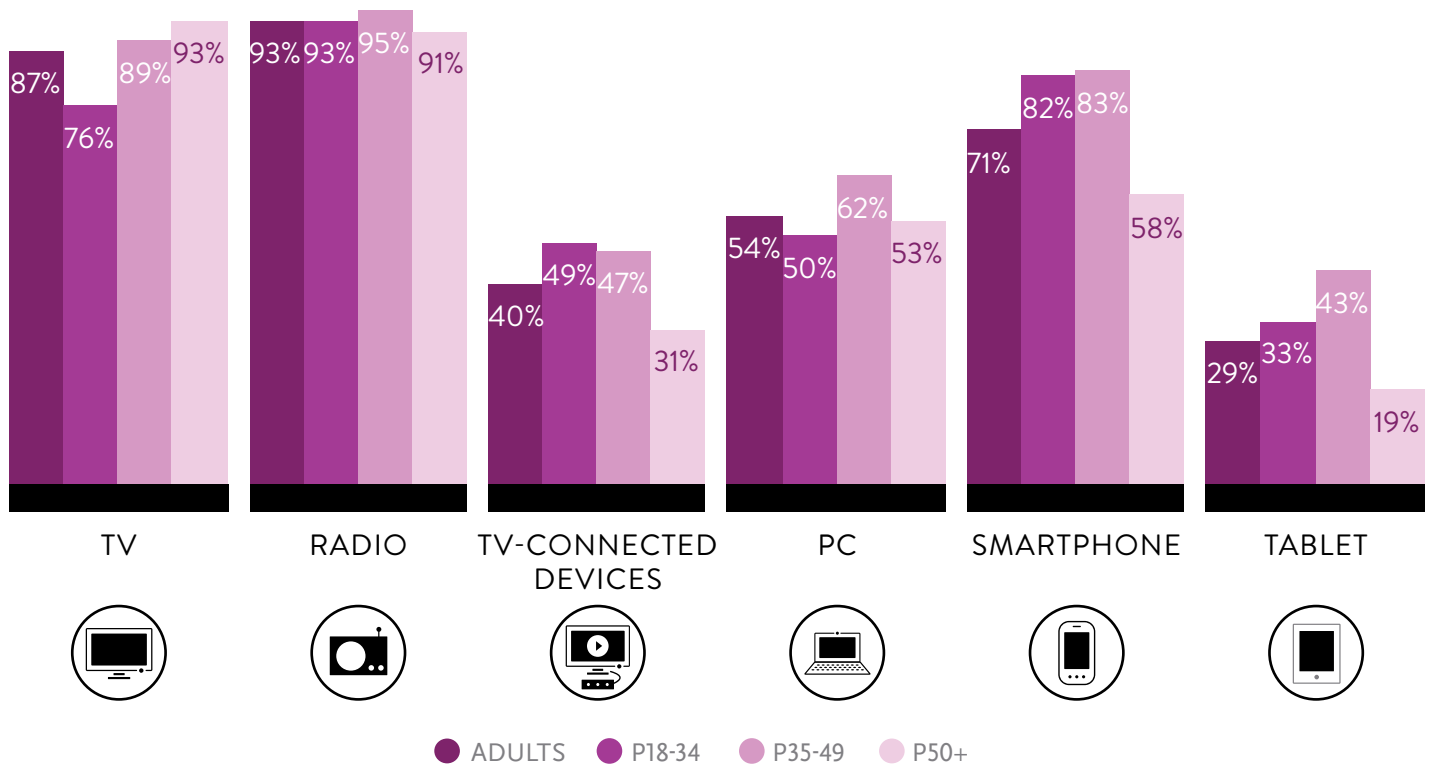
- **MEDIA USAGE IS MOVING TO MOBILE AND TV-CONNECTED DEVICES**
- THE DECLINE IN TV IS MORE THAN OFFSET BY THE INCREASE IN SMARTPHONE, TABLET, AND OTT



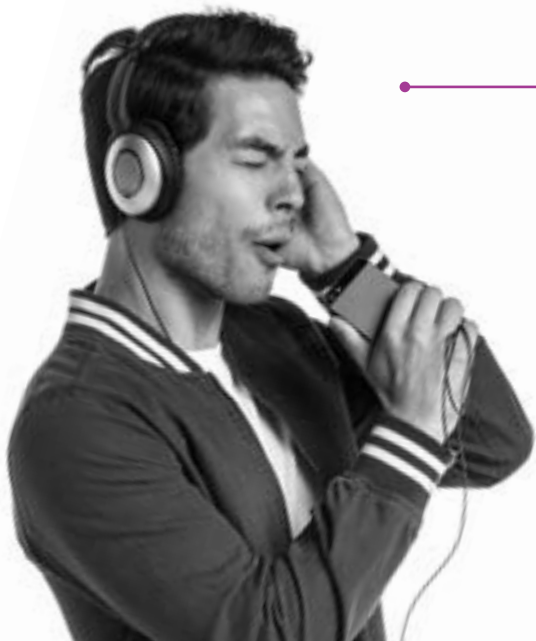
HOW MANY

OVER 90% OF ADULTS LISTEN TO RADIO EACH WEEK

WEEKLY REACH (% OF POPULATION)



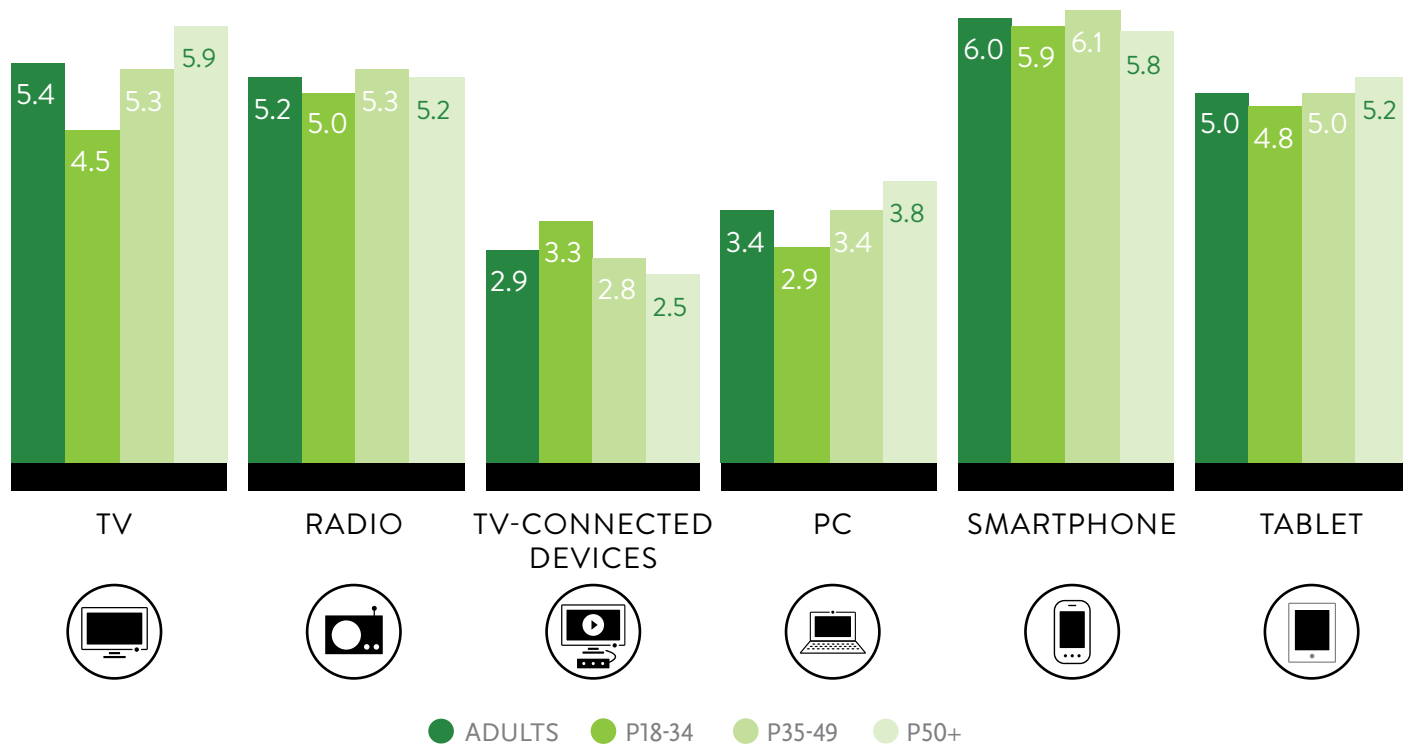
- **OVER 90% OF ADULTS OF ALL AGES LISTEN TO AM/FM RADIO IN A GIVEN WEEK**
- WHILE MUCH ATTENTION ON DIGITAL MEDIA FOCUSES ON “MILLENNIALS”, MORE ADULTS AGE 35-49 USE PCS, SMARTPHONES, AND TABLETS IN A WEEK THAN P18-34



HOW OFTEN

ADULTS USE SMARTPHONES NEARLY EVERY DAY

AVG DAY PER WEEK WITH USAGE (AMONG USERS)



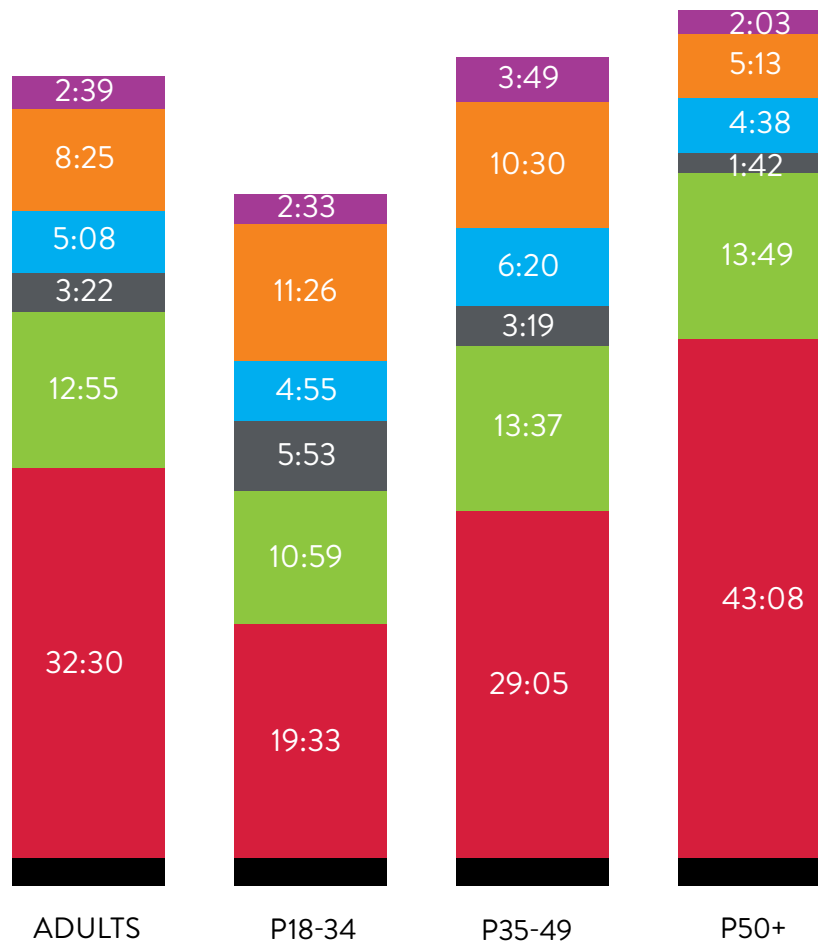
- **IF YOU HAVE A SMARTPHONE, YOU USE IT NEARLY EVERY DAY TO BROWSE THE WEB OR USE APPS**
- PCS HAVE LOWER WEEKLY DAYS OF USAGE THAN OTHER DIGITAL DEVICES
- TV-CONNECTED DEVICES ARE USED MOST OFTEN AMONG OWNERS AGE 18-34



HOW LONG

ADULTS SPEND THE MOST TIME WATCHING TV

WEEKLY HOURS:MINS OF USAGE (IN POPULATION)



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

- ADULTS OF ALL AGES SPEND MORE TIME WITH TV THAN WITH ANY OTHER PLATFORM
- P18-34 SPEND NEARLY AS MUCH TIME USING DIGITAL DEVICES AS A WHOLE AS THEY DO WATCHING TV
- RADIO HAS THE MOST CONSISTENT MINUTES OF USAGE ACROSS ALL AGE GROUPS

COMPARABLE METRICS BY RACE AND ETHNICITY



WEEKLY HOURS:MINS OF USAGE BY ETHNICITY & RACE

ADULTS 18+	COMPOSITE	BLACK	HISPANIC	ASIAN AMERICAN
TV	32:30	47:03	26:54	17:05
Radio	12:55	13:19	13:36	n/a
TV-Connected Devices	3:22	3:40	3:16	3:57
PC Total	5:08	5:45	3:46	4:02
PC Video	1:26	2:03	1:15	1:14
PC Streaming Audio	0:07	0:09	0:09	0:06
PC Social Network	0:35	0:34	0:23	0:17
Smartphone (App+Web)	8:25	9:13	11:02	7:42
Smartphone Video	0:16	0:22	0:32	0:21
Smartphone Streaming Audio	0:16	0:20	0:36	0:13
Smartphone Social Network	2:27	2:32	3:22	2:07
Tablet (App+Web)	2:39	2:23	1:44	1:58
Tablet Video	0:10	0:10	0:06	0:14
Tablet Streaming Audio	0:04	0:05	0:03	0:01
Tablet Social Network	0:52	0:45	0:32	0:25

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

COMPARABLE METRICS - ADULTS 18+

AVERAGE WEEK MAY 5-JUNE 1, 2014

ADULTS 18+ UE = 237,750,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH%	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA%	AVG AUDIENCE
TV	209,626,644	88.2%	5.49	412	474,174,763,510	1,994	2,262	19.8%	47,041,147
Radio	221,491,000	93.2%	5.19	165	189,374,805,000	797	855	7.9%	18,787,183
TV-Connected Devices	89,280,999	37.6%	2.70	157	37,950,915,673	160	425	1.6%	3,764,972
PC	131,380,444	55.3%	3.52	173	79,807,606,364	336	607	3.3%	7,917,421
PC Video	86,988,717	36.6%	2.31	95	18,990,867,237	80	218	0.8%	1,884,015
PC Streaming Audio	23,343,293	9.8%	1.60	54	2,007,685,652	8	86	0.1%	199,175
PC Social Network	87,049,829	36.6%	2.60	56	12,587,878,486	53	145	0.5%	1,248,797
Smartphone (App+Web)	156,339,096	65.8%	5.92	105	96,850,734,451	407	619	4.0%	9,608,208
Smartphone Video	80,286,533	33.8%	2.55	14	2,783,398,290	12	35	0.1%	276,131
Smartphone Streaming Audio	41,177,456	17.3%	2.58	28	2,992,799,302	13	73	0.1%	296,905
Smartphone Social Network	137,274,945	57.7%	4.87	37	24,489,567,318	103	178	1.0%	2,429,521
Tablet (App+Web)	49,103,667	20.7%	5.22	100	25,729,724,347	108	524	1.1%	2,552,552
Tablet Video	25,492,225	10.7%	2.79	17	1,233,348,399	5	48	0.1%	122,356
Tablet Streaming Audio	3,952,184	1.7%	2.23	42	374,720,454	2	95	0.0%	37,175
Tablet Social Network	41,072,219	17.3%	4.35	30	5,323,185,725	22	130	0.2%	528,094

COMPARABLE METRICS - ADULTS 18+

AVERAGE WEEK MAY 4-MAY 31, 2015

ADULTS 18+ UE = 240,160,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH%	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA%	AVG AUDIENCE
TV	208,494,262	86.8%	5.39	416	468,229,291,820	1,950	2,246	19.3%	46,451,319
Radio	222,654,000	92.7%	5.15	162	186,138,744,000	775	836	7.7%	18,466,145
TV-Connected Devices	97,053,798	40.4%	2.87	174	48,504,891,230	202	500	2.0%	4,811,993
PC	130,291,285	54.3%	3.42	166	74,081,609,876	308	569	3.1%	7,349,366
PC Video	85,130,265	35.4%	2.28	106	20,673,085,671	86	243	0.9%	2,050,901
PC Streaming Audio	20,571,991	8.6%	1.63	53	1,788,816,052	7	87	0.1%	177,462
PC Social Network	77,595,564	32.3%	2.50	43	8,374,958,516	35	108	0.3%	830,849
Smartphone (App+Web)	171,470,164	71.4%	5.95	119	121,337,449,667	505	708	5.0%	12,037,445
Smartphone Video	91,989,762	38.3%	2.79	15	3,873,133,256	16	42	0.2%	384,239
Smartphone Streaming Audio	45,484,769	18.9%	2.75	31	3,855,595,425	16	85	0.2%	382,500
Smartphone Social Network	149,383,487	62.2%	5.01	47	35,351,017,927	147	237	1.5%	3,507,045
Tablet (App+Web)	69,740,427	29.0%	4.99	110	38,119,220,701	159	547	1.6%	3,781,669
Tablet Video	33,475,405	13.9%	2.82	25	2,353,101,782	10	70	0.1%	233,443
Tablet Streaming Audio	6,356,342	2.6%	2.37	59	894,331,309	4	141	0.0%	88,723
Tablet Social Network	56,848,411	23.7%	4.28	51	12,514,182,358	52	220	0.5%	1,241,486

COMPARABLE METRICS - PERSONS 18-34

AVERAGE WEEK MAY 5-JUNE 1, 2014

P18-34 UE = 71,630,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH%	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA%	AVG AUDIENCE
TV	56,159,686	78.4%	4.73	353	93,814,400,640	1,310	1,670	13.0%	9,306,984
Radio	67,048,000	93.6%	5.03	146	49,242,540,000	687	734	6.8%	4,885,173
TV-Connected Devices	32,347,687	45.2%	3.02	198	19,365,634,674	270	599	2.7%	1,921,194
PC	37,925,673	52.9%	2.95	218	24,403,619,175	341	643	3.4%	2,420,994
PC Video	26,031,804	36.3%	2.01	155	8,140,083,721	114	313	1.1%	807,548
PC Streaming Audio	8,392,276	11.7%	1.65	58	802,699,424	11	96	0.1%	79,633
PC Social Network	23,507,600	32.8%	2.38	52	2,906,938,099	41	124	0.4%	288,387
Smartphone (App+Web)	57,430,352	80.2%	5.88	119	40,200,229,594	561	700	5.6%	3,988,118
Smartphone Video	35,873,489	50.1%	2.82	15	1,537,890,614	21	43	0.2%	152,569
Smartphone Streaming Audio	19,836,834	27.7%	2.79	29	1,581,682,752	22	80	0.2%	156,913
Smartphone Social Network	52,361,531	73.1%	5.14	44	11,889,945,385	166	227	1.6%	1,179,558
Tablet (App+Web)	17,918,264	25.0%	5.01	96	8,653,835,116	121	483	1.2%	858,515
Tablet Video	9,759,735	13.6%	2.81	20	546,773,909	8	56	0.1%	54,243
Tablet Streaming Audio	1,791,826	2.5%	2.60	44	203,988,630	3	114	0.0%	20,237
Tablet Social Network	14,817,514	20.7%	4.25	29	1,821,181,819	25	123	0.3%	180,673

COMPARABLE METRICS - PERSONS 18-34

AVERAGE WEEK MAY 4-MAY 31, 2015

P18-34 UE = 72,210,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH%	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA%	AVG AUDIENCE
TV	54,675,144	75.7%	4.51	343	84,734,615,390	1,173	1,550	11.6%	8,406,212
Radio	66,905,000	92.7%	4.97	143	47,609,055,000	659	712	6.5%	4,723,121
TV-Connected Devices	35,097,042	48.6%	3.26	222	25,475,860,128	353	726	3.5%	2,527,367
PC	35,943,698	49.8%	2.93	202	21,272,771,925	295	592	2.9%	2,110,394
PC Video	23,446,967	32.5%	1.99	175	8,162,467,867	113	348	1.1%	809,769
PC Streaming Audio	7,595,321	10.5%	1.69	60	764,698,559	11	101	0.1%	75,863
PC Social Network	19,707,722	27.3%	2.15	41	1,714,016,391	24	87	0.2%	170,041
Smartphone (App+Web)	59,005,694	81.7%	5.94	141	49,520,852,792	686	839	6.8%	4,912,783
Smartphone Video	39,614,620	54.9%	3.16	17	2,162,404,807	30	55	0.3%	214,524
Smartphone Streaming Audio	22,578,985	31.3%	3.13	31	2,202,300,130	30	98	0.3%	218,482
Smartphone Social Network	53,693,275	74.4%	5.33	57	16,340,276,764	226	304	2.2%	1,621,059
Tablet (App+Web)	23,970,781	33.2%	4.77	97	11,064,398,437	153	462	1.5%	1,097,659
Tablet Video	11,776,169	16.3%	2.96	31	1,095,323,220	15	93	0.2%	108,663
Tablet Streaming Audio	3,347,540	4.6%	2.44	52	424,599,645	6	127	0.1%	42,123
Tablet Social Network	19,347,987	26.8%	4.14	44	3,529,044,936	49	182	0.5%	350,104

COMPARABLE METRICS - PERSONS 35-49

AVERAGE WEEK MAY 5-JUNE 1, 2014

P35-49 UE = 60,860,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH%	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA%	AVG AUDIENCE
TV	54,719,341	89.9%	5.41	370	109,416,744,241	1,798	2,000	17.8%	10,854,836
Radio	58,178,000	95.6%	5.37	165	51,662,064,000	849	888	8.4%	5,125,205
TV-Connected Devices	26,474,299	43.5%	2.62	141	9,820,211,148	161	371	1.6%	974,227
PC	39,446,365	64.8%	3.47	202	27,629,969,089	454	700	4.5%	2,741,068
PC Video	26,668,510	43.8%	2.34	100	6,244,566,387	103	234	1.0%	619,501
PC Streaming Audio	8,728,777	14.3%	1.56	55	749,569,131	12	86	0.1%	74,362
PC Social Network	29,053,858	47.7%	2.52	65	4,775,523,881	78	164	0.8%	473,762
Smartphone (App+Web)	46,565,386	76.5%	6.11	110	31,234,569,164	513	671	5.1%	3,098,668
Smartphone Video	24,802,621	40.8%	2.50	12	759,663,293	12	31	0.1%	75,363
Smartphone Streaming Audio	12,230,396	20.1%	2.49	30	926,150,828	15	76	0.2%	91,880
Smartphone Social Network	42,389,869	69.7%	5.09	35	7,615,565,841	125	180	1.2%	755,512
Tablet (App+Web)	18,337,627	30.1%	5.37	100	9,816,425,436	161	535	1.6%	973,852
Tablet Video	10,026,603	16.5%	2.84	17	474,109,632	8	47	0.1%	47,035
Tablet Streaming Audio	1,397,879	2.3%	2.16	35	105,603,384	2	76	0.0%	10,477
Tablet Social Network	15,465,622	25.4%	4.38	32	2,152,479,077	35	139	0.4%	213,540

COMPARABLE METRICS - PERSONS 35-49

AVERAGE WEEK MAY 4-MAY 31, 2015

P35-49 UE = 60,690,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH%	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA%	AVG AUDIENCE
TV	54,007,493	89.0%	5.31	370	105,890,596,300	1,745	1,961	17.3%	10,505,019
Radio	57,629,000	95.0%	5.32	162	49,560,940,000	817	860	8.1%	4,916,760
TV-Connected Devices	28,451,863	46.9%	2.77	153	12,064,523,746	199	424	2.0%	1,196,877
PC	37,761,626	62.2%	3.36	182	23,036,554,736	380	610	3.8%	2,285,372
PC Video	24,638,138	40.6%	2.28	108	6,033,405,310	99	245	1.0%	598,552
PC Streaming Audio	7,293,621	12.0%	1.61	49	575,915,414	9	79	0.1%	57,134
PC Social Network	24,176,040	39.8%	2.36	46	2,649,259,987	44	110	0.4%	262,823
Smartphone (App+Web)	50,446,718	83.1%	6.14	123	38,211,782,428	630	757	6.2%	3,790,851
Smartphone Video	28,185,594	46.4%	2.72	14	1,062,839,088	18	38	0.2%	105,440
Smartphone Streaming Audio	13,493,455	22.2%	2.59	33	1,154,035,769	19	86	0.2%	114,488
Smartphone Social Network	45,860,264	75.6%	5.20	48	11,514,519,109	190	251	1.9%	1,142,313
Tablet (App+Web)	25,903,587	42.7%	5.00	107	13,884,940,412	229	536	2.3%	1,377,474
Tablet Video	12,712,684	20.9%	2.88	24	872,871,184	14	69	0.1%	86,594
Tablet Streaming Audio	1,892,954	3.1%	2.12	57	229,744,892	4	121	0.0%	22,792
Tablet Social Network	20,742,796	34.2%	4.28	53	4,742,707,697	78	229	0.8%	470,507

COMPARABLE METRICS - PERSONS 50+

AVERAGE WEEK MAY 5-JUNE 1, 2014

P50+ UE = 105,260,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH%	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA%	AVG AUDIENCE
TV	98,747,617	93.8%	5.97	460	270,943,618,629	2,574	2,744	25.5%	26,879,327
Radio	96,265,000	91.5%	5.21	176	88,424,709,000	840	919	8.3%	8,772,293
TV-Connected Devices	30,459,014	28.9%	2.43	118	8,765,069,852	83	288	0.8%	869,551
PC	54,008,405	51.3%	3.95	130	27,774,018,101	264	514	2.6%	2,755,359
PC Video	34,288,402	32.6%	2.51	54	4,606,217,128	44	134	0.4%	456,966
PC Streaming Audio	6,222,240	5.9%	1.60	46	455,417,098	4	73	0.0%	45,180
PC Social Network	34,488,370	32.8%	2.82	51	4,905,416,506	47	142	0.5%	486,648
Smartphone (App+Web)	52,343,358	49.7%	5.78	84	25,415,935,692	241	486	2.4%	2,521,422
Smartphone Video	19,610,423	18.6%	2.14	12	485,844,383	5	25	0.0%	48,199
Smartphone Streaming Audio	9,110,227	8.7%	2.24	24	484,965,721	5	53	0.0%	48,112
Smartphone Social Network	42,523,545	40.4%	4.31	27	4,984,056,092	47	117	0.5%	494,450
Tablet (App+Web)	12,847,776	12.2%	5.32	106	7,259,387,548	69	565	0.7%	720,177
Tablet Video	5,705,887	5.4%	2.73	14	212,414,026	2	37	0.0%	21,073
Tablet Streaming Audio	762,479	0.7%	1.68	51	65,064,901	1	85	0.0%	6,455
Tablet Social Network	10,789,082	10.2%	4.43	28	1,349,448,581	13	125	0.1%	133,874

COMPARABLE METRICS - PERSONS 50+

AVERAGE WEEK MAY 4-MAY 31, 2015

P50+ UE = 107,260,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH%	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA%	AVG AUDIENCE
TV	99,811,626	93.1%	5.92	469	277,604,080,130	2,588	2,781	25.7%	27,540,087
Radio	98,120,000	91.5%	5.18	175	88,876,712,000	829	906	8.2%	8,817,134
TV-Connected Devices	33,504,893	31.2%	2.54	129	10,964,507,356	102	327	1.0%	1,087,749
PC	56,585,960	52.8%	3.77	140	29,772,283,214	278	526	2.8%	2,953,600
PC Video	37,045,161	34.5%	2.47	71	6,477,212,495	60	175	0.6%	642,581
PC Streaming Audio	5,683,048	5.3%	1.59	50	448,202,079	4	79	0.0%	44,464
PC Social Network	33,711,802	31.4%	2.80	42	4,011,682,137	37	119	0.4%	397,984
Smartphone (App+Web)	62,017,752	57.8%	5.81	93	33,604,814,446	313	542	3.1%	3,333,811
Smartphone Video	24,189,549	22.6%	2.25	12	647,889,361	6	27	0.1%	64,275
Smartphone Streaming Audio	9,412,329	8.8%	2.07	26	499,259,526	5	53	0.0%	49,530
Smartphone Social Network	49,829,949	46.5%	4.51	33	7,496,222,054	70	150	0.7%	743,673
Tablet (App+Web)	19,866,059	18.5%	5.25	126	13,169,742,371	123	663	1.2%	1,306,522
Tablet Video	8,986,552	8.4%	2.57	17	384,767,898	4	43	0.0%	38,171
Tablet Streaming Audio	1,115,847	1.0%	2.62	82	239,887,143	2	215	0.0%	23,798
Tablet Social Network	16,757,628	15.6%	4.46	57	4,242,310,171	40	253	0.4%	420,864

COMPARABLE METRICS - BLACK 18+

AVERAGE WEEK MAY 5-JUNE 1, 2014

BLACK 18+ UE = 29,497,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH%	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA%	AVG AUDIENCE
TV	26,477,011	89.8%	5.60	593	87,899,375,602	2,980	3,320	29.6%	8,720,176
Radio	27,532,000	93.3%	5.05	177	24,641,140,000	835	895	8.3%	2,444,558
TV-Connected Devices	10,186,542	34.5%	2.66	192	5,189,333,774	176	509	1.7%	514,815
PC	16,362,075	55.5%	3.24	211	11,166,302,320	379	682	3.8%	1,107,768
PC Video	11,178,841	37.9%	2.12	135	3,215,204,530	109	288	1.1%	318,969
PC Streaming Audio	3,080,079	10.4%	1.67	64	327,770,487	11	106	0.1%	32,517
PC Social Network	9,750,706	33.1%	2.36	71	1,640,123,275	56	168	0.6%	162,711
Smartphone (App+Web)	19,779,247	67.1%	5.88	125	14,551,641,900	493	736	4.9%	1,443,615
Smartphone Video	11,887,265	40.3%	2.68	18	560,415,037	19	47	0.2%	55,597
Smartphone Streaming Audio	7,068,235	24.0%	2.60	28	510,510,692	17	72	0.2%	50,646
Smartphone Social Network	17,579,987	59.6%	4.80	46	3,887,041,449	132	221	1.3%	385,619
Tablet (App+Web)	5,553,391	18.8%	5.23	95	2,758,103,681	94	497	0.9%	273,621
Tablet Video	3,100,749	10.5%	2.87	22	197,583,804	7	64	0.1%	19,602
Tablet Streaming Audio	546,444	1.9%	2.42	36	47,985,364	2	88	0.0%	4,760
Tablet Social Network	4,816,328	16.3%	4.28	27	566,433,167	19	118	0.2%	56,194

COMPARABLE METRICS - BLACK 18+

AVERAGE WEEK MAY 4-MAY 31, 2015

BLACK 18+ UE = 29,936,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH%	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA%	AVG AUDIENCE
TV	26,557,088	88.7%	5.41	588	84,499,587,974	2,823	3,182	28.0%	8,382,896
Radio	27,718,000	92.6%	5.00	172	23,920,634,000	799	863	7.9%	2,373,079
TV-Connected Devices	11,203,794	37.4%	2.91	202	6,574,780,559	220	587	2.2%	652,260
PC	16,431,572	54.9%	3.10	202	10,320,876,429	345	628	3.4%	1,023,896
PC Video	10,928,205	36.5%	1.98	171	3,686,457,207	123	337	1.2%	365,720
PC Streaming Audio	2,735,186	9.1%	1.43	66	256,063,358	9	94	0.1%	25,403
PC Social Network	8,343,797	27.9%	2.18	55	1,008,266,939	34	121	0.3%	100,026
Smartphone (App+Web)	20,626,590	68.9%	5.95	135	16,563,074,983	553	803	5.5%	1,643,162
Smartphone Video	12,856,873	42.9%	3.10	16	652,545,083	22	51	0.2%	64,737
Smartphone Streaming Audio	6,941,221	23.2%	2.79	30	590,678,908	20	85	0.2%	58,599
Smartphone Social Network	18,116,400	60.5%	4.97	51	4,563,178,839	152	252	1.5%	452,696
Tablet (App+Web)	7,033,820	23.5%	4.74	128	4,279,491,781	143	608	1.4%	424,553
Tablet Video	3,865,612	12.9%	3.03	26	306,997,359	10	79	0.1%	30,456
Tablet Streaming Audio	836,885	2.8%	2.63	62	136,232,943	5	163	0.0%	13,515
Tablet Social Network	5,917,973	19.8%	4.20	54	1,346,627,867	45	228	0.4%	133,594

COMPARABLE METRICS - HISPANIC 18+

AVERAGE WEEK MAY 5-JUNE 1, 2014

HISPANIC 18+ UE = 35,685,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH%	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA%	AVG AUDIENCE
TV	32,063,788	89.9%	5.25	349	58,789,424,875	1,647	1,834	16.3%	5,832,284
Radio	34,803,000	97.5%	5.31	162	29,895,777,000	838	859	8.3%	2,965,851
TV-Connected Devices	13,535,812	37.9%	2.54	154	5,285,303,264	148	390	1.5%	524,336
PC	15,228,651	42.7%	3.36	181	9,284,391,652	260	610	2.6%	921,071
PC Video	9,980,413	28.0%	2.34	118	2,754,344,269	77	276	0.8%	273,248
PC Streaming Audio	3,368,066	9.4%	1.64	62	339,786,488	10	101	0.1%	33,709
PC Social Network	10,216,774	28.6%	2.44	54	1,358,038,865	38	133	0.4%	134,726
Smartphone (App+Web)	28,712,376	80.5%	5.90	118	19,932,478,436	559	694	5.5%	1,977,428
Smartphone Video	17,204,234	48.2%	2.87	15	750,649,632	21	44	0.2%	74,469
Smartphone Streaming Audio	9,132,340	25.6%	2.83	29	751,399,038	21	82	0.2%	74,544
Smartphone Social Network	25,585,241	71.7%	4.90	44	5,511,561,706	154	215	1.5%	546,782
Tablet (App+Web)	5,591,515	15.7%	5.13	108	3,089,045,115	87	552	0.9%	306,453
Tablet Video	3,532,821	9.9%	2.86	18	180,860,091	5	51	0.1%	17,942
Tablet Streaming Audio	622,691	1.7%	2.50	40	61,582,912	2	99	0.0%	6,109
Tablet Social Network	4,511,336	12.6%	4.09	38	706,996,227	20	157	0.2%	70,139

COMPARABLE METRICS - HISPANIC 18+

AVERAGE WEEK MAY 4-MAY 31, 2015

HISPANIC 18+ UE = 36,157,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH%	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA%	AVG AUDIENCE
TV	32,056,455	88.7%	5.18	352	58,358,924,145	1,614	1,821	16.0%	5,789,576
Radio	35,084,000	97.0%	5.27	160	29,505,644,000	816	841	8.1%	2,927,147
TV-Connected Devices	14,465,221	40.0%	2.76	178	7,093,964,726	196	490	1.9%	703,766
PC	14,340,966	39.7%	3.17	181	8,204,342,761	227	572	2.3%	813,923
PC Video	9,074,745	25.1%	2.20	137	2,724,946,752	75	300	0.7%	270,332
PC Streaming Audio	3,081,722	8.5%	1.55	66	313,415,651	9	102	0.1%	31,093
PC Social Network	8,366,157	23.1%	2.10	47	825,264,574	23	99	0.2%	81,871
Smartphone (App+Web)	29,864,985	82.6%	5.86	137	23,950,082,486	662	802	6.6%	2,376,000
Smartphone Video	19,792,247	54.7%	3.19	18	1,153,349,467	32	58	0.3%	114,420
Smartphone Streaming Audio	10,767,090	29.8%	3.21	38	1,307,611,012	36	121	0.4%	129,723
Smartphone Social Network	26,283,547	72.7%	5.10	54	7,302,538,615	202	278	2.0%	724,458
Tablet (App+Web)	6,874,414	19.0%	4.81	113	3,744,303,745	104	545	1.0%	371,459
Tablet Video	3,526,873	9.8%	2.78	23	223,607,735	6	63	0.1%	22,183
Tablet Streaming Audio	697,404	1.9%	2.66	53	97,497,117	3	140	0.0%	9,672
Tablet Social Network	5,599,160	15.5%	4.03	51	1,160,958,924	32	207	0.3%	115,174

COMPARABLE METRICS - ASIAN AMERICAN 18+

AVERAGE WEEK MAY 5-JUNE 1, 2014

ASIAN AMERICAN 18+ UE = 13,606,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH%	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA%	AVG AUDIENCE
TV	9,922,968	72.9%	4.86	303	14,591,999,092	1,072	1,471	10.6%	1,447,619
TV-Connected Devices	5,379,746	39.5%	2.86	152	2,336,336,582	172	434	1.7%	231,779
PC	5,725,179	42.1%	3.12	278	4,961,038,412	365	867	3.6%	492,167
PC Video	4,521,335	33.2%	2.12	145	1,386,624,572	102	307	1.0%	137,562
PC Streaming Audio	1,040,718	7.6%	2.18	60	135,523,737	10	130	0.1%	13,445
PC Social Network	3,226,613	23.7%	2.93	43	406,116,193	30	126	0.3%	40,289
Smartphone (App+Web)	9,241,634	67.9%	5.86	97	5,265,791,089	387	570	3.8%	522,400
Smartphone Video	5,131,237	37.7%	2.70	13	184,176,695	14	36	0.1%	18,271
Smartphone Streaming Audio	1,977,087	14.5%	2.37	26	120,011,093	9	61	0.1%	11,906
Smartphone Social Network	7,987,993	58.7%	4.88	30	1,176,720,942	86	147	0.9%	116,738
Tablet (App+Web)	2,694,094	19.8%	4.89	90	1,190,903,718	88	442	0.9%	118,145
Tablet Video	1,512,251	11.1%	2.73	22	89,299,035	7	59	0.1%	8,859
Tablet Streaming Audio	228,744	1.7%	2.02	49	22,505,847	2	98	0.0%	2,233
Tablet Social Network	2,249,314	16.5%	4.06	20	186,400,774	14	83	0.1%	18,492

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

COMPARABLE METRICS - ASIAN AMERICAN 18+

AVERAGE WEEK MAY 4-MAY 31, 2015

ASIAN AMERICAN 18+ UE = 14,074,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH%	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA%	AVG AUDIENCE
TV	10,012,182	71.1%	4.75	304	14,430,030,915	1,025	1,441	10.2%	1,431,551
TV-Connected Devices	6,158,276	43.8%	3.14	173	3,338,937,763	237	542	2.4%	331,244
PC	4,899,626	34.8%	3.39	205	3,411,923,489	242	696	2.4%	338,484
PC Video	3,531,740	25.1%	2.48	118	1,035,946,980	74	293	0.7%	102,773
PC Streaming Audio	787,764	5.6%	2.27	48	86,529,506	6	110	0.1%	8,584
PC Social Network	2,820,197	20.0%	2.47	35	241,797,588	17	86	0.2%	23,988
Smartphone (App+Web)	9,942,749	70.6%	5.79	113	6,495,844,978	462	653	4.6%	644,429
Smartphone Video	5,870,231	41.7%	3.14	16	292,051,153	21	50	0.2%	28,973
Smartphone Streaming Audio	2,062,638	14.7%	2.88	31	186,809,224	13	91	0.1%	18,533
Smartphone Social Network	8,326,714	59.2%	5.00	43	1,781,209,517	127	214	1.3%	176,707
Tablet (App+Web)	3,985,167	28.3%	4.73	88	1,654,780,925	118	415	1.2%	164,165
Tablet Video	2,012,509	14.3%	2.82	36	201,888,573	14	100	0.1%	20,029
Tablet Streaming Audio	338,739	2.4%	1.70	17	10,002,770	1	30	0.0%	992
Tablet Social Network	3,188,134	22.7%	3.83	29	358,585,349	25	112	0.3%	35,574

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

DIGITAL AUDIENCE MEASUREMENT

	INCLUDES	DOES NOT INCLUDE
PC	Home and work PC measurement of URLs and Internet Applications such as instant messengers, media players, and web phones	Non-browser requested URLs Non-Internet Applications such as office apps, most games, and email apps
PC Video	Both active (tagged) and passive (non-tagged) publisher measurement	Untagged content among active publishers, content that has been tagged for less than one full month
PC Streaming Audio	Sites and Internet Applications specifically designed to provide audio content when they are in the foreground (Ex. Pandora, Spotify, iHeartRadio)	Audio content through YouTube, VEVO, and other sites that also provide video capabilities. Duration is not credited if the page is in the background or the user is inactive for over 60 seconds.
PC Social Network	All sites in the Member Communities subcategory as defined in the Nielsen NetView dictionary	Reddit, YouTube, and other sites with active public forums and comment sections
Smartphone (App+Web)	Android: all app/web activity, measured passively iOS: all activity routed through an http and https proxy for both app and browser URLs	iOS apps with no http/https activity (Ex. Calculator, Notes) Email activity through the standard Mail app for iOS Standard text messaging is not included for iOS or Android
Smartphone Video	Apps and sites specifically designed to view video content (Ex. Netflix, YouTube, HBOGO)	Video content available through apps/web where video is not the primary focus (Ex. CNN, Weather Channel, Facebook)
Smartphone Streaming Audio	Apps and sites specifically designed to provide audio content (Ex. Pandora, Spotify, iHeartRadio)	Audio content through YouTube, VEVO, and other apps that also provide video capabilities
Smartphone Social Network	All apps/sites in the Social Networking subcategory as defined in the Nielsen EMM dictionary	Reddit, YouTube, and other sites with active public forums and comment sections
Tablet (App+Web)	iOS: all activity routed through an http and https proxy for both app and browser URLs	Android tablets, iOS apps with no http/https activity Email activity through the standard Mail app for iOS Standard text messaging is not included
Tablet Video	Apps and sites specifically designed to view video content (Ex. Netflix, YouTube, HBOGO)	Video content available through apps/web where video is not the primary focus (Ex. CNN, Weather Channel, Facebook)
Tablet Streaming Audio	Apps and sites specifically designed to provide audio content (Ex. Pandora, Spotify, iHeartRadio)	Audio content through YouTube, VEVO, and other apps that also provide video capabilities
Tablet Social Network	All apps/sites in the Social Networking subcategory as defined in the Nielsen EMM dictionary	Reddit, YouTube, and other sites with active public forums and comment sections

SOURCING & METHODOLOGIES

TELEVISION METHODOLOGY

Live + DVR/Time-shifted TV includes Live usage plus any playback viewing within the measurement period. DVR/Time-shifted TV is playback primarily on a DVR but includes playback from video on demand, DVD recorders, server based DVR's and services like Start Over.

TV connected devices (DVD, Game Console, Multimedia Device, VCR) would include content being viewed on the TV through these devices. This would include when these devices are in use for any purpose, not just for accessing media content. For example, Game Console would also include when the game console is being used to play video games.

Multimedia Devices 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.

AM/FM RADIO METHODOLOGY

AM/FM Radio includes listening to programming from AM/FM radio stations or network programming.

Audience estimates for 48 large markets are based on a panel of people who carry a portable device called a Personal People Meter (PPM) that passively detects exposure to content that contains inaudible codes embedded within the program content. Audience estimates from the balance of markets and counties in the U.S. are based on surveys of people who record their listening in a written diary for a week.

The estimates in this report are based on RADAR and the National Regional Database. RADAR reports national network radio ratings covering the U.S. using both PPM and Diary measurement and it is based on a rolling one-year average of nearly 400,000 respondents aged 12+ per year.

Listening to HD radio broadcasts, Internet streams of AM/FM radio stations and Satellite Radio is included the Persons Using Radio estimates in this report where the tuning meets our reporting and crediting requirements.

ONLINE METHODOLOGY

Nielsen Netview and VideoCensus data is reflective of the hybrid methodology which combines a census level accounting of page views and video streams where Nielsen measurement tags have been deployed in order to project audience and behavior to the full universe of all Internet users. For VideoCensus, the portion of the total video streams calibrated by census data, previously allocated to Home/Work computers, are now allocated to other devices and locations such as smartphones and viewing outside of home and work.

Hours:minutes for Internet and video use are based on the universe of persons who used the Internet/watched online video. While the audience of Video on a PC is a subset of Internet on a PC, overall time spent for Video on a PC should not be subtracted from Internet on a PC due to variations in the methodology and calculations.

MOBILE METHODOLOGY

Nielsen's Electronic Mobile Measurement (EMM) is an observational, user-centric approach that uses passive metering technology on smartphones and tablets to track device and application usage on an opt-in convenience panel. There are approximately 6,000 smartphone and 1,100 tablet panelists in the U.S. across both iOS and Android devices. This method provides a holistic view of all activity on the device as the behavior is being tracked without interruption.

A number of steps are taken after the data collection process to ensure the reported data is representative of the mobile population. For smartphones, weighting controls are applied across five characteristics (gender, age, income, race and ethnicity) while independent enumeration studies are carried out on a continuous basis to provide the most current estimates of the mobile population (aka Universe Estimation).

Tablet data is unweighted and projections are applied using estimates from the National People Meter (NPM) panel that is the industry standard for TV Ratings.

SOURCING

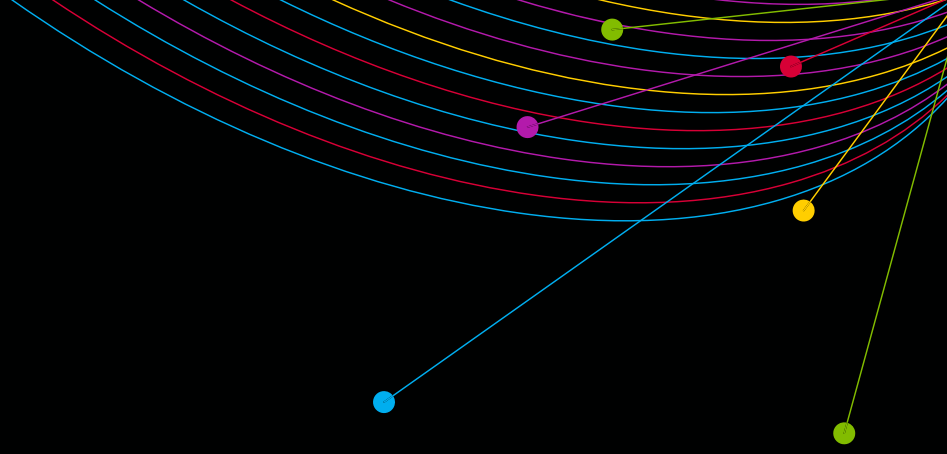
Source: Live+DVR/Time-shifted TV, TV-Connected Devices (DVD, Game Console, Multimedia Device, VCR) 05/04/15-05/31/15, 05/05/14-06/01/14 via Nielsen NPOWER/NPM Panel, Radio 03/27/14-03/25/15 via RADAR 125, 03/28/13-03/26/14 via RADAR 121, PC-Total, Streaming Audio, Social Networking 05/04/15-05/31/15, 05/05/14-06/01/14 via Nielsen Netview, PC Streaming Video 05/04/15-05/31/15, 05/05/14-06/01/14 via Nielsen VideoCensus, Smartphone - App/Web Total, Streaming Video, Streaming Audio, Social Networking 05/04/15-05/31/15, 05/05/14-06/01/14 via Nielsen Electronic Mobile Measurement, iOS and Android, Tablet - App/Web Total, Streaming Video, Streaming Audio, Social Networking 05/04/15-05/31/15, 05/05/14-06/01/14 via Nielsen Electronic Mobile Measurement - unweighted, projections based on estimates from the NPOWER/NPM Panel.

ABOUT NIELSEN

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

For more information, visit www.nielsen.com.

Copyright © 2015 The Nielsen Company. All rights reserved. Nielsen and the Nielsen logo are trademarks or registered trademarks of CZT/ACN Trademarks, L.L.C. Other product and service names are trademarks or registered trademarks of their respective companies. 15/9350



nielsen
.....

AN UNCOMMON SENSE
OF THE CONSUMER™