

THE NIELSEN COMPARABLE METRICS REPORT

Q2 2017



WELCOME

Welcome to the Q2 2017 Nielsen Comparable Metrics Report! This is an in-depth study of users and usage – averaged across the U.S. population – with the purpose of aligning methodologies and metrics to display an “apples to apples” view of consumption across Live+DVR/Time Shifted TV, AM/FM Radio, TV-connected devices, Computers, Smartphones, and Tablets. The core purpose of this report is to address three basic concepts equally applicable to all categories of media measurement: how many, how often, and how long.

How many is commonly displayed in TV as *Reach*, in Radio as *Cume*, and in digital as *Unique Audience*, but they are all synonyms. This is simply the number of adults who use a given platform or content type in an average week.

How often is expressed as the number of days per week that those adults access said platform.

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

Beginning this quarter we have made some slight changes to the naming conventions of the different platforms in order to provide additional clarification as to what is being measured. TV is now labeled as Live+DVR/Time Shifted TV, Radio is AM/FM Radio, and PC is now Internet on a Computer. There have been no changes to the actual metrics other than how they are referred to here. These changes were also implemented in the Q2 2017 Nielsen Total Audience Report, and both reports can continue to be cross-referenced and used concurrently to gain a better understanding of marketplace trends.

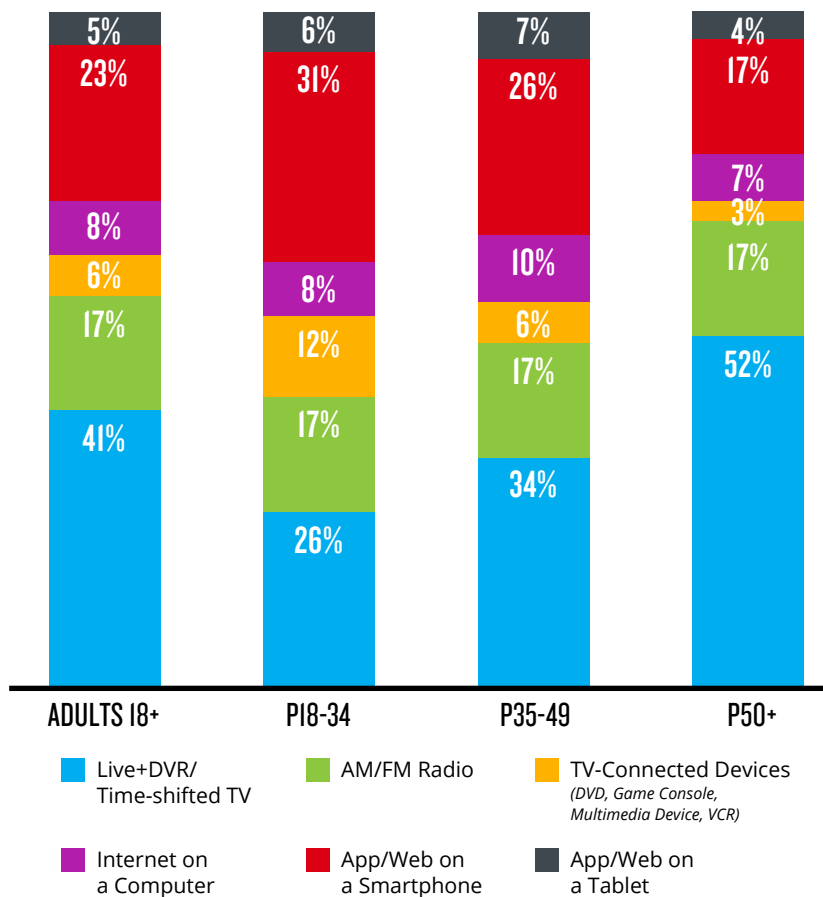
Also, the Video on a Computer methodology has changed from prior reports. Please see the sourcing and methodology on page 24 for additional details. Video on a Smartphone and Tablet is inclusive of video sites and apps only and is not affected.

Please note that when comparing Q2 2017 to Q2 2016 data we will still be seeing some effects of recent crediting enhancements to the smartphone and tablet data. In August 2016 a legacy crediting rule on Android devices that capped usage at 30 minutes was removed, so now if a panelist uses an app or visits a website for more than 30 minutes at a time the entire length of the session is now credited. This change was implemented for iOS devices in March 2016 and as such does not factor into this report's year-over-year trending.

All of the findings were derived from the best available data in the reporting periods of March 27 – June 25, 2017 and March 28 – June 26, 2016.

AVERAGE AUDIENCE COMPOSITION

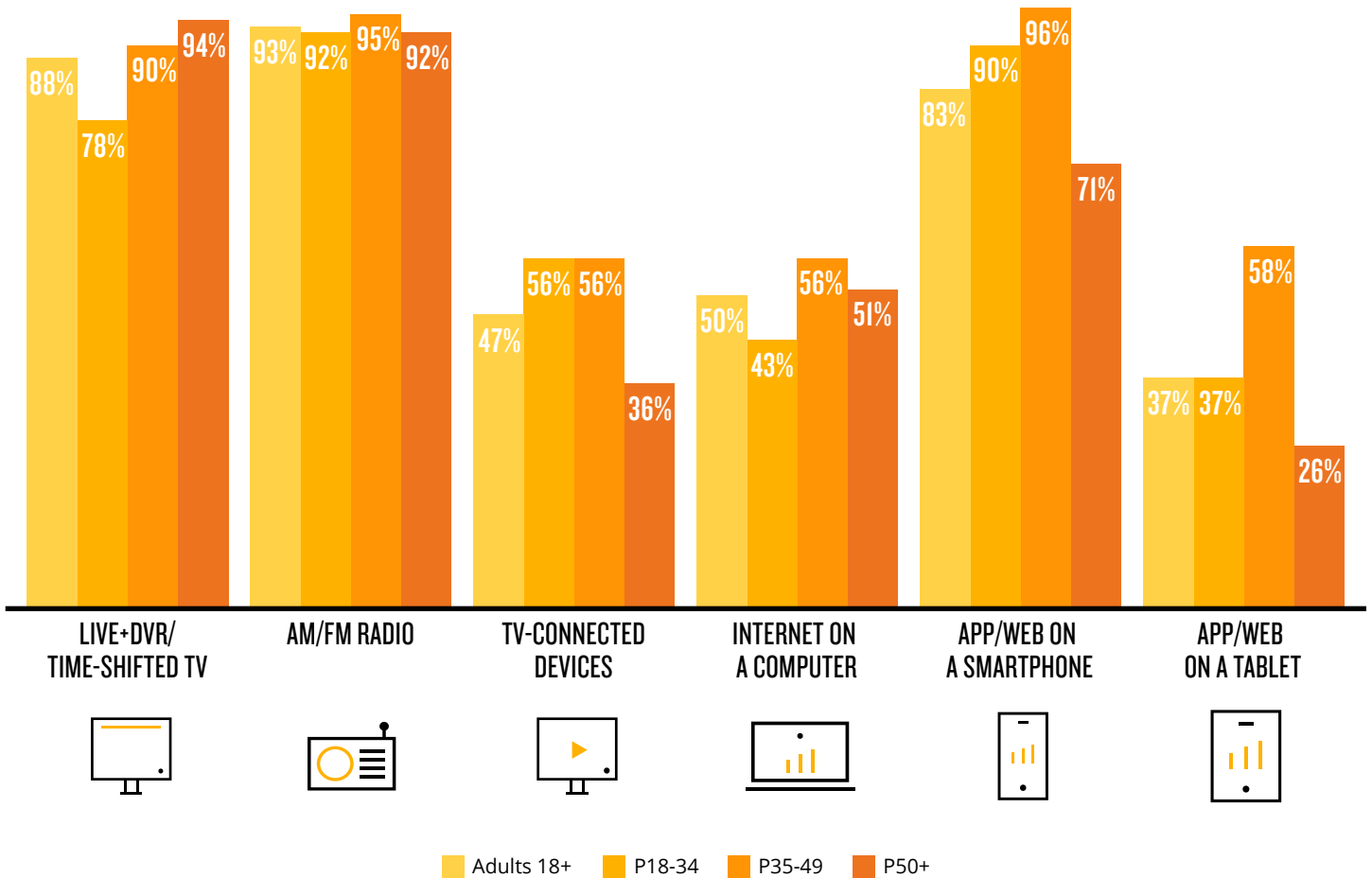
Q2 2017 AVERAGE AUDIENCE COMPOSITION BY PLATFORM



- TV accounts for 41% of the total average audience among adults 18+
- 17% of average audience across all age groups is spent listening to Radio

HOW MANY

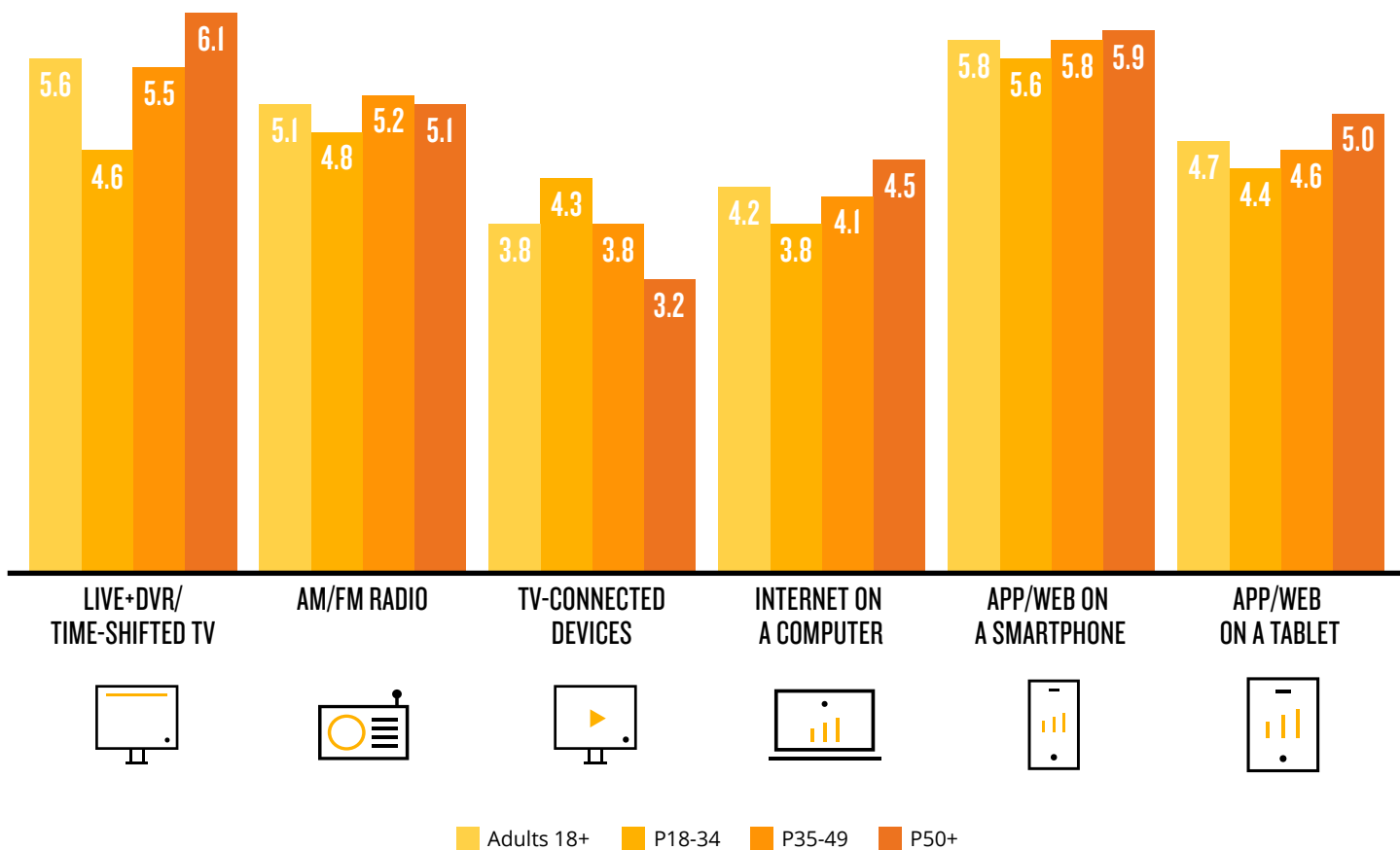
Q2 2017 WEEKLY REACH (% OF POPULATION)



- 56% of P18-49 are using TV-Connected devices
- 95% of P35-49 tune into the Radio each week
- More adults P35-49 use Smartphones, Tablets and Computers than P18-34

HOW OFTEN

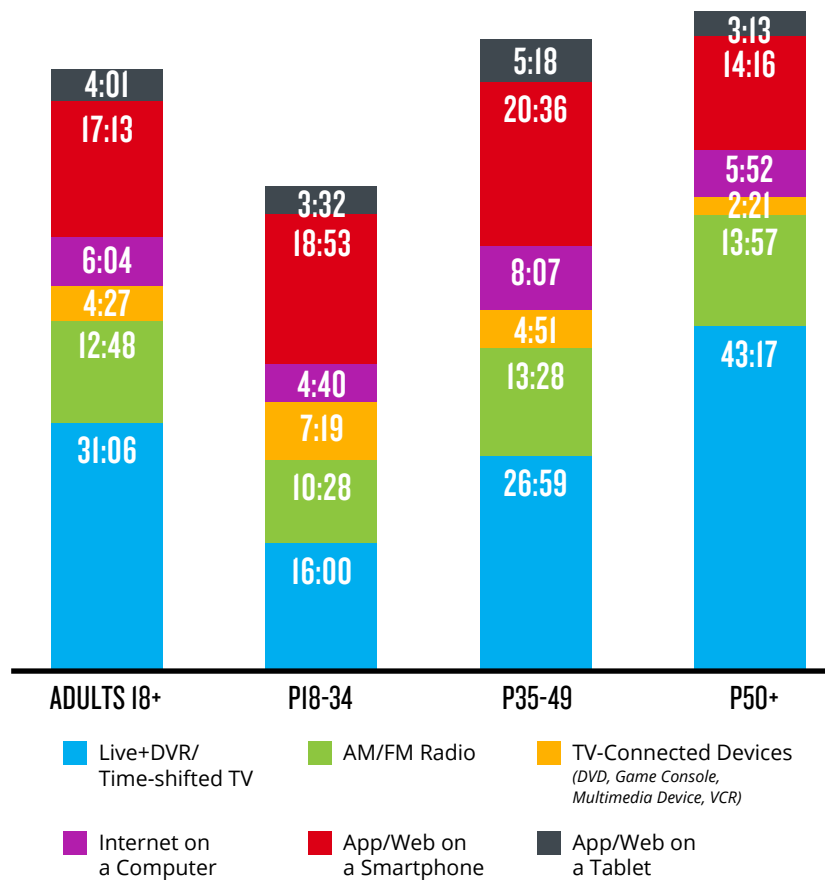
Q2 2017 AVG DAYS PER WEEK WITH USAGE (AMONG USERS)



- Adult TV viewers are watching an average of 5.6 out of 7 days per week
- TV-Connected Devices are used 4.3 days per week by users 18-34
- Smartphones are the devices used most often among adults 18-49

HOW LONG

Q2 2017 WEEKLY HOURS:MINS OF USAGE (IN POPULATION)



- TV-Connected Devices are most heavily consumed by P18-34
- Adults spend nearly 13 hours per week listening to the Radio
- Adults 35-49 spend the most time per week on Smartphones, Computers and Tablets

COMPARABLE METRICS BY RACE AND ETHNICITY

Q2 2017 WEEKLY HOURS:MIN OF USAGE BY ETHNICITY & RACE

Adults 18+	Total	Black	Hispanic	Asian American
Live+DVR/Time-Shifted TV	31:06	45:29	23:36	14:38
AM/FM Radio	12:48	13:35	13:43	na
TV-Connected Devices	4:27	4:55	4:35	4:25
Internet on a Computer	6:04	6:30	4:04	3:49
Video on a Computer	2:19	3:31	2:01	1:57
Streaming Audio on a Computer	0:06	0:07	0:05	0:05
Social Networking on a Computer	0:49	0:41	0:25	0:20
App/Web on a Smartphone	17:13	20:20	19:47	14:18
Video on a Smartphone	0:50	1:22	1:28	0:49
Streaming Audio on a Smartphone	0:39	0:49	0:55	0:29
Social Networking on a Smartphone	4:12	4:34	5:02	2:42
App/Web on a Tablet	4:01	4:37	2:28	1:46
Video on a Tablet	0:20	0:35	0:19	0:45
Streaming Audio on a Tablet	0:10	0:13	0:05	0:03
Social Networking on a Tablet	0:37	0:39	0:24	0:17

- Black audiences watch more TV than any other group
- Hispanics are the most avid radio listeners
- Asian Americans have the highest amount of tablet video usage

COMPARABLE METRICS - ADULTS 18+

AVERAGE WEEK MARCH 28, 2016 - JUNE 26, 2016

ADULTS 18+ UE = 243,020,000	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
Live+DVR/Time-Shifted TV	212,381,800	87.4%	5.60	374	474,468,325,399	1952	2090	19.4%	47,070,270
AM/FM Radio	225,207,000	92.7%	5.15	164	190,525,122,000	784	846	7.8%	18,901,302
TV-Connected Devices	104,210,918	42.9%	3.51	144	57,899,951,002	238	505	2.4%	5,744,043
Internet on a Computer	121,139,161	49.8%	4.30	187	97,492,634,087	401	805	4.0%	9,671,888
Video on a Computer	75,140,284	30.9%	3.56	99	26,412,497,325	109	352	1.1%	2,620,287
Streaming Audio on a Computer	21,132,024	8.7%	2.34	36	1,769,475,502	7	84	0.1%	175,543
Social Networking on a Computer	71,061,556	29.2%	3.62	58	14,853,671,136	61	209	0.6%	1,473,578
App/Web on a Smartphone	194,302,567	80.0%	6.02	150	175,335,717,195	721	902	7.2%	17,394,416
Video on a Smartphone	113,530,949	46.7%	2.80	18	5,832,312,937	24	51	0.2%	578,602
Streaming Audio on a Smartphone	93,695,746	38.6%	3.64	30	10,263,897,817	42	110	0.4%	1,018,244
Social Networking on a Smartphone	171,268,679	70.5%	5.40	57	52,406,335,482	216	306	2.1%	5,199,041
App/Web on a Tablet	89,066,317	36.6%	5.23	119	55,364,811,556	228	622	2.3%	5,492,541
Video on a Tablet	52,078,786	21.4%	2.69	30	4,229,073,088	17	81	0.2%	419,551
Streaming Audio on a Tablet	35,411,237	14.6%	3.62	30	3,863,215,773	16	109	0.2%	383,256
Social Networking on a Tablet	74,328,402	30.6%	4.39	35	11,477,459,317	47	154	0.5%	1,138,637

COMPARABLE METRICS - ADULTS 18+

AVERAGE WEEK MARCH 27, 2017 - JUNE 25, 2017

ADULTS 18+ UE = 245,740,000	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
Live+DVR/Time-Shifted TV	216,530,344	88.1%	5.56	357	458,542,650,705	1866	1982	18.5%	45,490,342
AM/FM Radio	228,518,000	93.0%	5.06	163	188,627,040,000	768	825	7.6%	18,713,000
TV-Connected Devices	115,209,545	46.9%	3.76	138	65,632,480,999	267	520	2.6%	6,511,159
Internet on a Computer	122,406,071	49.8%	4.24	172	89,419,515,477	364	731	3.6%	8,870,984
Video on a Computer	71,574,054	29.1%	3.40	141	34,247,964,667	139	478	1.4%	3,397,616
Streaming Audio on a Computer	19,981,048	8.1%	2.10	36	1,523,543,282	6	76	0.1%	151,145
Social Networking on a Computer	68,232,571	27.8%	3.42	51	11,944,643,520	49	175	0.5%	1,184,984
App/Web on a Smartphone	203,863,329	83.0%	5.77	216	253,804,148,559	1033	1245	10.2%	25,178,983
Video on a Smartphone	127,682,053	52.0%	2.86	33	12,217,261,468	50	96	0.5%	1,212,030
Streaming Audio on a Smartphone	114,182,732	46.5%	3.32	25	9,466,430,957	39	83	0.4%	939,130
Social Networking on a Smartphone	180,113,326	73.3%	5.12	67	61,956,899,965	252	344	2.5%	6,146,518
App/Web on a Tablet	90,807,780	37.0%	4.70	139	59,310,349,945	241	653	2.4%	5,883,963
Video on a Tablet	49,262,698	20.0%	2.54	39	4,902,978,501	20	100	0.2%	486,407
Streaming Audio on a Tablet	40,275,136	16.4%	2.90	21	2,439,124,344	10	61	0.1%	241,977
Social Networking on a Tablet	70,537,129	28.7%	3.79	34	9,145,041,822	37	130	0.4%	907,246

COMPARABLE METRICS - PERSONS 18-34

AVERAGE WEEK MARCH 28, 2016 - JUNE 26, 2016

P18-34 UE = 72,850,000	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
Live+DVR/Time-Shifted TV	56,069,380	77.0%	4.68	267	80,662,086,570	1107	1246	11.0%	8,002,191
AM/FM Radio	67,206,000	92.3%	4.95	144	47,783,466,000	656	711	6.5%	4,740,423
TV-Connected Devices	37,872,260	52.0%	4.03	168	29,182,508,158	401	678	4.0%	2,895,090
Internet on a Computer	31,950,936	43.9%	4.03	211	27,122,950,068	372	849	3.7%	2,690,769
Video on a Computer	19,611,364	26.9%	3.57	154	10,761,160,330	148	549	1.5%	1,067,575
Streaming Audio on a Computer	7,280,769	10.0%	2.52	40	725,697,037	10	100	0.1%	71,994
Social Networking on a Computer	17,831,264	24.5%	3.46	56	3,450,640,042	47	194	0.5%	342,325
App/Web on a Smartphone	64,713,757	88.8%	5.94	166	63,862,320,181	877	987	8.7%	6,335,548
Video on a Smartphone	43,719,623	60.0%	3.17	21	2,933,676,809	40	67	0.4%	291,039
Streaming Audio on a Smartphone	36,906,995	50.7%	3.89	33	4,743,929,383	65	129	0.6%	470,628
Social Networking on a Smartphone	57,735,033	79.3%	5.55	64	20,513,357,894	282	355	2.8%	2,035,055
App/Web on a Tablet	28,826,988	39.6%	4.88	107	15,098,470,560	207	524	2.1%	1,497,864
Video on a Tablet	17,426,237	23.9%	2.74	36	1,736,863,231	24	100	0.2%	172,308
Streaming Audio on a Tablet	13,174,630	18.1%	3.60	36	1,697,261,741	23	129	0.2%	168,379
Social Networking on a Tablet	22,603,362	31.0%	4.07	36	3,356,679,991	46	149	0.5%	333,004

COMPARABLE METRICS - PERSONS 18-34

AVERAGE WEEK MARCH 27, 2017 - JUNE 25, 2017

P18-34 UE = 73,460,000	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
Live+DVR/Time-Shifted TV	57,335,481	78.0%	4.59	231	70,504,910,649	960	1059	9.5%	6,994,535
AM/FM Radio	67,922,000	92.5%	4.83	141	46,136,160,000	628	679	6.2%	4,577,000
TV-Connected Devices	41,410,697	56.4%	4.29	161	32,286,409,992	440	690	4.4%	3,203,017
Internet on a Computer	31,370,684	42.7%	3.82	172	20,602,711,448	280	657	2.8%	2,043,920
Video on a Computer	18,569,119	25.3%	3.27	219	13,267,906,833	181	715	1.8%	1,316,261
Streaming Audio on a Computer	6,397,568	8.7%	2.23	38	542,878,294	7	85	0.1%	53,857
Social Networking on a Computer	15,815,855	21.5%	3.06	46	2,224,257,755	30	141	0.3%	220,660
App/Web on a Smartphone	66,425,201	90.4%	5.59	224	83,227,695,790	1133	1253	11.2%	8,256,716
Video on a Smartphone	46,463,868	63.3%	3.17	40	5,874,033,856	80	126	0.8%	582,741
Streaming Audio on a Smartphone	43,783,291	59.6%	3.64	27	4,260,681,396	58	97	0.6%	422,687
Social Networking on a Smartphone	59,369,313	80.8%	5.15	73	22,396,363,931	305	377	3.0%	2,221,862
App/Web on a Tablet	27,056,682	36.8%	4.44	130	15,594,717,049	212	576	2.1%	1,547,095
Video on a Tablet	15,619,217	21.3%	2.61	51	2,075,272,436	28	133	0.3%	205,880
Streaming Audio on a Tablet	12,812,989	17.4%	2.92	23	875,475,120	12	68	0.1%	86,853
Social Networking on a Tablet	20,125,993	27.4%	3.62	35	2,524,051,634	34	125	0.3%	250,402

COMPARABLE METRICS - PERSONS 35-49

AVERAGE WEEK MARCH 28, 2016 - JUNE 26, 2016

P35-49 UE = 60,700,000	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
Live+DVR/Time-Shifted TV	54,166,170	89.2%	5.53	329	105,613,601,397	1740	1820	17.3%	10,477,540
AM/FM Radio	57,629,000	94.9%	5.30	163	49,906,714,000	822	866	8.2%	4,951,063
TV-Connected Devices	30,999,165	51.1%	3.47	133	15,240,884,767	251	461	2.5%	1,511,993
Internet on a Computer	34,743,296	57.2%	4.16	211	30,559,123,512	503	880	5.0%	3,031,659
Video on a Computer	21,574,457	35.5%	3.49	106	8,005,863,996	132	371	1.3%	794,233
Streaming Audio on a Computer	6,717,070	11.1%	2.33	38	593,639,804	10	88	0.1%	58,893
Social Networking on a Computer	20,380,482	33.6%	3.53	63	4,535,726,129	75	223	0.7%	449,973
App/Web on a Smartphone	56,512,254	93.1%	6.14	155	53,934,136,971	889	954	8.8%	5,350,609
Video on a Smartphone	34,643,455	57.1%	2.72	18	1,659,658,479	27	48	0.3%	164,649
Streaming Audio on a Smartphone	28,846,442	47.5%	3.67	30	3,228,648,080	53	112	0.5%	320,302
Social Networking on a Smartphone	51,109,189	84.2%	5.58	59	16,924,567,825	279	331	2.8%	1,679,025
App/Web on a Tablet	33,267,638	54.8%	5.22	112	19,415,131,060	320	584	3.2%	1,926,104
Video on a Tablet	19,181,083	31.6%	2.73	31	1,614,239,588	27	84	0.3%	160,143
Streaming Audio on a Tablet	12,521,555	20.6%	3.52	26	1,160,645,435	19	93	0.2%	115,143
Social Networking on a Tablet	28,115,225	46.3%	4.32	33	4,067,790,740	67	145	0.7%	403,551

COMPARABLE METRICS - PERSONS 35-49

AVERAGE WEEK MARCH 27, 2017 - JUNE 25, 2017

P35-49 UE = 60,730,000	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
Live+DVR/Time-Shifted TV	54,717,186	90.1%	5.48	306	98,348,148,980	1619	1674	16.1%	9,756,761
AM/FM Radio	57,784,000	95.1%	5.21	163	49,079,520,000	808	849	8.0%	4,869,000
TV-Connected Devices	34,107,048	56.2%	3.77	130	17,644,941,542	291	489	2.9%	1,750,490
Internet on a Computer	34,254,060	56.4%	4.12	209	29,573,475,789	487	863	4.8%	2,933,877
Video on a Computer	21,267,984	35.0%	3.33	178	12,592,365,500	207	592	2.1%	1,249,243
Streaming Audio on a Computer	6,309,045	10.4%	2.09	40	532,781,602	9	84	0.1%	52,855
Social Networking on a Computer	19,195,828	31.6%	3.36	57	3,670,588,348	60	191	0.6%	364,146
App/Web on a Smartphone	58,198,107	95.8%	5.76	224	75,071,148,416	1236	1290	12.3%	7,447,535
Video on a Smartphone	38,005,587	62.6%	2.89	33	3,568,078,556	59	94	0.6%	353,976
Streaming Audio on a Smartphone	33,666,186	55.4%	3.31	25	2,796,171,612	46	83	0.5%	277,398
Social Networking on a Smartphone	51,732,365	85.2%	5.18	70	18,657,644,195	307	361	3.0%	1,850,957
App/Web on a Tablet	35,249,581	58.0%	4.62	118	19,300,604,121	318	548	3.2%	1,914,742
Video on a Tablet	18,858,789	31.1%	2.53	38	1,791,049,071	29	95	0.3%	177,683
Streaming Audio on a Tablet	14,822,229	24.4%	2.90	25	1,082,805,468	18	73	0.2%	107,421
Social Networking on a Tablet	26,887,889	44.3%	3.70	31	3,085,266,987	51	115	0.5%	306,078

COMPARABLE METRICS - PERSONS 50+

AVERAGE WEEK MARCH 28, 2016 - JUNE 26, 2016

P50+ UE = 109,470,000	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
Live+DVR/Time-Shifted TV	102,146,248	93.3%	6.14	439	288,192,637,431	2633	2696	26.1%	28,590,539
AM/FM Radio	100,372,000	91.7%	5.19	178	92,743,728,000	847	924	8.4%	9,200,767
TV-Connected Devices	35,339,345	32.3%	3.00	119	13,476,558,078	123	357	1.2%	1,336,960
Internet on a Computer	54,444,929	49.7%	4.55	161	39,810,560,508	364	731	3.6%	3,949,460
Video on a Computer	33,954,463	31.0%	3.58	63	7,645,472,999	70	225	0.7%	758,479
Streaming Audio on a Computer	7,134,184	6.5%	2.17	29	450,138,660	4	63	0.0%	44,657
Social Networking on a Computer	32,849,810	30.0%	3.75	56	6,867,304,965	63	209	0.6%	681,280
App/Web on a Smartphone	73,076,556	66.8%	6.01	131	57,539,260,042	526	787	5.2%	5,708,260
Video on a Smartphone	35,167,871	32.1%	2.41	15	1,238,977,648	11	35	0.1%	122,914
Streaming Audio on a Smartphone	27,942,309	25.5%	3.29	25	2,291,320,353	21	82	0.2%	227,314
Social Networking on a Smartphone	62,424,456	57.0%	5.11	47	14,968,409,761	137	240	1.4%	1,484,961
App/Web on a Tablet	26,971,690	24.6%	5.61	138	20,851,127,645	190	773	1.9%	2,068,564
Video on a Tablet	15,471,466	14.1%	2.59	22	877,893,408	8	57	0.1%	87,093
Streaming Audio on a Tablet	9,715,052	8.9%	3.77	27	1,005,213,168	9	103	0.1%	99,724
Social Networking on a Tablet	23,609,814	21.6%	4.77	36	4,052,893,158	37	172	0.4%	402,073

COMPARABLE METRICS - PERSONS 50+

AVERAGE WEEK MARCH 27, 2017 - JUNE 25, 2017

P50+ UE = 111,550,000	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
Live+DVR/Time-Shifted TV	104,477,717	93.7%	6.13	432	289,689,591,077	2597	2650	25.8%	28,739,047
AM/FM Radio	102,812,000	92.2%	5.14	177	93,411,360,000	837	909	8.3%	9,267,000
TV-Connected Devices	39,691,554	35.6%	3.19	116	15,701,129,465	141	370	1.4%	1,557,652
Internet on a Computer	56,781,327	50.9%	4.55	152	39,243,328,240	352	691	3.5%	3,893,187
Video on a Computer	31,599,510	28.3%	3.51	76	8,474,865,833	76	268	0.8%	840,760
Streaming Audio on a Computer	7,274,434	6.5%	1.99	31	447,883,386	4	62	0.0%	44,433
Social Networking on a Computer	33,220,888	29.8%	3.62	50	6,049,797,418	54	182	0.5%	600,178
App/Web on a Smartphone	79,240,021	71.0%	5.92	204	95,505,304,353	856	1205	8.5%	9,474,733
Video on a Smartphone	43,212,598	38.7%	2.51	26	2,775,149,056	25	64	0.2%	275,312
Streaming Audio on a Smartphone	36,733,256	32.9%	2.96	22	2,409,577,948	22	66	0.2%	239,045
Social Networking on a Smartphone	69,011,648	61.9%	5.05	60	20,902,891,839	187	303	1.9%	2,073,700
App/Web on a Tablet	28,501,516	25.6%	5.02	150	21,519,872,208	193	755	1.9%	2,134,908
Video on a Tablet	14,784,691	13.3%	2.46	28	1,036,559,012	9	70	0.1%	102,833
Streaming Audio on a Tablet	12,639,918	11.3%	2.87	13	480,694,582	4	38	0.0%	47,688
Social Networking on a Tablet	23,523,248	21.1%	4.03	37	3,535,655,596	32	150	0.3%	350,759

COMPARABLE METRICS - BLACK 18+

AVERAGE WEEK MARCH 28, 2016 - JUNE 26, 2016

BLACK 18+ UE = 30,535,000	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
Live+DVR/Time-Shifted TV	27,447,399	89.9%	5.74	505	87,876,927,335	2878	2901	28.6%	8,717,949
AM/FM Radio	28,249,000	92.5%	5.03	175	24,859,120,000	814	880	8.1%	2,466,183
TV-Connected Devices	11,997,605	39.3%	3.39	168	7,614,967,714	249	567	2.5%	755,453
Internet on a Computer	15,064,123	49.3%	4.30	218	14,125,806,507	463	938	4.6%	1,401,370
Video on a Computer	9,619,690	31.5%	3.67	156	5,492,170,345	180	571	1.8%	544,858
Streaming Audio on a Computer	3,133,000	10.3%	2.47	39	305,682,889	10	98	0.1%	30,326
Social Networking on a Computer	8,445,227	27.7%	3.47	64	1,862,998,704	61	221	0.6%	184,821
App/Web on a Smartphone	23,559,057	77.2%	5.91	168	23,443,545,220	768	995	7.6%	2,325,749
Video on a Smartphone	15,232,372	49.9%	3.12	26	1,237,530,801	41	81	0.4%	122,771
Streaming Audio on a Smartphone	11,079,491	36.3%	3.56	35	1,376,776,844	45	124	0.4%	136,585
Social Networking on a Smartphone	20,672,624	67.7%	5.19	63	6,734,042,655	221	326	2.2%	668,060
App/Web on a Tablet	9,376,116	30.7%	5.45	140	7,130,687,084	234	761	2.3%	707,409
Video on a Tablet	6,390,521	20.9%	3.17	38	777,138,642	25	122	0.3%	77,097
Streaming Audio on a Tablet	4,339,437	14.2%	3.55	40	618,105,623	20	142	0.2%	61,320
Social Networking on a Tablet	8,387,784	27.5%	4.50	43	1,610,202,230	53	192	0.5%	159,742

COMPARABLE METRICS - BLACK 18+

AVERAGE WEEK MARCH 27, 2017 - JUNE 25, 2017

BLACK 18+ UE = 30,897,000	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
Live+DVR/Time-Shifted TV	28,006,980	90.6%	5.70	480	84,332,303,497	2729	2736	27.1%	8,366,300
AM/FM Radio	28,755,000	93.1%	5.00	175	25,179,840,000	815	876	8.1%	2,498,000
TV-Connected Devices	13,379,709	43.3%	3.70	161	9,112,611,185	295	597	2.9%	904,029
Internet on a Computer	15,062,617	48.8%	4.08	196	12,046,515,076	390	800	3.9%	1,195,091
Video on a Computer	9,679,660	31.3%	3.26	206	6,505,878,300	211	672	2.1%	645,424
Streaming Audio on a Computer	2,649,706	8.6%	2.12	40	226,838,505	7	86	0.1%	22,504
Social Networking on a Computer	7,486,459	24.2%	3.02	56	1,268,394,390	41	169	0.4%	125,833
App/Web on a Smartphone	25,208,872	81.6%	5.83	256	37,680,087,015	1220	1495	12.1%	3,738,104
Video on a Smartphone	18,348,105	59.4%	3.27	42	2,528,086,178	82	138	0.8%	250,802
Streaming Audio on a Smartphone	14,524,635	47.0%	3.40	31	1,506,756,980	49	104	0.5%	149,480
Social Networking on a Smartphone	22,422,958	72.6%	5.09	74	8,464,734,140	274	378	2.7%	839,755
App/Web on a Tablet	12,295,599	39.8%	4.68	149	8,562,794,283	277	696	2.7%	849,484
Video on a Tablet	7,610,815	24.6%	2.64	53	1,068,593,732	35	140	0.3%	106,011
Streaming Audio on a Tablet	6,091,909	19.7%	2.83	23	389,170,831	13	64	0.1%	38,608
Social Networking on a Tablet	9,883,546	32.0%	3.74	32	1,192,741,113	39	121	0.4%	118,327

COMPARABLE METRICS - HISPANIC 18+

AVERAGE WEEK MARCH 28, 2016 - JUNE 26, 2016

HISPANIC 18+ UE = 37,110,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH %	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA %	AVG AUDIENCE
Live+DVR/Time-Shifted TV	33,157,366	89.3%	5.31	299	56,627,323,055	1526	1586	15.1%	5,617,790
AM/FM Radio	36,047,000	97.1%	5.28	162	30,892,279,000	832	857	8.3%	3,064,710
TV-Connected Devices	16,712,680	45.0%	3.44	142	8,910,073,988	240	486	2.4%	883,936
Internet on a Computer	13,394,278	36.1%	3.91	213	11,174,170,335	301	834	3.0%	1,108,549
Video on a Computer	7,956,374	21.4%	3.35	147	3,915,605,988	106	492	1.0%	388,453
Streaming Audio on a Computer	2,471,148	6.7%	2.28	48	268,936,421	7	109	0.1%	26,680
Social Networking on a Computer	6,808,208	18.3%	3.22	58	1,274,226,951	34	187	0.3%	126,411
App/Web on a Smartphone	32,848,136	88.5%	5.95	165	32,357,802,616	872	985	8.7%	3,210,099
Video on a Smartphone	21,767,593	58.7%	3.23	23	1,635,950,808	44	75	0.4%	162,297
Streaming Audio on a Smartphone	17,081,339	46.0%	3.74	35	2,245,599,871	61	131	0.6%	222,778
Social Networking on a Smartphone	28,794,983	77.6%	5.46	66	10,366,273,944	279	360	2.8%	1,028,400
App/Web on a Tablet	7,681,906	20.7%	4.94	107	4,071,786,216	110	530	1.1%	403,947
Video on a Tablet	4,413,986	11.9%	2.83	46	579,759,704	16	131	0.2%	57,516
Streaming Audio on a Tablet	2,913,492	7.9%	3.40	41	401,105,800	11	138	0.1%	39,792
Social Networking on a Tablet	5,980,757	16.1%	3.97	29	683,078,232	18	114	0.2%	67,766

COMPARABLE METRICS - HISPANIC 18+

AVERAGE WEEK MARCH 27, 2017 - JUNE 25, 2017

HISPANIC 18+ UE = 37,816,000	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
Live+DVR/Time-Shifted TV	33,625,838	88.9%	5.21	284	53,561,765,325	1416	1477	14.1%	5,313,667
AM/FM Radio	37,087,000	98.1%	5.23	161	31,116,960,000	823	839	8.2%	3,087,000
TV-Connected Devices	18,765,939	49.6%	3.67	139	10,400,799,950	275	512	2.7%	1,031,825
Internet on a Computer	13,963,786	36.9%	3.79	174	9,214,461,425	244	660	2.4%	914,133
Video on a Computer	7,980,527	21.1%	3.15	182	4,585,190,000	121	575	1.2%	454,880
Streaming Audio on a Computer	2,429,252	6.4%	2.18	38	199,359,435	5	82	0.1%	19,778
Social Networking on a Computer	6,609,305	17.5%	3.06	47	941,870,236	25	143	0.2%	93,440
App/Web on a Smartphone	34,559,087	91.4%	5.66	230	44,903,170,108	1187	1299	11.8%	4,454,680
Video on a Smartphone	24,699,230	65.3%	3.25	41	3,320,941,468	88	134	0.9%	329,458
Streaming Audio on a Smartphone	21,353,644	56.5%	3.59	27	2,088,516,936	55	98	0.5%	207,194
Social Networking on a Smartphone	30,554,670	80.8%	5.11	73	11,415,228,399	302	374	3.0%	1,132,463
App/Web on a Tablet	8,438,180	22.3%	4.70	141	5,579,342,119	148	661	1.5%	553,506
Video on a Tablet	5,030,659	13.3%	2.72	52	711,979,012	19	142	0.2%	70,633
Streaming Audio on a Tablet	3,770,708	10.0%	2.61	20	192,110,218	5	51	0.1%	19,059
Social Networking on a Tablet	6,518,856	17.2%	3.71	38	918,794,941	24	141	0.2%	91,150

COMPARABLE METRICS - ASIAN AMERICAN 18+

AVERAGE WEEK MARCH 28, 2016 - JUNE 26, 2016

ASIAN AMERICAN 18+ UE = 14,634,000	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
Live+DVR/Time-Shifted TV	10,933,716	74.7%	4.85	244	14,174,055,120	969	1185	9.6%	1,406,156
TV-Connected Devices	6,865,996	46.9%	3.69	140	3,778,883,383	258	518	2.6%	374,889
Internet on a Computer	4,383,414	30.0%	4.33	205	3,889,604,330	266	887	2.6%	385,873
Video on a Computer	2,909,017	19.9%	3.68	126	1,349,916,501	92	464	0.9%	133,920
Streaming Audio on a Computer	838,049	5.7%	2.17	32	57,581,516	4	69	0.0%	5,712
Social Networking on a Computer	2,539,933	17.4%	3.41	44	376,917,318	26	148	0.3%	37,393
App/Web on a Smartphone	11,215,228	76.6%	5.69	144	9,184,002,063	628	819	6.2%	911,111
Video on a Smartphone	6,878,880	47.0%	3.09	20	423,036,015	29	61	0.3%	41,968
Streaming Audio on a Smartphone	5,218,328	35.7%	3.90	33	675,672,400	46	129	0.5%	67,031
Social Networking on a Smartphone	9,215,765	63.0%	5.25	49	2,364,056,008	162	257	1.6%	234,529
App/Web on a Tablet	3,733,355	25.5%	4.73	123	2,171,979,017	148	582	1.5%	215,474
Video on a Tablet	1,959,081	13.4%	2.91	35	200,810,934	14	103	0.1%	19,922
Streaming Audio on a Tablet	950,873	6.5%	3.97	28	106,856,086	7	112	0.1%	10,601
Social Networking on a Tablet	2,799,992	19.1%	3.54	23	223,580,558	15	80	0.2%	22,181

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

COMPARABLE METRICS - ASIAN AMERICAN 18+

AVERAGE WEEK MARCH 27, 2017 - JUNE 25, 2017

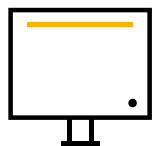
ASIAN AMERICAN 18+ UE = 15,537,000	HOW MANY		HOW OFTEN		HOW LONG				
	REACH/ CUME/ UNIQUES	REACH %	USAGE DAYS/ WEEK	MINS/ DAY (USERS)	GROSS MINUTES	MINS/ADULT (POPULATION)	MINS/ ADULT (USERS)	AA %	AVG AUDIENCE
Live+DVR/Time-Shifted TV	11,289,147	72.7%	4.77	231	13,634,317,652	878	1102	8.7%	1,352,611
TV-Connected Devices	7,778,067	50.1%	3.75	130	4,111,734,005	265	488	2.6%	407,910
Internet on a Computer	4,427,671	28.5%	4.32	186	3,559,572,227	229	804	2.3%	353,132
Video on a Computer	2,918,321	18.8%	3.41	183	1,819,641,650	117	624	1.2%	180,520
Streaming Audio on a Computer	807,290	5.2%	2.26	39	70,269,702	5	87	0.0%	6,971
Social Networking on a Computer	2,461,483	15.8%	3.28	39	315,830,971	20	128	0.2%	31,332
App/Web on a Smartphone	11,606,224	74.7%	5.42	212	13,325,579,508	858	1148	8.5%	1,321,982
Video on a Smartphone	7,080,589	45.6%	2.90	37	755,934,901	49	107	0.5%	74,994
Streaming Audio on a Smartphone	6,236,141	40.1%	3.44	21	446,664,711	29	72	0.3%	44,312
Social Networking on a Smartphone	9,273,135	59.7%	4.78	57	2,522,113,998	162	272	1.6%	250,210
App/Web on a Tablet	3,866,318	24.9%	4.38	98	1,650,835,389	106	427	1.1%	163,773
Video on a Tablet	2,417,605	15.6%	2.79	104	699,436,281	45	289	0.4%	69,389
Streaming Audio on a Tablet	1,462,866	9.4%	3.16	10	45,049,829	3	31	0.0%	4,469
Social Networking on a Tablet	2,840,643	18.3%	3.36	27	259,880,366	17	91	0.2%	25,782

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

DIGITAL AUDIENCE MEASUREMENT

	Includes	Does Not Include
Internet on a Computer	Computer measurement of URLs and Internet Applications	Non-browser requested URLs on-Internet Applications such as office apps, most games, and email apps, banking information, private/incognito browsing
Video on a Computer	Both active (tagged) and passive (non-tagged) publisher measurement	Untagged content where audio is not present
Streaming Audio on a Computer	Sites and Internet Applications specifically designed to provide audio content when they are in the foreground (Ex. Pandora, Spotify, iHeartRadio)	Audio content through YouTube, VEVO, and other sites that also provide video capabilities. Duration is not credited if the page is in the background or the user is inactive for over 30 minutes (Excludes Internet applications like Spotify or Apple Music)
Social Networking on a Computer	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
App/Web on a Smartphone	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
Video on a Smartphone	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)
Streaming Audio on a Smartphone	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
Social Networking on a Smartphone	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
App/Web on a Tablet	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 mail activity through the standard Mail app for iOS Standard text messaging is not included
Video on a Tablet	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)
Streaming Audio on a Tablet	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
Social Networking on a Tablet	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

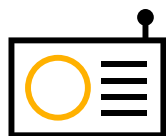
Live+DVR/Time-shifted TV includes Live usage plus any playback viewing within the measurement period. DVR/Time-shifted TV is playback primarily on a DVR but includes playback from video on demand, DVD recorders, server based DVR's and services like Start Over.

TV-connected devices (DVD, Game Console, Multimedia Device) 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, Amazon Fire TV, Smartphone, Computer/Laptop, etc. connected to the TV unless otherwise noted.

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

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.

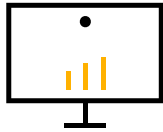
The estimates in this report are based on RADAR and the National Regional Database. RADAR reports national network radio ratings covering the U.S. using both PPM and Diary measurement and it is based

on a rolling one-year average of nearly 400,000 respondents aged 12+ per year. The Q2 2017 report is based on the September RADAR studies.

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.

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.



COMPUTER 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 allocated to other devices and locations outside of home and work. Nielsen's Online Panel is recruited in Spanish and English.

Internet on a Computer metrics are derived from Nielsen Netview. Video on a Computer metrics are derived from Nielsen VideoCensus. As some reported brands transition to Digital Content Ratings, they are no longer reported in VideoCensus as of Q2 2017. Accordingly, the methodology and computation of these metrics has been adjusted. Fusion data from Nielsen Media Impact (derived from panel and census data) was used to create a percent change from Q1 2017 to Q2 2017 for Video on a Computer. The percent change was then applied to the Q1 2017 VideoCensus data to calculate Q2 2017 metrics.



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 in English and recently in Spanish as well. There may be limited representation of non-English language audiences as recruitment is ramped up. The smartphone sample was around 12,500 and the tablet sample was around 3,250 during Q2 2017. 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.

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 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. There are no minimum qualifiers; crediting begins when the site or app is loaded in the foreground of the device.

SOURCING

Live+DVR/Time-shifted TV, TV-Connected Devices (DVD, Game Console, Multimedia Device, VCR) 03/28/16-06/26/16, 03/27/17-06/25/17 via Nielsen NPOWER/NPM Panel, Radio 06/16/16-06/21/17, 06/18/15-06/15/16 via RADAR 134, RADAR 130, PC-Total, Streaming Audio, Social Networking 03/28/16-06/26/16, 03/27/17-06/25/17 via Nielsen Netview, PC Streaming Video 03/28/16-06/26/16, 03/27/17-06/25/17 via Nielsen VideoCensus, Smartphone - App/Web Total, Streaming Video, Streaming Audio, Social Networking 03/28/16-06/26/16, 03/27/17-06/25/17 via Nielsen Electronic Mobile Measurement, iOS and Android, Tablet - App/Web Total, Streaming Video, Streaming Audio, Social Networking 03/28/16-06/26/16, 03/27/17-06/25/17 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 Nielsen 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.

