

# THE NIELSEN TOTAL AUDIENCE REPORT

Q1 2016

nielsen  
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AN UNCOMMON SENSE  
OF THE CONSUMER™



GLENN ENOCH  
SVP AUDIENCE INSIGHTS  
NIELSEN

My staff spends a lot of time each quarter working on the “front” of the Nielsen Total Audience Report – the pages directly following this introduction that explore a specific topic. However, we are aware that many users focus their attention on the “back” of the report – the pages with tables and exhibits that provide comprehensive data on media behavior.

We’re constantly striving to make these data and the formats better, more useful and easier to read. For this First Quarter 2016 report we have made a larger-than-usual number of changes.

In 2015 we introduced the Comparable Metrics report, which provides data on media usage on the same platforms as the Nielsen Total Audience Report. With the first quarter 2016 edition of both reports, we have aligned the measurement periods by expanding the Comparable Metrics report to the full quarter, and have ensured that the calculations and reported data match up across the two reports.

For example, in the Nielsen Total Audience Report, Exhibit 2 provides data on platform usage for the average day. We have changed this calculation to “average usage on days with usage,” which is the method we employ in the Comparable Metrics report.

In previous editions of the Nielsen Total Audience Report, Tables 1A and 1B had one format and the remaining user/usage tables from 2A to 4B had another. We have changed this so that all the tables have the same format, which should make them easier to use.

Tables 2A and 2B previously provided data on users by platform, but only for adults and “total measured persons.” We have expanded this to provide data for all our standard building-block demos.

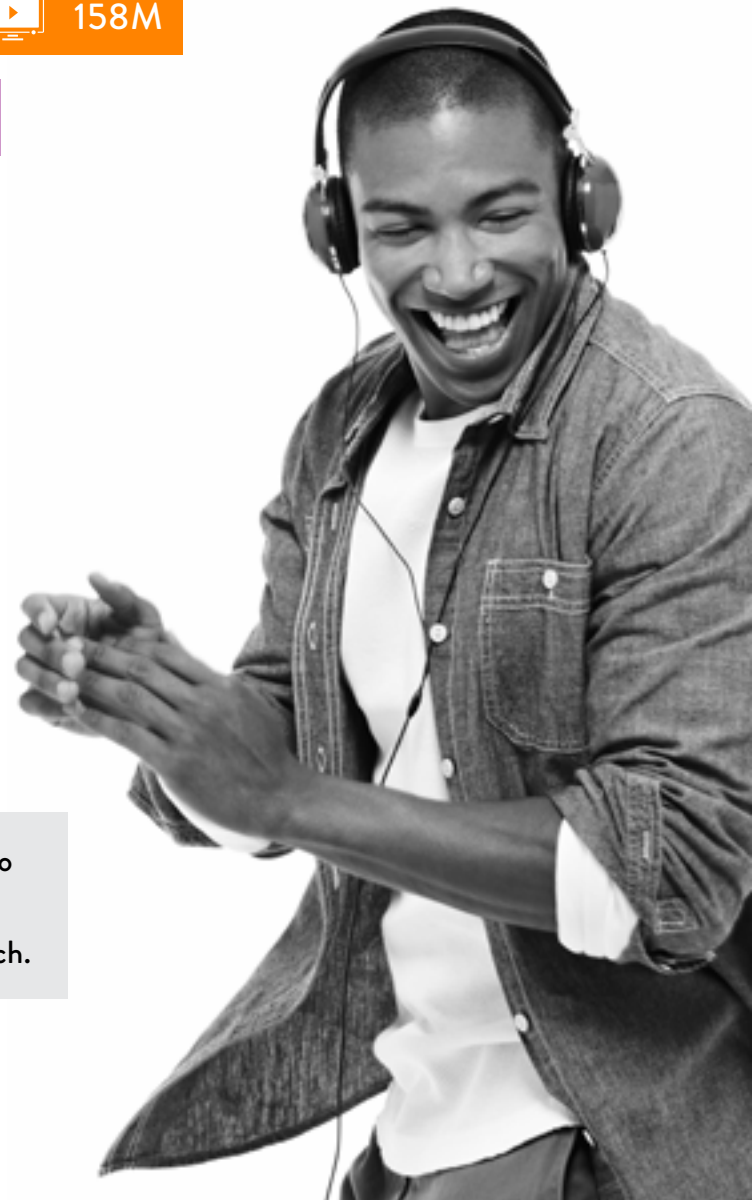
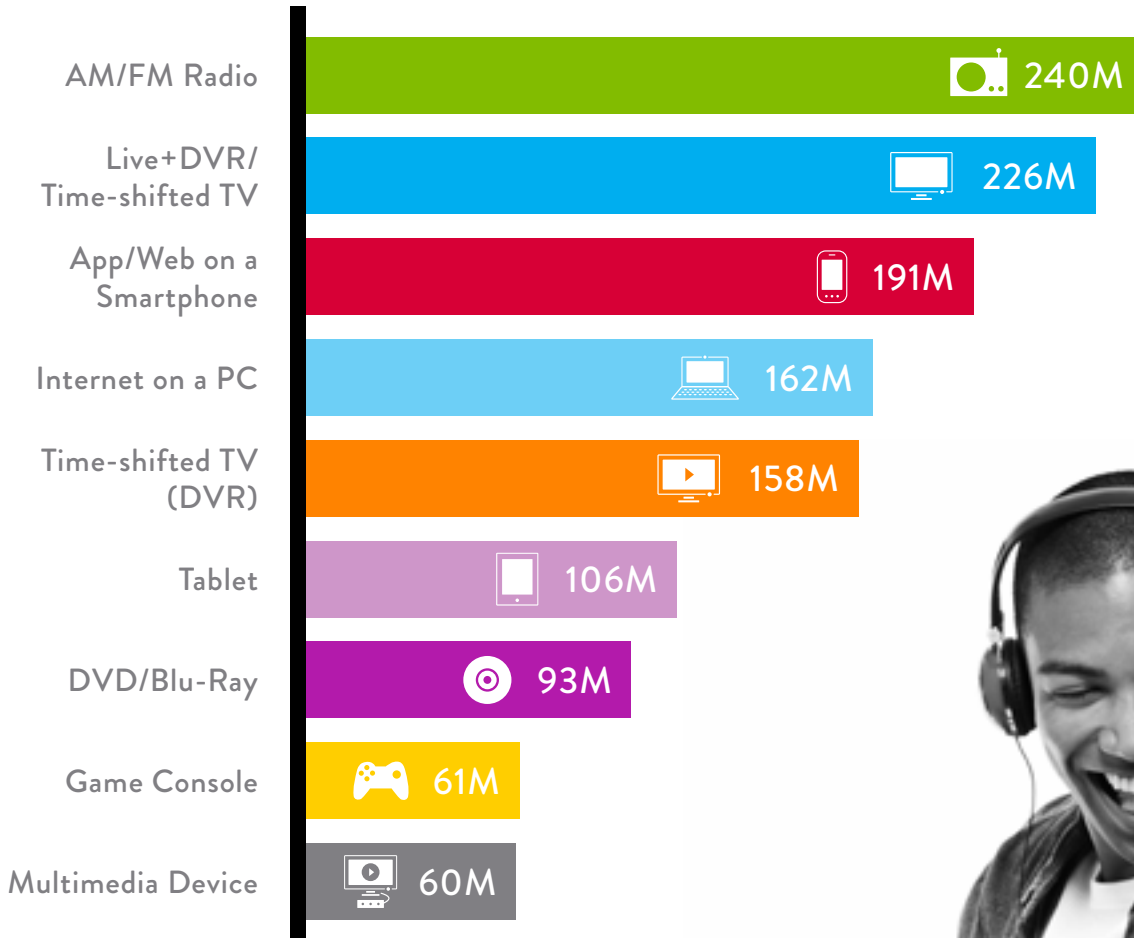
We have always provided the number of users by platform, but, starting with this report, we have added the percent of the population using each platform – these data can be found in Tables 3A and 3B. We still provide monthly time spent by platform by demo – the year-over-year comparisons are now available as Tables 4A and 4B. Tables 4C, 4D and 4E provide this information for Blacks, Hispanics and Asian-Americans.

In recognition of the importance of the back of the report and the many changes we have made, we are making insights from these tables the feature content of the front of this edition of the report. We examine large trends in penetration, users and usage across all platforms, show how different demos and race/ethnicity groups spend their media time, and explore the contributions of heavy users.

We’re also marking an important milestone in US media: availability of SVOD programming (Netflix, Hulu Plus, Amazon Prime) is now equal to DVR penetration, with both available in 50% of US TV households.

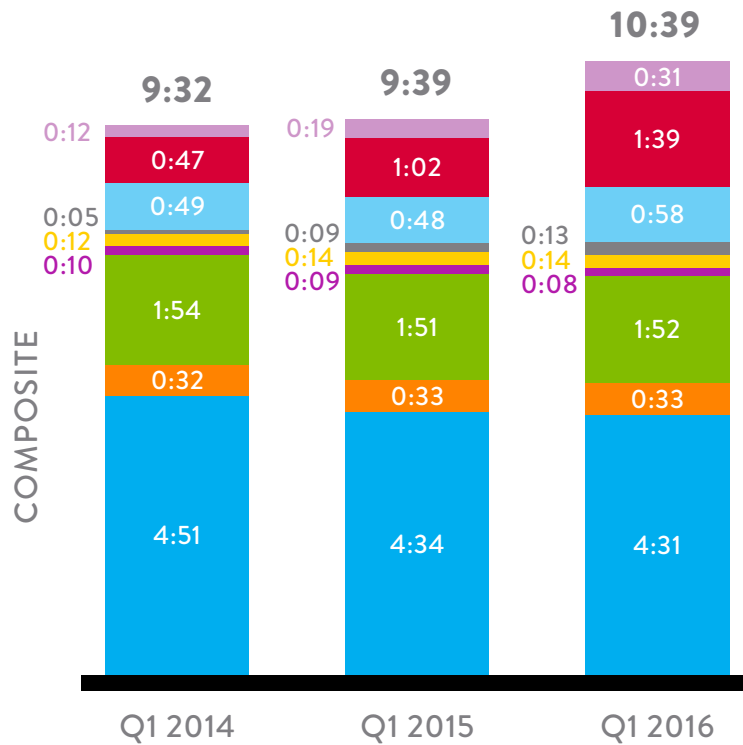
*Glenn*  
GLENN

## NUMBER OF ADULT USERS PER MONTH



- Despite growing options, radio and television continue to reach the most users.
- Of new technologies, Smartphones have the largest reach.

# AVERAGE TIME SPENT PER ADULT PER DAY BASED ON THE TOTAL US POPULATION

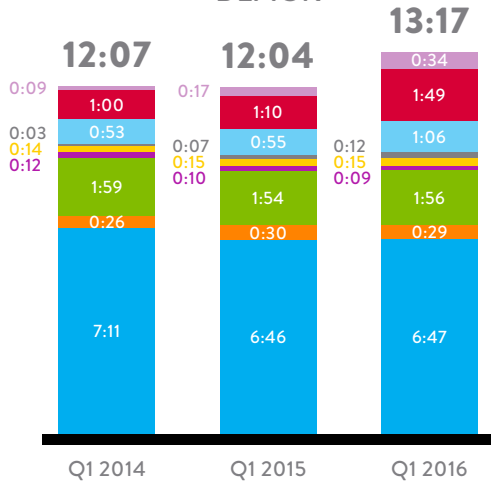


	2015-16 Diff	2015-16 Diff %
<b>Total</b>	<b>1:00</b>	<b>+10%</b>
Tablet (App/Web)	0:12	+63%
Smartphone (App/Web)	0:37	+60%
Internet on PC	0:10	+21%
Multimedia Device	0:04	+44%
Video Game Console	0:00	0%
DVD	(0:01)	-11%
AM/FM Radio	0:01	+1%
Time-shifted TV (DVR)	0:00	0%
Live TV	(0:03)	-1%

- Total media consumption continues to increase among adults with an additional hour of overall time spent as compared to the prior year.
- With more choices, there is more competition in the media landscape.

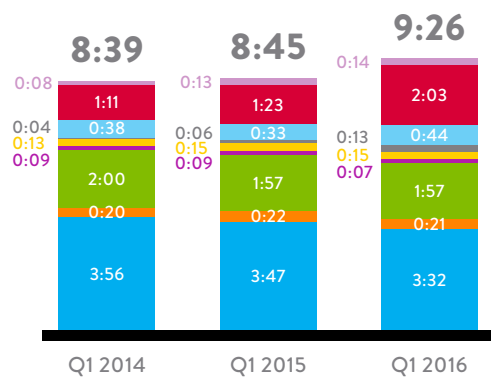
# AVERAGE TIME SPENT PER ADULT PER DAY BASED ON THE TOTAL US POPULATION

## BLACK



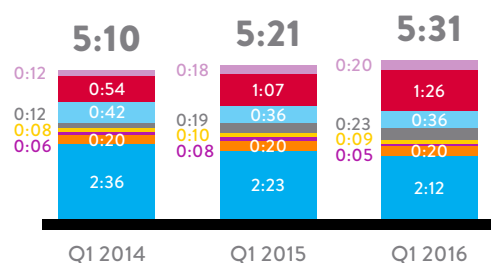
	2015-16 Diff	2015-16 Diff %
<b>Total</b>	<b>1:13</b>	<b>+10%</b>
Tablet (App/Web)	0:17	+100%
Smartphone (App/Web)	0:39	+56%
Internet on PC	0:11	+20%
Multimedia Device	0:05	+71%
Video Game Console	0:00	0%
DVD	(0:01)	-10%
AM/FM Radio	0:02	+2%
Time-shifted TV (DVR)	(0:01)	-3%
Live TV	0:01	0%

## HISPANIC



	2015-16 Diff	2015-16 Diff %
<b>Total</b>	<b>0:41</b>	<b>+8%</b>
Tablet (App/Web)	0:01	+8%
Smartphone (App/Web)	0:40	+48%
Internet on PC	0:11	+33%
Multimedia Device	0:07	+117%
Video Game Console	0:00	0%
DVD	(0:02)	-22%
AM/FM Radio	0:00	0%
Time-shifted TV (DVR)	(0:01)	-5%
Live TV	(0:15)	-7%

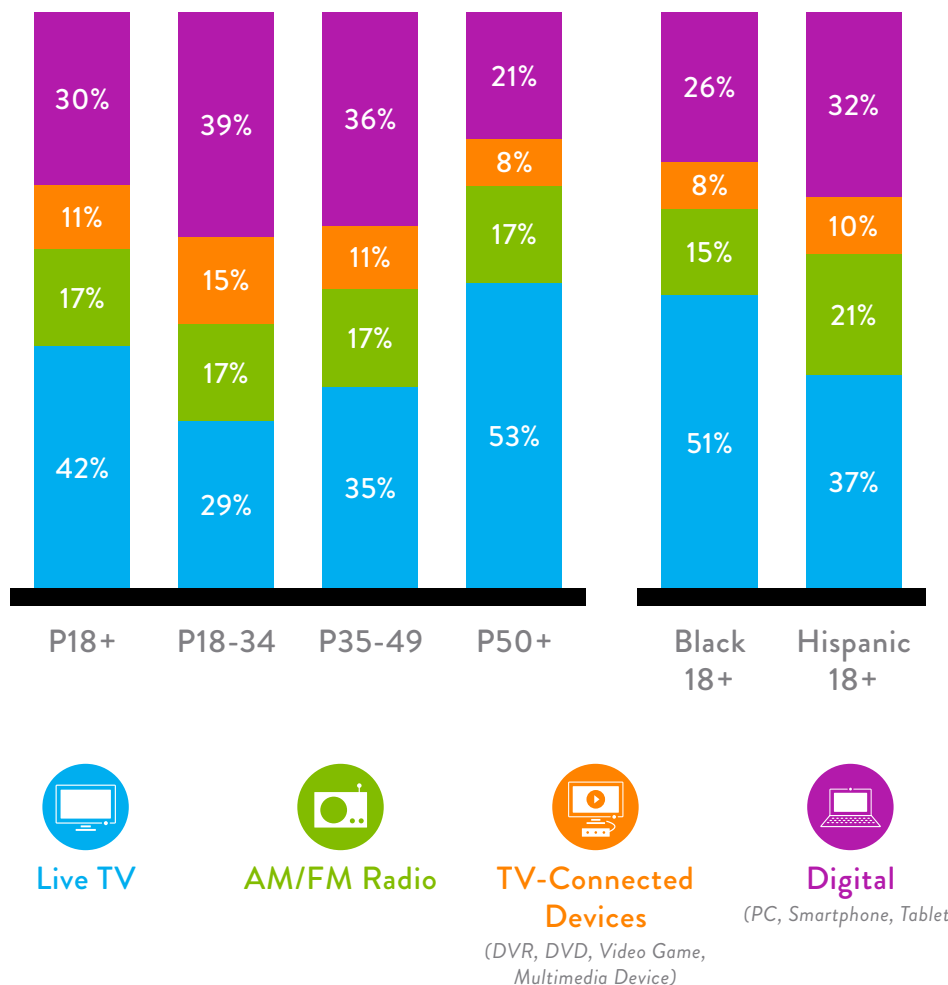
## ASIAN AMERICAN



	2015-16 Diff	2015-16 Diff %
<b>Total</b>	<b>0:10</b>	<b>+3%</b>
Tablet (App/Web)	0:02	+11%
Smartphone (App/Web)	0:19	+28%
Internet on PC	0:00	0%
Multimedia Device	0:04	+21%
Video Game Console	(0:01)	-10%
DVD	(0:03)	-38%
Time-shifted TV (DVR)	0:00	0%
Live TV	(0:11)	-8%

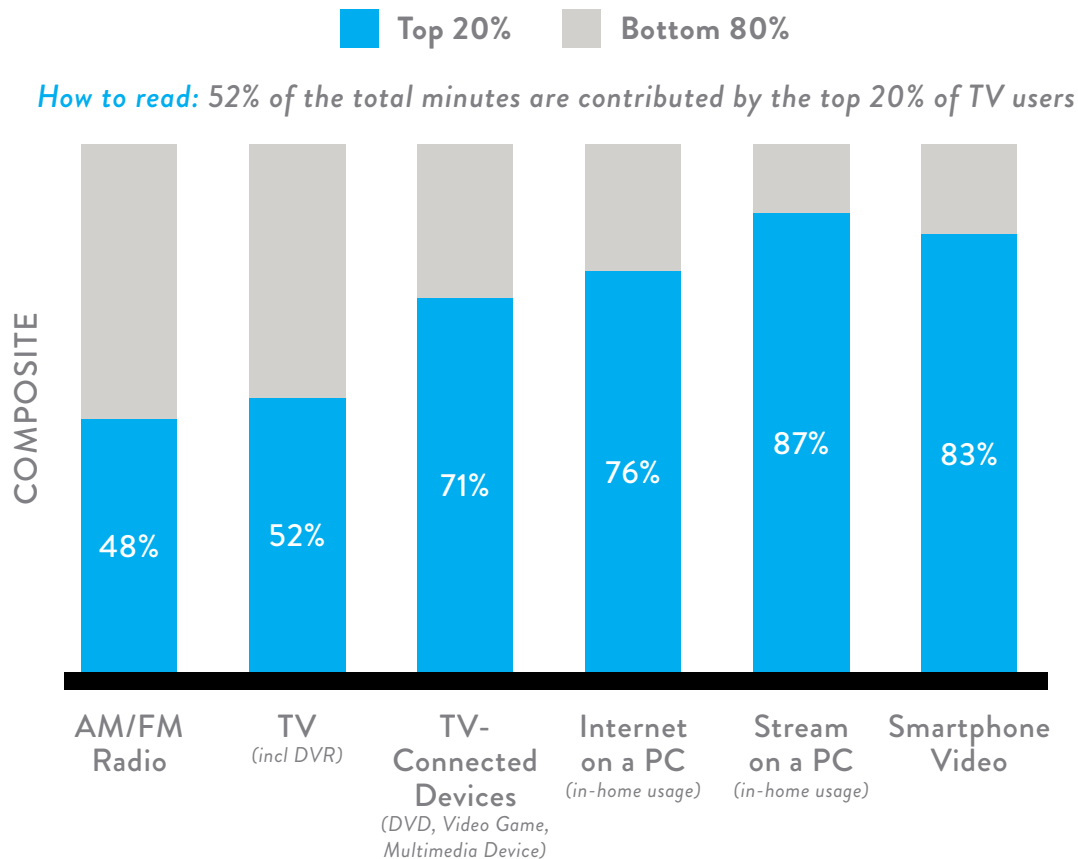
Note: Radio measurement includes Asian Americans but cannot be separated from the total audience at this time.

## SHARE OF AVERAGE TIME SPENT PER ADULT BASED ON THE TOTAL US POPULATION



- Traditional platforms continue to make up the largest part of media usage.
- Radio has the most consistent share of time spent across demographics.
- The share of live TV increases with age while the share of digital and TV-Connected Devices is highest among younger adults.
- P18-34 and P35-49 have about the same share of media usage going to digital.
- More than half of overall time spent for blacks is spent with live TV.
- AM/FM radio represents a fifth of time spent for Hispanics while digital makes up one-third of the share.

## PERCENT OF USAGE CONTRIBUTED BY THE TOP 20% OF USERS

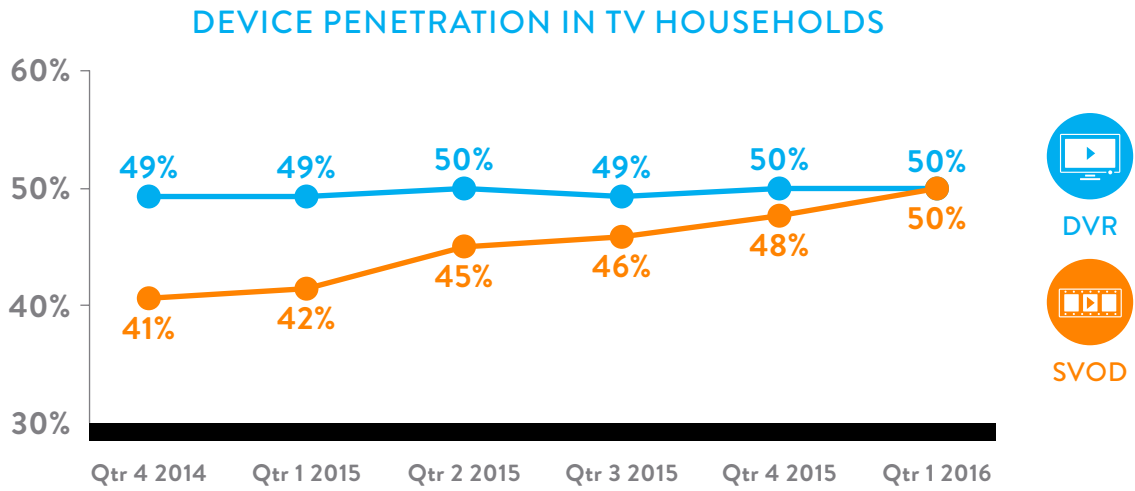


	AM/FM Radio	TV (incl DVR)	TV-Connected Devices	Internet on a PC	Stream on a PC	Smartphone Video
Black	47%	49%	73%	76%	84%	88%
Hispanic	50%	50%	68%	79%	85%	92%
Asian American	33%	60%	67%	77%	89%	89%

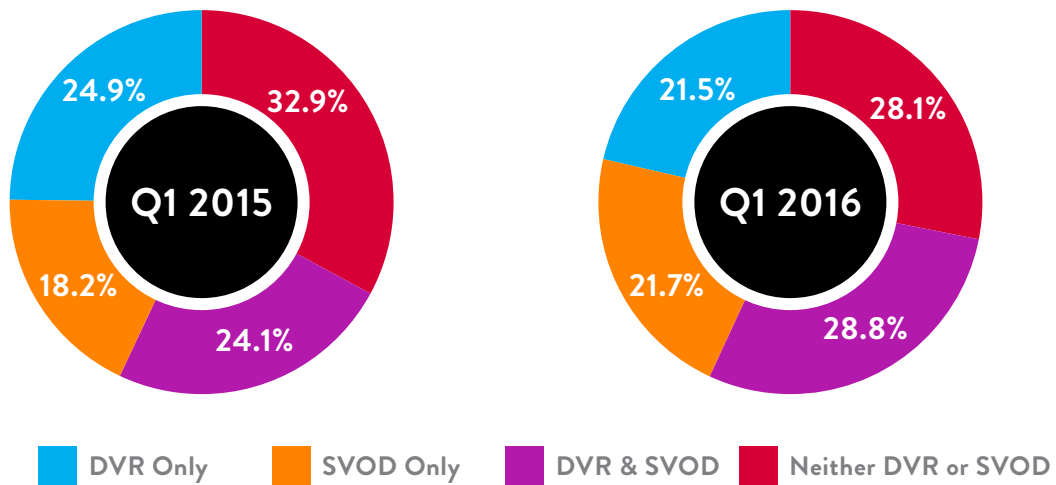
- Larger, widespread behaviors are less concentrated among the heaviest users. Here, we see that only about half of TV viewing and AM/FM radio listening are done by the heaviest 20% of users (i.e. the top quintile) for the composite population.
- Smaller behaviors done by fewer persons tend to be more concentrated among the heaviest users. 71% of TV-connected device usage minutes are done by the top 20% of users within the composite population. Digital usage is even more concentrated among heavy users – over 75% of total minutes come from the top 20% of users.

Source: Radio - Scarborough USA+ Release 2, 2015 (Aug 2014 - Oct 2015) P18+, TV and Online - Nielsen NPOWER/Cross Platform Homes Panel for P2+ - Internet and Streaming based on home PC only, Smartphone Video - Electronic Mobile Measurement for P18+

## DVR AND SUBSCRIPTION VIDEO ON DEMAND



- While DVR penetration has plateaued, SVOD penetration is growing.
- In 1st Quarter 2016, SVOD penetration equaled DVR penetration with half of homes having access to each of these.



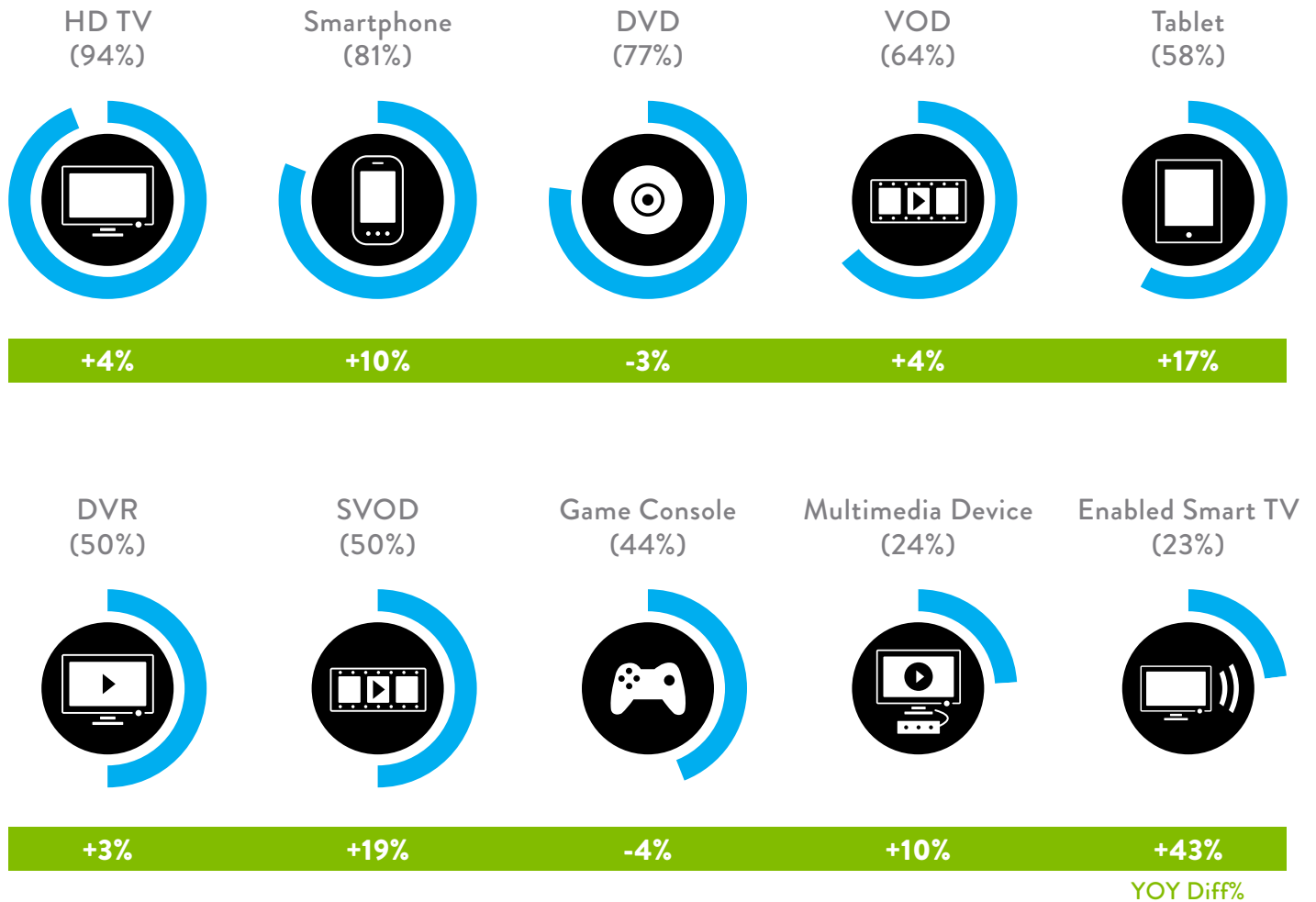
- 72% of homes have either a DVR or access to SVOD, up from 67% last year.
- The steady growth of SVOD means that the “SVOD Only” and “DVR and SVOD” categories are growing, while fewer homes have “DVR Only.”

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



## TECHNOLOGY/SERVICES PENETRATION

### Q1 2016 AND CHANGE FROM Q1 2015



- Changing consumer behavior is being driven by growth of technologies and services.
- Emerging technologies are showing growth in ownership while some older devices are experiencing declines or a flattening in ownership.

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

## AVERAGE TIME SPENT PER ADULT 18+ PER DAY

EXHIBIT 1 - BASED ON THE TOTAL US POPULATION

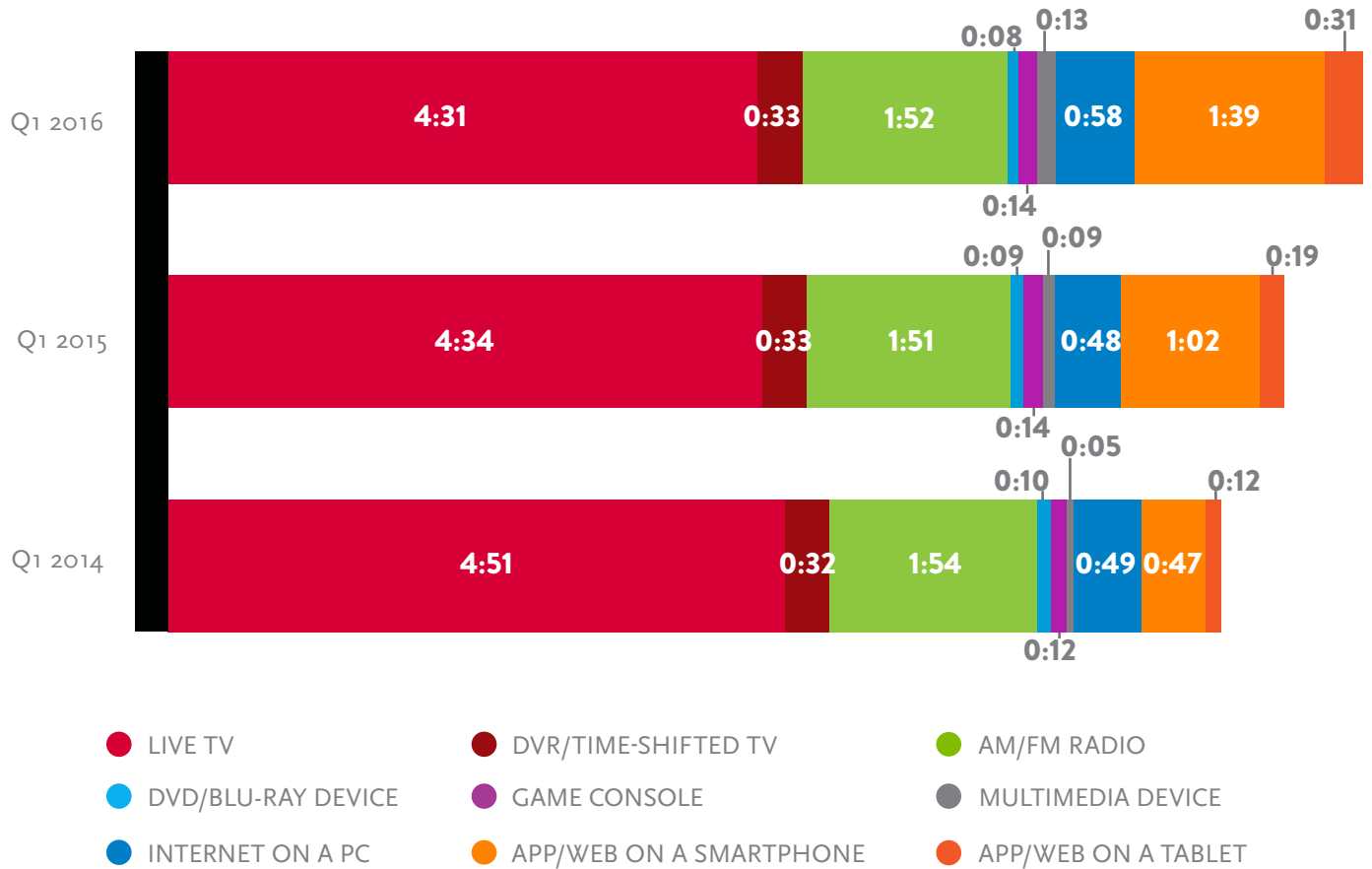


EXHIBIT 2 - BASED ON USERS OF EACH MEDIUM

	Q1 2014	Q1 2015	Q1 2016
Live+DVR/Time-shifted TV	6:51	6:46	6:37
DVR/Time-shifted TV	2:03	2:05	1:58
AM/FM Radio	2:45	2:42	2:44
DVD/Blu-Ray Device	1:46	1:44	1:48
Game Console	2:42	2:52	2:58
Multimedia Device	2:17	2:33	2:29
Internet on a PC	2:16	2:18	3:01
App/Web on a Smartphone	1:35	1:51	2:32

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.