

2016 NIELSEN SOCIAL MEDIA REPORT

**SOCIAL STUDIES: A LOOK AT
THE SOCIAL LANDSCAPE**

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SEAN CASEY

President, Nielsen Social

“What’s next?” That question drives our industry every day. Answering it isn’t easy. You don’t get there using conjecture or assumptions—you get there using passion, precision, experience and rigorous science. And when it comes to measuring the breakneck evolution of social media—answering the question can be as difficult as it is vital. But when you take a closer look at up-to-the-minute social media data, the direction forward snaps into focus.

Social media is one of the biggest opportunities that companies across industries have to connect directly to consumers. And it turns out that social media users can be pretty receptive—especially heavy users, who spend over 3 hours per day on social media.

Meet the brand and media advocates.

So, who are they? Surprisingly, the heavy social media user group isn’t Millennials. In fact, Generation X (ages 35-49) spends the most time on social media: almost 7 hours per week versus Millennials, who come in second, spending just over 6 hours per week. They’re female, 25% of their time online is spent on social media (vs.19% of males), and they reach across cultures. They’re likely to be on Facebook on Sundays via smartphone, while watching primetime television.

Knowing who these potential brand/media activists are is only the half of it—the most important part of winning them over is understanding where and how to connect with them successfully.

Thirty-nine percent of heavy social users believe that finding out about products and services is an important reason for using a social network. Companies would do well to make it easy for potential brand advocates to find information about their products and services—preferably in the form of unbiased customer reviews; 35% of heavy social media users cite special discounts as important, such as access to exclusive offers and coupons. And above all else, brands need to make it easy for potential advocates to show their support. Twenty-nine percent of heavy users actually find supporting their favorite companies or brands somewhat to very important—so they need content that’s easy to find and easy to share on Facebook and Twitter.

When it comes to television, the industry should be courting this same group—female Gen-Xers—to be potential advocates (a whopping 61% of unique Facebook users who are interacting about something TV-related on Facebook are female). And when it comes to connecting with social TV audiences, bear in mind that using multiple devices at once is the new normal, and reaching out while this group is watching TV is vital to capturing their attention. So is putting a lot of thought into keywords and phrases, which should include program names as well as characters’, actors’ or athletes’ names. Keeping an eye on what female Gen-Xers are watching when is going to be key to finding them.

This report provides insights, rich data and much more—take look to learn more about how companies can recruit devoted activists.

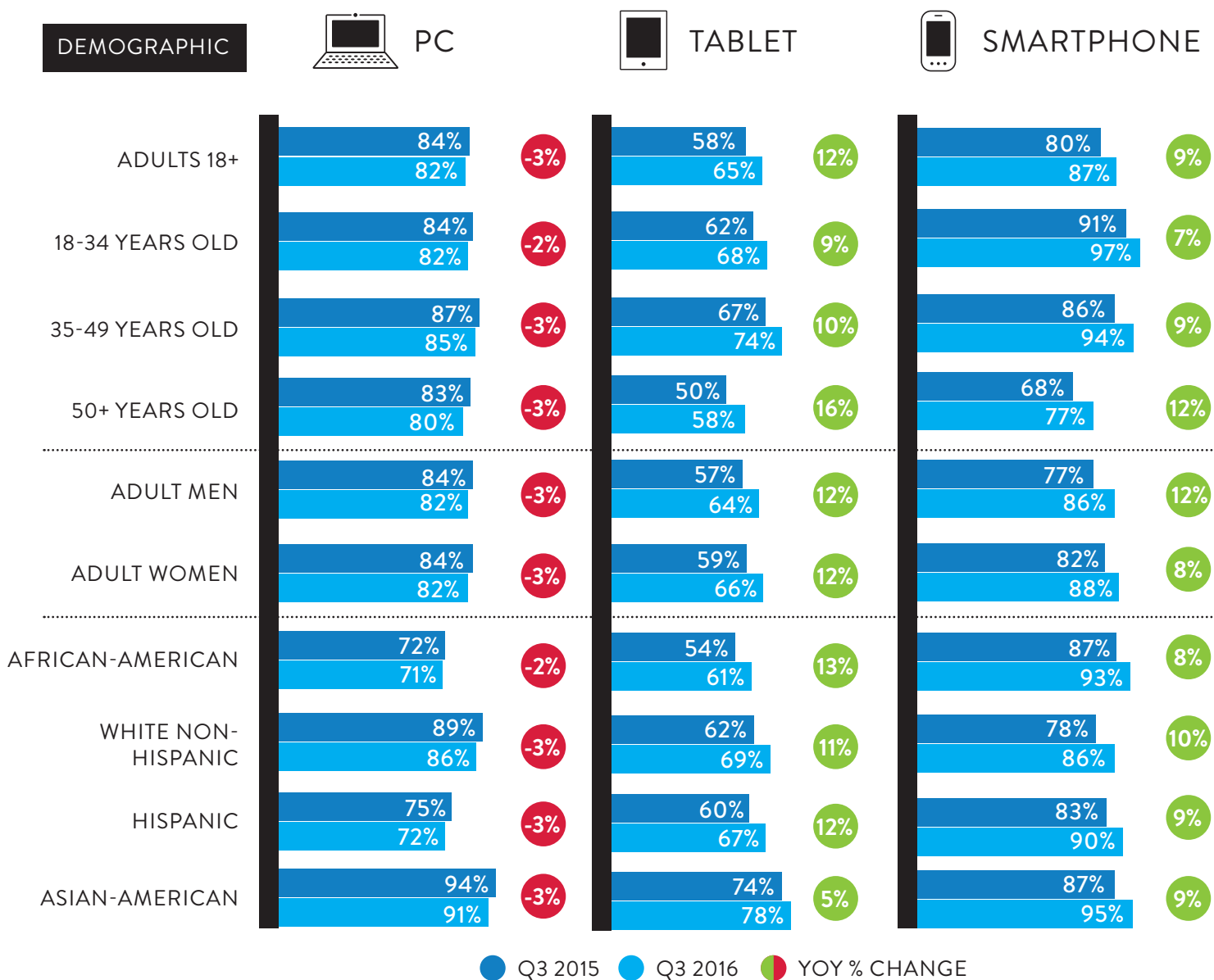
THE ENTRY POINT

DEVICE PENETRATION SETS THE STAGE FOR SOCIAL MEDIA USAGE

When it comes to social media, users' thumbs may do the talking, but the platforms they are chatting on are the *real* gateways into the collective conversation. After all, without an instrument that activates social media, consumers would simply be talking. While PCs, tablets and mobile all allow for social interactivity, just WHO has access to the devices is predicated by age, gender, race/ethnicity and more.

DEVICE PENETRATION

PERCENTAGE OF U.S. WITH ACCESS TO PCs, TABLETS AND SMARTPHONES



Source: Based on the scaled installed counts within the quarter via Nielsen NPOWER/National Panel. Device penetration for Smartphones was based on Nielsen Mobile Insights, Q3 2016/Q3 2015.

THE USER

Social media is playing an increasing part of consumers' lives, and reaching these audiences is a must for marketers and makers of content. Looking at the average weekly reach of social media among the devices shows that different types of consumers are being reached in different ways. For instance, while nearly 177 million U.S. adults engaged with a social platform on a smartphone in third-quarter 2016, 46% were adult men and 54% were adult women. On tablets, the gender divide was markedly different. Over that same period, nearly 74 million U.S. adults engaged in social media on tablets, but nearly three-quarters (74%) were adult women.

Among the different race and ethnic distinctions, the reach of social on smartphones is higher among Hispanic adults than African-American or Asian adults, but that changes when looking at PCs or tablets, where African-American adults have a higher weekly reach.

AVERAGE WEEKLY REACH OF SOCIAL MEDIA OVER PLATFORMS

Q3 2016

BY AGE DEMOGRAPHIC								
	ADULTS 18+	ADULTS 18+ REACH %	18-34 YEARS OLD	18-34 YEARS OLD REACH %	35-49 YEARS OLD	35-49 YEARS OLD REACH %	50+ YEARS OLD	50+ YEARS OLD REACH %
Smartphone	176.9 M	73%	59.6 M	82%	51.2 M	85%	65.5 M	60%
Tablet	74 M	30%	21.4 M	29%	27.5 M	45%	25.1 M	23%
PC	70.2 M	29%	17 M	23%	20.1 M	33%	33.1 M	30%

Source: PC Social Networking Q3 2016 via Nielsen Netview; Smartphone (App/Web) and Tablet (iOS and Android) Social Networking Q3 2016 via Nielsen Electronic Mobile Measurement.

BY RACE/ETHNIC COMPOSITION								
	African-American Adults (18+)	African-American Adults (18+) Reach %	Hispanic Adults (18+)	Hispanic Adults (18+) Reach %	Asian-American Adults (18+)	Asian-American Adults (18+) Reach %	White Adults (18+)	White Adults (18+) Reach %
Smartphone	21.9 M	72%	30 M	80%	9.7 M	65%	128.4 M	71%
Tablet	9.1 M	25%	5.9 M	20%	2.7 M	11%	57.5 M	19%
PC	8.4 M	27%	7 M	19%	2.4 M	16%	54.8 M	30%

Source: PC Social Networking Q3 2016 via Nielsen Netview; Smartphone (App/Web) and Tablet (iOS and Android) Social Networking Q3 2016 via Nielsen Electronic Mobile Measurement.

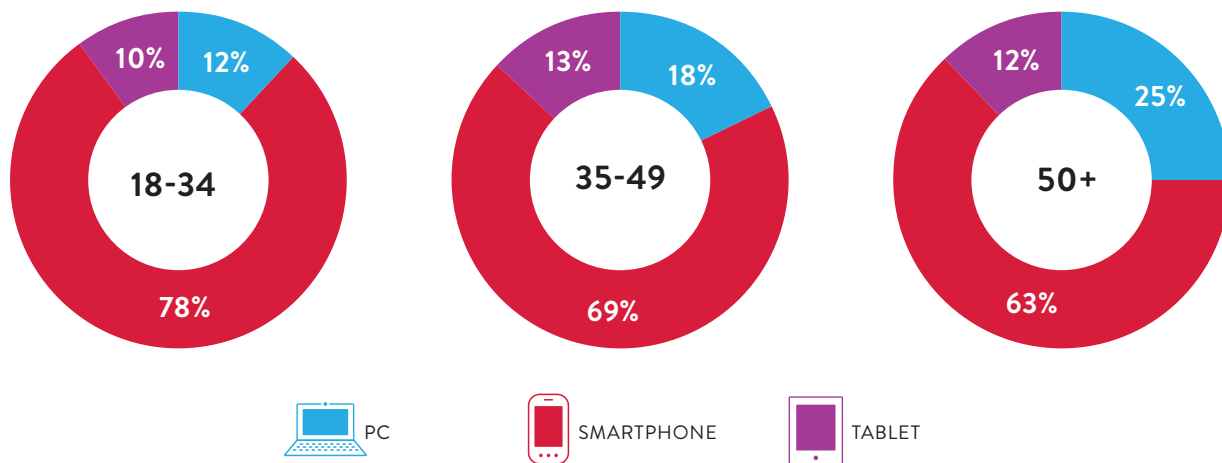
BY GENDER				
	Adult Men (18+)	Adult Men (18+) Reach %	Adult Women (18+)	Adult Women (18+) Reach %
Smartphone	82 M	70%	94.9 M	75%
Tablet	19.4 M	16%	54.6 M	43%
PC	31.1 M	26%	39.1 M	31%

Source: PC Social Networking Q3 2016 via Nielsen Netview; Smartphone (App/Web) and Tablet (iOS and Android) Social Networking Q3 2016 via Nielsen Electronic Mobile Measurement

When looking at the generational differences among platforms, it's clear that spending social media time via a smartphone is the preferred choice for adults 18-34, which correlates to the device penetration among this group (96%). For instance, smartphones accounted for 78% of adults 18-34 total weekly social minutes. Conversely, a quarter (25%) of U.S. adults 50+ weekly social minutes were via a PC.

SHARE OF WEEKLY SOCIAL MINUTES ACROSS DEVICES (Q3 2016)

BY AGE DEMOGRAPHIC

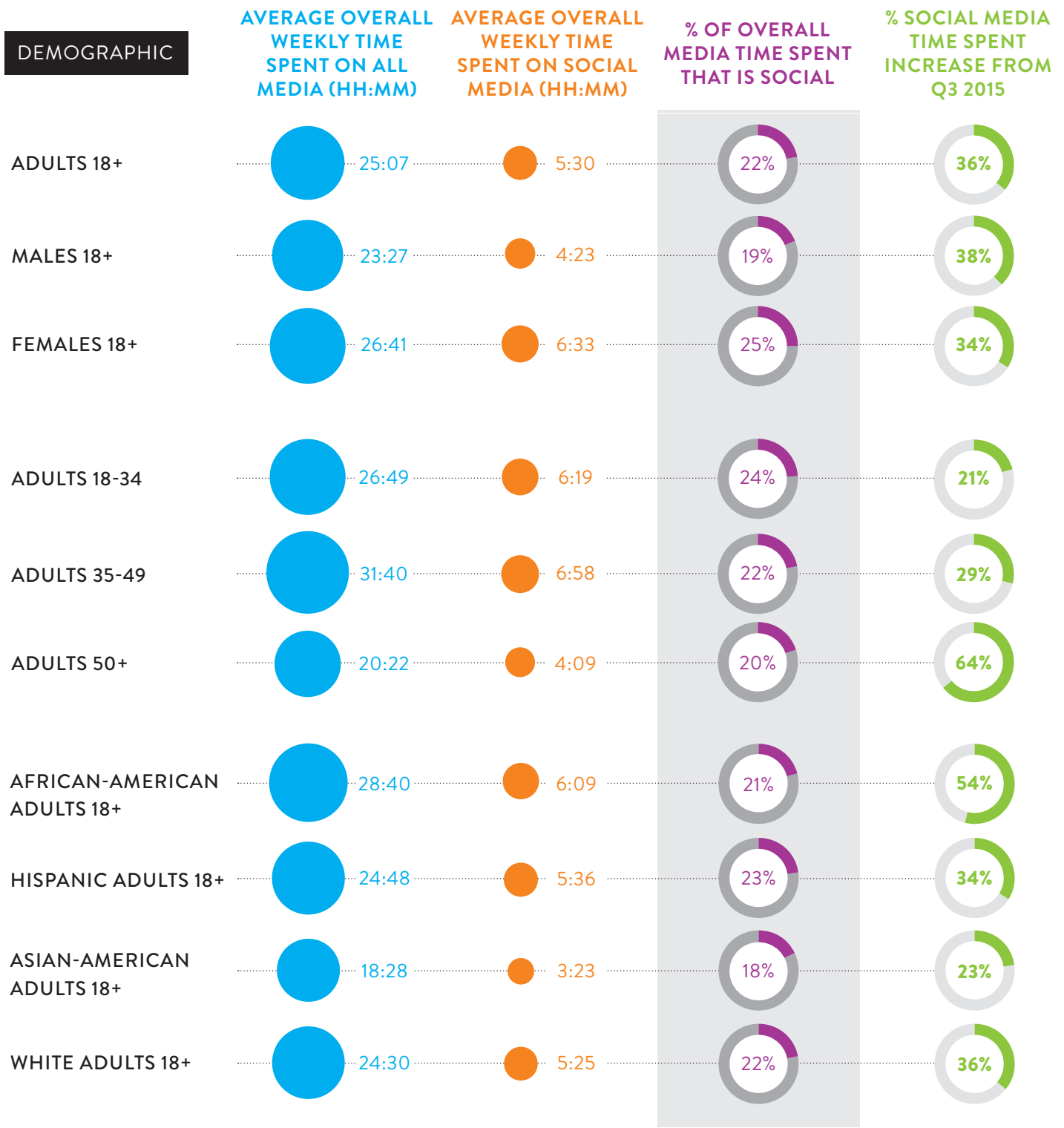


Source: PC Social Networking Q3 2016 via Nielsen Netview; Smartphone (App/Web) and Tablet (iOS and Android) Social Networking Q3 2016 via Nielsen Electronic Mobile Measurement

HOW MUCH MEDIA TIME IS SOCIAL MEDIA TIME?

On the heels of device proliferation and media fragmentation, consumer choice has driven an appetite for content. This has led to an increase in overall time spent on media among consumers. But how much of that is spent on social media? That depends on the age, gender or race/ethnicity of user. For instance, among female adults in the U.S., a quarter (25%) of their overall weekly media time in third-quarter 2016 was spent using social media—more than 6.5 hours.

THE PERCENTAGE OF TOTAL MEDIA TIME SPENT ON SOCIAL MEDIA



Source: Nielsen NPOWER/National Panel; RADAR; Nielsen Netview; Nielsen VideoCensus and Nielsen Electronic Mobile Measurement

A PEEK AT THE PLATFORMS

TOP 10 SOCIAL NETWORK PLATFORMS ON SMARTPHONES

RANK	PLATFORM	SEPTEMBER 2016 (UA)
1	Facebook	178.8 M
2	Instagram	91.5 M
3	Twitter	82.2 M
4	Pinterest	69.6 M
5	LinkedIn	60.1 M
6	Snapchat	52.6 M
7	Google+	49.2 M
8	Wordpress.com	37.4 M
9	Reddit.com	26.5 M
10	Tumblr	24.6 M



Source: Nielsen Electronic Mobile Measurement

Read as: In September 2016 Facebook had about 178.2 million unique users. This is inclusive of mobile web and app usage.

THE TOP SOCIAL MEDIA PLATFORMS ON PC'S (DESKTOP)

RANK	PLATFORM	SEPTEMBER 2016 (UA)
1	Facebook	90.2M
2	Twitter	32.7 M
3	Pinterest	26.5 M
4	Blogger	22.5 M
5	Instagram	20.4 M
6	LinkedIn	20.1 M
7	Wordpress.com	16.6 M
8	Tumblr	12.8 M
9	Google+	12.1 M
10	Reddit.com	10.8 M



Source: Nielsen Netview, "Member Community" subcategory, Sept. 2016.

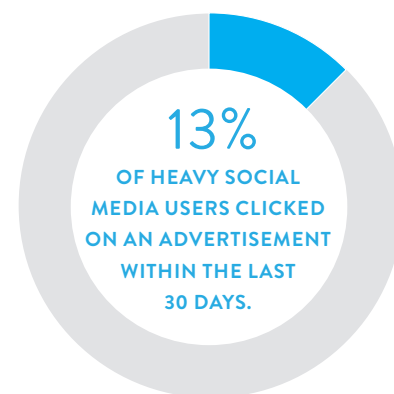
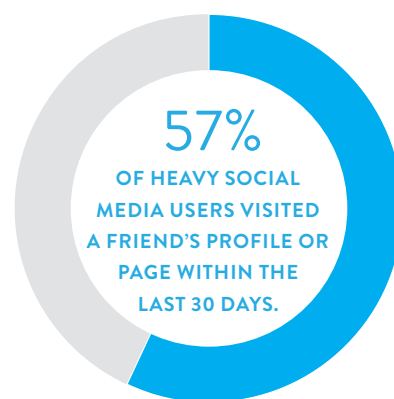
Read as: In September 2016 Facebook had over 90 million average unique users.

LOGGED ON...NOW WHAT?

Hitting up a social platform is just the beginning. Consumers who do so now have a bevy of options to pass the time—from connecting with old pals to playing games and re-sharing the latest cute cat video. We looked at the top 10 activities that heavy social media users (3+ hours per day) have performed on social media within the last 30 days.

TOP SOCIAL NETWORKING ACTIVITIES IN PAST 30 DAYS

AMONG HEAVY SOCIAL MEDIA USERS (3+ HOURS DAILY)		
RANK	SOCIAL ACTIVITY	% OF RESPONDENTS (18+)
1	Visited a friend's profile/page	57%
2	Commented on a friend's post	55%
3	Sent a message or e-mail	50%
4	Watched a video	50%
5	Posted picture(s)	50%
6	Posted that you "Like" something	47%
7	Updated your status	42%
8	Updated your profile	30%
9	Followed or became a "fan of" something or someone	25%
10	Played a game	23%



Source: Nielsen Scarborough USA+ 2016 Release 1, GfK/MRI Attitudinal Insights Module

BRAND ACTIVISTS

Social media offers brands a real opportunity to connect with consumers in unique ways. Whether it be addressing a complaint, promoting an exclusive real-time chat with the stars of a TV program or simply sending out coupon codes, social is a way to drive instant and, often, immediate value and build equity. Consumers want to have their voice heard, so brands that engage could build brand loyalty as well. In nearly every instance, heavy social media users are more likely to perform social activities that are gateways to a brand. For instance, nearly 30% of heavy social media users thought it was very or somewhat important to engage with social media in order to show support of their favorite companies or brands.

SOCIAL MEDIA GIVES MARKETERS A CHANCE TO REACH OUT DIRECTLY TO CONSUMERS, AMPLIFY THEIR MESSAGES AND PITCH THEIR BEST VALUE PROPOSITION TO THEIR BEST CONSUMERS WHEREVER THEY MAY BE—BASEMENTS, BEDROOMS OR BARS.

USING SOCIAL TO INTERACT WITH BRANDS

CONSUMERS WHO FOUND REASONS FOR USING A SOCIAL NETWORK VERY OR SOMEWHAT IMPORTANT

ACTIVITY	LIGHT SOCIAL MEDIA USERS (LESS THAN 1 DAILY HOUR OF SOCIAL MEDIA)	MEDIUM SOCIAL MEDIA USERS (1-2 DAILY HOURS OF SOCIAL MEDIA)	HEAVY SOCIAL MEDIA USERS (3+ DAILY HOURS OF SOCIAL MEDIA)
	% of Users	% of Users	% of Users
Find out about products and services	36%	36%	39%
Receive exclusive offers, coupons or other discounts	31%	31%	35%
Show support for my favorite companies or brands	24%	25%	29%
Rate or review a product or service	23%	23%	25%
Gain access to VIP or members-only events	16%	17%	20%

Source: Nielsen Scarborough USA+ 2016 Release 1, GfK/MRI Attitudinal Insights Module

Read as: 36% of light social media users say a social network is very or somewhat important to find out about products and services.

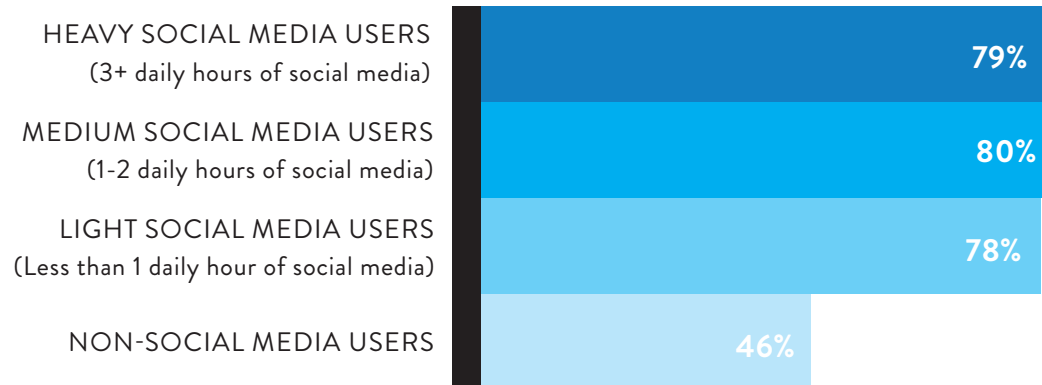
PATH TO PURCHASE?

So which groups are buying? To find out, we looked at each stratum of social media user (heavy, medium and light), and we found that, in each group, at least three-quarters of consumers had made a purchase within the last year. Conversely, less than half (46%) of non-social media users in the U.S. made an online purchase over that same period.

And how much are they spending? We looked at not just the percentage of different social media types who made any internet purchase in the last year, but also how much they spent, and the categories in which they shopped and made purchases.

ANY INTERNET PURCHASE IN THE PAST 12 MONTHS

AMONG U.S. ADULTS 18+



Source: Nielsen Scarborough USA+ 2016 Release 1

Read as: Less than half (46%) of Non-Social Media Users have made an internet purchase in the past 12 months.

HOW MUCH DO THEY SPEND?

Marketers take note: It seems there might be a best social consumer for advertisers to reach. While 41% of both light and medium social networkers spent \$500 or more on internet purchases in the last 12 months, only 38% of heavy social media users did. Additionally, 12% of heavy social users spent less than \$100 over the year and were 50% MORE likely to do so than the average U.S. consumer.

AMOUNT SPENT ON PURCHASES MADE ON INTERNET PAST 12 MONTHS

	ALL U.S. ADULTS (18+)	NO SOCIAL MEDIA	LIGHT SOCIAL MEDIA USERS (LESS THAN 1 DAILY HOUR OF SOCIAL MEDIA)	MEDIUM SOCIAL MEDIA USERS (1-2 DAILY HOURS OF SOCIAL MEDIA)	HEAVY SOCIAL MEDIA USERS (3+ DAILY HOURS OF SOCIAL MEDIA)
	% of Respondents	% of Users	% of Users	% of Users	% of Users
Less than \$100	8%	6%	8%	10%	12%
\$100 - \$249	13%	9%	13%	15%	15%
\$250 - \$499	13%	9%	16%	15%	15%
\$500 - \$999	14%	10%	16%	17%	16%
\$1,000 - \$2,499	11%	7%	13%	13%	12%
\$2,500 or more	9%	5%	12%	10%	9%
\$500 or more	34%	22%	41%	41%	38%
\$1,000 or more	20%	12%	25%	24%	21%

Source: Nielsen Scarborough USA+ 2016 Release 1

Read as: One-fifth (20%) of U.S. adults 18+ spent \$1,000 or more on internet purchases within the last year.

HEAVY SOCIAL MEDIA USERS (3+ DAILY HOURS OF SOCIAL MEDIA)

	TOP ITEMS SHOPPED FOR ON THE INTERNET PAST 12 MONTHS	ITEMS BOUGHT ON THE INTERNET PAST 12 MONTHS
	% of Users	% of Users
Clothing or accessories	58%	48%
Books	38%	31%
Movie tickets	31%	22%
Home accessories	28%	18%
Airline tickets	28%	22%
Health and beauty items	28%	21%
Mobile device apps	28%	19%
Toys or games	27%	20%
Other travel reservations (hotels, auto rental, etc.)	25%	20%
Music downloads (iTunes, etc.)	23%	18%

WHILE 28% OF HEAVY SOCIAL NETWORKERS SHOPPED FOR A MOBILE DEVICE APP AND 19% OF THIS GROUP PURCHASED AN APP, THEY WERE 64% MORE LIKELY THAN THE AVERAGE U.S. ADULT CONSUMER TO HAVE PURCHASED A MOBILE DEVICE APP WITHIN THE LAST YEAR.

Source: Nielsen Scarborough USA+ 2016 Release 1

Read as: 58% of heavy social media users have shopped for clothing or accessories on the internet in the past 12 months, and 48% have purchased clothing or accessories on the internet over that same time.

MEDIUM SOCIAL MEDIA USERS (1-2 DAILY HOURS OF SOCIAL MEDIA)

	TOP ITEMS SHOPPED FOR ON THE INTERNET PAST 12 MONTHS	ITEMS BOUGHT ON THE INTERNET PAST 12 MONTHS
	% of Users	% of Users
Clothing or accessories	56%	48%
Books	39%	33%
Airline tickets	33%	27%
Other travel reservations (hotels, auto rental, etc.)	30%	25%
Movie tickets	27%	19%
Home accessories	26%	17%
Health and beauty items	24%	19%
Toys or games	23%	19%
Mobile device apps	22%	16%
Music downloads (iTunes, etc.)	21%	17%

27% OF MEDIUM SOCIAL NETWORKERS SHOPPED ONLINE FOR MOVIE TICKETS IN THE PAST YEAR AND 19% OF THEM PURCHASED TICKETS. THIS GROUP WAS 40% MORE LIKELY THAN THE AVERAGE U.S. ADULT CONSUMER TO HAVE MADE A MOVIE TICKET PURCHASE ONLINE IN THE LAST 12 MONTHS —THE HIGHEST INDEX OF ANY CATEGORY.

Source: Nielsen Scarborough USA+ 2016 Release 1

Read as: 56% of medium social media users have shopped for clothing or accessories on the internet in the past 12 months, and 48% have purchased clothing or accessories on the internet over that same time.

LIGHT SOCIAL MEDIA USERS (LESS THAN 1 DAILY HOUR OF SOCIAL MEDIA)

	TOP ITEMS SHOPPED FOR ON THE INTERNET PAST 12 MONTHS	ITEMS BOUGHT FOR ON THE INTERNET PAST 12 MONTHS
	% of Users	% of Users
Clothing or accessories	48%	41%
Books	39%	33%
Airline tickets	33%	29%
Other travel reservations (hotels, auto rental, etc.)	30%	26%
Home accessories	23%	15%
Movie tickets	21%	15%
Health and beauty items	20%	16%
Toys or games	20%	16%
Mobile device apps	18%	13%
Music downloads (iTunes, etc.)	17%	14%

30% OF LIGHT SOCIAL NETWORKERS SHOPPED FOR “OTHER TRAVEL RESERVATIONS,” SUCH AS HOTEL OR AUTO RENTALS, IN THE LAST 12 MONTHS AND 26% OF THEM MADE A CATEGORY PURCHASE. THIS GROUP WAS ALSO 28% MORE LIKELY THAN THE AVERAGE U.S. ADULT CONSUMER TO HAVE PURCHASED IN THE “OTHER TRAVEL RESERVATIONS” CATEGORY OVER THE LAST 12 MONTHS—THE HIGHEST INDEX AMONG THE TOP ITEMS SHOPPED FOR RANK.

Source: Nielsen Scarborough USA+ 2016 Release 1

Read as: 48% of light social media users have shopped for clothing or accessories on the internet in the past 12 months, and 41% have purchased clothing or accessories on the internet over that same time.

SOCIAL CONTENT RATINGS

A LOOK AT SOCIAL TV ACTIVITY ACROSS THE DAYS OF THE WEEK

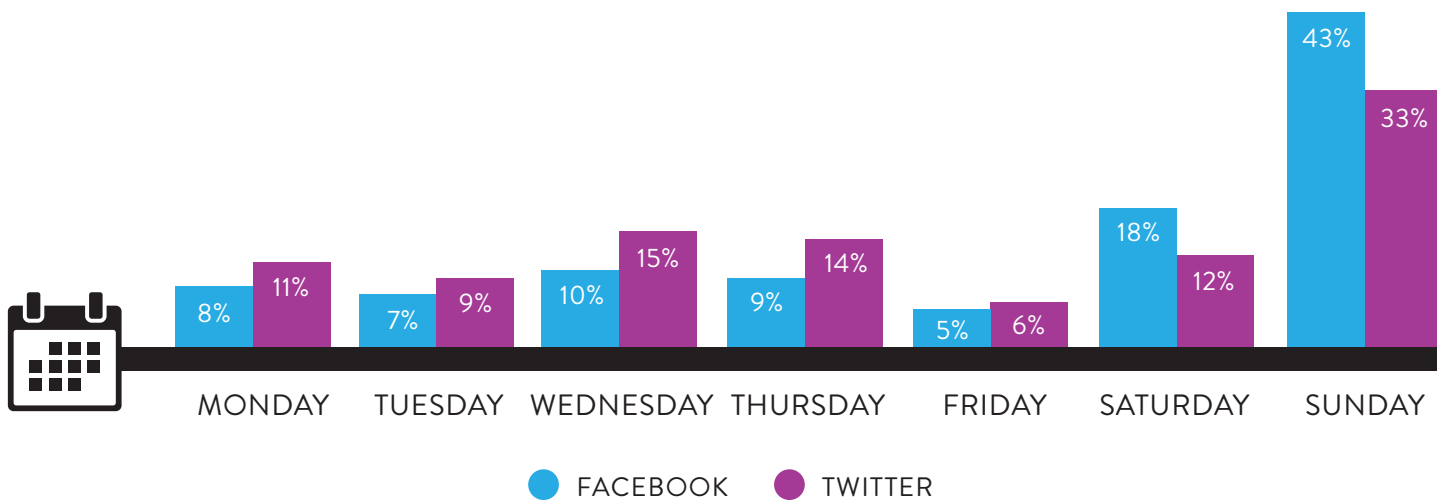
Using Nielsen Social data, which measures social activity surrounding TV programming across Facebook and Twitter, we uncovered for the first time which days of the week are getting the most chatter from users.

Across platforms, social TV activity peaked on Sundays this fall as audiences took to social media to talk about NFL games, specials and Sunday series. For example, nearly half (43%) of weekly Facebook activity and a third (33%) of weekly Twitter activity occurred on Sundays.

On Facebook, the next largest day was Saturday—a day known for college football and pro baseball.

THERE WERE 14.2 MILLION SOCIAL MEDIA INTERACTIONS ABOUT TV ACROSS FACEBOOK AND TWITTER ON AVERAGE EACH DAY THIS FALL IN THE U.S.

AVERAGE SHARE OF WEEKLY ACTIVITY ON EACH PLATFORM: BREAKDOWN BY DAY

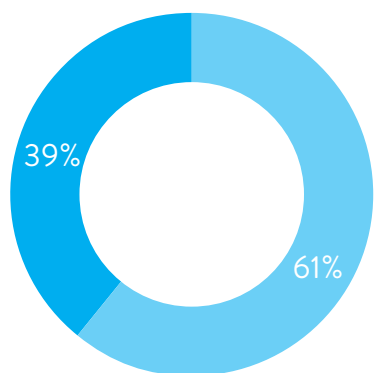


Source: Social Content Ratings, 9/1/16 – 11/31/16, excluding 10/25/16 – 10/26/16, 10/29/16 – 11/3/16, & 11/6/16. Linear market level insights. U.S. only.

FACEBOOK AND TV

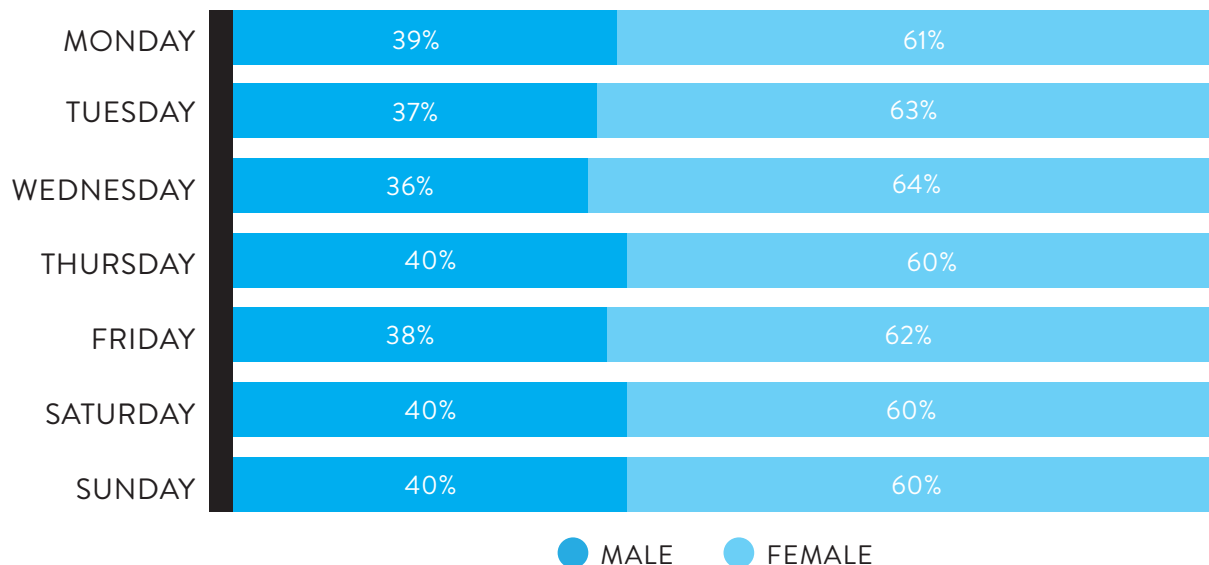
LOOKING AT WHO INTERACTS WITH TV ON FACEBOOK BY DAY OF WEEK

AVERAGE SHARE OF DAILY FACEBOOK TV UNIQUES BY GENDER AND DAY OF WEEK



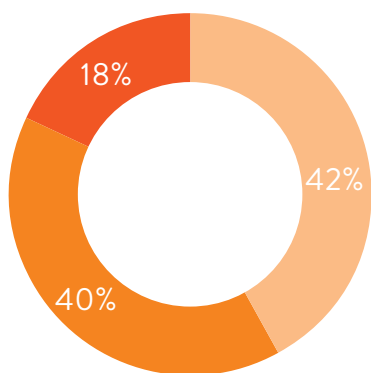
ON AN AVERAGE DAY, **61%** OF UNIQUES INTERACTING WITH TV ON FACEBOOK ARE FEMALE AND **39%** ARE MALE

Females over index for their share of activity on Tuesday and Wednesday while males have a higher than average share of interactions on Thursday and weekends.



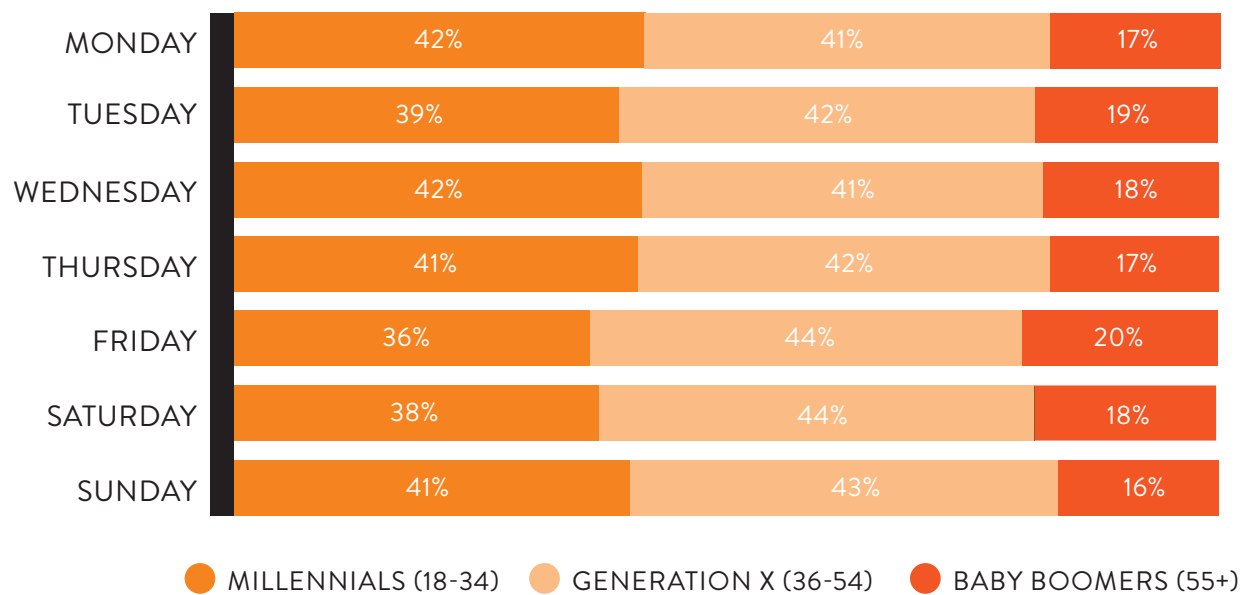
Source: Social Content Ratings, 9/1/16 – 11/31/16, excluding 10/25/16 – 10/26/16, 10/29/16 – 11/3/16, & 11/6/16. Linear market level insights. U.S. only.

AVERAGE SHARE OF DAILY FACEBOOK TV UNIQUES BY GENERATION AND DAY OF WEEK



ON AN AVERAGE DAY, **42%** OF THOSE INTERACTING WITH TV ON FACEBOOK ARE GENERATION X, **40%** ARE MILLENNIALS AND THE REMAINING **18%** ARE BABY BOOMERS

On average, 42% of all people who interacted with programming on Facebook on Mondays and Wednesdays were Millennials—the largest share of Millennials compared to other days of the week.



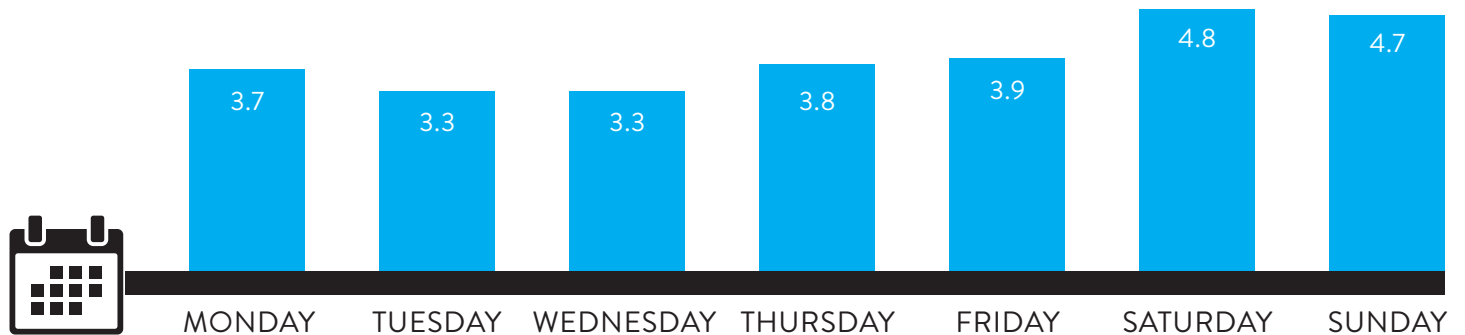
Source: Social Content Ratings, 9/1/16 – 11/31/16, excluding 10/25/16 – 10/26/16, 10/29/16 – 11/3/16, & 11/6/16. Linear market level insights. U.S. only.

HOW TV AUDIENCES ARE ENGAGING WITH FRIENDS ON FACEBOOK

Nielsen is the only independent social TV measurement service with direct access to Facebook topic data, allowing Nielsen to uniquely measure the aggregate, anonymous mentions of TV between friends. Looking at this fall, audiences engaged in real time (through three hours after airtime) with one another’s TV-related posts on Facebook approximately four times on average, with engagement per post lowest at the beginning of the week and highest over the weekend. For instance, on average, there were 3.7 engagements per Facebook TV post sent by audiences during program airtime on Mondays.

THERE WERE 11.8 MILLION TV-RELATED INTERACTIONS ON FACEBOOK FROM 5.9 MILLION PEOPLE ON AVERAGE EACH DAY THIS FALL.

AVERAGE ENGAGEMENTS PER FACEBOOK TV POST



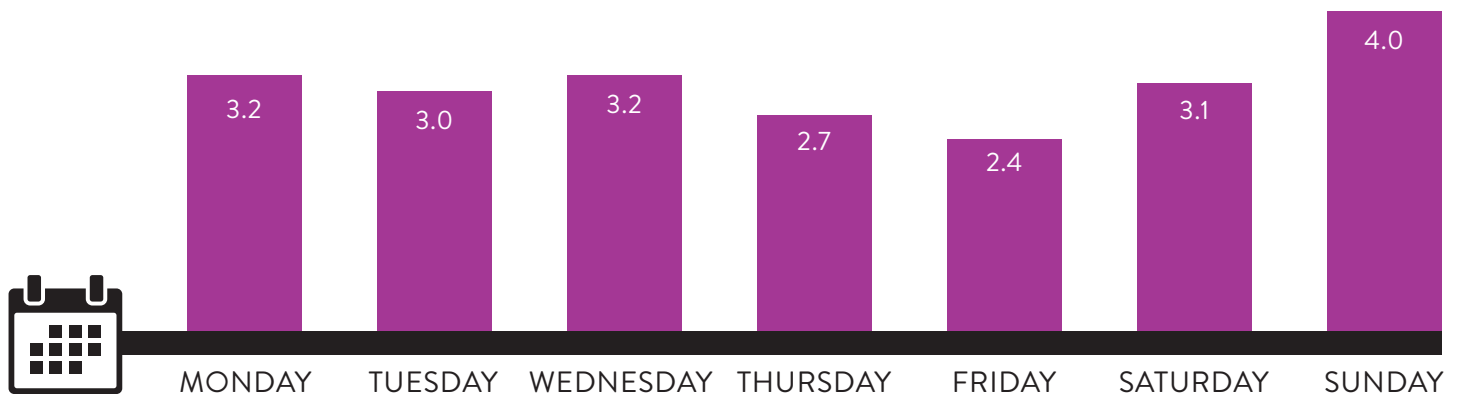
Source: Social Content Ratings, 9/1/16 – 11/31/16, excluding 10/25/16 – 10/26/16, 10/29/16 – 11/3/16, & 11/6/16. Linear market level insights. U.S. only. Engagements include likes, comments and shares from three hours before through three hours after airtime, local time with organic posts from audience.

TWITTER AND TV

This fall, an average of 681,000 people interacted with program-related content each day on Twitter in the U.S. This amounts to 2.4 million daily interactions on Twitter! On average, audiences post to Twitter more than three times per day, with Sundays bringing four interactions per fan. Interactions include Tweets as well as Retweets, replies and “shares” of Tweets from networks, programs, talent and the audiences.

SO...HOW MANY TIMES PER DAY ARE FANS TWEETING ABOUT TV?

AVERAGE TWITTER TV INTERACTIONS PER UNIQUE



Source: Social Content Ratings, 9/1/16 – 11/31/16, excluding 10/25/16 – 10/26/16, 10/29/16 – 11/3/16, & 11/6/16. Linear market level insights. U.S. only. Interactions include Tweets, Retweets, replies, and quotes.

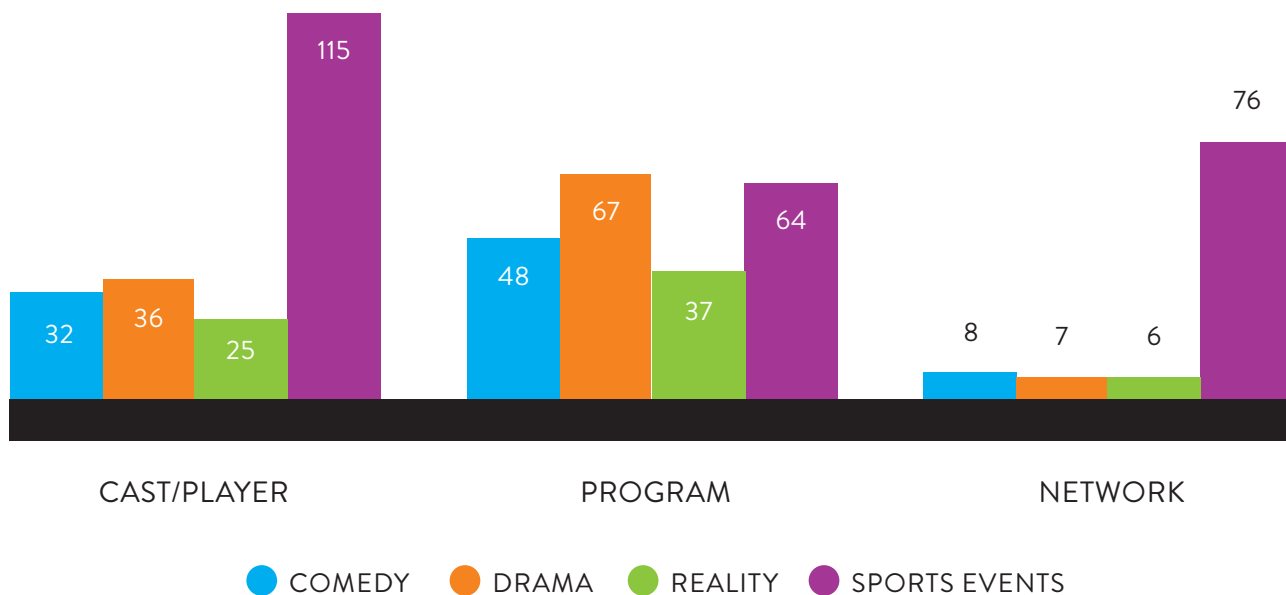
MAXIMIZING OWNED ENGAGEMENT ON TWITTER

Content owners take note: While 81% of engagement with TV-related Tweets come organically from audience, nearly a fifth (19%) comes from owned content. Engagement levels for owned Tweets differ by the type of account and program, as well as when Tweets are sent relative to program airtime.

For example, research into owned handles found that Tweets about sporting events from players are engaged with 115 times on average. What's more is that engagement with owned sporting event Tweets tends to peak as games come to a close and immediately after.

For series shows, program handles consistently drive more engagement than other owned handle types; however, the best time to Tweet varies by genre. Tweets sent about drama series episodes during the first third of an episode are engaged with 36 times in the 15 minutes after a Tweet is sent. But owned Tweets sent 15-30 minutes after the drama episode ends are engaged with 39 times. The pattern of engagement is different for other genres of programming—such as reality or sporting events.

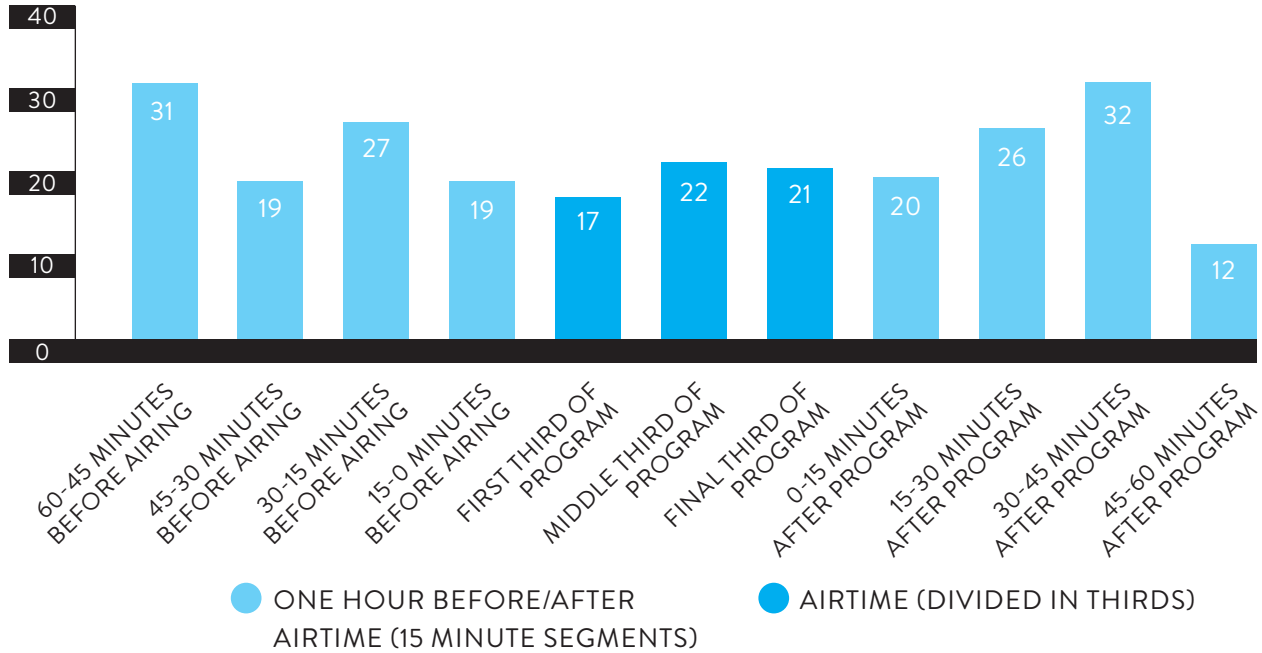
AVERAGE ENGAGEMENTS PER TV-RELATED TWEET BY OWNED HANDLE TYPE



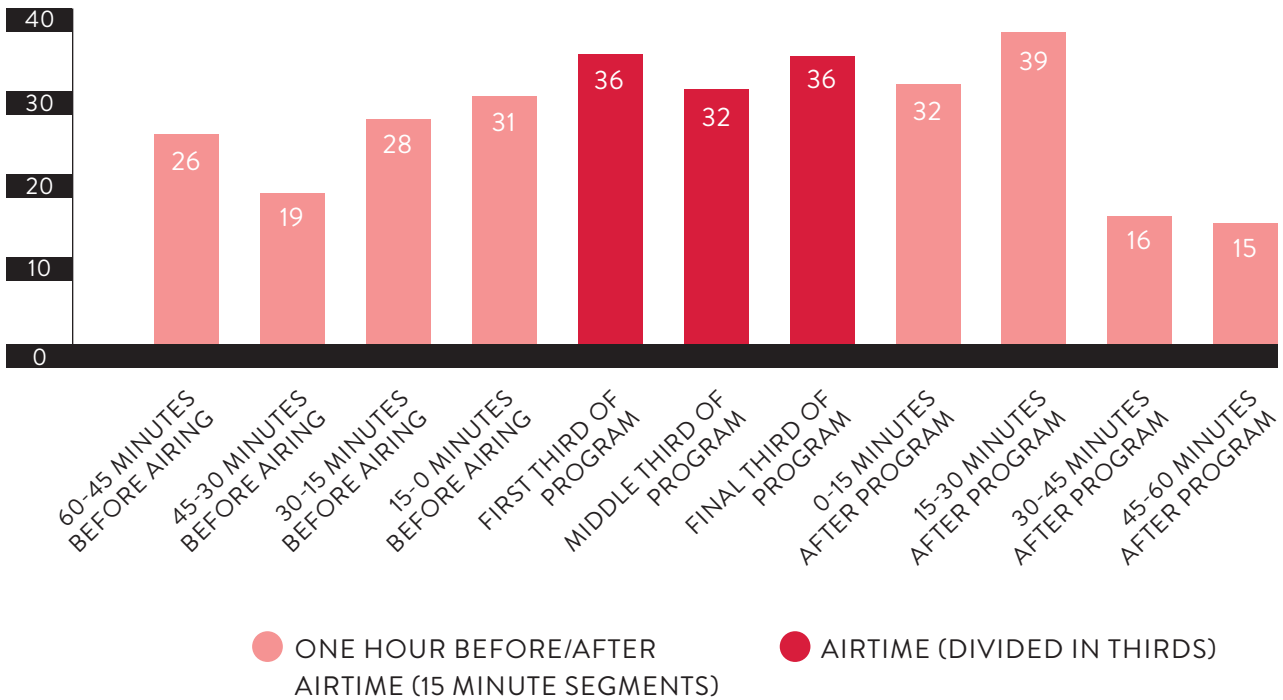
Source: Social Content Ratings, 10/3/16 – 11/13/16, 2016, U.S. Only. Owned Tweets with at least one engagement for new/live episodes, excluding those aired on regional sports networks.

ENGAGEMENT PER OWNED TV-RELATED TWEET IN 15 MINUTES AFTER TWEET IS SENT

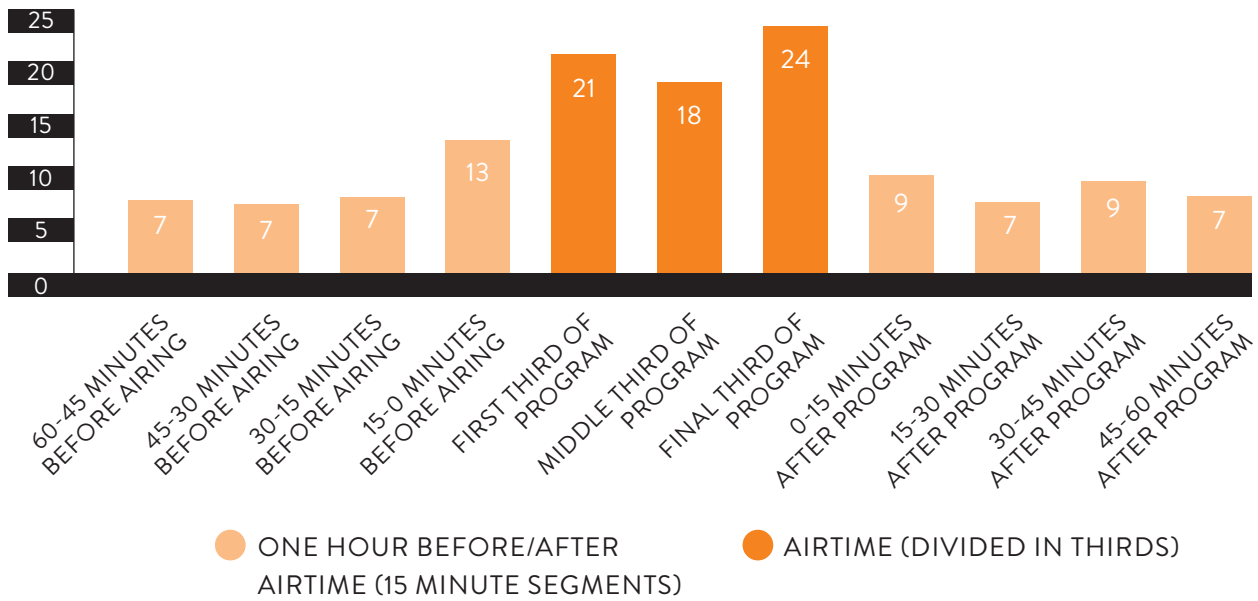
COMEDY SERIES



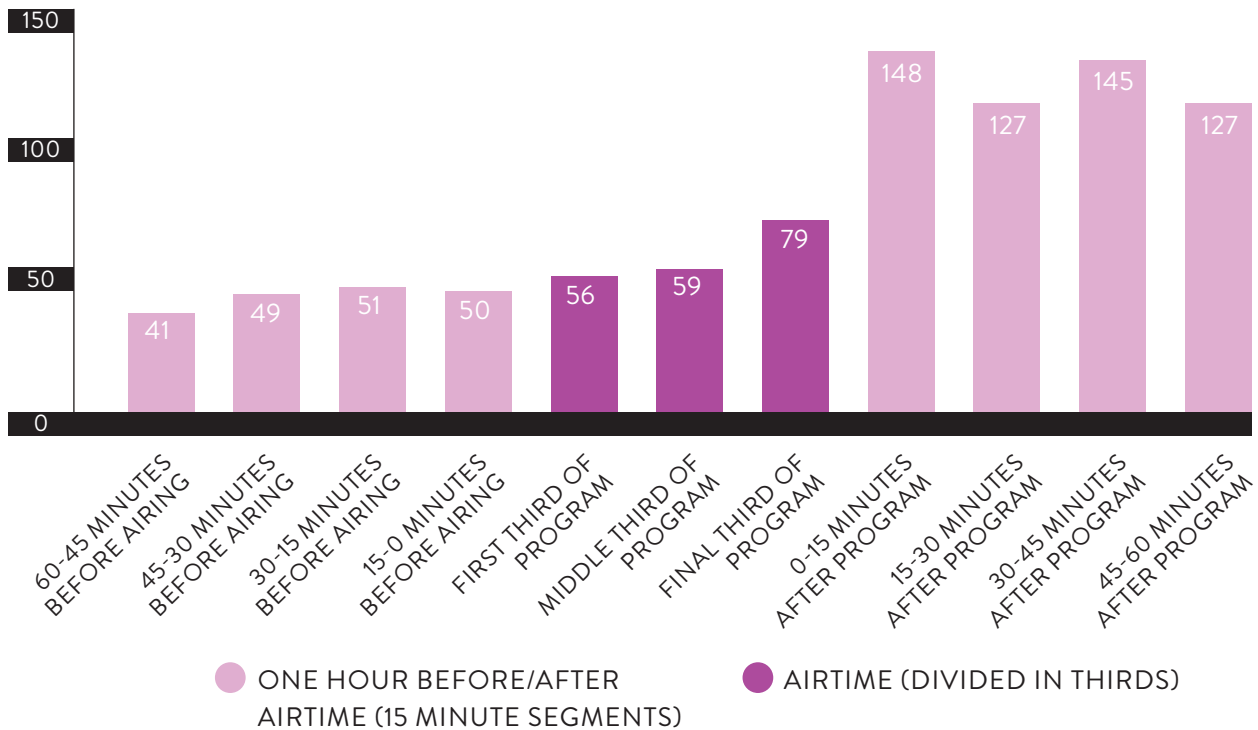
DRAMA SERIES



REALITY SERIES



SPORTS EVENTS



Source: Social Content Ratings, 10/3/16 – 11/13/16, 2016, U.S. Only. Average engagements (Retweets, replies, and quotes) per owned Tweet with at least one engagement for new/live episodes, excluding those aired on regional sports networks.

SECOND SCREEN SOCIAL

SOCIAL ACTIVITY HAS TRANSFORMED HOW WE INTERACT WITH MEDIA, AND CONSUMERS NOW MULTITASK WHEN CONNECTING TO MEDIA

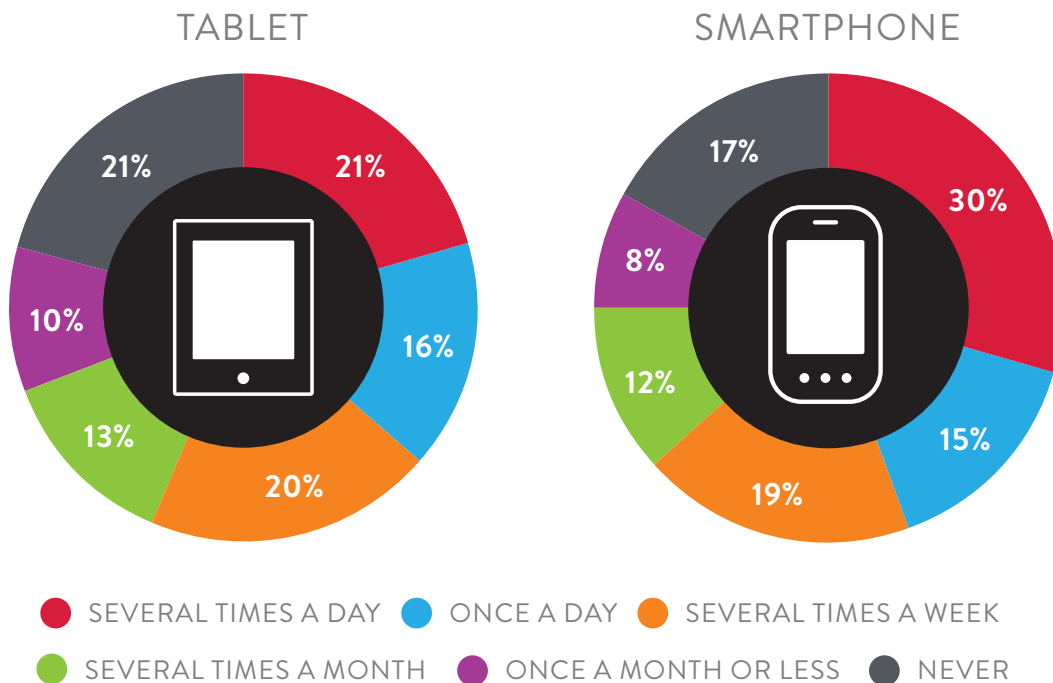
With mobile and tablet penetration and use continuing to rise, consumers' time on the devices is bound to overlap with other frequently used medias—TV included. A look into simultaneous device usage—from frequency to specific activities done while tuning into the tube—shows that when performing this activity, viewers still connect back to programming content more than any other type of behavior. In fact, while 21% of tablet users said they use their tablet while watching TV “several times a day,” 30% of smartphone users said they did so.

In terms of social platforms on a second screen, 57% of people who used their tablet while watching television said they visited Facebook while doing so, compared with 24% who said they visited Twitter. On smartphones, those numbers were 58% and 20%, respectively.

SIMULTANEOUS USAGE

HOW FREQUENTLY CONSUMERS USE THEIR TABLET OR SMARTPHONE WHILE WATCHING TV

% OF CONSUMER RESPONSE

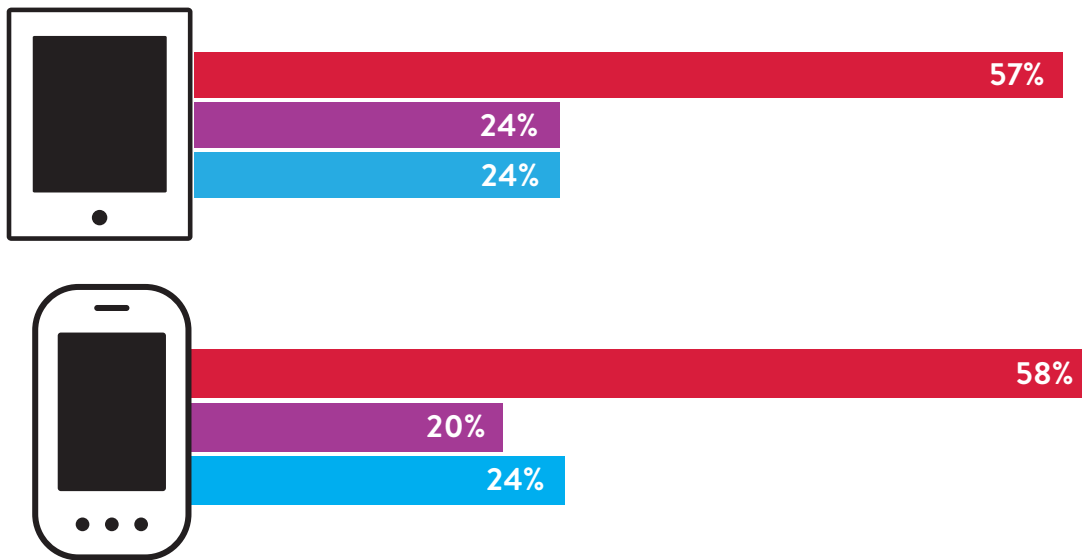


Source: Q3 2016 Nielsen Connected Devices Report

TYPES OF SOCIAL ACTIVITIES CONSUMERS PERFORMED WHILE “SECOND SCREENING”

% OF CONSUMER RESPONSE

VISITED FACEBOOK
 VISITED TWITTER
 VISITED OTHER SOCIAL NETWORKING SITE/APP

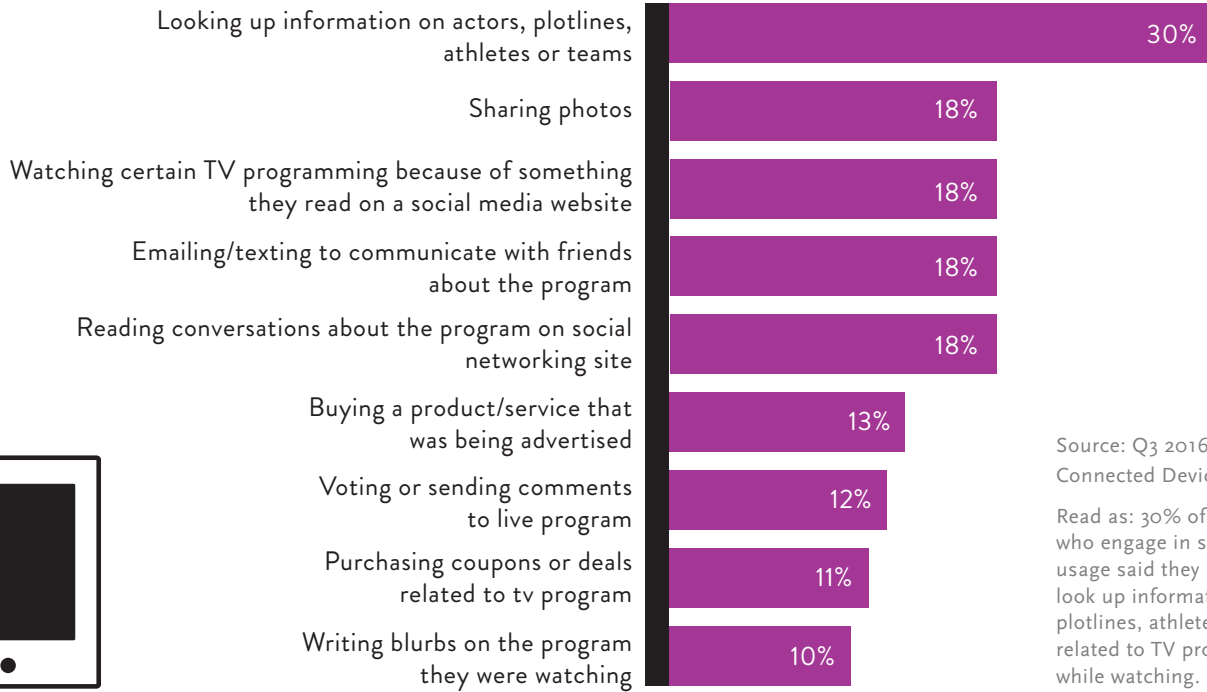
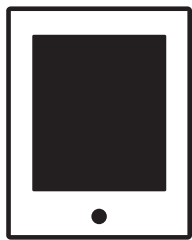


Source: Q3 2016 Nielsen Connected Devices Report



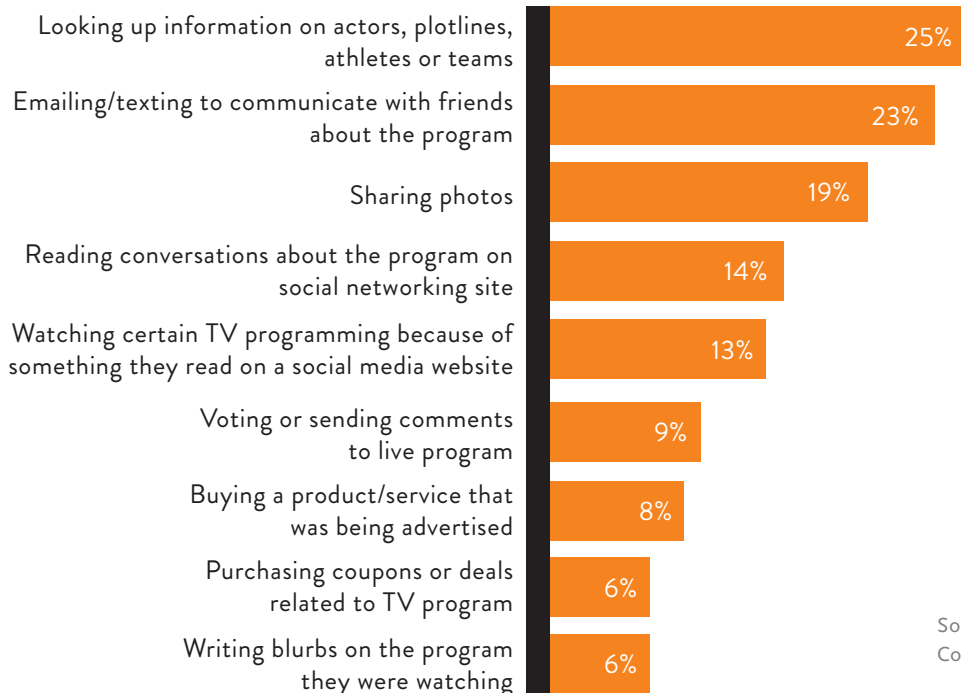
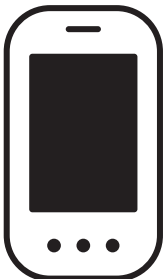
HOW ARE TABLET AND SMARTPHONE USERS ENGAGING WITH TV PROGRAMMING WHILE ON A SECOND SCREEN?

% OF CONSUMER RESPONSE



Source: Q3 2016 Nielsen Connected Devices Report
 Read as: 30% of tablet users who engage in simultaneous usage said they used tablet to look up information on actors, plotlines, athletes or teams related to TV programming while watching.

% OF CONSUMER RESPONSE



Source: Q3 2016 Nielsen Connected Devices Report

THE CONTENT AND THE TALENT

While TV programming and special events often generate chatter in the social sphere, digital-first social stars have also emerged as true personalities in their own right and are often afforded full celebrity status.

USING SOCIAL CONTENT RATINGS, A LOOK AT THE 10 MOST SOCIAL SERIES OF THE FALL

This TV season, Nielsen measured series television chatter across Facebook and Twitter for the first time. Top nods in the U.S. went to The Walking Dead (AMC) and Empire (FOX). On average, there were 3.2 million social TV interactions across Facebook and Twitter about each new episode of The Walking Dead on AMC this fall.

RANKED BY AVERAGE INTERACTIONS ACROSS FACEBOOK AND TWITTER (THOUSANDS)

RANK	NETWORK	PROGRAM	TOTAL	FACEBOOK	TWITTER
1	AMC	The Walking Dead	3,155	2,676	480
2	FOX	Empire	1,101	903	198
3	FX	American Horror Story: 6	462	272	190
4	NBC	The Voice	441	290	151
5	USA Network	WWE Monday Night Raw	360	238	121
6	NBC	Saturday Night Live	344	262	82
7	ABC	Grey's Anatomy	293	194	99
8	NBC	This is Us	273	243	30
9	CBS	Big Brother	263	189	74
10	ABC	Dancing with the Stars	218	174	43

Source: Social Content Ratings, 9/1/16 – 12/18/16, excluding 10/29/16 – 11/3/16, & 11/6/16. Includes new/live primetime and late fringe programming on broadcast and national cable networks and excludes programs with less than five telecasts.

THE THREE SOCIAL TV MOMENTS (5 MINUTES EACH) THAT TOPPED ALL THE REST FOR SERIES TV IN THE U.S. WERE...

SUNDAY, 10/23/16
9:30-9:35 P.M. ET

TOP DRAMA SERIES MOMENT

THE WALKING DEAD (AMC)

Season Premiere

936,000

SOCIAL TV INTERACTIONS

across Facebook & Twitter following Glenn's death.

SATURDAY, 11/12/16
11:45-11:49 P.M. ET

TOP COMEDY SERIES MOMENT

SATURDAY NIGHT LIVE (NBC)

92,000

SOCIAL TV INTERACTIONS

across Facebook & Twitter following Kate McKinnon's cold opener as Hillary Clinton and Dave Chappelle's monologue referencing the election results.

TUESDAY, 12/6/16
8:55-8:59 P.M. ET

TOP REALITY SERIES MOMENT

THE VOICE (NBC)

667,000

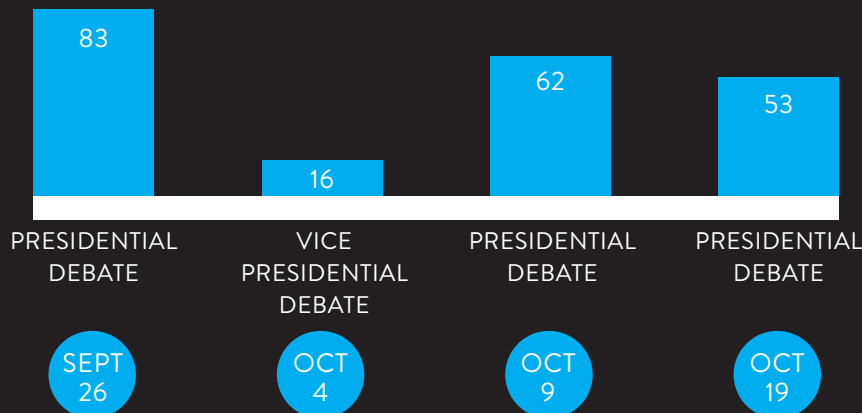
SOCIAL TV INTERACTIONS

across Facebook & Twitter as fans tried to save their favorite contestant from elimination.

Source: Social Content Ratings, 9/1/16 – 12/18/16, excluding 10/29/16 – 11/3/16, & 11/6/16. Includes new/live primetime and late fringe programming on broadcast and national cable networks. Based on total interactions across Facebook and Twitter.

THE FALL 2016 PRESIDENTIAL ELECTION SEASON CAPTURED AUDIENCES' ATTENTION ON TV AND SOCIAL MEDIA WITH A TOTAL OF 215 MILLION SOCIAL TV INTERACTIONS ACROSS FACEBOOK AND TWITTER DURING THE THREE PRESIDENTIAL DEBATES AND ONE VICE PRESIDENTIAL DEBATE.

SOCIAL TV INTERACTIONS (MILLIONS)



Source: Social Content Ratings. Interactions are a measure of total relevant U.S. social media activity across Facebook and Twitter from three hours before through three hours after broadcast, local time.

Read as: There were 83 million social TV interactions across Facebook and Twitter about the first presidential debate of 2016, which aired across networks on 9/26/16.

THE MOST MARKETABLE SOCIAL MEDIA STARS

Stars of the social age have gone from eccentric personalities with niche audiences to legit marketable talents, able to ride their wave of digital-first fame to broader appeal. These days, social media stars endorse products, make movie appearances and even cash in on their success by going “old school” and penning books.

THE TOP TALENTS IN THE SOCIAL STRATOSPHERE

RANKED BY OVERALL N-SCORE

RANK	PERSONALITY	N-SCORE
1	Bethany Mota	61
2	Ryan 'NigaHiga' Higa	61
3	Jenna 'JennaMarbles' Mourey	61
4	Karen Alloy	61
5	Gigi Hadid	60
6	Grace Helbig	59
7	Michelle Phan	59
8	Miranda Sings	59
9	Rooster Teeth	59
10	Connor Franta	58

Source: Nielsen N-Score

SOCIAL STARS RANKED BY THEIR SOCIAL SKILLS

RANK	PERSONALITY	SOCIAL MEDIA SAVVY SCORE
1	Jenna 'JennaMarbles' Mourey	50
2	Ryan 'NigaHiga' Higa	41
3	Jerome Jarre	38
4	Tyler Oakley	37
5	Andrew 'King Bach' Bachelor	35
6	Rhett & Link 'Good Mythical Morning'	35
7	Smosh	35
8	Shane Dawson	35
9	Markiplier	34
10	Cameron Dallas	34

Source: Nielsen N-Score

Read as: Among people who know Jenna Marbles, 50% think she is Social Media Savvy—the highest among her peers.



BOOK SALES BY NOTABLE SOCIAL STARS

AUTHOR	TITLE	PUBLISHER	PUBLISH DATE	RELEASE-TO-DATE (THROUGH 12/18/16)
Connor Franta	A Work in Progress: A Memoir	Simon & Schuster	4/1/2015	215,900
Joey Graceffa	In Real Life: My Journey to a Pixelated World	Simon & Schuster	5/1/2015	139,900
Zoe Sugg	Girl Online: The First Novel by Zoella	Simon & Schuster	11/1/2014	138,300
Shane Dawson	I Hate Myself: A Collection of Essays	Simon & Schuster	3/1/2015	133,400
Pewdiepie	This Book Loves You	Penguin Group USA	10/1/2015	116,900
Shane Dawson	It Gets Worse: A Collection of Essays	Simon & Schuster	7/1/2016	106,800
Joey Graceffa	Children Of Eden	Simon & Schuster	10/1/2016	44,700
Michelle Phan	Make Up: Your Life Guide to Beauty, Style, and Success	Random House	10/1/2014	37,800
Ricky Dillon	Follow Me: A Memoir In Challenges	Simon & Schuster	6/1/2016	18,400
Shay Butler	Fat Dad, Fat Kid: One Father and Son's Journey to Take Power Away from the "F-Word"	Simon & Schuster	12/1/2015	15,200

Source: Nielsen BookScan's U.S. Consumer Market Panel currently covers approximately 85% of the print book market and continues to grow.

METHODOLOGY

Device Penetration

Device penetration for PC and Tablets was based on the scaled installed counts within the quarter via Nielsen NPOWER/National Panel for Q3 2016/Q3 2015. Device penetration for Smartphones was based on Nielsen Mobile Insights, Q3 2016/ Q3 2015.

Weekly Reach of Social Media and Time Spent on Overall and Social Media

The weekly reach of social media over age, gender and race/ethnic demographics was based on PC Social Networking Q3 2016 via Nielsen Netview; Smartphone (App/Web) and Tablet (iOS and Android) Social Networking in Q3 2016 was via Nielsen Electronic Mobile Measurement. Total weekly time spent as well as the total time spent on social media used Nielsen NPOWER/National Panel; RADAR; Nielsen Netview; Nielsen VideoCensus and Nielsen Electronic Mobile Measurement; Q3 2016/Q3 2015.

PC Social Network includes all sites in the Member Communities subcategory as defined in the Nielsen NetView dictionary; Smartphone and Tablet Social Network includes all apps/sites in the Social Networking subcategory as defined in the Nielsen EMM dictionary.

Regarding Nielsen's 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. 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 August 2015, the rules used for crediting page views and duration within

Netview have been updated with more comprehensive accounting of multi-tabbed browsing and iFrames, as well as the implementation of a longer timeout threshold for mouse/ keyboard inactivity. These changes resulted in an increase in Internet duration on a PC.

In regard to Nielsen's 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.

In Q3 2015 Nielsen updated measurement of the Streaming Audio subcategory to accurately reflect new entrants to the market and updates to existing services. One popular service also implemented a free trial during the reporting period. These changes resulted in an increase in users and usage on smartphones and tablets. In March 2016 Nielsen implemented a crediting enhancement to improve the reporting of mobile usage on

iOS devices. A legacy crediting rule that capped usage at 30 minutes was removed, so now if a panelist uses an app or visits a website for more than 30 minutes at a time the entire duration is now credited towards the app or website. This crediting rule will also be implemented on Android devices in the coming months.

Top Social Networking Sites On Mobile/Apps And Desktop

This list of Sept. 2016 numbers are ranked on unique audiences. Nielsen's Electronic Mobile Measurement is installed with permission on panelist smartphones (approximately 9,000 panelists ages 18+ with Android and iOS handsets). Panelists are recruited online in English and include Hispanic, African-American, Asian-American, Native American and Alaskan Native and other mixed racial background consumer representation. This method provides a holistic view of all activity on a smartphone as the behavior is being tracked without interruption. Usage from mobile browser and non-system apps are then reported out through Nielsen Mobile NetView 3.0. Social networking on PCs (Desktop) was pulled using Nielsen Netview's "Member Community" subcategory for September 2016.

Nielsen Social

Nielsen Social Content Ratings (SCR) is the first standardized third-party measurement of program-related social media activity across Facebook and Twitter. With the continued fragmentation of media and consumer choice, social TV data, which measures the social media response to television content, is a valuable way for industry players to better understand how fans are engaging with television and brands. Nielsen Social delivers one comprehensive solution—Nielsen Social Content Ratings (SCR)—to help networks, agencies, and advertisers measure, understand and act on social TV. SCR is the most comprehensive measure of social TV activity across Facebook and Twitter. Its launch this past summer marked the first time that social TV insights across Facebook and Twitter were measured with a standardized, third-party methodology and shared with the industry.

Nielsen Scarborough

Nielsen Scarborough provides actionable and dynamic insights on the product consumption habits, demographics, lifestyles and media usage of today's consumer. By integrating 400+ GfK/MRI attitudinal statements and segmentations with Nielsen Scarborough's syndicated data set, these insights can be freely analyzed to create more effective messaging, successful products, and meaningful entertainment options that better resonate and reach consumers.

Data used in this report is inclusive of multicultural audiences. Hispanic consumer audiences are comprised of both English and Spanish speaking representative populations.

Simultaneous Usage

Simultaneous Usage frequency, by platform and second screen engagement activity type is based on Nielsen's Q3 2016 Nielsen Connected Devices Report.

Nielsen N-Score

Nielsen N-Score is a syndicated solution that assesses the casting, marketability and endorsement potential of a wide array of celebrities—actors, athletes, musicians and well-known personalities. Data for "Social Media Stars" is based on N-Score report run Dec. 27, 2016.

Nielsen Bookscan

Nielsen BookScan is the international sales data monitoring and analysis service for the English-language book industry worldwide. The service tracks approximately 85% of general retail sales for physical books within the USA on a weekly basis including chains, internet retailers, discount stores, large and small independents and a variety of non-traditional booksellers. Point-of-Sale data is acquired from a growing list of retailers who send Nielsen scanned data on 500,000 ISBNs/14 million units from 16,000 locations a week. "Book Sales By Notable Social Stars," was based on Release-To-Date data of books written select social media celebrities as of Dec. 18, 2016.

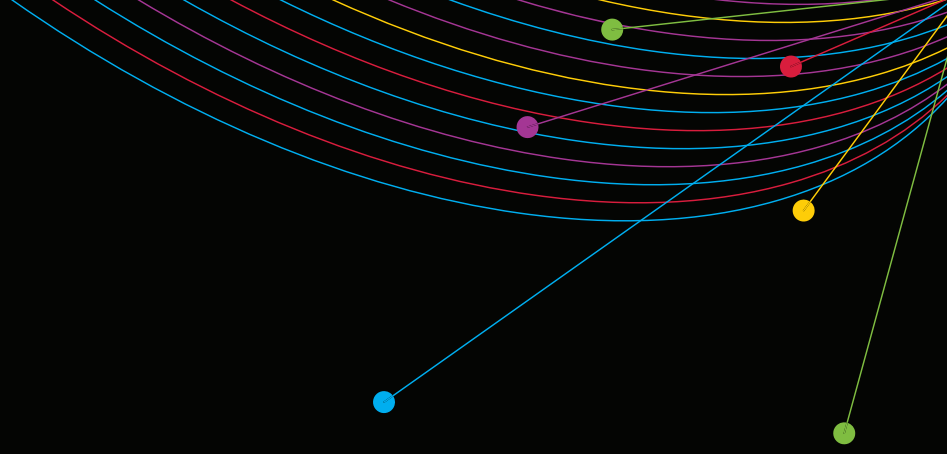
ABOUT NIELSEN

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

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