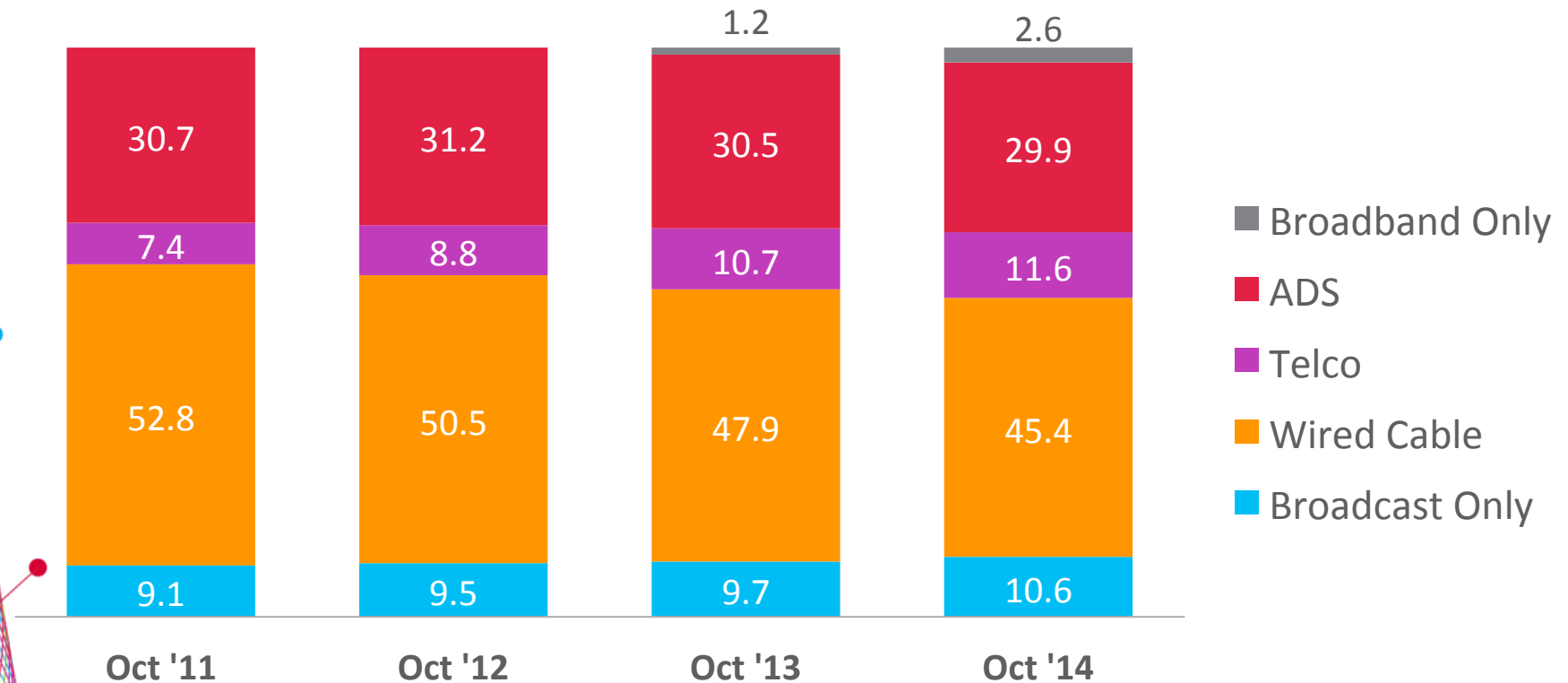


# CONSUMERS HAVE A VARIETY OF CHOICES

Percent of Total US

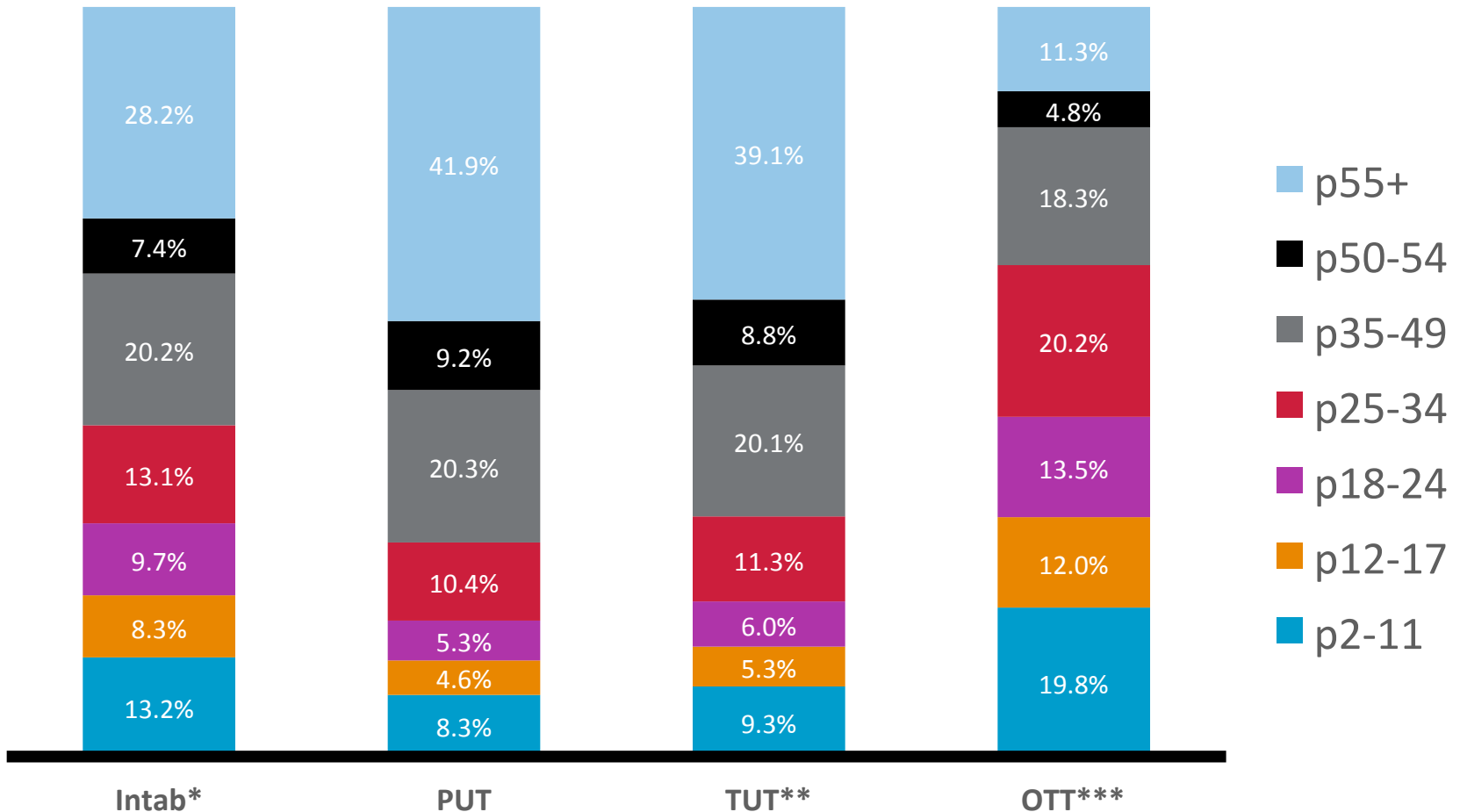


Broadband Only Households broken out from the ADS bucket

Source: Nielsen NPM, data from the 15<sup>th</sup> of each month, based on scaled installed counts.  
Percent of Total US is based on a sum of the four breaks listed and is slightly higher than total Composite households.

# THE NEW VIEW OF TELEVISION SCREEN TIME

Time spent by age demographic



Source: NPower, Data Interval: March 2014


\*Weighted Intab Days

\*\*Total TV screen time

\*\*\*Includes Video Game Console, Internet Connected Devices, DVD Playback, and Audio/Video





# DEFINING USAGE OF THE TELEVISION SCREEN

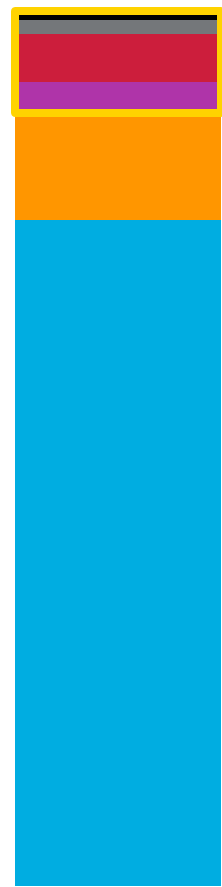
## Households/Persons Using Television (HUT/PUT)

- 
**Time-shifted TV**  
*DVR, encoded Recently Telecast VOD, DVD recorders, server based DVR's, services like Start Over*
- 
**Live TV**  
*Encoded Live TV content originating from the TV set or any device connected to the TV (DVD player, game console, internet connected device, audio-video), AOT, encoded Cross Platform VOD*



## Total Use of Television (TUT)

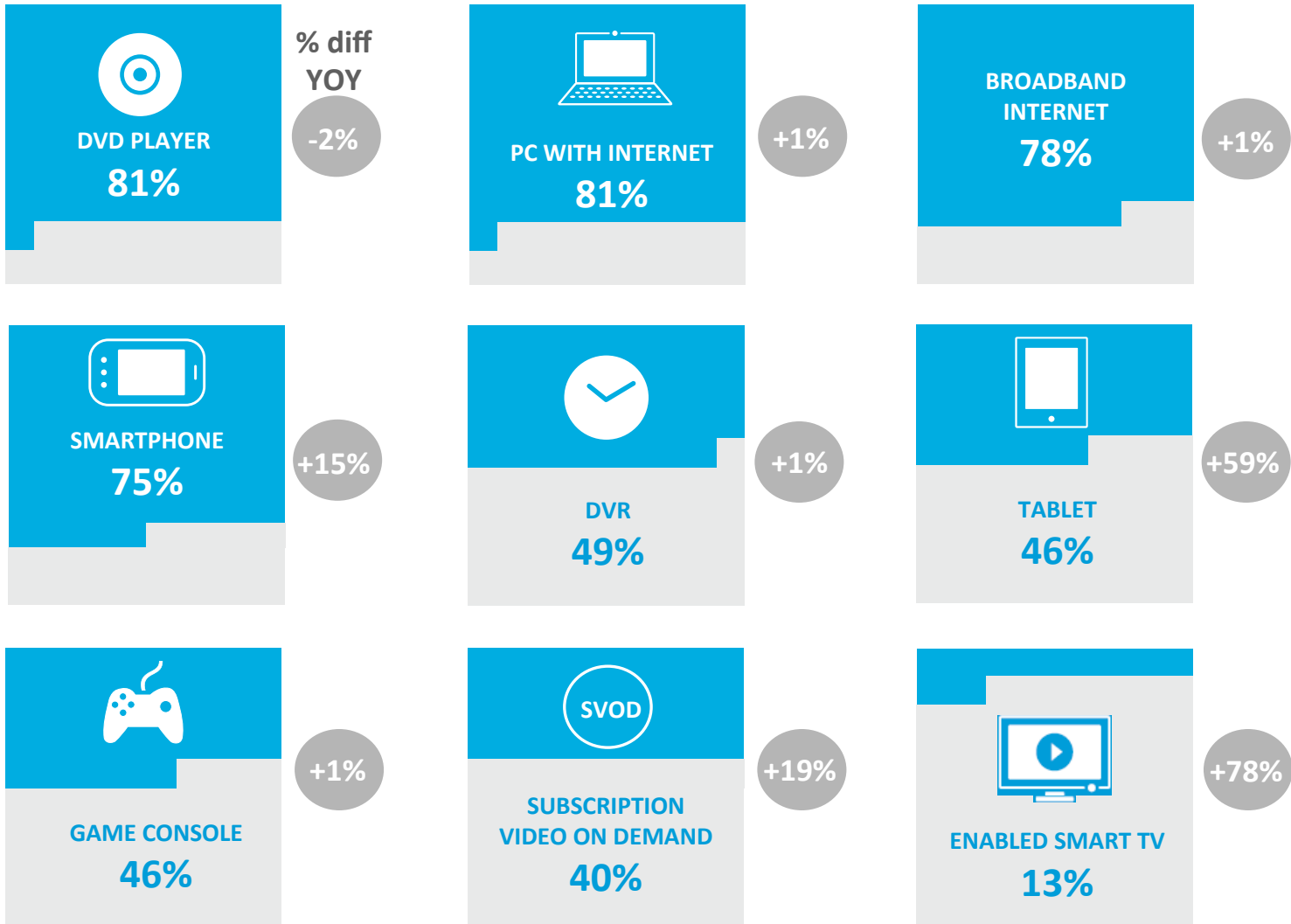
- 
**A/V Audio-Video Devices**  
*Computers, tablets, karaoke machines, video camcorders, security/digital cameras connected to the TV*
- 
**Internet Connected Devices**  
*OTT streaming devices (Apple TV, Roku, Google Chromecast, etc.) or Smartphone connected to the TV*
- 
**Game Consoles**  
*Includes when a game console is being used to play a video game, watch a movie, stream content, etc.*
- 
**DVD Playback**  
*Includes when the device is being used to playback a DVD/Blu-Ray, connected players streaming content, etc.*



**Non HUT Sources:**  
*Unencoded content being viewed on the TV through these devices would credit to these sources*

All devices **must be connected** to the TV to be captured within HUT/PUT or Non HUT

# MORE CHOICES BEING DRIVEN BY TECHNOLOGY



# SUBSCRIPTION VIDEO ON DEMAND

40% of U.S. TV households report having access to an SVOD service in their home

