

SHARE OF ALL PRIMETIME TV VIEWING⁴

Gender by Genre
2011/2012 Season-to-Date

	FEMALE	MALE
Drama	46.9%	34.5%
News	9.9%	9.3%
Reality	17.8%	12.9%
Sitcom	12.0%	10.7%
Sports	13.5%	32.7%

Read as: Season-to-date, 18 percent of Asian TV viewers' primetime viewing is timeshifted

PRIMETIME TIMESHIFTED VIEWING^{5*}

By Gender and Race/Ethnicity
2011/2012 Season-to-Date

General Population	15.1%
Females	16.3%
Males	13.7%
Hispanic	9.6%
White	16.5%
African-American	8.8%
Asian	17.8%

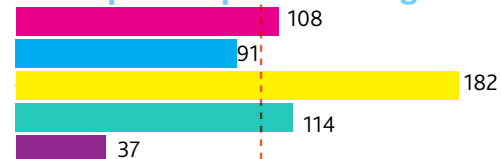
Females spend
61.2%
of their timeshifted
viewing during primetime
watching Dramas

SOCIAL MEDIA & CROSS-PLATFORM VIEWING BEHAVIORS⁶

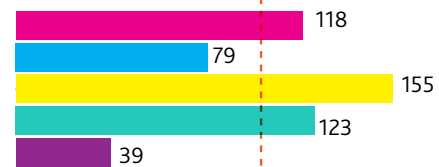
Among adults online / Index v. Online 18+

SOCIAL NETWORKING ACTIVITIES

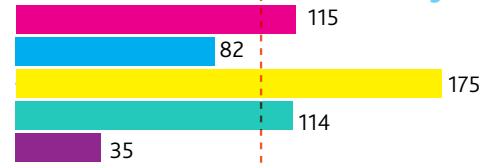
Build or update a personal blog



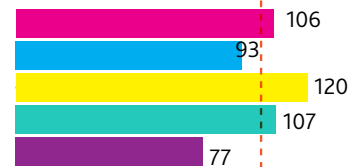
Become a fan / follow a Brand



Become a fan / follow a Celebrity

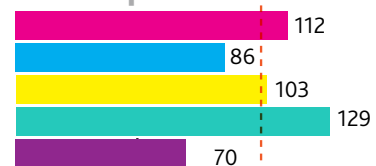


Have one or more social networking profiles



TV/INTERNET
SIMULTANEOUS USAGE

Purchased products online featured on TV



INDEX 100

Read as: Women online are 8 percent more likely than the average U.S. adult online to build or update a personal blog

SOURCES:

- Nielsen, NPOWER, Live, Prime (Broadcast and Cable 9/21/11 – 1/29/12)
- Nielsen, VideoCensus, Home & Work (2011). Monthly averages over the course of the year 2011, except Netflix. Due to a change in the format of Netflix stream URLs, streaming for the Netflix brand was not reported in Nielsen's April and May 2011 online video reports. This was corrected with June-forward reporting.
- Nielsen, Mobile Connected Device Report (Q4 2011)
- Nielsen, NPOWER, Live+7, Prime (9/21/11 – 1/29/12)
- Nielsen, NPOWER, Live+7 v. Live, Prime (9/21/11 – 1/29/12)
*Timeshifted viewing among the five traditional primetime genres: Drama, News, Sitcom, Reality, Sports.
- Nielsen, @Plan (Release 4 2011)

STATE OF THE MEDIA SPRING 2012 ADVERTISING & AUDIENCES PART 2: BY DEMOGRAPHIC

nielsen

nielsen

Copyright © 2012 The Nielsen Company. All rights reserved. Nielsen and the Nielsen logo are trademarks or registered trademarks of CZT/ACN Trademarks, L.L.C. Other product and service names are trademarks or registered trademarks of their respective companies. 12/4886

www.nielsen.com

AN IN-DEPTH LOOK AT AUDIENCES AND ADVERTISING BY DEMOGRAPHIC

From Millennials to Boomers, males to females and a variety of race/ethnic groups, part two of Nielsen's dive into how audiences consume media content presents an in-depth look at usage by demographic.

During primetime, white TV viewers use their DVR twice as much as any other race/ethnic group on a daily basis, yet Asians watch the most timeshifted content as a share of overall TV time. Online, males spend more time overall watching video than females, but the women spend just as much time watching video on Hulu and slightly more time watching video content on Netflix.

Primetime is defined as Monday–Saturday 8pm to 11pm and Sunday 7pm to 11pm.

ONLINE VIDEO VIEWING²

Average Monthly Unique Viewer Composition, 2011

	HULU % / INDEX	NETFLIX* % / INDEX	YOUTUBE % / INDEX	TOTAL UNIQUE VIEWERS
Whites	77.6% / 100	75.3% / 97	77.1% / 99	77.8%
Asians	4.5% / 132	4.1% / 122	3.6% / 106	3.4%
African-Americans	10.4% / 98	9.6% / 90	10.8% / 101	10.7%
Hispanics	10.4% / 85	15.1% / 122	13.1% / 106	12.4%



In 2011, 5 percent of Hulu's unique video viewers were Asian / Asians were 32 percent more likely than average to watch video on Hulu

67M
MALES
watch video
ONLINE

PRIMETIME TV & PERIPHERAL DEVICE USAGE¹

Daily Time Spent (Hours:Minutes), 2011/2012 Season-to-Date
Direction of Year-Over-Year Change (Up ▲, Flat —, Down ▼)

	LIVE TV	DVR	Video Games
General Population	1:15 ▲	0:07 ▲	0:03 —
Females 2+	1:18 ▲	0:07 —	0:02 ▲
Males 2+	1:12 ▲	0:06 ▲	0:05 ▲
Persons 12 - 17	0:50 ▲	0:04 —	0:08 ▲
Persons 18 - 34	1:01 ▲	0:07 ▲	0:06 ▲
Persons 18 - 49	1:10 ▲	0:08 ▲	0:04 ▲
Persons 25 - 54	1:17 ▲	0:09 ▲	0:03 ▲
Persons 55+	1:43 ▲	0:07 ▲	0:00 —
Hispanics 2+	1:06 ▲	0:04 —	0:04 ▲
Whites 2+	1:16 ▲	0:08 ▲	0:03 ▲
African Americans 2+	1:25 ▲	0:04 —	0:04 ▲
Asians 2+	0:50 ▲	0:04 ▼	0:03 ▲

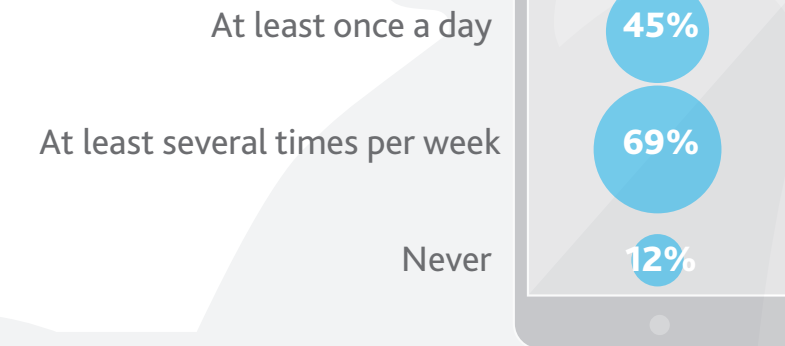


8 MINUTES

The amount of time Teenagers use their game consoles, on average, during primetime
MORE THAN TWICE AS MUCH AS THE GENERAL POPULATION.

SIMULTANEOUS TV AND TABLET USAGE³

Q4 2011



ACTIVITIES WHILE WATCHING TV

	General Population*	13-17	18-34	35-54	55+	GENDER	
						MALE	FEMALE
Checked email site during the program	61%	52%	58%	65%	65%	58%	64%
Checking sport score	34%	34%	36%	34%	32%	44%	24%
Looked up coupons or deals related to an advertisement I saw on TV	22%	22%	29%	21%	14%	21%	24%
Looked up information related to the TV program I was watching	37%	37%	36%	38%	34%	39%	34%
Looked up product information for an advertisement I saw on TV	27%	29%	28%	27%	22%	25%	28%
Visited a Social Networking site during the program	47%	62%	50%	47%	33%	44%	50%

* Tablet Owners aged 13+