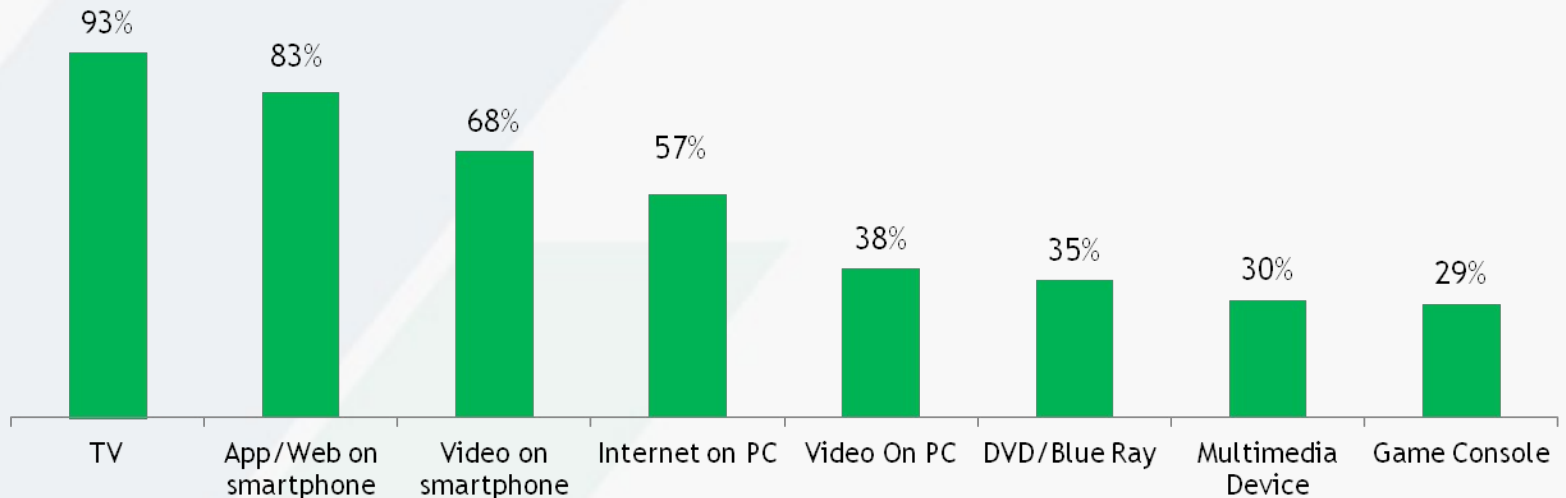


# Reigning Champ: Television Knocks Out the Competition

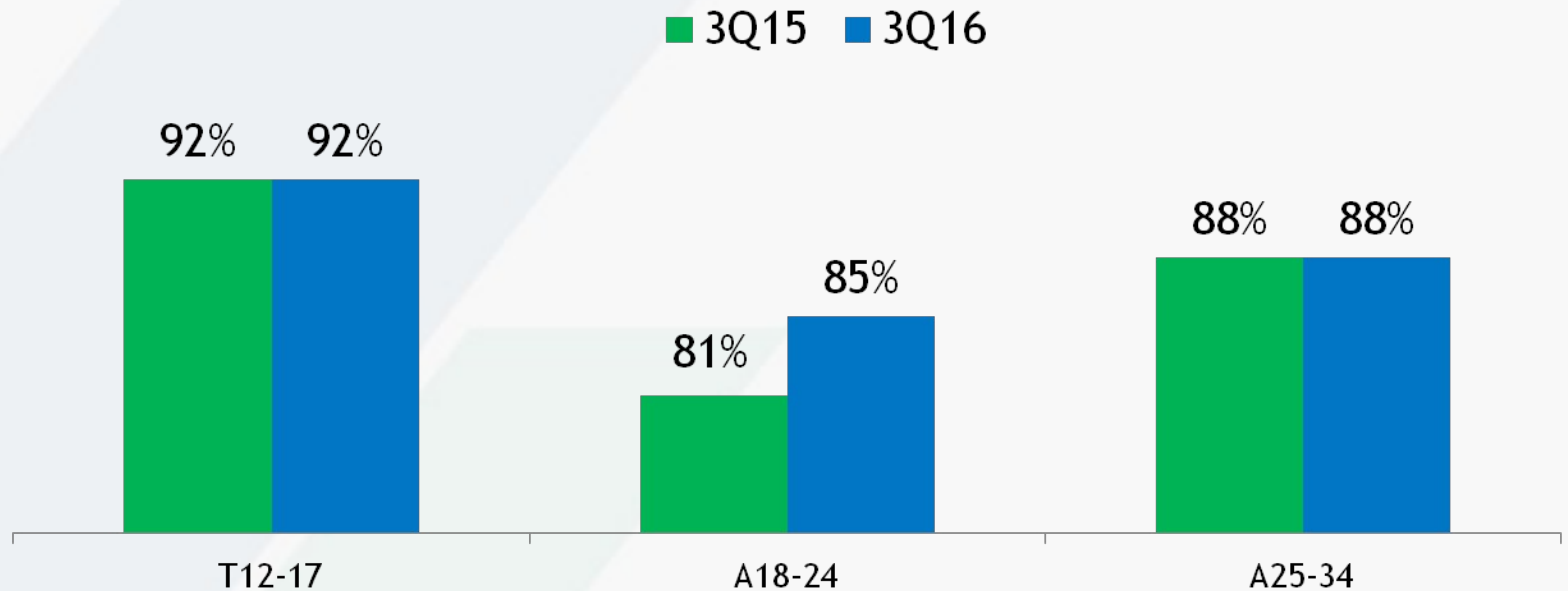
# TV Reaches Over 93% of All Americans - Significantly More Than Any Other Video Platform

P2+ Monthly Reach/ 3Q16



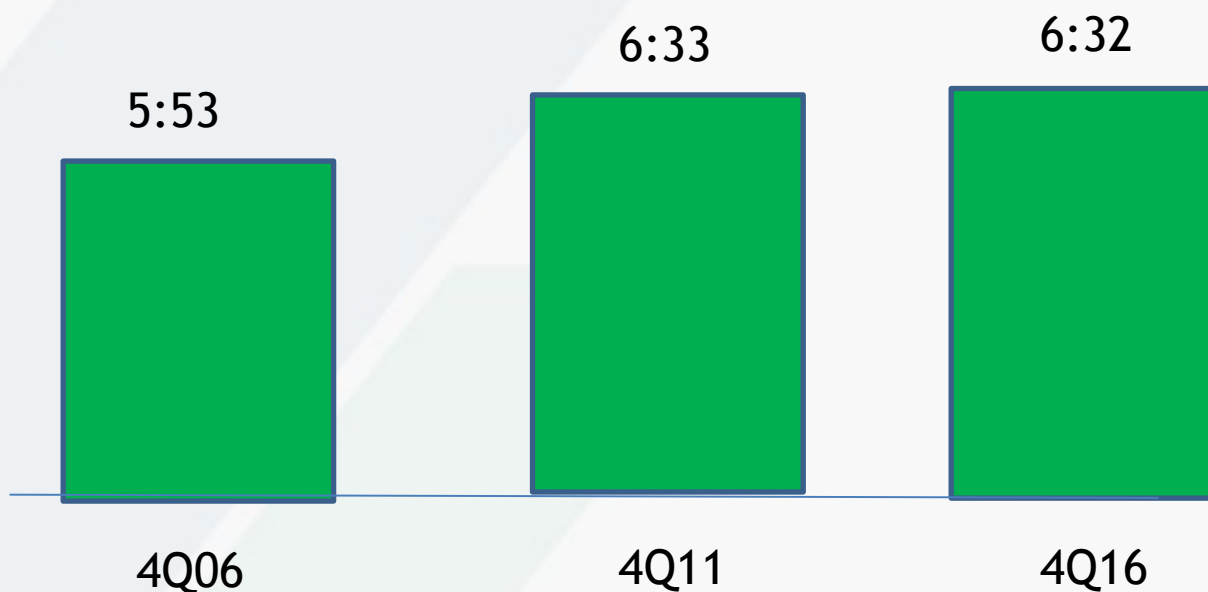
# Television's Reach Extends Across All Ages Segments - Even Teens & Young Adults

## TV's Monthly Reach By Year



# Time Spent With TV Remains in Line With Historic Levels

Hrs: Min Per Tuning Day...P2+



# In Fact, Consumers are Spending More Days Watching TV

## Average Days Viewed in 4Q16 v. 4Q15

	<u>4Q15</u>	<u>4Q16</u>	<u>(+/-)</u>
Persons 2+	65	67	2
Children 2 - 11	56	58	2
Teens 12 - 17	47	49	2
Persons 18 - 24	39	44	5
Persons 25 - 34	58	60	2
Persons 35 - 49	68	71	3
Persons 50 - 64	77	79	2
Persons 65+	82	83	1



# How Are Viewers Watching TV?

# Live as it Airs - 8 out of 10 Minutes are Viewed Live

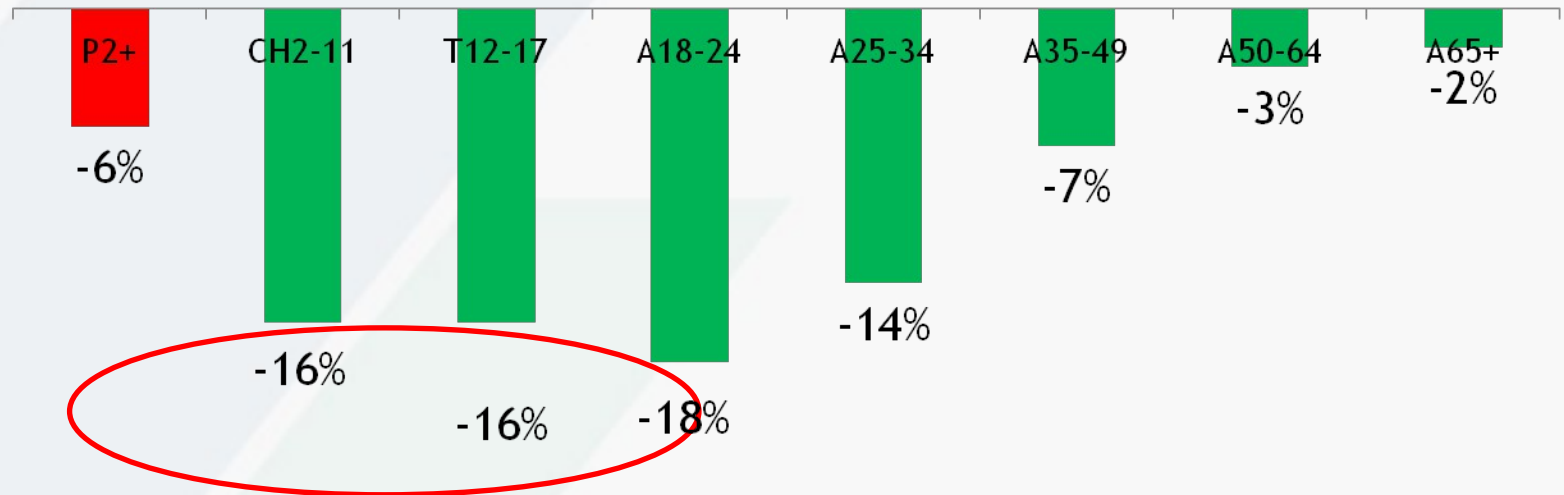
## Time Spent Per Month (Hrs:Min) 3Q16

	P2+	P18-49	P25-54
% Time-shifted TV	15%	18%	17%
<b>% Live TV</b>	<b>85%</b>	<b>82%</b>	<b>83%</b>

	K2-11	T12-17	P18-24	P25-34	P35-49	P50-64	P65+
% Time-shifted TV	16%	16%	16%	18%	18%	15%	13%
<b>% Live TV</b>	<b>84%</b>	<b>84%</b>	<b>84%</b>	<b>82%</b>	<b>82%</b>	<b>85%</b>	<b>87%</b>

# In Fact, Time Spent With DVR Time-shifted TV Is Down, Especially Among Younger Viewers

% Change in Time Spent With Time-shifted TV  
(3Q16 v. 3Q15)



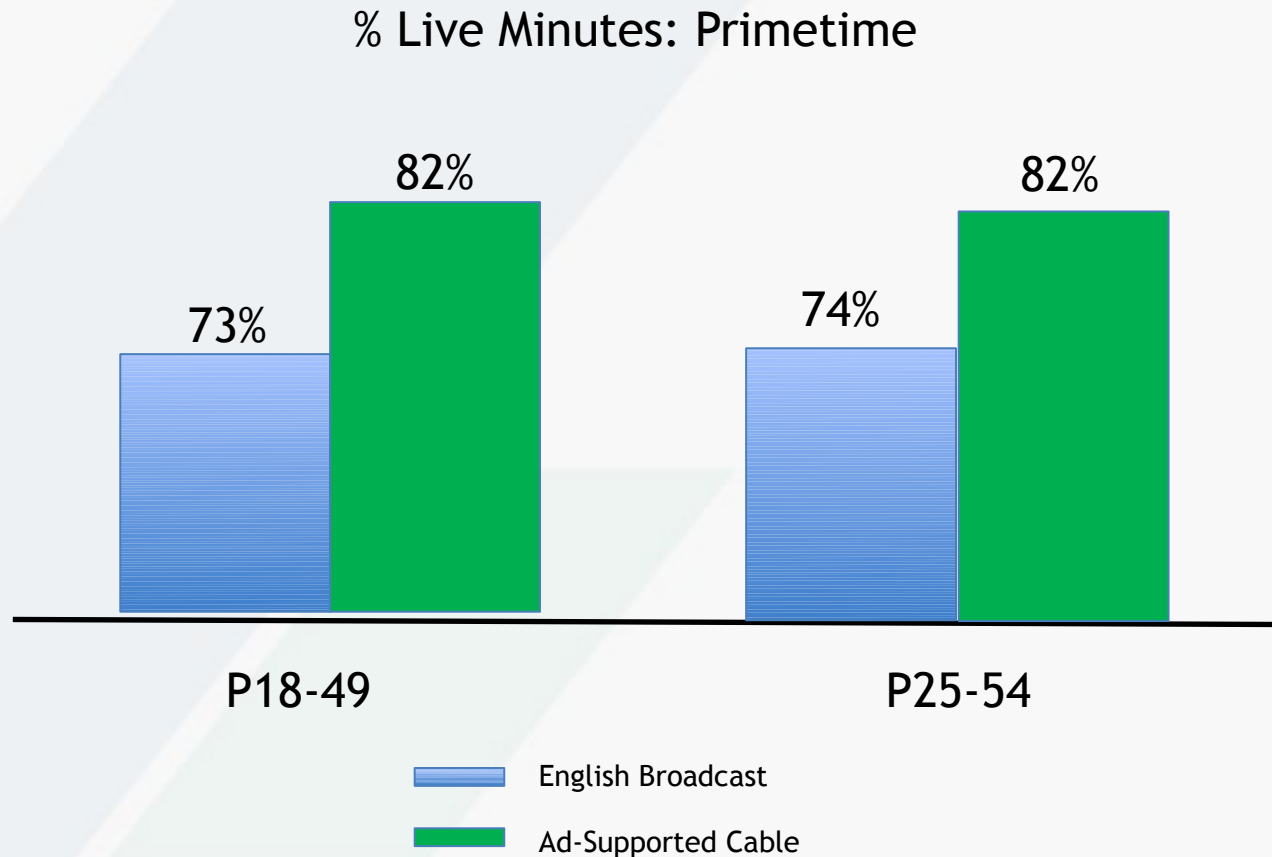


# Across All Ethnicities, DVR/Timeshifted Viewing Continues To Erode

% Change in Time Spent With DVR/Time-shifted TV/Monthly  
(3Q16 v. 3Q15)

	P2+	K2-11	T12-17	P18-24	P25-34	P35-49	P50-64	P65+
Black	-6%	-15%	-14%	-18%	-5%	-2%	+4%	-13%
Hispanic	-8%	-22%	-17%	-18%	-18%	+5%	+1%	-14%
Asian	-12%	-12%	-39%	-43%	+1%	-18%	+1%	-16%

# A Deeper Dive into Programming Reveals Cable Attracts More *Live* Viewing Than Broadcast





# A Closer Look *Inside* Linear Television

# TV Viewing (That Nielsen Can Measure) is *Slightly* Lower Versus YAG

Absolute Change in Ratings: 16/17 STD v. Yag

	<u>A18-49</u>	<u>A25-54</u>
Total Day		
Ad-Supp Cable	-0.39	-0.24
English Broadcast	-0.21	-0.25
Primetime		
Ad-Supp Cable	-0.75	-0.51
English Broadcast	-0.51	-0.58

# Viewers of All Ages Spend More Time With Ad-Supported Cable in Total Day and Primetime

## Time Spent Per Week (Hrs:min)

Total Day

	P2-11	P12-17	P18-24	P25-34	P35-49	P50-64	P65+
Ad-Supported Cable	10:36	7:47	9:17	11:59	15:42	20:52	23:54
English Broadcast	2:36	2:40	3:04	5:03	9:04	15:35	19:26
Cable's Advantage	4X	3X	3X	2X	~1.7X	~1.3X	~1.2X

Primetime

	P2-11	P12-17	P18-24	P25-34	P35-49	P50-64	P65+
Ad-Supported Cable	2:23	1:51	2:17	3:10	4:09	5:17	5:55
English Broadcast	0:48	0:50	0:58	1:58	2:40	4:12	4:46
Cable's Advantage	4X	3X	3X	2X	~1.7X	~1.2X	~1.2X



# ...and More Viewers During Each Hour Of The Week In Primetime

## Primetime Ad-Supported Cable's Advantage Over English Broadcast's Viewership By Hour

	<u>Cable's Advantage</u>		<u>Cable's Advantage</u>
Monday 8:00 PM - 9:00 PM	8,152	Friday 8:00 PM - 9:00 PM	7,385
9:00 PM - 10:00 PM	14,340	9:00 PM - 10:00 PM	10,325
10:00 PM - 11:00 PM	13,033	10:00 PM - 11:00 PM	9,661
Tuesday 8:00 PM - 9:00 PM	5,241	Saturday 8:00 PM - 9:00 PM	10,336
9:00 PM - 10:00 PM	11,046	9:00 PM - 10:00 PM	11,767
10:00 PM - 11:00 PM	10,249	10:00 PM - 11:00 PM	10,007
Wednesday 8:00 PM - 9:00 PM	3,324	Sunday 7:00 PM - 8:00 PM	1,130
9:00 PM - 10:00 PM	4,454	8:00 PM - 9:00 PM	4,180
10:00 PM - 11:00 PM	9,501	9:00 PM - 10:00 PM	8,615




Source: Nielsen Npower time period Live+7 data; ad-supported cable v. English broadcast= 11 nets impressions by hour by day of the week; 9/19/16-1/15/17

# Throughout the Retail Window, Cable Holds A Big Ratings Edge

## Primetime Viewership (000) By Day: P18-49

	Ad-Supported	English <u>Broadcast</u>	<u>Cable</u>
Sunday	19,901	14,860	
Monday	22,986	11,144	
Tuesday	20,958	12,113	
Wednesday	19,170	13,410	} <b>Retail Days</b>
Thursday	18,642	11,269	
Friday	16,806	7,683	
Saturday	18,033	7,330	

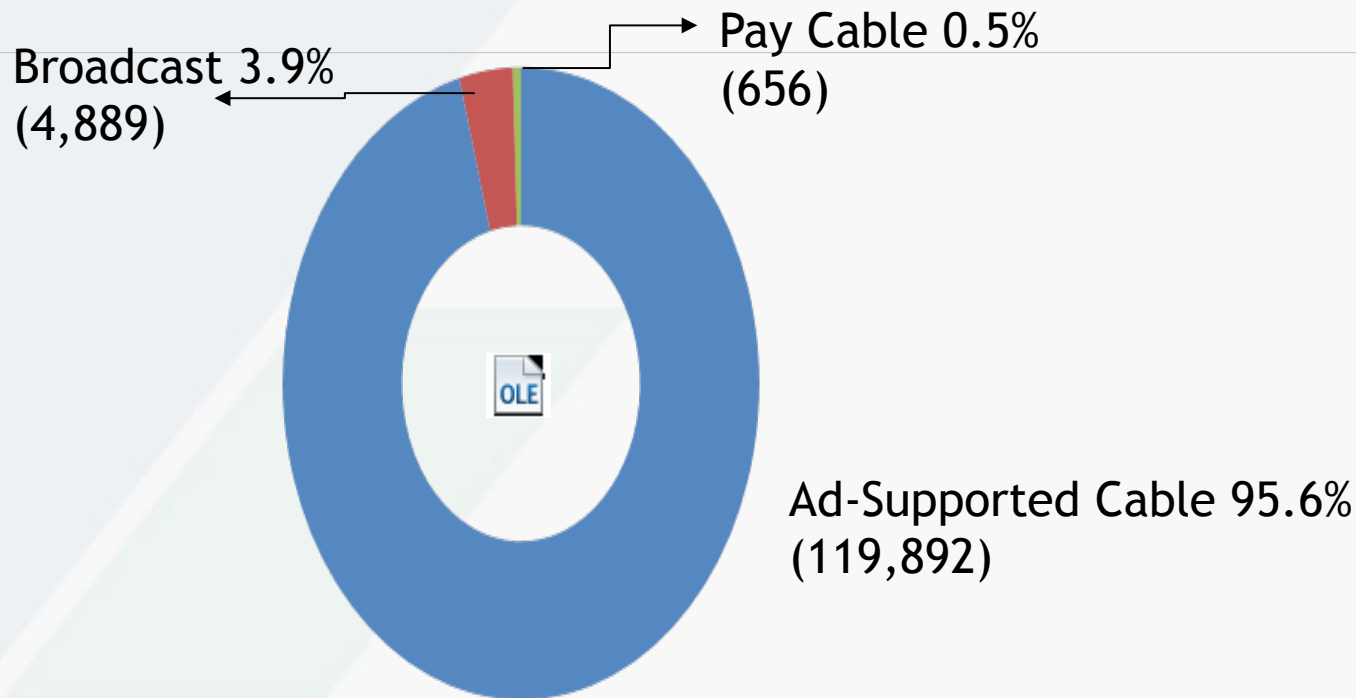


# Sports is a Slam Dunk for TV



# 125,000 Annual Hours of Sports On TV - 96% of It On Ad-Supported Cable

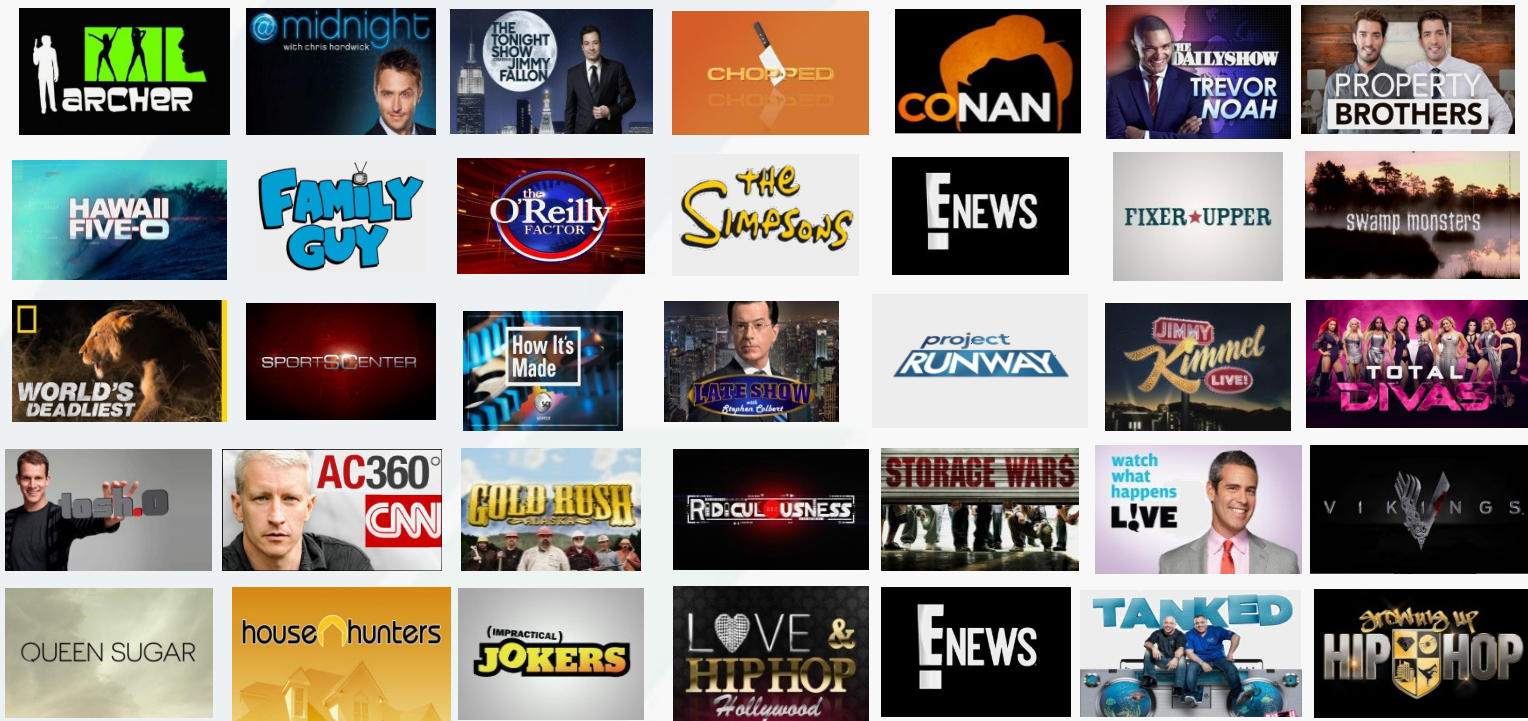
# of Hours of Sports Programming Available By Source  
(2016)





# State of News, Especially Local News

# Cable's Alternative Programming During Late Local Broadcast News Time Slot Has Something for Everyone





# Television's Programming Investment &

# \$261 Billion Has Fueled A Wealth of New Content - Originals Programs Have Doubled Across *All* Genres

Genre	# Originals/Nov'06	# Originals/Nov'16
Drama	47	224
Children	131	218
Comedy	46	180
General Documentary	174	1,014
Instruction/ Advice	186	312
Sports	388	706