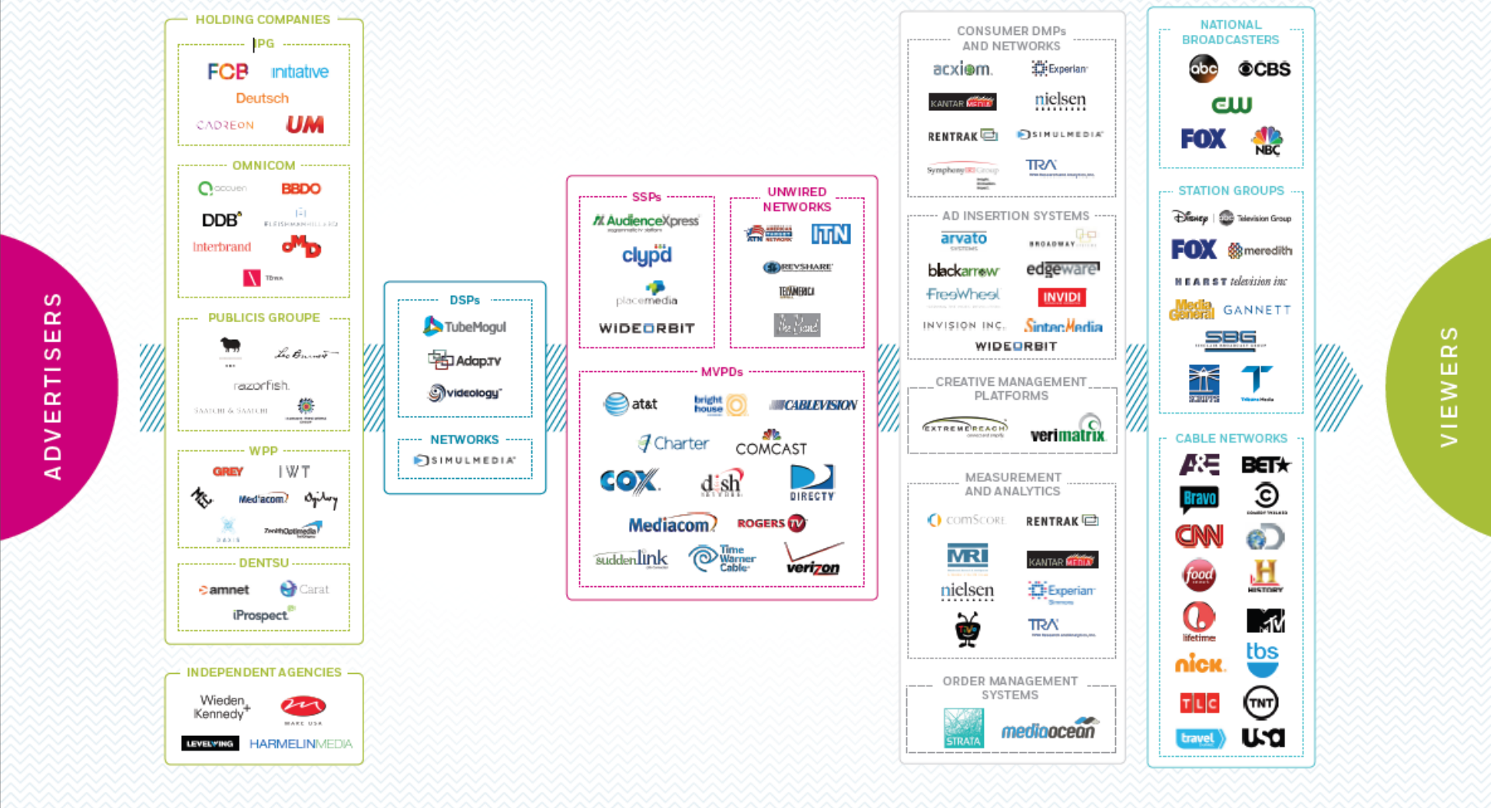
Cynopsis Ratings Boot Camp

Presented by: Debbie Reichig

SVP Media Research

20th Television

TV Landscape | TubeMogul



Industry Terms

Broadcast Only: A mode of television content delivery that does not involve satellite transmission or cables (i.e. – a paid service). Also commonly referred to as “over-the-air.”

Source: Nielsen Total Audience Report Q3 2015.

Industry Terms

Broadcast Only: A mode of television content delivery that does not involve satellite transmission or cables (i.e. – a paid service). Also commonly referred to as “over-the-air.”

Cable Plus: Inclusive of Wired Cable, Telco, and Satellite. Broadband Only Homes would not be included. (Also referred to as Multichannel)

- **Telco**: A paid TV subscription delivered fiber-optically via a traditional telephone provider.
- **Satellite**: A paid TV subscription where the signal is distributed to an orbiting satellite. The amplified signal is then re-transmitted to the home and received via a dish. (Sometimes also referred to as “dish.”)

Source: Nielsen Total Audience Report Q3 2015.

Industry Terms

Broadcast Only: A mode of television content delivery that does not involve satellite transmission or cables (i.e. – a paid service). Also commonly referred to as “over-the-air.”

Cable Plus: Inclusive of Wired Cable, Telco, and Satellite. Broadband Only Homes would not be included. (Also referred to as Multichannel)

> **Telco**: A paid TV subscription delivered fiber-optically via a traditional telephone provider.
>
> **Satellite**: A paid TV subscription where the signal is distributed to an orbiting satellite. The amplified signal is then re-transmitted to the home and received via a dish. (Sometimes also referred to as “dish.”)

Broadband Only: A household with at least one operable TV/monitor that receives video exclusively through a broadband internet connection instead of traditional means (over-the-air, wired cable, telco, satellite).

Source: Nielsen Total Audience Report Q3 2015.

Industry Terms

Broadcast Only: A mode of television content delivery that does not involve satellite transmission or cables (i.e. – a paid service). Also commonly referred to as “over-the-air.”

Cable Plus: Inclusive of Wired Cable, Telco, and Satellite. Broadband Only Homes would not be included. (Also referred to as Multichannel)

> **Telco**: A paid TV subscription delivered fiber-optically via a traditional telephone provider.
>
> **Satellite**: A paid TV subscription where the signal is distributed to an orbiting satellite. The amplified signal is then re-transmitted to the home and received via a dish. (Sometimes also referred to as “dish.”)

Broadband Only: A household with at least one operable TV/monitor that receives video exclusively through a broadband internet connection instead of traditional means (over-the-air, wired cable, telco, satellite).

Enabled Smart TV: A household with at least one television set that is capable and enabled to access the internet.

Source: Nielsen Total Audience Report Q3 2015.

Industry Terms

Broadcast Only: A mode of television content delivery that does not involve satellite transmission or cables (i.e. – a paid service). Also commonly referred to as “over-the-air.”

Cable Plus: Inclusive of Wired Cable, Telco, and Satellite. Broadband Only Homes would not be included. (Also referred to as Multichannel)

> **Telco**: A paid TV subscription delivered fiber-optically via a traditional telephone provider.
>
> **Satellite**: A paid TV subscription where the signal is distributed to an orbiting satellite. The amplified signal is then re-transmitted to the home and received via a dish. (Sometimes also referred to as “dish.”)

Broadband Only: A household with at least one operable TV/monitor that receives video exclusively through a broadband internet connection instead of traditional means (over-the-air, wired cable, telco, satellite).

Enabled Smart TV: A household with at least one television set that is capable and enabled to access the internet.

Multimedia Device: Viewing on an Apple, Roku, Google Chromecast, Smartphone, Computer/Laptops, etc. connected to the TV.

Source: Nielsen Total Audience Report Q3 2015.

Industry Terms

Broadcast Only: A mode of television content delivery that does not involve satellite transmission or cables (i.e. – a paid service). Also commonly referred to as "over-the-air."

Cable Plus: Inclusive of Wired Cable, Telco, and Satellite. Broadband Only Homes would not be included. (Also referred to as Multichannel)

> **Telco**: A paid TV subscription delivered fiber-optically via a traditional telephone provider.
>
> **Satellite**: A paid TV subscription where the signal is distributed to an orbiting satellite. The amplified signal is then re-transmitted to the home and received via a dish. (Sometimes also referred to as "dish.")

Broadband Only: A household with at least one operable TV/monitor that receives video exclusively through a broadband internet connection instead of traditional means (over-the-air, wired cable, telco, satellite).

Enabled Smart TV: A household with at least one television set that is capable and enabled to access the internet.

Multimedia Device: Viewing on an Apple, Roku, Google Chromecast, Smartphone, Computer/Laptops, etc. connected to the TV.

Subscription Video On Demand (**SVOD**): A household with access to a subscription video on demand service, such as Netflix, Amazon Prime and Hulu Plus.

Source: Nielsen Total Audience Report Q3 2015.

Industry Terms

Broadcast Only: A mode of television content delivery that does not involve satellite transmission or cables (i.e. – a paid service). Also commonly referred to as "over-the-air."

Cable Plus: Inclusive of Wired Cable, Telco, and Satellite. Broadband Only Homes would not be included. (Also referred to as Multichannel)

> **Telco**: A paid TV subscription delivered fiber-optically via a traditional telephone provider.
>
> **Satellite**: A paid TV subscription where the signal is distributed to an orbiting satellite. The amplified signal is then re-transmitted to the home and received via a dish. (Sometimes also referred to as "dish.")

Broadband Only: A household with at least one operable TV/monitor that receives video exclusively through a broadband internet connection instead of traditional means (over-the-air, wired cable, telco, satellite).

Enabled Smart TV: A household with at least one television set that is capable and enabled to access the internet.

Multimedia Device: Viewing on an Apple, Roku, Google Chromecast, Smartphone, Computer/Laptops, etc. connected to the TV.

Subscription Video On Demand (**SVOD**): A household with access to a subscription video on demand service, such as Netflix, Amazon Prime and Hulu Plus.

TV Household: A home with at least one operable TV/monitor with the ability to deliver video via traditional means of antennae, cable STB or Satellite receiver and/or with a broadband connection.

Source: Nielsen Total Audience Report Q3 2015.

Television Ratings

Live + DVR/Time-shifted TV:

-Live usage plus any playback viewing within the measurement period.
-DVR/Time-shifted TV:

-playback primarily on a DVR but includes playback from video on demand, DVD recorders, server based DVR's and services like Start Over.

TV-connected devices (DVD, Game Console, Multimedia Device):

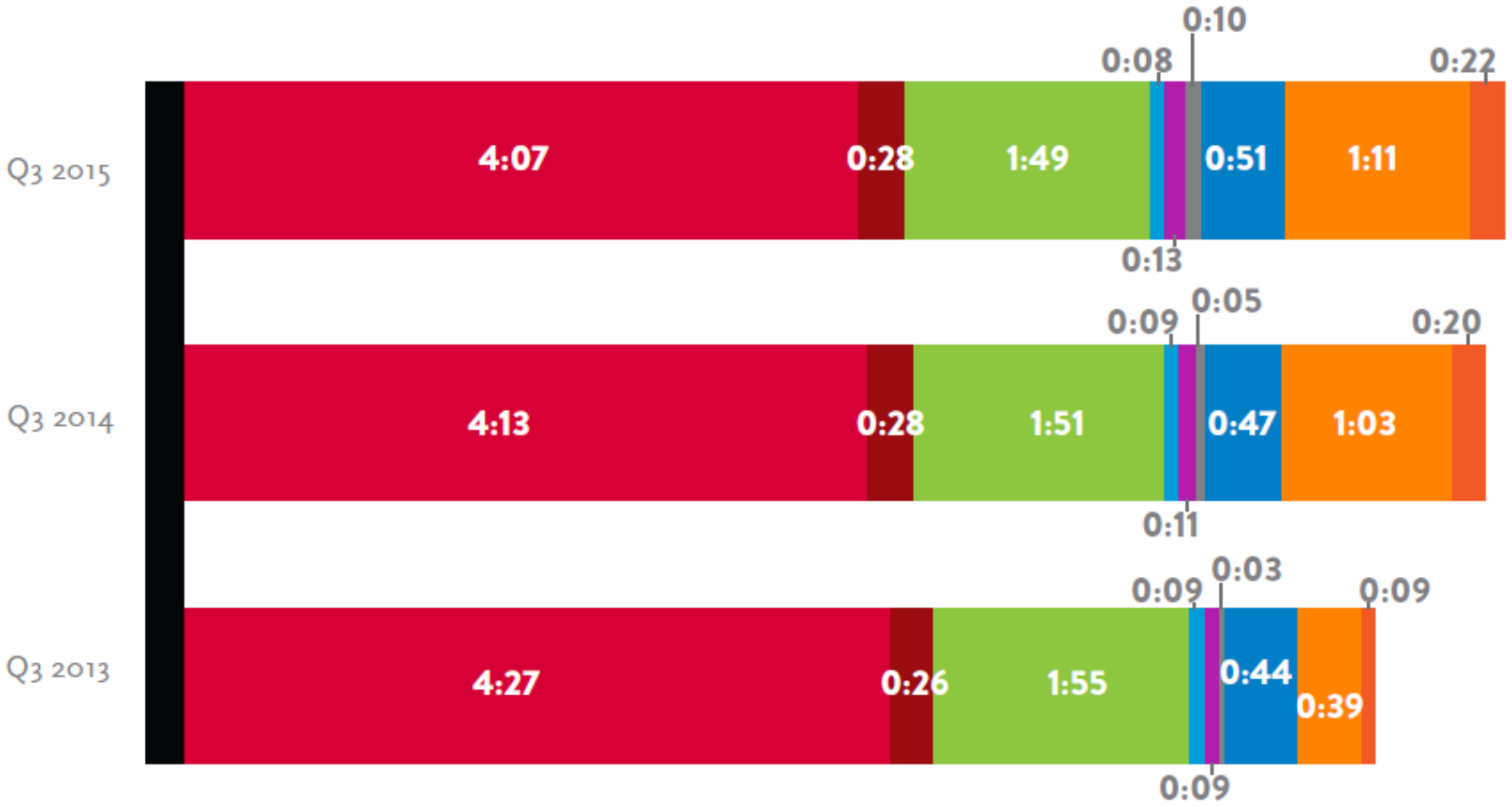
-Content being viewed on the TV screen through these devices. Includes when devices are in use for any purpose, not just for accessing media content. For example, Game Console would also include when the game console is being used to play video games.

Reach for television and TV-connected devices includes those viewing at least one minute within the measurement period.

Source: Nielsen Total Audience Report Q3 2015.

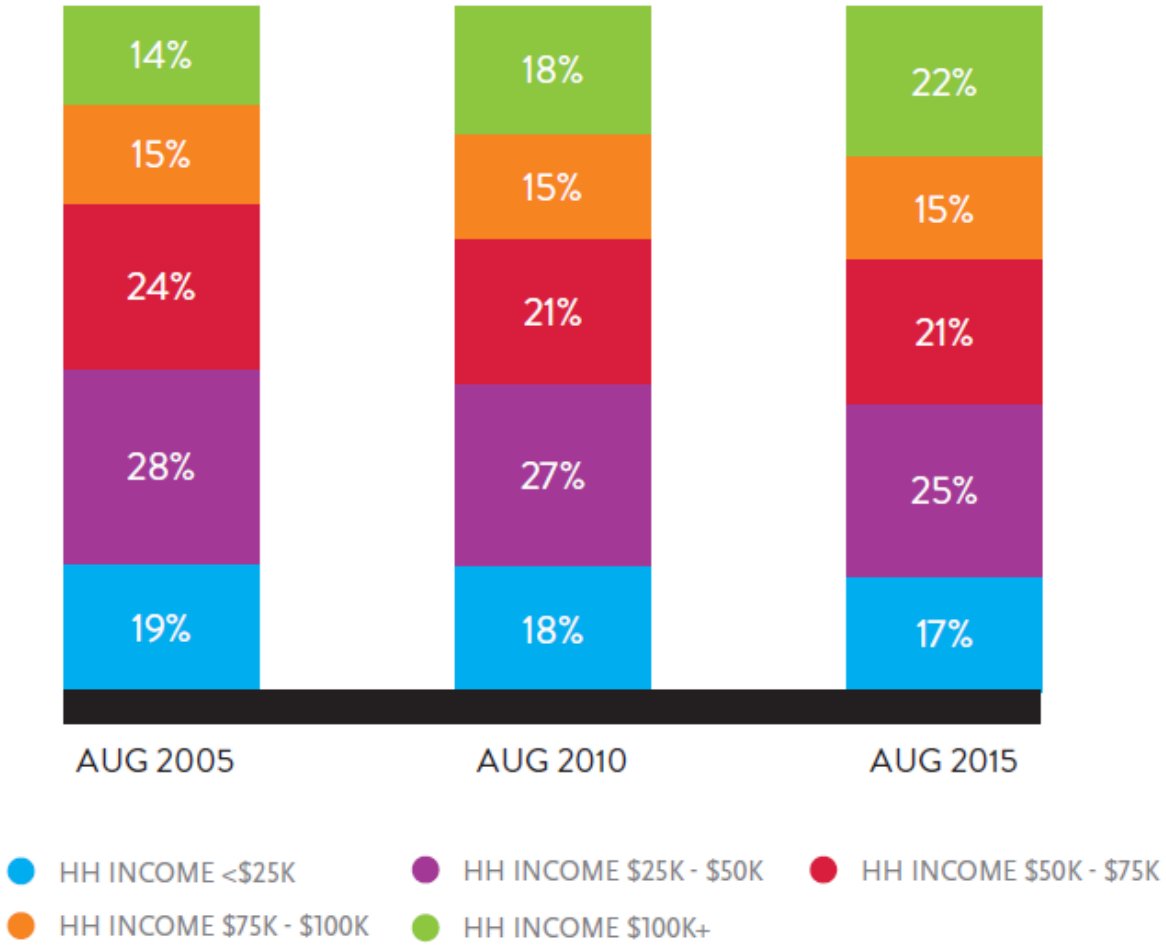
AVERAGE TIME SPENT PER ADULT 18+ PER DAY

EXHIBIT 1 - BASED ON THE TOTAL US POPULATION



Source: Nielsen Total Audience Report Q3 2015.

DISTRIBUTION OF HOUSEHOLD INCOME AMONG ADULTS



- THE HIGHEST-INCOME GROUP IS GROWING WHILE $25K-$75K IS SHRINKING.
- THE LOWEST-INCOME GROUP IS RELATIVELY STABLE.

Source: Nielsen Total Audience Report Q3 2015.

The cord is being cut…

	Total HHs	A18-29
Cut the cord	15%	19%
Never had cable or satellite	9%	16%
Total without coverage	24%	35%

Millennials are cutting the cord even more

Source: Pew Research Center Home Broadband 2015 Report (as reported in Variety 1/4/16).

Millennials spend most time with TV

Media Device	A18-34 Weekly Hrs:Mins	A18-34 Rating	A18+ Weekly Hrs:Mins	A18+ Rating
TV	**18:27**	**11.0**	**31:47**	**18.9**
Smartphone	11:54	7.1	8:55	5.3
Radio	10:53	6.5	12:52	7.7
TV-Connected Devices	6:14	3.7	3:33	2.1
PC	6:06	3.6	6:14	3.7
Tablet	3:14	1.9	2:35	1.5

Source: Nielsen Comparable Metrics Report, Q3, 2015.

20th TV's Modern Family & GM

A Case History

- Databases:

  Nielsen Ad Intel

  Nielsen NPower

  MRI

- Demographic ratings
- Upscale indices (HHI $75K, $100K, $125K)
- New car prospects
- Live viewing

20th TV's Modern Family reaches GM buyers better than Network Prime

	modern family	ABC Prime	CBS Prime	FOX Prime	NBC Prime
2014-15 Season Ad Spend (000)	**$0**	$42,233	$24,398	$5,585	$29,476
New Car Prospect (Nielsen)	**109**	106	99	99	102
Most Recent Purchase/Lease: GM (MRI)	**110**	108	115	93	109
New Car/Truck, If making decision today: GM (MRI)	**116**	115	118	97	116
Average	**112**	**110**	**111**	**96**	**109**

Source: Nielsen, AdViews 9/29/14-6/28/15, NPower, C3, Households,9/29/14-7/5/15, Network excludes sports & specials.
2014 Fall GfK MRI Study, Adults 18+. GM= Any Buick, Cadillac, Chevrolet, or GMC vehicle.

20th TV's Modern Family reaches GM's upscale buyers better than Network Prime

	modern family	ABC Prime	CBS Prime	FOX Prime	NBC Prime
HHI $75K+ (Nielsen Upscale Index)	**110**	106	96	98	105
HHI $100K+ (Nielsen Upscale Index)	**109**	106	90	93	106
HHI $125K+ (Nielsen Upscale Index)	**115**	107	85	94	104
Average	**111**	**106**	**90**	**95**	**105**
Adult 25-54 Rating	**2.5**	2.0	2.1	1.6	1.9

Source: Nielsen, AdViews 9/29/14-6/28/15, NPower, C3, Households,9/29/14-7/5/15, Network excludes sports & specials.
2014 Fall GfK MRI Study, Adults 18+. GM= Any Buick, Cadillac, Chevrolet, or GMC vehicle.

20th TV's Modern Family reaches GM buyers better than top syndicated shows

	modern family	Big Bang Theory	Two and a Half Men	Mike & Molly
New Car Prospect (Nielsen)	**109**	92	79	71
Most Recent Purchase/Lease: GM (MRI)	**110**	106	113	n/a
New Car/Truck, If making decision today: GM (MRI)	**116**	126	122	n/a
Average	**112**	**108**	**105**	**n/a**

Source: Nielsen, NPower, C3, Households,9/29/14-7/5/15. 2014 Fall GfK MRI Study, Adults 18+.
GM= Any Buick, Cadillac, Chevrolet, or GMC vehicle. Competition based on highest A25-54 rated syndicated sitcoms.

20th TV's Modern Family reaches GM's upscale buyers better than top syndicated shows

	modern family	Big Bang Theory	Two and a Half Men	Mike & Molly
HHI $75K+ (Nielsen Upscale Index)	**110**	94	74	71
HHI $100K+ (Nielsen Upscale Index)	**109**	90	67	60
HHI $125K+ (Nielsen Upscale Index)	**115**	88	66	53
Average/Trend	**111/+**	**91/-**	**69/-**	**61/-**
Adult 25-54 Rating	**2.5**	3.4	1.6	1.3

Source: Nielsen, NPower, C3, Households,9/29/14-7/5/15. 2014 Fall GfK MRI Study, Adults 18+.
GM= Any Buick, Cadillac, Chevrolet, or GMC vehicle. Competition based on highest A25-54 rated syndicated sitcoms.

20th TV's Modern Family should be on Cadillac's buy

Cadillac's 4Q15 Network Prime Buy

		# of units	A18-49 RTG	A25-54 RTG	% Live Viewing	HHI $125K Index
FOX	Empire	1	5.8	6.3	72%	64
ABC	Scandal	1	2.9	3.5	67%	106
ABC	Quantico	1	2.0	2.3	57%	115
ABC	Marvel Agents Shield	5	1.6	1.9	67%	116
FOX	Gotham	1	1.5	1.7	66%	98
NBC	Heroes Reborn	9	1.3	1.6	66%	98
ABC	Castle	1	1.2	1.6	70%	90
FOX	Grandfathered	1	1.0	1.3	76%	104
ABC	Blood & Oil	2	1.0	1.3	72%	93
	Cadillac's Prime Averages	-	1.6	2.0	67%	101
	modern family	0	1.9	2.2	98%	106

Source: Nielsen, Ad Intel, NPower, C3, 9/28/15-1/17/16. Excludes Sports. Units=Equivalized. Live=A18-49. Averages=Weighted.

20th TV & Bush's Beans

A Case History

- Databases:

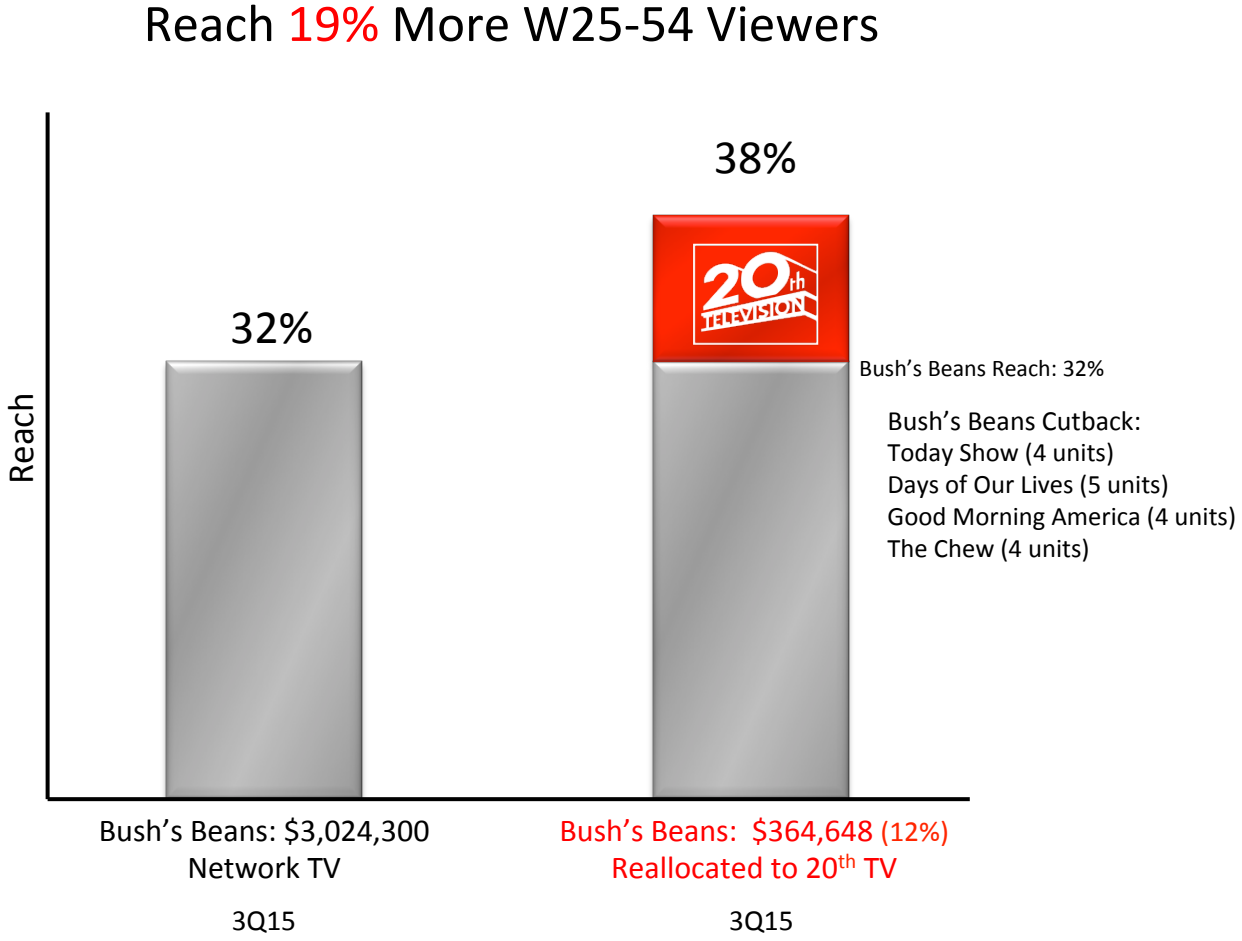
    Nielsen NPower

    Nielsen Catalina

- Nielsen brand reallocation
- Nielsen Catalina product buyer reallocation
- Nielsen Catalina dollar volume reallocation

Adding 20th TV programming to Bush's Beans schedule increases reach of W25-54 without increasing spend

20th TV shows:
(2 units each)
Are We There Yet-MF
Are We There Yet-WK
Bones Prime
Cleveland Show
Cops Reloaded
Family Feud
How I Met Your Mother-MF
Walking Dead

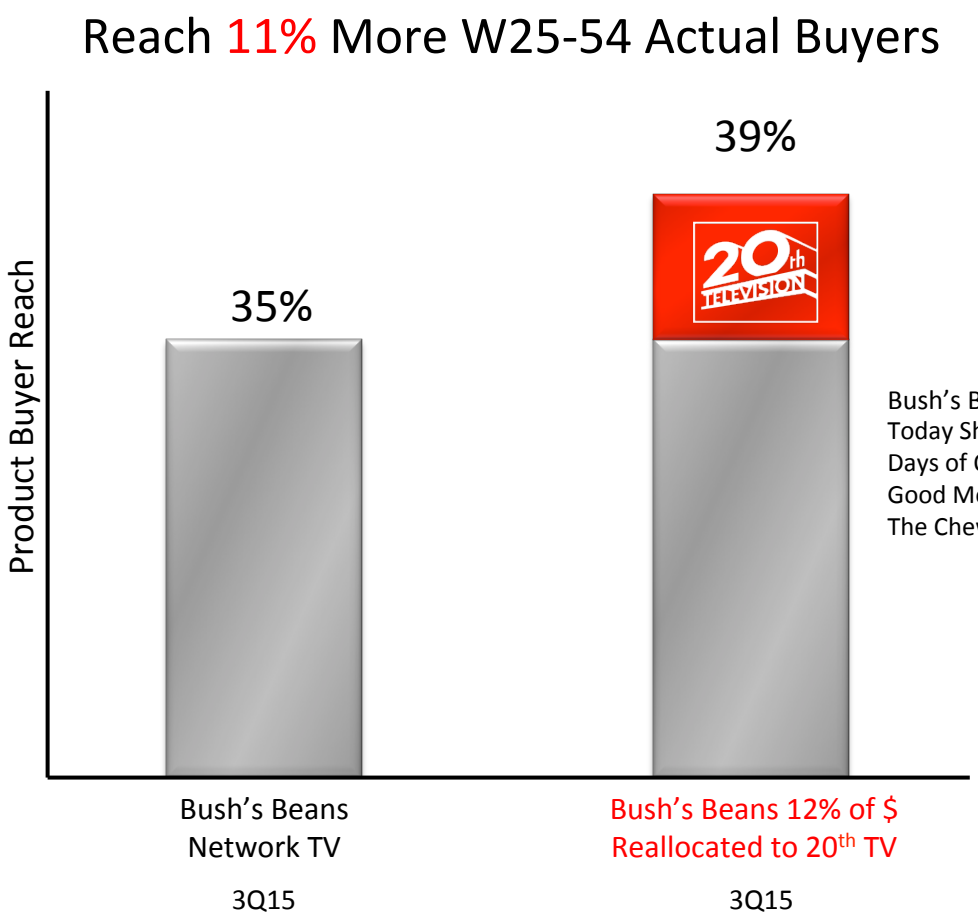


Source: Nielsen, Ad Intel, NPower, 6/29/15-9/27/15.

Adding 20th TV programming to Bush's Beans schedule increases reach of W25-54 without increasing spend

NIELSEN CATALINA PRODUCT BUYER REACH DATA

20th TV shows:
(2 units each)
Are We There Yet-MF
Are We There Yet-WK
Bones Prime
Cleveland Show
Cops Reloaded
Family Feud
How I Met Your Mother-MF
Walking Dead

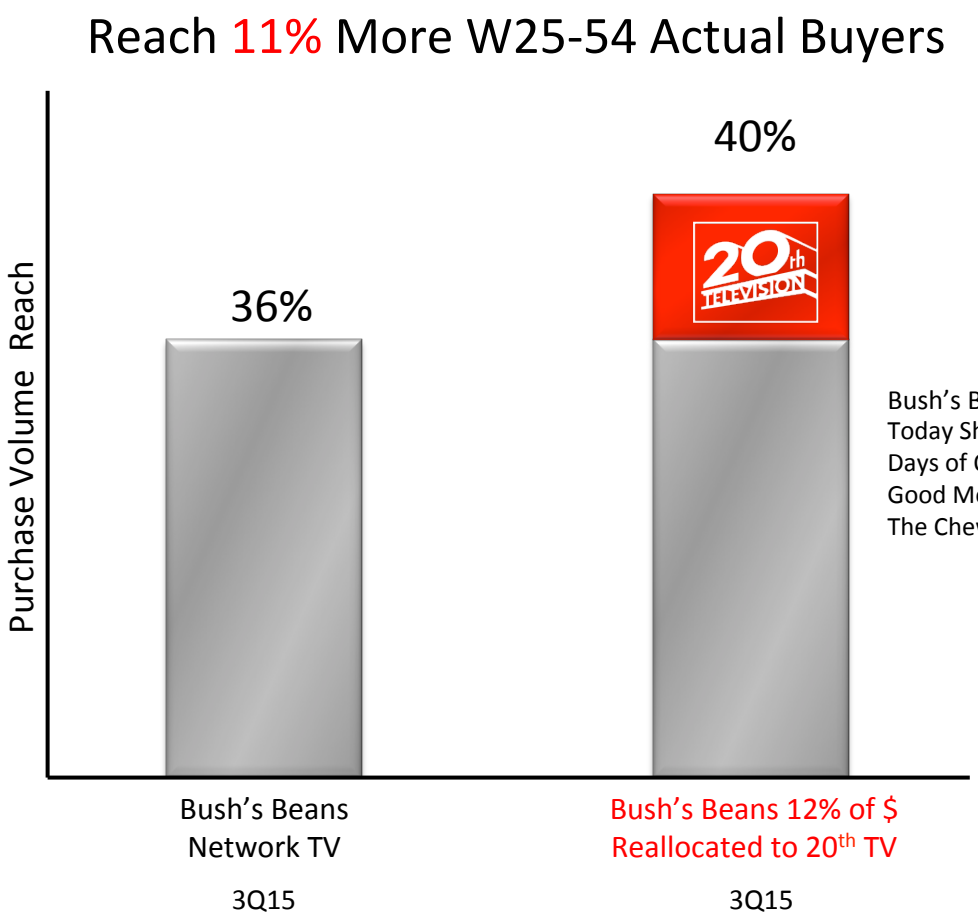


Source: Nielsen, Ad Intel, Catalina, 6/29/15-9/27/15.

Adding 20th TV programming to Bush's Beans schedule increases reach of W25-54 without increasing spend

NIELSEN CATALINA PURCHASE VOLUME REACH DATA

20th TV shows:
(2 units each)
Are We There Yet-MF
Are We There Yet-WK
Bones Prime
Cleveland Show
Cops Reloaded
Family Feud
How I Met Your Mother-MF
Walking Dead



Source: Nielsen, Ad Intel, Catalina, 6/29/15-9/27/15.

Adding DIGITAL to the Media Mix

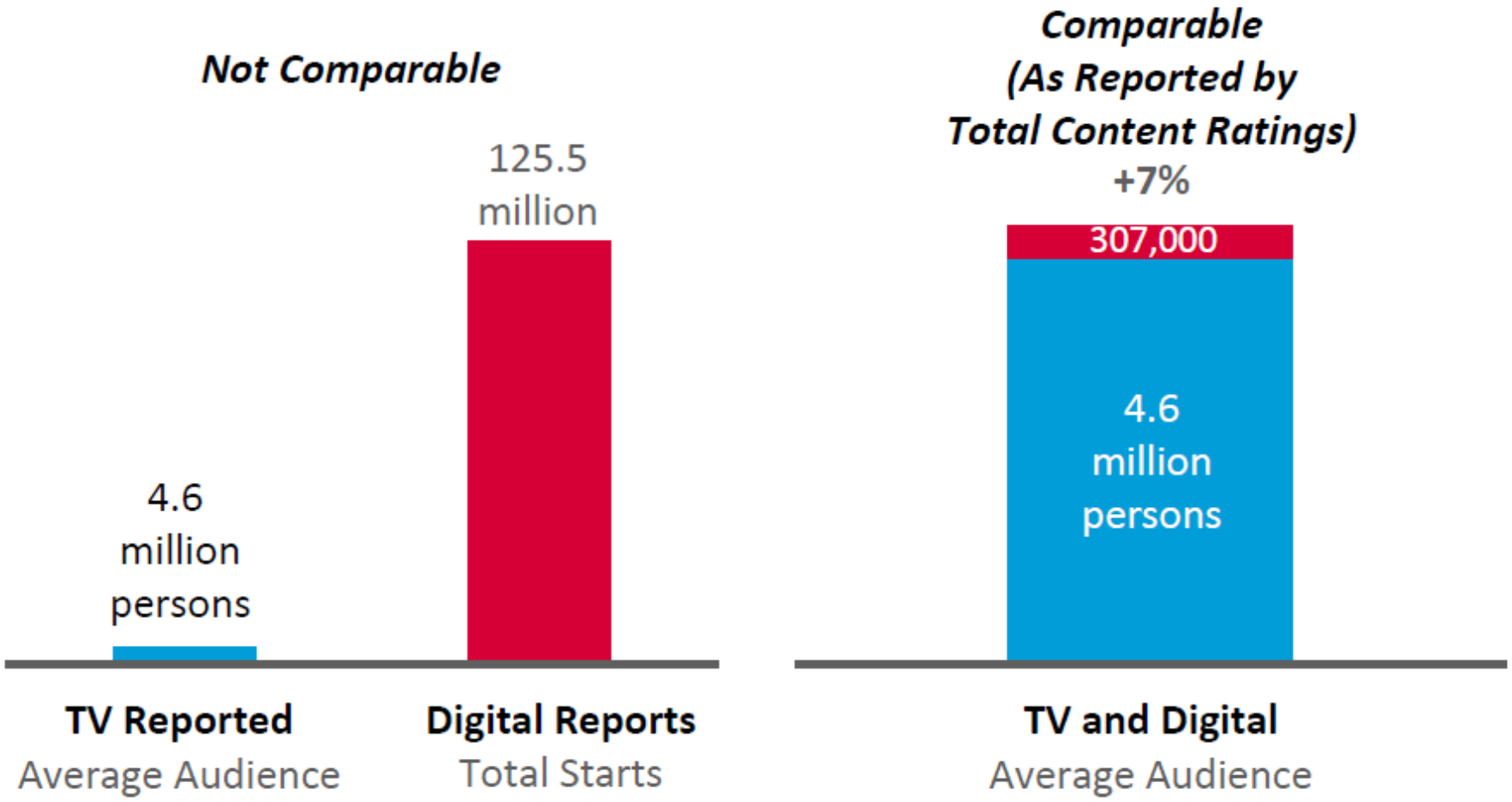
- Cost-per-click
- Trackable data flow
- Infinite inventory
- Measurability/Accountability

Digital

- 48% of online traffic is Bots
- 44% increase in Ad blocking last year
- Viewability & measurement still issues
- Ad Fraud/Malvertising/AdBlocking cost:

$8.2 Billion/year

2014 WORLD CUP ON ESPN EXAMPLE



Source: ESPN

Countless Measurement Players Online Lead To Lack of Standardization for Viewability of An Ad

MRC Accredited Measurement Vendors By Platform

TV

nielsen

C3 –
One Currency Standard

Desktop

Viewable Display Ad Impressions

Chartbeat, ADYAPPER, adloox, VCEVALIDATION READY, ALENTY, comScore, GLAM, Google, DV DoubleVerify, Meetrics, msn adCenter, Active View, MOAT, Integral Ad Science, markit, pixalate, RealVu, Sizmek, WEBSPECTATOR, apt from Yahoo!

Viewable Video Ad Impressions

comScore, VCEVALIDATION READY, INNOVID, DV DoubleVerify, EXTREME REACH, Integral Ad Science, Meetrics, MOAT, TRUEMETRY, VINDICO, videology, TREMOR

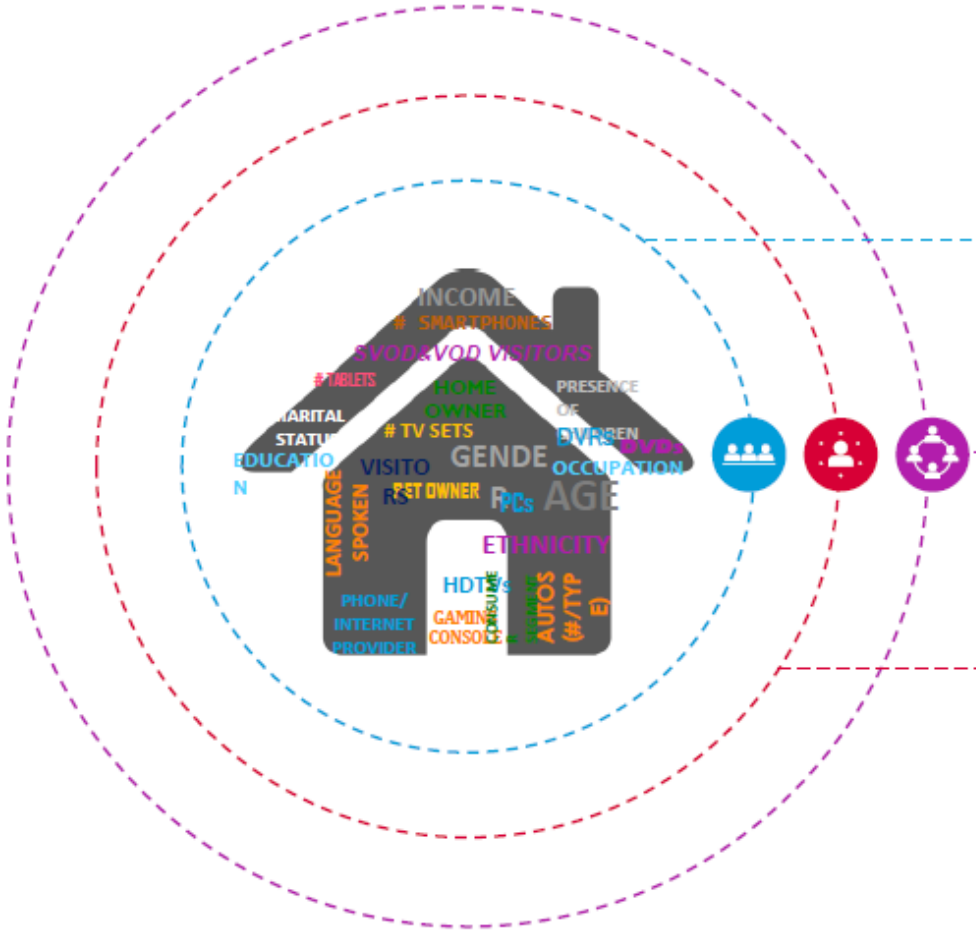
Mobile

None To Date

Source: MRC

NIELSEN PANEL EXPANSION (NPX)

Enables better measurement of emerging technologies and media behavior



Fragmentation of viewing, devices and distribution requires a broader foundation

In person field force collection of presence of persons and robust household characteristics

Doubles the effective sample size of our National Panel to improve stability and reduce fluctuations and zero ratings. Captures smaller networks.

The National Sample will double from 20,000 to more than 40,000

NIELSEN CAPTURING ALL DEVICES

100% of the devices connected to the TV are measured.

comScore/Rentrak Merger:

- More granular data on multi-screen behavior

- Merge web-based comScore data with set-top-box Rentrak information

- Devices measured based on a single HH IP Address, including linear TV