DIGITAL REVOLUTION

THE LAST 10 YEARS

274 MILLION AMERICANS HAVE INTERNET ACCESS
MORE THAN DOUBLE THE NUMBER WITH INTERNET ACCESS IN 2000

81 BILLION MINUTES SPENT ON SOCIAL NETWORKS/BLOGS

64% OF MOBILE PHONE TIME IS SPENT ON APPS

42% OF TABLET OWNERS USE THEM DAILY WHILE WATCHING TV

NUMBER OF LAPTOPS SURPASSES DESKTOPS WITHIN TV HOMES

132.2 MILLION AMERICANS HAD INTERNET ACCESS

1998

DVD OVERTAKES VHS AS PREDOMINANT HOME VIDEO FORMAT
DVD represented 2/3 of all units sold

2000

6.6 BILLION MINUTES SPENT ON MEMBER COMMUNITY SITES
(NOW KNOWN AS SOCIAL NETWORKS/BLOGS)
Top Member Community was MSN Spaces
(2 million unique U.S. visitors)

2002

SOCIAL NETWORKS/BLOGS BECOME TOP ONLINE DESTINATION
Accounted for 9.2% of Internet time.
Passed former top category, Email.

2005

DEBUT OF BLU-RAY
Discs offer increased storage capacity,
high definition video and audio

2006

3.2% OF MOBILE SUBSCRIBERS OWNED A SMARTPHONE

2007

NEARLY 30 MILLION AMERICANS ACCESSED THE MOBILE WEB

2008

Americans averaged 1 hour, 50 minutes watching video online
11 million Americans watched video on their mobile phones

2009

81 BILLION MINUTES SPENT ON SOCIAL NETWORKS/BLOGS

2011

81 BILLION MINUTES SPENT ON SOCIAL NETWORKS/BLOGS

64% OF MOBILE PHONE TIME IS SPENT ON APPS

42% OF TABLET OWNERS USE THEM DAILY WHILE WATCHING TV

NUMBER OF LAPTOPS SURPASSES DESKTOPS WITHIN TV HOMES

81 BILLION MINUTES SPENT ON SOCIAL NETWORKS/BLOGS

64% OF MOBILE PHONE TIME IS SPENT ON APPS

42% OF TABLET OWNERS USE THEM DAILY WHILE WATCHING TV

NUMBER OF LAPTOPS SURPASSES DESKTOPS WITHIN TV HOMES

SOCIAL NETWORKS/BLOGS BECOME TOP ONLINE DESTINATION
Accounted for 9.2% of Internet time.
Passed former top category, Email.

DEBUT OF BLU-RAY
Discs offer increased storage capacity,
high definition video and audio

3.2% OF MOBILE SUBSCRIBERS OWNED A SMARTPHONE

NEARLY 30 MILLION AMERICANS ACCESSED THE MOBILE WEB

Americans averaged 1 hour, 50 minutes watching video online
11 million Americans watched video on their mobile phones

DVD OVERTAKES VHS AS PREDOMINANT HOME VIDEO FORMAT
DVD represented 2/3 of all units sold

6.6 BILLION MINUTES SPENT ON MEMBER COMMUNITY SITES
(NOW KNOWN AS SOCIAL NETWORKS/BLOGS)
Top Member Community was MSN Spaces
(2 million unique U.S. visitors)

132.2 MILLION AMERICANS HAD INTERNET ACCESS

Source: Nielsen
## Audience Composition %

**Source:** Nielsen

### TV Viewers

<table>
<thead>
<tr>
<th>Age</th>
<th>Male</th>
<th>Female</th>
<th>Hispanic</th>
<th>White</th>
<th>Black, African-American</th>
<th>Asian or Pacific Islander</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 - 17</td>
<td>49%</td>
<td>51%</td>
<td>10%</td>
<td>12%</td>
<td>11%</td>
<td>3%</td>
</tr>
<tr>
<td>18 - 34</td>
<td>23%</td>
<td>27%</td>
<td>9%</td>
<td>3%</td>
<td>12%</td>
<td>9%</td>
</tr>
<tr>
<td>35 - 49</td>
<td>21%</td>
<td>22%</td>
<td>9%</td>
<td>9%</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>50 - 64</td>
<td>20%</td>
<td>22%</td>
<td>9%</td>
<td>9%</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>65+</td>
<td>14%</td>
<td>16%</td>
<td>9%</td>
<td>9%</td>
<td>12%</td>
<td>0%</td>
</tr>
</tbody>
</table>

### Online Video Viewers

<table>
<thead>
<tr>
<th>Age</th>
<th>Male</th>
<th>Female</th>
<th>Hispanic</th>
<th>White</th>
<th>Black, African-American</th>
<th>Asian or Pacific Islander</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 - 17</td>
<td>47%</td>
<td>53%</td>
<td>10%</td>
<td>12%</td>
<td>11%</td>
<td>3%</td>
</tr>
<tr>
<td>18 - 34</td>
<td>27%</td>
<td>28%</td>
<td>9%</td>
<td>9%</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>35 - 49</td>
<td>22%</td>
<td>28%</td>
<td>9%</td>
<td>9%</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>50 - 64</td>
<td>10%</td>
<td>12%</td>
<td>9%</td>
<td>9%</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>65+</td>
<td>12%</td>
<td>11%</td>
<td>9%</td>
<td>9%</td>
<td>12%</td>
<td>0%</td>
</tr>
</tbody>
</table>

### Social Network/Blog Visitors

<table>
<thead>
<tr>
<th>Age</th>
<th>Male</th>
<th>Female</th>
<th>Hispanic</th>
<th>White</th>
<th>Black, African-American</th>
<th>Asian or Pacific Islander</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 - 17</td>
<td>46%</td>
<td>54%</td>
<td>9%</td>
<td>9%</td>
<td>12%</td>
<td>3%</td>
</tr>
<tr>
<td>18 - 34</td>
<td>27%</td>
<td>28%</td>
<td>9%</td>
<td>9%</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>35 - 49</td>
<td>22%</td>
<td>28%</td>
<td>9%</td>
<td>9%</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>50 - 64</td>
<td>9%</td>
<td>12%</td>
<td>9%</td>
<td>9%</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>65+</td>
<td>12%</td>
<td>11%</td>
<td>9%</td>
<td>9%</td>
<td>12%</td>
<td>0%</td>
</tr>
</tbody>
</table>

### Tablet Owners

<table>
<thead>
<tr>
<th>Age</th>
<th>Male</th>
<th>Female</th>
<th>Hispanic</th>
<th>White</th>
<th>Black, African-American</th>
<th>Asian or Pacific Islander</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 - 17</td>
<td>53%</td>
<td>47%</td>
<td>14%</td>
<td>60%</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>18 - 34</td>
<td>33%</td>
<td>39%</td>
<td>15%</td>
<td>60%</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>35 - 49</td>
<td>29%</td>
<td>27%</td>
<td>15%</td>
<td>60%</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>50 - 64</td>
<td>21%</td>
<td>22%</td>
<td>15%</td>
<td>60%</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>65+</td>
<td>7%</td>
<td>10%</td>
<td>15%</td>
<td>60%</td>
<td>6%</td>
<td>9%</td>
</tr>
</tbody>
</table>

### Smartphone Owners

<table>
<thead>
<tr>
<th>Age</th>
<th>Male</th>
<th>Female</th>
<th>Hispanic</th>
<th>White</th>
<th>Black, African-American</th>
<th>Asian or Pacific Islander</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 - 17</td>
<td>50%</td>
<td>50%</td>
<td>17%</td>
<td>61%</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>18 - 34</td>
<td>39%</td>
<td>33%</td>
<td>17%</td>
<td>61%</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>35 - 49</td>
<td>30%</td>
<td>28%</td>
<td>17%</td>
<td>61%</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>50 - 64</td>
<td>20%</td>
<td>20%</td>
<td>17%</td>
<td>61%</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>65+</td>
<td>6%</td>
<td>6%</td>
<td>17%</td>
<td>61%</td>
<td>12%</td>
<td>6%</td>
</tr>
</tbody>
</table>

**Tablets are the only digital category where males make up the majority.**

Read as: Forty-nine percent of U.S. TV viewers are male.

Read as: Fifty-three percent of U.S. tablet owners are male.
Consumers have more choices than ever for accessing their digital content. As more devices become increasingly connected, the ability to access the same pictures, videos or music files across multiple devices has become a valuable feature.

- **274.2 million Americans** have internet access.
- **169.6 million visitors** to social networks/blogs.
- **165.9 million people** watched video on a computer.
- **117.6 million mobile internet visitors**.
- **44%** of U.S. mobile subscribers own a smartphone.
- **76.6 million TV homes** are HD capable (67%).
- **58.6 million TV homes** have digital cable (51%).
- **5 million TV homes** have 4 or more TV sets (31%).
- **47.4 million TV homes** have a DVR (41%).
- **12.5 million visitors** to digital cable.
- **12.3 million visitors** to news.
- **12.2 million visitors** to sports.
- **12.1 million visitors** to books.

**Source:** Nielsen
CROSS-PLATFORM VIDEO ENGAGEMENT

With an array of online video content to choose from, consumers increased their monthly online video time in 3Q 2011 by 7 percent from the same period last year.

- Watching Traditional TV
- Watching Video on Internet
- Mobile Subscribers Watching Video on a Mobile Phone

MONTHLY TIME SPENT IN HOURS:MINUTES

RACE/ETHNICITY

- WHITE
  - 3:37
  - 3:52
  - 142:05
- AFRICAN-AMERICAN
  - 5:30
  - 6:11
  - 205:56
- HISPANIC
  - 4:20
  - 6:29
  - 125:48
- ASIAN
  - 5:47
  - 9:28
  - 95:55

MONTHLY TIME SPENT IN HOURS:MINUTES—PER USER 2+ OF EACH MEDIUM

- WATCHING TV IN THE HOME: 146:45
- 0.9%
- WATCHING VIDEO ON INTERNET: 431
- 7.1%
- MOBILE SUBSCRIBERS WATCHING VIDEO ON A MOBILE PHONE: 420
- 0%

SOURCE: Nielsen
**DIGITAL DIVERSITY**

A look at digital across four distinct groups of U.S. consumers in October 2011

**WHITE MALES 55+**
- 20% accessed their mobile phone’s Web browser
- Spent 3.2 billion minutes watching video online
- 34% more likely than average to visit LinkedIn
- NCIS (CBS)—Top Primetime Broadcast Program
- 164.2 million total video streams

**HISPANIC MALES 18-34**
- 69% own a smartphone
- 63% more likely than average to visit Myspace.com
- 46% download apps on their mobile phone
- Spent 2.2 billion minutes watching video online

**ASIAN FEMALES 12-17**
- 35.4 million total video streams
- 29% downloaded games on their mobile phone
- 62% visited Facebook
- 57% accessed their mobile phone’s Web browser
- Spent 106.9 million minutes watching video online

**AFRICAN-AMERICAN FEMALES 25-54**
- The YBF—Social Network with the highest concentration of this demo
- Reed Between the Lines (BET)—Top Primetime Cable Program
- 812 million total video streams
- Spent 2.4 billion minutes watching video online
- Top Gaming App by Total Minutes: Words with Friends (211.8 million minutes)

**Source: Nielsen**
A BREAKDOWN OF DIGITAL TIME BY DEVICE

During October 2011, YouTube was the top destination for online video content, accounting for nearly half (45%) of Americans' total streaming time, while Social Networks/Blogs garnered the most Internet time overall. The majority of mobile phone time was consumed by app usage with Social Networking apps accounting for the nearly 6 percent of mobile time.
1 SCREEN, 2 SCREENS, BIG SCREENS, SMALL SCREENS

More and more, consumers are multi-tasking across their various screens. Fifty-seven percent of smartphone and tablet owners checked email while watching a TV program—their top activity—and 44 percent visited a social networking site. Advertisers wondering if consumers might miss their message should note that 19 percent of smartphone and tablet owners searched for product information and 16 percent looked up coupons or deals while the television was on.

TOP WEBSITES VISITED WHILE WATCHING TV

1. Facebook  
2. YouTube  
3. Zynga  
4. Google Search  
5. Yahoo! Mail  
6. Craigslist  
7. eBay  
8. Electronic Arts (EA) Online  
9. MSN/WindowsLive/Bing  
10. Yahoo! Homepage

WHAT ARE TABLET AND SMARTPHONE OWNERS DOING WHILE WATCHING TV?

- **DURING PROGRAM**
  - 57% CHECKED EMAIL
  - 44% SURFED FOR UNRELATED INFO
  - 44% VISITED SOCIAL NETWORKING SITE

- **DURING COMMERCIAL**
  - 59% CHECKED EMAIL
  - 44% SURFED FOR UNRELATED INFO
  - 44% VISITED SOCIAL NETWORKING SITE

- 45% USED A DOWNLOADED APPLICATION
- 34% CHECKED SPORT SCORES
- 29% LOOKED UP INFORMATION RELATED TO THE TV PROGRAM I WAS WATCHING
- 19% LOOKED UP PRODUCT INFORMATION FOR AN AD I SAW
- 16% LOOKED UP COUPONS OR DEALS RELATED TO AN ADVERTISEMENT I SAW ON TV

Source: Nielsen
While nearly all social media users (97%) access social networking sites from their computers, NM Incite, a Nielsen McKinsey company, found that females are more likely than men to read social media content from their eReaders and men are more likely than women to access their social content from an Internet-enabled TV or gaming console.

<table>
<thead>
<tr>
<th>Device</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Phone</td>
<td>58.8%</td>
<td>36.3%</td>
<td>12.6%</td>
</tr>
<tr>
<td>eReader</td>
<td>2.9%</td>
<td>1.4%</td>
<td>0.6%</td>
</tr>
<tr>
<td>iPad</td>
<td>4.5%</td>
<td>2.9%</td>
<td>2.4%</td>
</tr>
<tr>
<td>Computer</td>
<td>95.7%</td>
<td>97.0%</td>
<td>97.0%</td>
</tr>
<tr>
<td>Internet-enabled TV</td>
<td>3.9%</td>
<td>1.2%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Gaming Console</td>
<td>5.3%</td>
<td>2.9%</td>
<td>0.2%</td>
</tr>
<tr>
<td>Handheld Music Player</td>
<td>2.4%</td>
<td>1.1%</td>
<td>n/a</td>
</tr>
<tr>
<td>Other</td>
<td>1.0%</td>
<td>0.7%</td>
<td>1.3%</td>
</tr>
</tbody>
</table>

Source: NM Incite
TO THINK IT IS TO BLOG IT

By the end of 2011, NM Incite, a Nielsen/McKinsey company, tracked over 181 million blogs around the world, up from 36 million in 2006. Three of the top ten social networks in the U.S. during October were true blogs (Blogger, WordPress.com, Tumblr), with a combined 80 million unique visitors. Among the top social networks, Tumblr has shown the strongest growth in visitors, more than doubling its audience from last year.

Emerging Social Network: Pinterest

- 4.5 million unique U.S. visitors during Oct 2011 – 37 times its size at the beginning of 2011
- Consumers ages 25-34 – most likely out of all age groups to view pages on Pinterest
- 92 percent of Pinterest’s audience also visited a Mass Merchandiser site during Oct 2011

NUMBER OF BLOGS TRACKED BY NM INCITE

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>35,771,454</td>
<td>61,353,334</td>
<td>78,703,197</td>
<td>127,035,018</td>
<td>148,452,047</td>
<td>173,000,000</td>
</tr>
</tbody>
</table>

Source: Nielsen and NM Incite

TOP 10 U.S. SOCIAL NETWORKS/BLOGS BY UNIQUE AUDIENCE

(Oct 2011, Home & Work Computers)

<table>
<thead>
<tr>
<th>Name</th>
<th>Unique Visitors</th>
<th>YoY % Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>139.1M</td>
<td>6%</td>
</tr>
<tr>
<td>MeeGo</td>
<td>13.2%</td>
<td>-63%</td>
</tr>
<tr>
<td>WordPress.com</td>
<td>20.4M</td>
<td>63%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>19.3M</td>
<td>14%</td>
</tr>
<tr>
<td>Tumblr</td>
<td>13.8M</td>
<td>128%</td>
</tr>
<tr>
<td>Blogger</td>
<td>46.3M</td>
<td>4%</td>
</tr>
<tr>
<td>Twitter.com</td>
<td>26.0M</td>
<td>41%</td>
</tr>
<tr>
<td>Google TV</td>
<td>14.7%</td>
<td>N/A</td>
</tr>
<tr>
<td>Myspace.com</td>
<td>13.4M</td>
<td>28%</td>
</tr>
<tr>
<td>Google+</td>
<td>9.5M</td>
<td>14%</td>
</tr>
<tr>
<td>Wikia</td>
<td>7.6M</td>
<td></td>
</tr>
<tr>
<td>Squidoo</td>
<td>7.0M</td>
<td></td>
</tr>
</tbody>
</table>

Source: Nielsen and NM Incite
MARKETING TO THE DIGITAL CONSUMER

WHEN VIEWING ADS ON THEIR DEVICE:

<table>
<thead>
<tr>
<th>TABLET OWNERS</th>
<th>SMARTPHONE OWNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clicked on ad to view the full ad or product offering</td>
<td>24%</td>
</tr>
<tr>
<td>Made a purchase through their computer</td>
<td>23%</td>
</tr>
<tr>
<td>Searched for more info about the business</td>
<td>21%</td>
</tr>
<tr>
<td>Used or requested a coupon through the ad</td>
<td>13%</td>
</tr>
</tbody>
</table>

AMONG MOBILE CONNECTED DEVICE OWNERS:

- 33% find ads that offer custom information based on their location useful
- 26% are more likely to look at ads if they have an interesting video
- 20% enjoy ads that have interactive features

TRUST IN ADVERTISING AMONG ONLINE CONSUMERS

% Who Trust

- Ads on TV
  - Female: 45%
  - Male: 47%
- Display ads (video or banner) on mobile devices
  - Female: 31%
  - Male: 23%
- Text (SMS) ads on mobile phones
  - Female: 29%
  - Male: 22%
- Branded websites
  - Female: 52%
  - Male: 51%
- Online banner ads
  - Female: 34%
  - Male: 24%
- Online video ads
  - Female: 34%
  - Male: 30%
- Ads served in search engine results
  - Female: 35%
  - Male: 34%
- TV program product placements
  - Female: 35%
  - Male: 37%

Source: Nielsen
THE INCREASING POWER OF MOBILE COMMERCE

Mobile is transforming into a powerful commerce tool, facilitating consumer transactions and access to real-time information and deals. Twenty-nine percent of smartphone owners use their phone for shopping-related activities and more than half of mobile users are repeat visitors to daily deal sites. The Groupon app is the 10th most popular app on the iOS platform and ranks 22nd on Android devices.

MOBILE SHOPPING ACTIVITIES IN THE PAST 30 DAYS

(\% OF MOBILE SHOPPERS)

- Comparing prices online while shopping in a store: 38\%
- Browsing products through websites or apps: 38\%
- Reading online reviews of products: 32\%
- Searching for/using online coupons: 24\%
- Purchasing products: 22\%
- Scanning a barcode for price/product information: 22\%
- Using location-based services to find a retail location: 18\%
- Placing a bid through an online auction: 15\%
- Purchasing tickets to events: 12\%
- Purchasing music or video content: 10\%
- Paying for goods or services at point of sale: 9\%

Source: Nielsen

27\% of male and 22\% of female online consumers would use their mobile phones to make payments in restaurants or shops if they could

UNIQUE AUDIENCE FOR DAILY DEAL APPS (OCT 2011)

- Groupon: 4.8 million Android, 6.1 million iOS
  
  Visits per person: 11

- LivingSocial: 1.2 million Android, 2.4 million iOS
  
  Visits per person: 7

27\% of male and 22\% of female online consumers would use their mobile phones to make payments in restaurants or shops if they could
THE IN-HOME STREAMING EXPERIENCE

The home entertainment landscape is becoming increasingly complex as consumers are presented with a greater variety of ways to consume content, especially with the addition of digital streaming and movie downloads via the Internet.

33% OF CONSUMERS STREAMED A MOVIE OR TV SHOW FROM THE INTERNET THROUGH A SUBSCRIPTION SERVICE LIKE NETFLIX OR HULU PLUS

AUDIENCE COMPOSITION % FROM HOME COMPUTERS

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 - 17</td>
<td>43</td>
<td>57</td>
</tr>
<tr>
<td>18 - 34</td>
<td>41</td>
<td>59</td>
</tr>
<tr>
<td>35 - 49</td>
<td>31</td>
<td>40</td>
</tr>
<tr>
<td>50 - 64</td>
<td>13</td>
<td>23</td>
</tr>
<tr>
<td>65+</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Hispanic</td>
<td>16</td>
<td>23</td>
</tr>
<tr>
<td>White</td>
<td>76</td>
<td>79</td>
</tr>
<tr>
<td>Black or African-American</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>Asian or Pacific Islander</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

NETFLIX
HULU

FEMALES ACCOUNT FOR 64% OF TOTAL TIME SPENT WATCHING VIDEO CONTENT ON NETFLIX AND HULU

HISPANICS ARE MUCH MORE LIKELY TO WATCH VIDEO ON NETFLIX THAN ON HULU

ASIANS STREAM MORE VIDEOS ON HULU THAN ON NETFLIX

MORE THAN A THIRD OF HULU'S AUDIENCE IS OVER THE AGE OF 50

PAID TO DOWNLOAD A MOVIE OR TV SHOW FROM THE INTERNET (% OF CONSUMERS)

18% downloaded to rent
14% downloaded to own

Source: Nielsen
Online Consumers Who Watch Video On Device Daily

- Mobile Phone
- Tablet Device
- Handheld Multimedia Device
- In-Home Video Game System
- INDEX V. GLOBAL AVERAGE

Index reads as: During 3Q 2011, online consumers in Asia Pacific were 46 percent more likely than the average global consumer to watch video on their mobile phone daily.

EUROPE
- 15% (54)
- 6% (55)
- 4% (50)
- 3% (43)

NORTH AMERICA
- 20% (71)
- 13% (118)
- 8% (100)
- 6% (86)

MIDDLE EAST, AFRICA, PAKISTAN
- 37% (132)
- 12% (109)
- 11% (138)
- 9% (129)

ASIA PACIFIC
- 41% (146)
- 15% (136)
- 9% (113)
- 9% (129)

GLOBAL
- 28% (104)
- 11% (91)
- 8% (75)
- 6% (86)

DAILY VIDEO VIEWING AROUND THE WORLD

Nielsen's survey of more than 25,000 online respondents from 56 countries around the world reveals consumers' multi-screen video habits.

Source: Nielsen
THE GLOBAL ONLINE PERSPECTIVE

TOP 10 WEB BRANDS BY UNIQUE AUDIENCE (Oct 2011, Home & Work Computers)

GERMANY
1. Google
2. Facebook
3. YouTube
4. eBay
5. Microsoft
6. Amazon
7. MSN/WindowsLive/Bing
8. Wikipedia
9. T-Online
10. Web.de

BRAZIL
1. Google
2. MSN/WindowsLive/Bing
3. Facebook
4. UOL
5. Microsoft
6. Terra
7. Globo.com
8. Orkut
9. Local.ch
10. search.ch

SWITZERLAND
1. Google
2. Facebook
3. YouTube
4. MSN/WindowsLive/Bing
5. Microsoft
6. Bluewin
8. Apple
9. Local.ch
10. search.ch

JAPAN
1. Yahoo!
2. Google
3. FC2
4. YouTube
5. Rakuten
7. Microsoft
8. goo
9. Ameba
10. Amazon

UK
1. Google
2. Facebook
3. MSN/WindowsLive/Bing
4. BBC
5. YouTube
6. Yahoo!
7. Amazon
8. eBay
9. Microsoft
10. WordPress.com

US
1. Google
2. Facebook
3. Yahoo!
4. MSN/WindowsLive/Bing
5. YouTube
6. Microsoft
7. AOL Media Network
8. Wikipedia
9. Apple
10. Ask Search Network

FRANCE
1. Google
2. Facebook
3. MSN/WindowsLive/Bing
4. Microsoft
5. YouTube
6. Orange
8. Free
9. PagesJaunes
10. Yahoo!

SOURCE: Nielsen

YOUTUBE is a top ten online destination in all of the countries.

FACEBOOK is among the top three sites in every country except Japan (the country's top two social networking sites, FC2 and Ameba, are among the top 10 most-visited overall).

GOOGLE is the top Web brand in each country except Japan.
SOURCES

2  • 2000: NetView (Home & Work), Jan 2000
   • 2002: VideoScan, 2002
   • 2005: NetView (Home & Work), Oct 2005
   • 2006: Mobile Insights, 3Q 2006
   • 2007: Mobile Insights, Jan 2007
   • 2008: VideoCensus (Home & Work), Jan 2008
   Mobile Media Marketplace, 3Q 2008
   • 2009: NetView (Home & Work), May 2009
   "The Switch from Analog to Digital TV," Nov 2009
   • 2011: NetView (Total), Oct 2011
   Smartphone Analytics, Oct 2011
   Mobile Connected Device Report, 3Q 2011
   NPOWER (NPM Sample), Aug 2011

3  • TV Viewers: National UEs and MarketBreaks 2012
   • Online Video Viewers: VideoCensus (Total), Oct 2011
   • Social Network/Blog Visitors: NetView (Total), Oct 2011
   • Tablet Owners: Mobile Insights, 3Q 2011
   • Smartphone Owners: Mobile Insights, 3Q 2011

Mobile
• Mobile Internet Visitors: Mobile Insights, 3Q 2011
• Smartphone Penetration: Mobile Insights, Oct 2011
• Peak App Usage: Smartphone Analytics (Android), Oct 2011
Internet
• Internet Access and Social Network/Blog Visitors: NetView (Total), Oct 2011
• Video Viewers: VideoCensus (Total), Oct 2011
TV
• National Media Related UEs, Nov 2011

5  • Cross-Platform Report 3Q 2011. Click here to download the complete report for more detailed footnotes.

6  • Online Video Streams and Total Minutes: VideoCensus (Total), Oct 2011
• Social Networking: NetView (Total), Oct 2011
• TV Programs: NPOWER, Oct 2011, Live+SD. Excludes Breakouts, specials, Sports, programs less than 5 minutes in duration and programs with less than three telecasts

7  • Mobile Phone: Smartphone Analytics, Oct 2011
• Online Video: VideoCensus (Total), Oct 2011
• Internet: NetView (Total), Oct 2011

8  • Activities while watching TV: Mobile Connected Device Report, 3Q 2011
• Top sites visited while watching TV: NPOWER (Cross-Platform Homes), Oct 2011

9  • NM Incite, State of Social Media Survey, April 2011

10 • Top U.S. Social Networks/Blogs and Pinterest: NetView (Home & Work), Oct 2011
• Blog trend: NM Incite, Oct 2006-2011
• Over-the-Top device buzz: NM Incite, 3Q 2011

11 • Trust in Advertising: Nielsen Global Survey, 3Q 2011
• Among smartphone, tablet and connected mobile device owners: Mobile Connected Device Report, 3Q 2011

12 • Mobile Shopping Activities: Mobile Insights, Oct 2011
• Daily Deal Apps: Smartphone Analytics, Oct 2011
• Mobile Payments (red circle): Nielsen Global Survey, 3Q 2011 (U.S.)

13 • Netflix/Hulu: VideoCensus (Home), Oct 2011
• Downloading and streaming behaviors: New Media Tracking, Jan 2012

14 • Nielsen Global Survey, 3Q 2011

15 • NetView (Home & Work), Oct 2011

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. 12/4377