

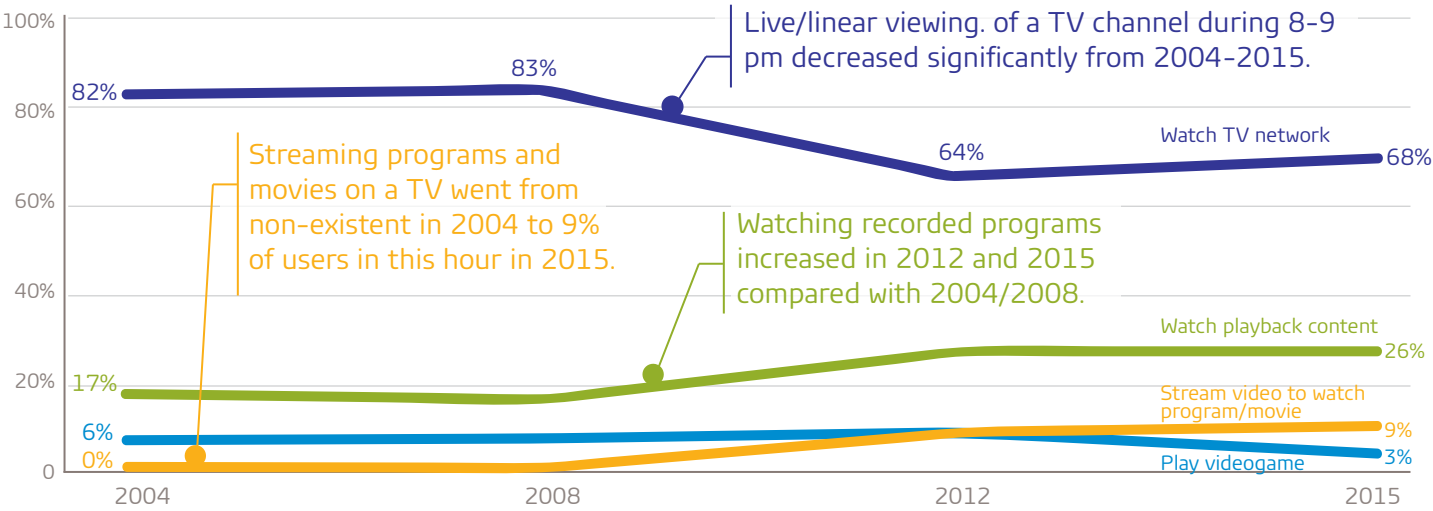


LIVE TV VIEWING

Live/linear TV is still the dominant way of using a TV set. While the level of use of a TV set hasn't changed much since 2004, the source of content has changed significantly, with increases in playback viewing (DVR recordings, pay TV VOD, DVD/Blu-ray discs, VCR) and streaming on a TV set offsetting drops in live/linear network viewing.

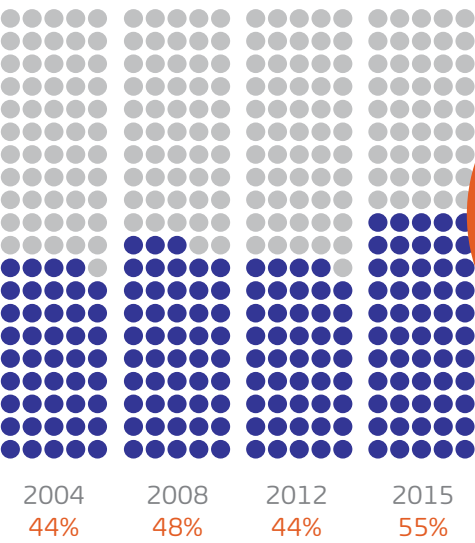


TV Use Among 18-49s, 8-9PM ET/PT (7-8PM CT/MT).

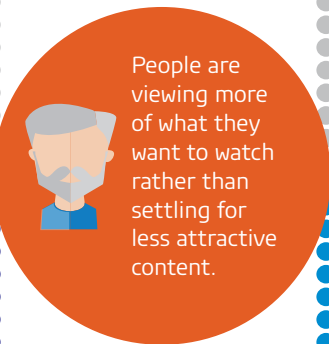
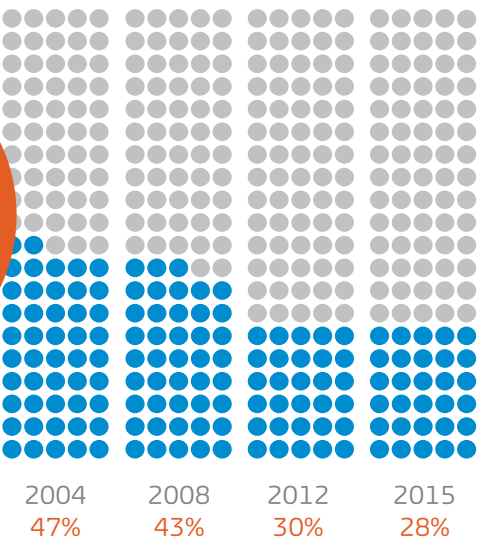


One of the main outcomes of this change in source of TV content is a trend toward more purposeful viewing.

Planned viewing of the selected program is currently at its highest level since 2004.



Program switching during the selected program in 2015 is significantly lower than 2004 and 2008. This is reflective of an increase in planned viewing and use of sources that don't facilitate switching.



Primetime advertising attitudes.

