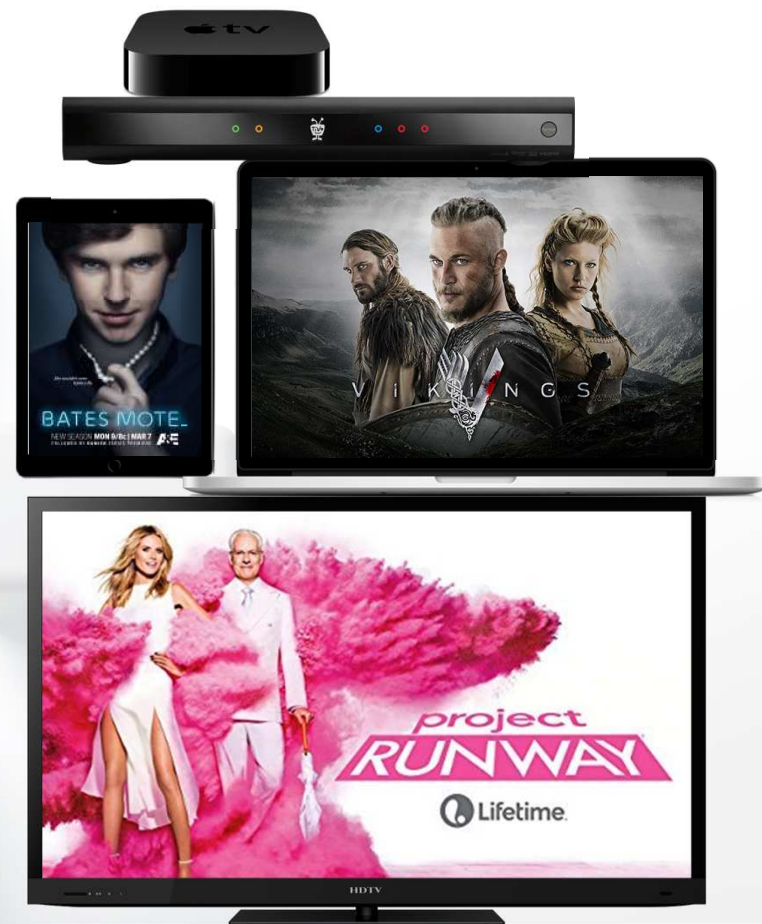




The Big Picture:

A Cross-Platform View



DON ROBERT | 5TH ANNUAL CIMM SUMMIT | APRIL 2016

NORMALIZING CROSS-PLATFORM BEHAVIOR

Eliminating Commercial Impressions
and Counting Only Program Impressions

PLATFORM	PROGRAM DURATION	COMMERCIAL DURATION *
LINEAR	22 MINS	8 MINS
VOD D4+	22 MINS	7 MINS
A+E SITES	22 MINS	6 MINS
A+E APPS	22 MINS	5 MINS
DISTRIBUTOR SITES/APPS	22 MINS	8 MINS
DTO	22 MINS	0 MINS

Categorization of Platforms:

LIVE	Total live program impressions for premiere telecast
TIME SHIFTED NIELSEN	Total program impressions for DVR (Day 0-3) and VOD (Day 1-3)
NON-CURRENCY	Total program impressions for all platforms not included in currency ratings



*Illustration purpose only.

SAMPLE SERIES MULTI-PLATFORM MEASUREMENT

Converting to Program Impressions allows comparing audience behavior between platforms

THE CURSE OF OAK ISLAND

P2+ PROGRAM IMPRESSIONS ('000)



CURRENT SEASON

- Live
Live + Mirror
- Time Shifted Nielsen
(DVR 0-3, VOD 0-3)
- Non-Currency
(VOD D4+, Apps, Sites, DTO, Others)



A25-54 PROGRAM IMPRESSIONS ('000)



PREVIOUS SEASON

- Live
Live + Mirror
- Time Shifted Nielsen
(DVR 0-3, VOD 0-3)
- Non-Currency
(VOD D4+, Apps, Sites, DTO, Others)

SAMPLE SERIES MULTI-PLATFORM MEASUREMENT

Converting to Program Impressions allows comparing audience behavior between platforms

DANCE MOMS

P2+ PROGRAM IMPRESSIONS ('000)



W18-49 PROGRAM IMPRESSIONS ('000)



CURRENT SEASON

■ Live
Live + Mirror

■ Time Shifted Nielsen
(DVR 0-3, VOD 0-3)

■ Non-Currency
(VOD D4+, Apps, Sites, DTO, Others)



PREVIOUS SEASON

■ Live
Live + Mirror

■ Time Shifted Nielsen
(DVR 0-3, VOD 0-3)

■ Non-Currency
(VOD D4+, Apps, Sites, DTO, Others)

PLATFORM LOYALTY

Week 1 tuning mode appears to be indicative of subsequent tuning

WEEK 1
TUNING:



% of subsequent tuning

LIVE

81%

DVR
(D1-3)

62%

22% LIVE

VOD
(D1-3)

46%

29% LIVE

A+E
NETWORKS