

2010 Media Industry Fact Sheet

Nielsen delivers the most comprehensive picture of what and how people watch across television, online, mobile, radio, books and music. In 2010 we see a continuation, if not an acceleration, of current trends with consumers watching and connecting more.

Television

- U.S. homes with at least one TV: 114.9M
- U.S. homes that are cable and/or satellite ready: 103.6M
- U.S. homes with digital cable: 50.9M
- U.S. homes with satellite TV: 32.7M
- TVs in the U.S. that are HD capable: 47.4M
- U.S. homes with a VCR: 75.8M (down 10% since 2007)
- U.S. homes with a DVD player: 101M (up 1% since 2007)
- U.S. homes with a DVR: 36.7M (up 12% since 2007)

Percentage of TV households that own:

- 1 TV Set (16.7%)
- 2 TVs (28.3%)
- 3 TVs (25.1%)
- 4 or more TVs (29.9%)

How (and How Much) We Watch

- Almost 99% of video content watched in the U.S. is on traditional television
- The average American watches 31.5 hrs of TV per week
- An average DVR user watches 7 hrs 54 mins of timeshifted TV each month (up 22.5% from 2008)
- Kids aged 6-11 watch 28 hrs of live TV a week



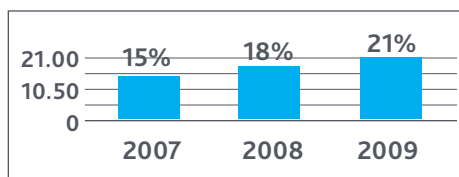
Mobile Phones

- U.S. mobile phone users 13+: 223M
- Number of mobile Web users: 60.7M (up 33% from 2008)
- Percentage of mobile devices that are smartphones: 18% (up from 13% in 2008)
- Percentage of mobile device owners that streamed audio: 8%
- Percentage of mobile device owners that viewed video via their mobile phone: 7%
- Percentage of mobile devices sold in Q3 2009 that were smartphones: 25% (estimated 40%-50 in 2010)

Looking ahead - Mid-2011

- Estimated smartphone user base: 150M
- Estimated mobile subscribers: 300M+
- Estimated users of mobile web: 120M
- Estimated users watching mobile video: 90M

Growth of cellphone only homes in the U.S.



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Top 5 Smartphones

- Blackberry 8300 Curve – 17%
- Apple iPhone 3G – 15%
- Apple iPhone 3G S – 12%
- Blackberry 9530 Storm – 6%
- Blackberry 8100 Pearl – 5%

Top 5 Mobile Web Sites

- Google Search
- Weather Channel
- Yahoo! Mail
- Facebook
- Gmail

Top Social Networks on Mobile Phones

- Facebook
- MySpace
- Twitter

Top 5 Mobile Video Channels

- YouTube
- Fox Interactive Media
- Weather Channel
- Comedy Central
- CBS

Internet

- Active Internet users: @195M (U.S.)
- People who accessed the Internet via a broadband connection: 160.3M (93.3%... up 16% from 2008)
- Unique viewers of video: 138.4M (up 11.4% from 2008)
- Total online video streams viewed monthly: 11.2B (up 17% from 2008)
- Average time spent viewing online video per viewer monthly: 200.1 minutes (up 12.5% from 2008)

Social Networking

- Facebook reaches 56% of the active U.S. Internet universe with an average usage of 6 hrs a month per user
- Facebook is the #3 site visited by users 65 and older
- Twitter grew 500% year over year

- Time spent on social networking sites in the U.S. increased 277%
- The average U.S. worker spends 5 hrs a month visiting social networks at the office
- 32% of all mobile web users visited a social network

Top 5 computer brands among U.S. adult by percent of ownership

- Dell – 49.8%
- HP – 26.4%
- Compaq – 12.6%
- Mac/Apple – 11.3%
- Percentage of U.S. adults who have two or more computers: 57.7%
- Percentage of U.S. adults who purchased a laptop computer in the past 12 months: 12.9%



Top Networking Sites Year Over Year Trend Unique Audience

Site	Nov.2007	Nov.2008	Nov.2009
Facebook	21.97M	47.54M	109.7M
Myspace	57.39M	59.12M	50.92M
Twitter	N/A	3.17M	19.07M
Classmates	11.46M	14.6M	12.27M
Linkedin	5.44M	11.64M	12.13M

Video Games

- Percentage of households that own a device they specifically use for gaming: 73%
- Percentage of households that own a video game console or handheld system: 54%
- Household penetration of the 7th generation of game consoles: 41%

- Percentage of households that own a handheld console: 23%
- Percentage of active gamers that are female (defined as playing at least one hour per week): 45%
- Percentage of Nintendo Wii owners and of Sony Playstation Portable (PSP) owners that are female: 49% and 52%, respectively

Top game consoles ranked by share of total usage minutes

- Xbox 360 – 23.1%
- PlayStation 2 – 20.4%
- Nintendo Wii – 19.0%

Audio File

- U.S. homes with MP3 players: 49.1M
- U.S. homes with satellite radio: 20.5M

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All data source: The Nielsen Company as of Nov 2009, company-wide reports and surveys

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