



nielsen
.....

AN UNCOMMON SENSE
OF THE CONSUMER™



2015 NIELSEN MUSIC CANADA REPORT



ERIN CRAWFORD
SVP ENTERTAINMENT
& GM MUSIC

WELCOME

Welcome to Nielsen's year-end Canadian Music Report, a summary of consumption trends in Canada and Canadian consumer insights for 2015.

In 2015 we modernized the Canadian Albums chart to include track downloads and streaming songs in addition to traditional album sales. The new chart reflects how fans now consume music, and in 2015 they were consuming more than ever. Total consumption, including sales, streams and track downloads, was up 15% compared to last year.

Canadians are spending more hours per week listening to music (and listening more on their phones), going to more live music events and streaming more music than ever.

And yet the biggest music consumption story of the year was not even available on streaming services. We were awed by Adele's record-crushing 25. We monitored daily activity across sales, streaming, airplay and social, and were thrilled to report on every new milestone she achieved, incredible by any measuring stick.

As advocates for the business of music, we are passionate about delivering the most valuable, actionable, insights into music fans - and believe that smart data can inform creativity. We hope you enjoy these 2015 highlights, and look forward to measuring your amazing 2016 successes.

Sincerely,

erin crawford
ERIN CRAWFORD

CONTENTS

HIGHLIGHTS AND ANALYSIS	4
CONSUMPTION CHARTS	5
RECORD COMPANY MARKET SHARE	9
BILLBOARD CHARTS	10
RADIO	18
MUSIC LISTENING.....	20
MUSIC DISCOVERY.....	21
MUSIC SPENDING.....	22
LIVE MUSIC ATTENDANCE.....	23
STREAMING FEATURES.....	24

NIELSEN MUSIC 2015 CANADIAN YEAR- END HIGHLIGHTS AND ANALYSIS

- Five albums from Canadian artists sold over 100,000 copies in 2015, compared with just one in 2014. Justin Bieber's *Purpose* led the way with 227,000 copies making it the No. 2 album of the year. The Weeknd, Drake, Yvan and Jean Leloup also sold over 100,000 in 2015.
- Total Album sales declined for the fourth straight year, down 3% compared to 2014.
- Ten albums sold over 100,000 units in 2015, compared to 7 albums in 2014. Adele's *25* led the way with 860,000 units in only six weeks of release. It set the record for the biggest one week sales week in the Canada SoundScan era. It is the most sales in one calendar year for a release since 2011 when her last album, *21*, sold 936,000 units.
- With five Canadian artists in the top 10 best selling albums of the year, 2015 had the most number of Canadian releases in a year-end top ten since 2006, when five homegrown artists also finished in the top 10 (Nelly Furtado, Gregory Charles, Michael Buble, Nickelback, Sarah McLachlan).
- After suffering declines of over 23% in 2014 versus the previous year, the R&B and Rap genres posted the two biggest sales increases in 2015 over 2014. Rap was up 23% and R&B was up 9%.
- After having its first year-over-year sales decrease in 2014, Digital Album sales rebounded, up 2% in 2015 over 2014. Adele's *25* was the year's highest selling digital album.
- After having their first year-over-year decrease in 2014, Digital Track sales continued their decline, down 5% in 2015 over 2014.
- The top 200 Digital Songs accounted for 22.4% of all song purchases in 2015, compared with 22.7% in 2014.
- Vinyl Album sales in Canada in 2015 posted its biggest overall sales total in the SoundScan era, with a sales increase of 30% over 2014.

TOTAL CONSUMPTION

Nielsen started to track streaming in Canada at the end of July 2014. Comparing data from week-ending July 30, 2015 through December 31, 2015 over the same time period in 2014, total music consumption is up 15% in Canada.

WEEKS 30 - 52

	2015	2014	% CHG.
TOTAL VOLUME (ALBUMS + TEA + SEA)	25,831,480	22,465,506	15%
TOTAL ALBUMS	13,177,400	13,999,200	-6%
TOTAL TRACKS	37,938,900	42,624,500	-11%
TOTAL TRACK EQUIVALENT ALBUMS (10:1)	3,793,890	4,262,450	-11%
TOTAL ON-DEMAND STREAMS (AUDIO + VIDEO)	13,169,463,647	6,150,369,652	114%
ON-DEMAND STREAMING EQUIVALENT ALBUMS (1500:1)	8,779,642	4,100,246	114%

FULL YEAR STREAMING:

12/29/14-12/31/15



..... TOTAL 2015 STREAMS

25.66 BILLION



..... TOTAL VIDEO STREAMS

17.84 BILLION



..... TOTAL ON-DEMAND AUDIO STREAMS

7.52 BILLION

TOTAL ALBUM SALES

INCLUDES CDS, CASSETTES,
VINYL LPS, DIGITAL ALBUMS IN
MILLIONS

OVERALL ALBUM SALES WITH TEA

TRACK EQUIVALENT ALBUMS
RATIO OF 10 TRACKS TO 1 ALBUM
IN MILLIONS

DIGITAL TRACK SALES

IN MILLIONS

HOLIDAY SEASON ALBUM SALES

PHYSICAL ALBUMS + DIGITAL
ALBUM SALES DURING HOLIDAY
SEASON (11/06/15- 12/31/15) IN
MILLIONS

	2015	2014	% CHG.
TOTAL UNITS	26.9M	27.8M	-3%
CD	15.2M	16.5M	-8%
DIGITAL	11.2M	10.9M	+2%
TOTAL ALBUM + TEA	36.5	37.9	-4%
TOTAL UNITS	96.1	101.7	-5%
TOTAL UNITS	6.5	6.8	-4%

SOURCE: NIELSEN MUSIC 12/29/14-12/31/15

CURRENT AND CATALOGUE SALES

(CATALOGUE IS DEFINED AS OVER 18 MONTHS SINCE RELEASE IN MILLIONS)

		2015	2014	% CHG.
OVERALL ALBUMS	CURRENT	14.6	16.1	-9%
	CATALOGUE	12.3	11.7	+6%
DIGITAL ALBUMS	CURRENT	6.0	6.3	-4%
	CATALOGUE	5.1	4.6	+11%
PHYSICAL ALBUMS	CURRENT	8.3	9.6	-14%
	CATALOGUE	7.0	6.9	+1%



2015 GENRE ALBUM SALES REPORT

(IN THOUSANDS)

NOTE: TITLES MAY APPEAR IN MORE THAN ONE GENRE

	2015	2014	% CHANGE
ALTERNATIVE	3,966	4,267	-7%
CLASSICAL	587	616	-5%
JAZZ	564	561	+1%
METAL	2,320	2,616	-11%
R&B	2,338	2,137	+9%
RAP	2,081	1,698	+23%

OVERALL STREAMING
CORE GENRE BREAKDOWN

	2015
ROCK	25.7%
POP	24.6%
R&B/HIP-HOP	21.5%
DANCE/ELECTRONIC	8.9%
COUNTRY	5.6%

ON-DEMAND STREAMING
CORE GENRE BREAKDOWN

	2015
ROCK	25.6%
POP	24.7%
R&B/HIP-HOP	21.6%
DANCE/ELECTRONIC	8.9%
COUNTRY	5.4%

VIDEO ON-DEMAND STREAMING
CORE GENRE BREAKDOWN

	2015
ROCK	25.8%
POP	24.4%
R&B/HIP-HOP	20.3%
DANCE/ELECTRONIC	8.8%
COUNTRY	5.0%

AUDIO ON-DEMAND STREAMING
CORE GENRE BREAKDOWN

	2015
ROCK	27.9%
POP	24.1%
R&B/HIP-HOP	22.7%
DANCE/ELECTRONIC	9.2%
COUNTRY	6.2%

SOURCE: NIELSEN MUSIC 12/29/14-12/31/15

2015 RECORD COMPANY MARKET SHARE

REFLECTS THE MARKET SHARE FOR THE ENTIRE ENTITY INCLUDING
SUB-DISTRIBUTED COMPANIES FOR THE 52 WEEK YEAR

TOTAL ALBUMS (CATALOGUE & CURRENT TITLES)

	2015	2014
UMG	44.06%	44.01%
SME	21.37%	22.90%
WMG	13.58%	14.48%
OTHERS	20.99%	18.61%

CURRENT ALBUMS

	2015	2014
UMG	46.43%	46.39%
SME	19.77%	22.46%
WMG	11.68%	12.34%
OTHERS	22.12%	18.81%

CATALOGUE ALBUMS

	2015	2014
UMG	41.27%	40.74%
SME	23.25%	23.52%
WMG	15.82%	17.42%
OTHERS	19.66%	18.32%

DIGITAL ALBUMS (CATALOGUE & CURRENT TITLES)

	2015	2014
UMG	44.66%	42.95%
SME	22.04%	23.01%
WMG	14.62%	15.57%
OTHERS	18.68%	18.47%

DIGITAL TRACKS

	2015	2014
UMG	38.59%	39.04%
SME	24.44%	24.86%
WMG	15.64%	14.19%
OTHERS	19.27%	18.95%

TRACK-EQUIVALENT ALBUMS

	2015	2014
UMG	42.78%	42.80%
SME	22.21%	23.34%
WMG	14.03%	14.26%
OTHERS	20.46%	18.82%


 billboard

BILLBOARD'S TOP CHARTS FOR YEAR-END 2015 COMPILED BY NIELSEN MUSIC

2015 TOP SELLING ARTISTS

	ARTIST	SALES
1	ADELE	929,000
2	JUSTIN BIEBER	240,000
3	TAYLOR SWIFT	220,000
4	ED SHEERAN	217,000
5	LUKE BRYAN	149,000
6	DRAKE	148,000
7	ONE DIRECTION	142,000
8	MUMFORD & SONS	137,000
9	SAM SMITH	136,000
10	THE WEEKND	134,000

2015 TOP SELLING ALBUMS

	ARTIST	ALBUM	SALES
1	ADELE	25	860,000
2	JUSTIN BIEBER	PURPOSE	227,000
3	ED SHEERAN	X	187,000
4	TAYLOR SWIFT	1989	181,000
5	SAM SMITH	IN THE LONELY HOUR	135,000
6	THE WEEKND	BEAUTY BEHIND THE MADNESS	130,000
7	DRAKE	IF YOU'RE READING THIS, YOU'RE TOO LATE	121,000
8	YOAN	YOAN	110,000
9	JEAN LELOUP	PARADIS CITY	109,000
10	MUMFORD & SONS	WILDER MIND	107,000

2015 TOP CD ALBUMS (YTD SALES)

RANK	ARTIST	TITLE	SALES
1	ADELE	25	622,000
2	JUSTIN BIEBER	PURPOSE	109,000
3	YOAN	YOAN	104,000
4	ED SHEERAN	X	99,000
5	TAYLOR SWIFT	1989	94,000
6	SAM SMITH	IN THE LONELY HOUR	80,000
7	JEAN LELOUP	PARADIS CITY	79,000
8	ARTISTES VARIES	FOREVER GENTLEMEN	58,000
9	THE WEEKND	BEAUTY BEHIND THE MADNESS	58,000
10	ONE DIRECTION	MADE IN THE A.M.	56,000

2015 TOP DIGITAL ALBUMS (YTD SALES)

RANK	ARTIST	TITLE	SALES
1	ADELE	25	238,000
2	JUSTIN BIEBER	PURPOSE	118,000
3	DRAKE	IF YOU'RE READING THIS...	96,000
4	ED SHEERAN	X	88,000
5	TAYLOR SWIFT	1989	88,000
6	THE WEEKND	BEAUTY BEHIND THE MADNESS	72,000
7	MUMFORD & SONS	WILDER MIND	63,000
8	SOUNDTRACK	FIFTY SHADES OF GREY	57,000
9	SAM SMITH	IN THE LONELY HOUR	55,000
10	HOZIER	HOZIER	54,000

2015 TOP LP VINYL ALBUMS (YTD SALES)

RANK	ARTIST	TITLE	SALES
1	ADELE	25	6,200
2	TAYLOR SWIFT	1989	6,000
3	ED SHEERAN	X	4,800
4	ARCTIC MONKEYS	AM	3,800
5	SAM SMITH	IN THE LONELY HOUR	3,700
6	THE BEATLES	ABBEY ROAD	3,300
7	HOZIER	HOZIER	3,200
8	PINK FLOYD	DARK SIDE OF THE MOON	3,200
9	MUMFORD & SONS	WILDER MIND	3,000
10	LED ZEPPELIN	LED ZEPPELIN IV	2,600

2015 TOP DIGITAL SONGS (YTD SALES)

RANK	ARTIST	SONG	SALES
1	MARK RONSON FEAT BRUNO MARS	UPTOWN FUNK	605,000
2	OMI	CHEERLEADER	483,000
3	ADELE	HELLO	441,000
4	WIZ KHALIFA FEAT CHARLIE PUTH	SEE YOU AGAIN	419,000
5	ED SHEERAN	THINKING OUT LOUD	409,000
6	ANDY GRAMMER	HONEY, I'M GOOD	347,000
7	MAROON 5	SUGAR	340,000
8	WALK THE MOON	SHUT UP AND DANCE	321,000
9	HOZIER	TAKE ME TO CHURCH	313,000
10	RIHANNA & KANYE WEST & PAUL MCCARTNEY	FOURFIVESECONDS	310,000

2015 TOP DIGITAL TRACKS (YTD SALES)

RANK	ARTIST	SONG	SALES
1	MARK RONSON FEAT BRUNO MARS	UPTOWN FUNK	603,000
2	ADELE	HELLO	441,000
3	OMI	CHEERLEADER	427,000
4	WIZ KHALIFA FEAT CHARLIE PUTH	SEE YOU AGAIN	418,000
5	ED SHEERAN	THINKING OUT LOUD	401,000
6	ANDY GRAMMER	HONEY, I'M GOOD	340,000
7	WALK THE MOON	SHUT UP AND DANCE	320,000
8	HOZIER	TAKE ME TO CHURCH	313,000
9	RIHANNA & KANYE WEST & PAUL MCCARTNEY	FOURFIVESECONDS	310,000
10	MAJOR LAZER & DJ SNAKE	LEAN ON	301,000



2015 TOP STREAMING SONGS

RANK	ARTIST	SONG	STREAMS (MILLIONS)
1	MARK RONSON FEAT. BRUNO MARS	UPTOWN FUNK	60.6
2	WIZ KHALIFA FEAT. CHARLIE PUTH	SEE YOU AGAIN	48.2
3	OMI	CHEERLEADER	45
4	MAJOR LAZER & DJ SNAKE FEAT. MØ	LEAN ON	43.2
5	ED SHEERAN	THINKING OUT LOUD	41.6
6	JUSTIN BIEBER	WHAT DO YOU MEAN?	38.4
7	ADELE	HELLO	38.1
8	FETTY WAP	TRAP QUEEN	36.8
9	THE WEEKND	CAN'T FEEL MY FACE	36.4
10	THE WEEKND	THE HILLS	35.7

2015 TOP STREAMING SONGS BY CANADIAN ARTISTS

RANK	ARTIST	SONG	STREAMS (MILLIONS)
1	JUSTIN BIEBER	WHAT DO YOU MEAN?	38.4
2	THE WEEKND	CAN'T FEEL MY FACE	36.4
3	THE WEEKND	THE HILLS	35.7
4	JUSTIN BIEBER	SORRY	34.8
5	DRAKE	HOTLINE BLING	27
6	SHAWN MENDES	STITCHES	20
7	THE WEEKND	EARNED IT	19.5
8	JUSTIN BIEBER	LOVE YOURSELF	15
9	THE WEEKND	OFTEN	13.9
10	MAGIC!	RUDE	12.9

TOP VIDEO ON-DEMAND STREAMS

RANK	ARTIST	SONG	STREAMS (MILLIONS)
1	MARK RONSON FEAT. BRUNO MARS	UPTOWN FUNK	50.9
2	WIZ KHALIFA FEAT. CHARLIE PUTH	SEE YOU AGAIN	37.6
3	ED SHEERAN	THINKING OUT LOUD	31.7
4	OMI	CHEERLEADER	30.4
5	TAYLOR SWIFT	SHAKE IT OFF	27.1
6	ADELE	HELLO	26.4
7	MAJOR LAZER & DJ SNAKE	LEAN ON	26.2
8	TAYLOR SWIFT	BLANK SPACE	25.6
9	FETTY WAP	TRAP QUEEN	25.4
10	MAROON 5	SUGAR	24.9

TOP AUDIO ON-DEMAND STREAMS

RANK	ARTIST	SONG	STREAMS (MILLIONS)
1	MAJOR LAZER & DJ SNAKE	LEAN ON	16.7
2	JUSTIN BIEBER	WHAT DO YOU MEAN?	15.8
3	THE WEEKND	CAN'T FEEL MY FACE	15.7
4	DRAKE	HOTLINE BLING	14.2
5	OMI	CHEERLEADER	14.1
6	THE WEEKND	THE HILLS	14.1
7	JUSTIN BIEBER	SORRY	13
8	SKRILLEX & DIPLO FEAT. JUSTIN BIEBER	WHERE ARE U NOW	12.8
9	ADELE	HELLO	11.6
10	FETTY WAP	TRAP QUEEN	11.2

TOP 10 ALBUMS BY CANADIAN ARTISTS

RANK	ARTIST	ALBUM	SALES
1	JUSTIN BIEBER	PURPOSE	227,000
2	THE WEEKND	BEAUTY BEHIND THE MADNESS	130,000
3	DRAKE	IF YOU'RE READING THIS...	121,000
4	YOAN	YOAN	110,000
5	JEAN LELOUP	PARADIS CITY	109,000
6	MICHAEL BUBLE	CHRISTMAS	66,000
7	DIANA KRALL	WALLFLOWER	66,000
8	ARTISTES VARIES	FOREVER GENTLEMEN	62,000
9	JANN ARDEN	JANN ARDEN CHRISTMAS	58,000
10	COEUR DE PIRATE	ROSES	52,000

TOP DIGITAL SONGS BY CANADIAN ARTISTS

RANK	ARTIST	SONG	SALES
1	THE WEEKND	CAN'T FEEL MY FACE	295,000
2	THE WEEKND	THE HILLS	231,000
3	JUSTIN BIEBER	WHAT DO YOU MEAN?	229,000
4	JUSTIN BIEBER	SORRY	213,000
5	DRAKE	HOTLINE BLING	199,000
6	THE WEEKND	EARNED IT	197,000
7	SHAWN MENDES	STITCHES	182,000
8	COLEMAN HELL	2 HEADS	161,000
9	SHAWN MENDES	SOMETHING BIG	132,000
10	JUSTIN BIEBER	LOVE YOURSELF	112,000

TOP ALBUMS DURING HOLIDAY SEASON - SALES 11/12/15 - 12/24/15

RANK	ARTIST	ALBUM	SALES
1	ADELE	25	809,000
2	JUSTIN BIEBER	PURPOSE	209,000
3	ONE DIRECTION	MADE IN THE A.M.	86,000
4	MICHAEL BUBLE	CHRISTMAS	61,000
5	COLDPLAY	A HEAD FULL OF DREAMS	59,000
6	JANN ARDEN	JANN ARDEN CHRISTMAS	55,000
7	JOHNNY REID	WHAT LOVE IS ALL ABOUT	50,000
8	PENTATONIX	THAT'S CHRISTMAS TO ME	45,000
9	FRANCOIS PERUSSE	L'ALBUM DU PEUPLE TOME 10	42,000
10	ARTISTES VARIES	FOREVER GENTLEMEN	36,000

TOP DIGITAL SONGS DURING HOLIDAY SEASON - SALES 11/12/15 - 12/24/15

RANK	ARTIST	SONG	SALES
1	ADELE	HELLO	194,000
2	JUSTIN BIEBER	SORRY	117,000
3	JUSTIN BIEBER	LOVE YOURSELF	84,000
4	DRAKE	HOTLINE BLING	64,000
5	COLEMAN HELL	2 HEADS	60,000
6	SELENA GOMEZ	SAME OLD LOVE	51,000
7	MEGHAN TRAINOR FEAT. JOHN LEGEND	LIKE I'M GONNA LOSE YOU	44,000
8	THE WEEKND	THE HILLS	44,000
9	ELLE KING	EX'S & OH'S	43,000
10	TAYLOR SWIFT	WILDEST DREAMS	37,000

RADIO

MOST PLAYED SONGS

RANK	ARTIST	SONG	PLAYS
1	WALK THE MOON	SHUT UP AND DANCE	101,000
2	MARK RONSON FEAT BRUNO MARS	UPTOWN FUNK	97,000
3	MAROON 5	SUGAR	88,000
4	JASON DERULO	WANT TO WANT ME	83,000
5	ED SHEERAN	THINKING OUT LOUD	82,000
6	TAYLOR SWIFT	STYLE	81,000
7	ELLIE GOULDING	LOVE ME LIKE YOU DO	77,000
8	OMI	CHEERLEADER	77,000
9	THE WEEKND	CAN'T FEEL MY FACE	72,000
10	ED SHEERAN	PHOTOGRAPH	70,000

TOP 10 ARTIST AIRPLAY

RANK	ARTIST	PLAYS
1	TAYLOR SWIFT	315,000
2	MAROON 5	199,000
3	ED SHEERAN	197,000
4	THE WEEKND	180,000
5	SHAWN MENDES	167,000
6	HEDLEY	166,000
7	MAGIC!	146,000
8	ELLIE GOULDING	123,000
9	JASON DERULO	114,000
10	RIHANNA	108,000

TOP HOLIDAY SONGS AIRPLAY

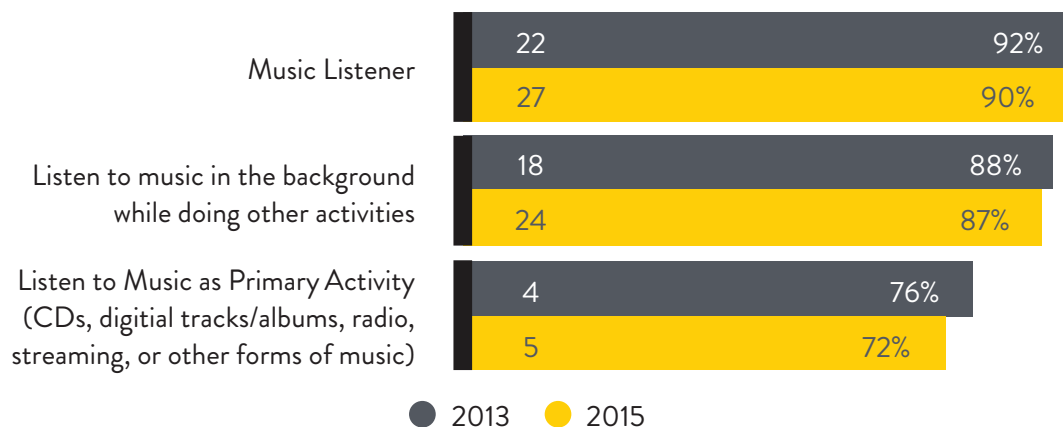
RANK	ARTIST	SONG	PLAYS
1	JOSE FELICIANO	FELIZ NAVIDAD	5,000
2	BRENDA LEE	ROCKIN' AROUND THE CHRISTMAS TREE	4,900
3	MARIAH CAREY	ALL I WANT FOR CHRISTMAS IS YOU	4,700
4	BAND AID	DO THEY KNOW IT'S CHRISTMAS	4,400
5	JOHN LENNON	HAPPY X-MAS (WAR IS OVER)	4,400
6	BURL IVES	A HOLLY JOLLY CHRISTMAS	4,200
7	WHAM!	LAST CHRISTMAS	4,100
8	PAUL MCCARTNEY	WONDERFUL CHRISTMAS TIME	4,000
9	BOBBY HELMS	JINGLE BELL ROCK	4,000
10	ANDY WILLIAMS	IT'S THE MOST WONDERFUL TIME	3,800



MUSIC LISTENING

90% of Canadians report that they listen to music, for an average of 27 hours a week.

AVG. HOURS LISTENING:



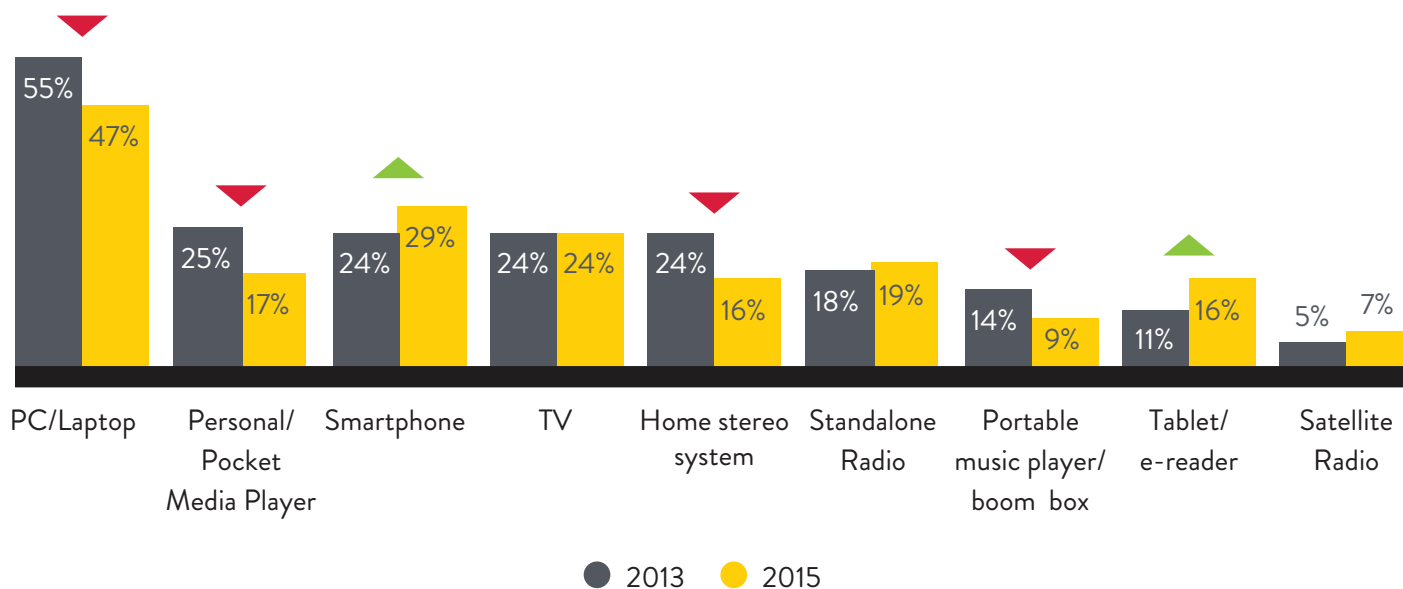
Primary activities during leisure time past 12 months

Q: How much time spent with music in the background?

Base: Total 2015 (2518) 2013 (3031)

MUSIC LISTENING BY DEVICE – TYPICAL WEEK

Mobile devices, such as smartphones and tablets, are on the rise. However, fewer people are listening to music on their personal media players, home stereo systems, and portable music players.



Note: Relevant devices that were also asked in 2013 are shown.

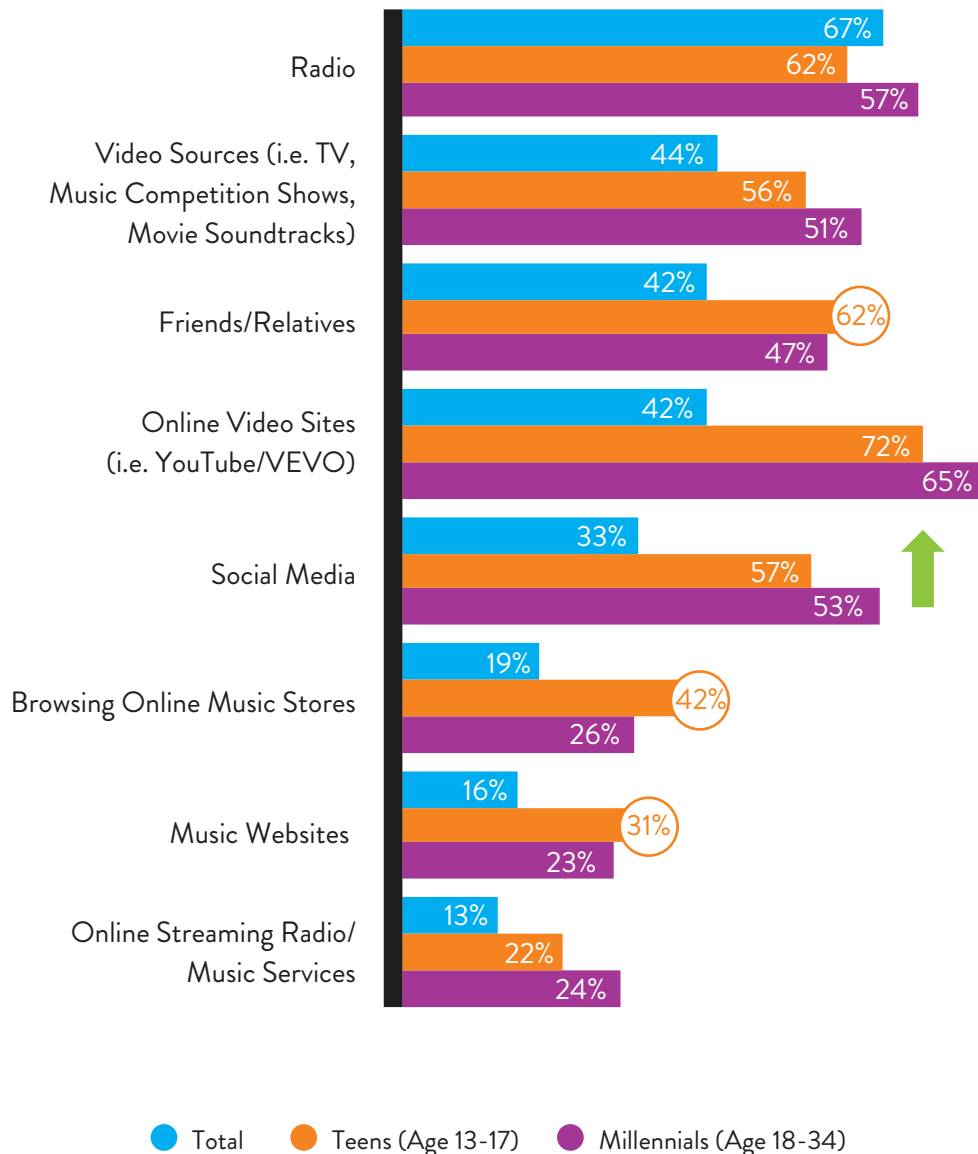
Q: Thinking about a typical week, which of the following physical devices do you use to listen to music?

Base: Music Listeners & Device Owners: 2013 (2791), 2015 (2193)

MUSIC DISCOVERY

About two-thirds of Canadians say they discover new music from the radio. Teens and Millennials are more likely to discover music on social media and on YouTube/VEVO.

Teens more commonly discover music through friends/relatives, browsing online music stores, and from music websites.

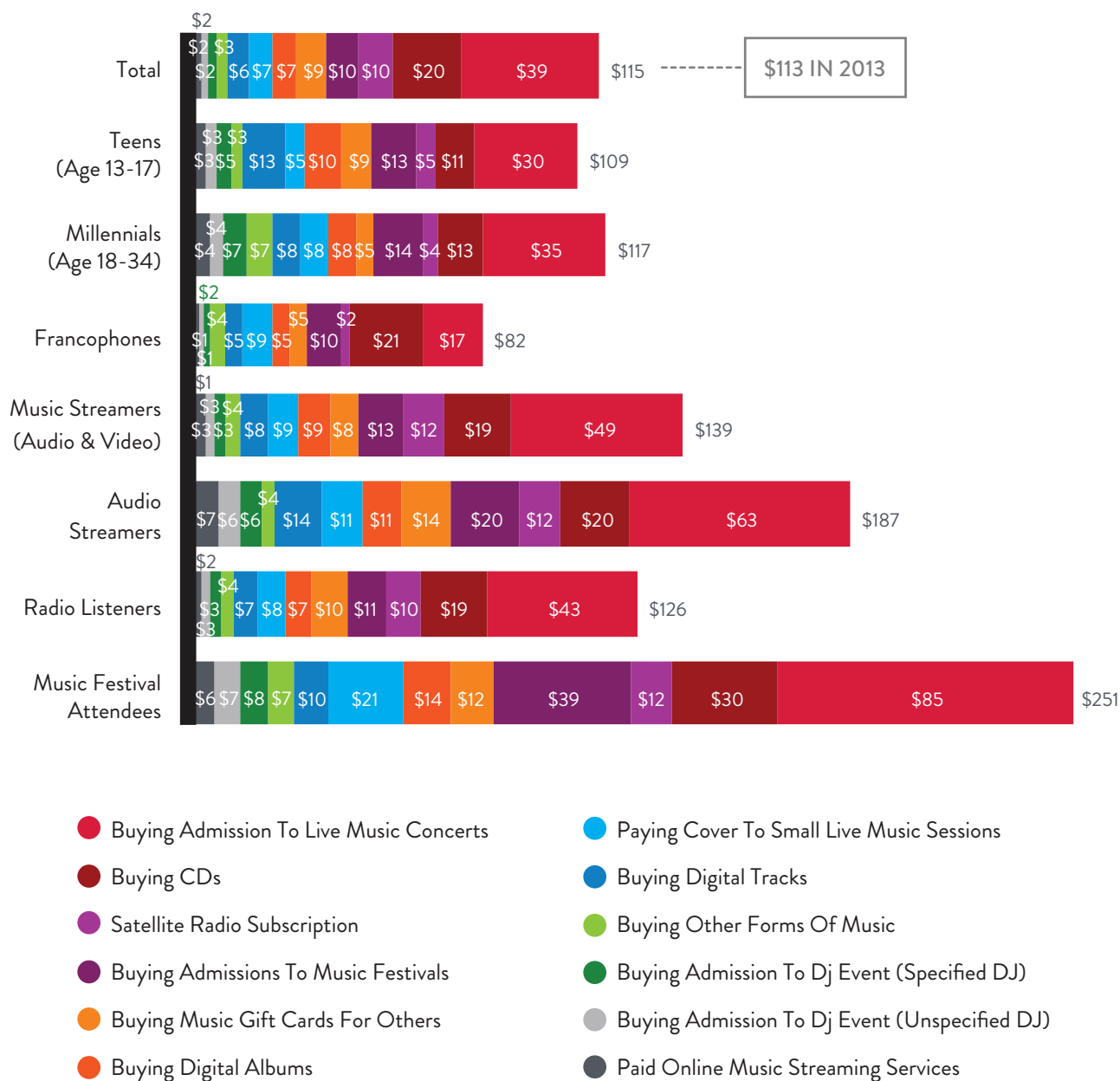


Q: Which of the following are ways you discover new music?
Base: Total (2518), Teens (391), Millennials (1028)

ANNUAL MUSIC SPENDING – ALL CONSUMERS

Canadians spend about \$115 on average per year on music activities, consistent with previous results

Not surprisingly, over half of Music Festival Attendees' yearly music spend is on concerts and live events.

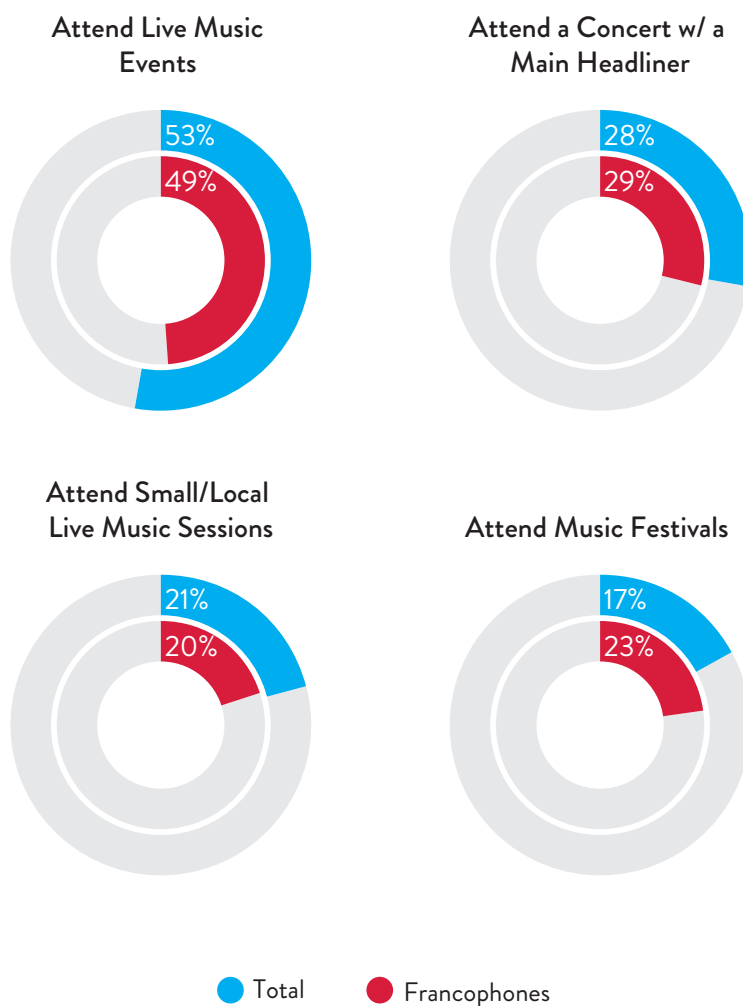


Q: In a typical year, about how much money do you spend on the following entertainment activities?

Base: Total (2518), Teens (391), Millennials (1028), Francophones (894), Music Streamers (Audio & Video) (1799), Radio Listeners (1989), Music Festival Attendees (430)

LIVE MUSIC ATTENDANCE

About half of Francophones say they attend live music events, and about one-quarter mention they attend music festivals (higher than Total).

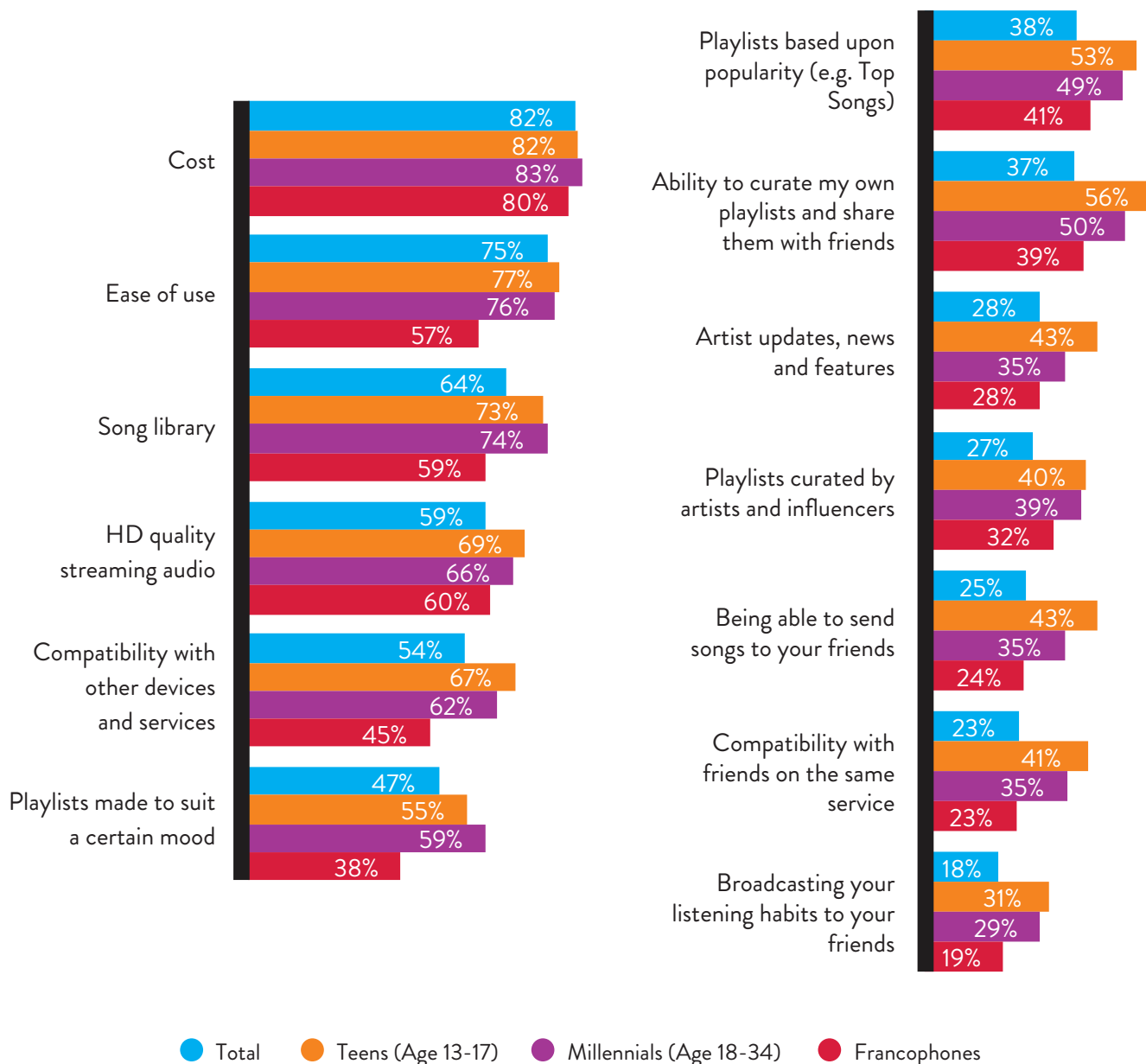


Q: About how many of the following types of live events, if any, do you attend per year?
Base: Total (2518), Francophones (894)

STREAMING FEATURES (IMPORTANCE)

At least three-quarters of music listeners and streamers say cost and ease of use are important when choosing a streaming service. Notably, only 57% Francophones place importance on a service being easy to use.

Teens and Millennials generally trend higher on most features, especially for those that promote compatibility, playlist customization, and sharing/social activity.



Q: How important are each of the following features to you, when choosing a music streaming service to use ?

Base: Music Listeners & Streamers - Total (1799), Teens (341), Millennials (878), Francophones (605)



ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services for all devices on which content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world's population.

For more information, visit www.nielsen.com.

Copyright © 2016 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.15/9047

nielsen
.....

AN UNCOMMON SENSE
OF THE CONSUMER™