



# IGNITING TODAY'S HEADLINES:

How TV Brands Stoke The Fire For News

 2017 REPORT

# News Ticker

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# The Newswire

News consumption is on fire. This fire is ignited by the continuous stream of current events, analyses and opinions which fuels the “around the clock” news cycle.

Based on last year’s elections, it should come as no surprise that news consumption was up by double-digits YOY in 2016; however, interest in news has not subsided even as we get deeper into 2017. This year, news audiences have been steady or, in some cases, are exceeding the highs seen during the pre- and post-election coverage in 4Q 2016.

The news category has been a clear winner for the large majority of the population who have an insatiable thirst for knowledge and desire to keep up with all the breaking news in this ultra fast-paced environment.

Sitting firmly in the lead anchor chair within this news ecosystem are TV brands. More Americans spend more time getting their news from TV than any other medium and TV brands are also the dominant force when it comes to online consumption.

There’s an inherent trust factor with credible, well-established TV brands that just doesn’t exist for many other publishers which is why a majority of online “news seekers” prefer to get their information from reliable news websites over social media.

In this post-election world people are relying even more on TV to get up-to-the-minute news, insights and analyses from brands they trust and they’re augmenting this coverage with online TV extensions to keep pace with breaking news happening all day, everyday.

# There's Such An Abundance Of News Stories, If The Last Few Years Were A Song It'd Probably Go Something Like This...

The below is a contemporary version of Billy Joel's iconic song, "We Didn't Start The Fire," whose original lyrics chronicled 40 years of headline events (1949-1989)

Donald Trump, Freddie Gray, Red China, equal pay  
Book of Mormon, Capitol Hill, Pokemon Go  
Megan Kelly, Peggy Whitson, automation, Television  
North Korea, South Korea, San Bernardino  
Zuckerberg, Saddam, Bastille Day, MOAB-bomb  
Maddow, PewDiePie, and the robots with A.I.  
Harry Potter, vaccine, England's got the same queen  
Guantanamo, Ryan Lochte, marijuana, wi-fi

We didn't start the fire  
It was always burning  
Since the world's been turning  
We didn't start the fire  
No we didn't light it  
But we tried to fight it

Sarah Palin, Andrey Karlov, Uber and Tsarnaev  
Manchester, Judge Scalia, Citizen Barack  
Jong-Un, Boko Haram, al-Baghdadi, Islam  
NC state bathroom stalls, Vin Diesel and the Rock  
Bernstein, Paula Dean, Cleveland's got a winning team  
Russians Did It! on demand, Bill O'Reilly, "small hands"  
 Fargo, iOS, Lady Gaga, mischief  
Duchess Kate, ethnic hate, trouble with Islamic State  
(Chorus)

Email hack, drone attacks, Bernie, Merkel, alternate facts  
Brexit, FBI, travel ban with "no fly"  
Marathon, build a wall? Kyoto Protocol  
Mayweather, Last Jedi, children of the genocides  
Katy Perry, "Ben Hur," Bill Cosby, Crimea  
Paltrow's Goop, Castro, what really is Pluto?  
U2, James Comey, Ebola and Hannity  
Brooklyn Decker, Aleppo, shooting in Orlando

(Chorus)

Michael Bay, Allman, "Moonlight" and "La La Land"  
Snowden, Yemen, foreign immigration  
Crown Prince of Arabia, U.S. Biebermania  
Mizzou, John Glenn, Stewart dumps Pattinson  
Pope Francis, Space-X, everyday protests  
CIA, Jon Benet, Trump's inauguration day

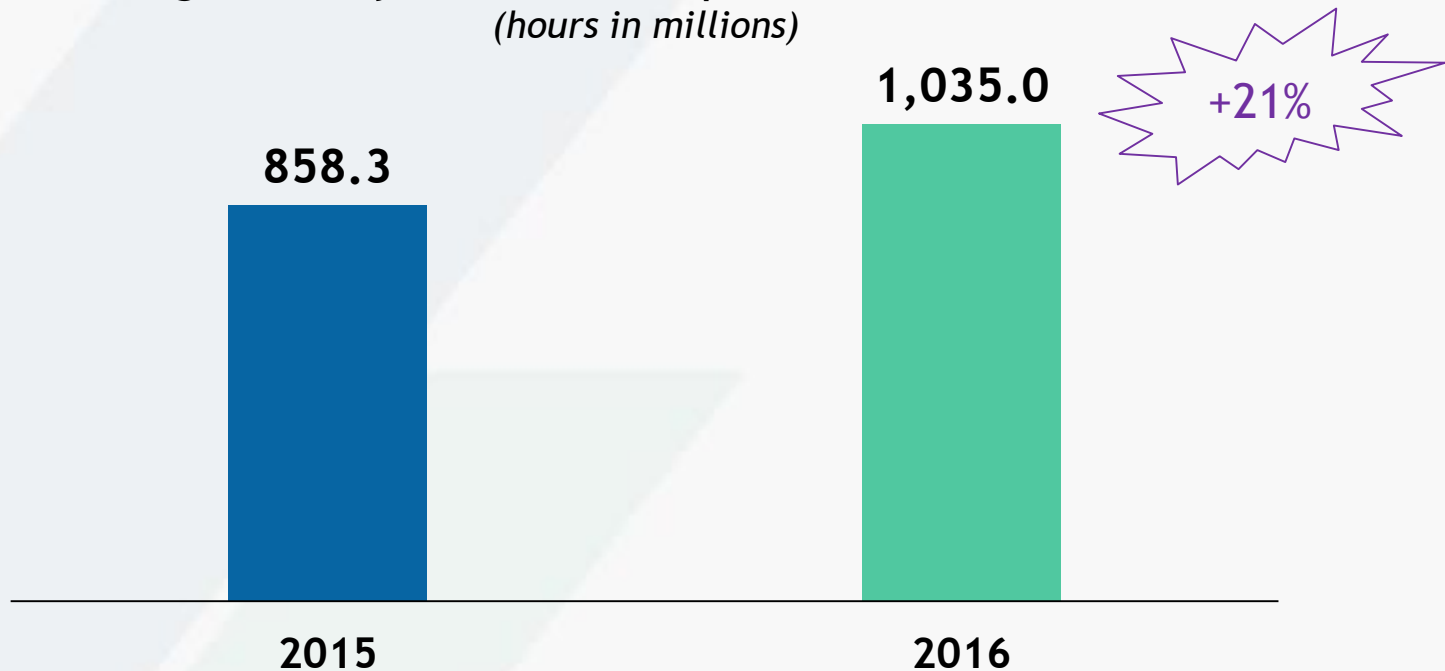
(Chorus)

Border control, Kardashian, The Clintons almost back again  
Harambe shot, Trump mocked, Deflategate, Nice rocked  
Putin, collusion, Palestine, terror on the airlines  
Nuke program in Iran? U.S.'s in Afghanistan  
Memes on 4chan, Prince dies, Chris Cornell, suicides  
Foreign debts, homeless vets, raids, meth, Somali pirates  
Disappearance of bookstores, politicians break the law  
The Syrians are at war, it continues more and more

# News Is On Fire And One Of The Hottest Genres In The Video Ecosystem With A 21% Increase In Total Time Spent

Over 1 Billion Hours are collectively spent consuming news content on video-enabled devices each week

Average Weekly Total Hours Spent With News Content  
(hours in millions)



Includes news content viewed on TV (“National Broadcast TV News,” “Local Broadcast TV News,” “National Cable TV News”), PC (“PC News”) & Smartphones (“Smartphone News”) and reflects all activity done, not just video viewing.

## IGNITING TODAY’S HEADLINES

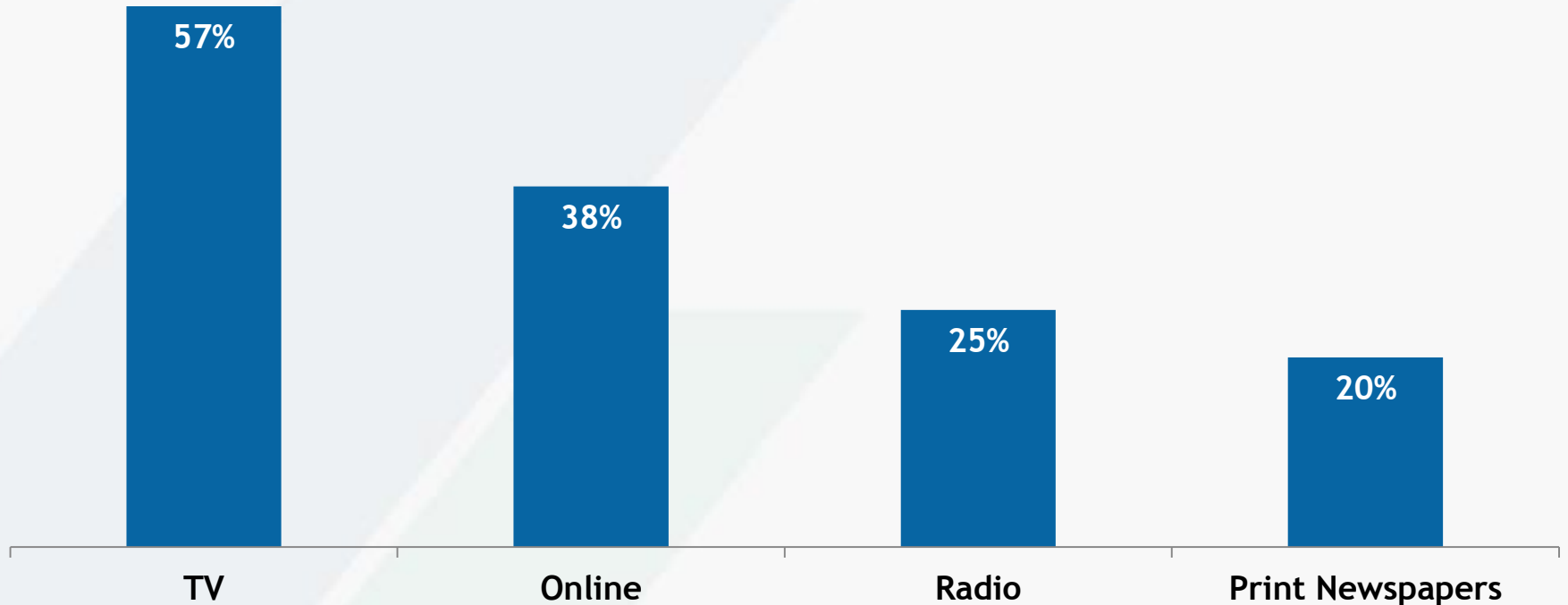
Source: Nielsen Total Audience Report Q4 2016 - Adults 18+. National TV News (Nielsen National Television Panel, News summary type code, Broadcast - ABC, CBS, FOX, NBC, TEL, UNI; Cable - CNBC, CNN, FOXNC, MSNBC); Local TV News (Nielsen 25 LPM Markets, Local news genre, Broadcast - ABC, CBS, FOX, NBC, TEL, UNI); PC News (Netview, Current Events & Global News subcategory); Smartphone News (EMM, Current Events & Global News subcategory). Local Cable TV News data is not available within the report.



# **Television: The Anchor Of The News Ecosystem**

# TV Continues To Be The Most Widely Used Platform For Adults To Get Their News

% of U.S. Adults Who Often Get Their News On Each Platform

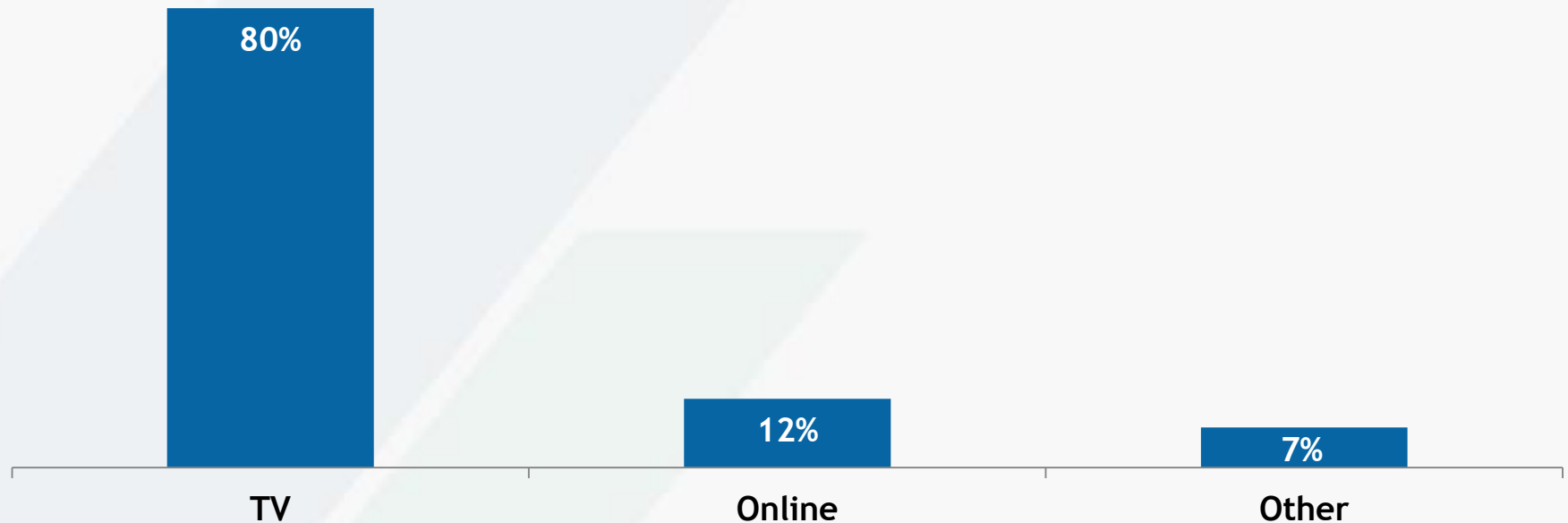


IGNITING TODAY'S HEADLINES

Source: Pew Research Center "The Modern News Consumer," released 7/7/16 with survey conducted Jan 12 - Feb 8, 2016 among 4,654 US adults 18+.  
"TV" includes cable, local, nightly network while "Online" includes social media, websites/apps.

# People Who Like To “Watch” The News Overwhelmingly Prefer Television Over Online

Of Those Who Prefer “Watching” Their News,  
% Who Prefer Getting Their News On Each Platform



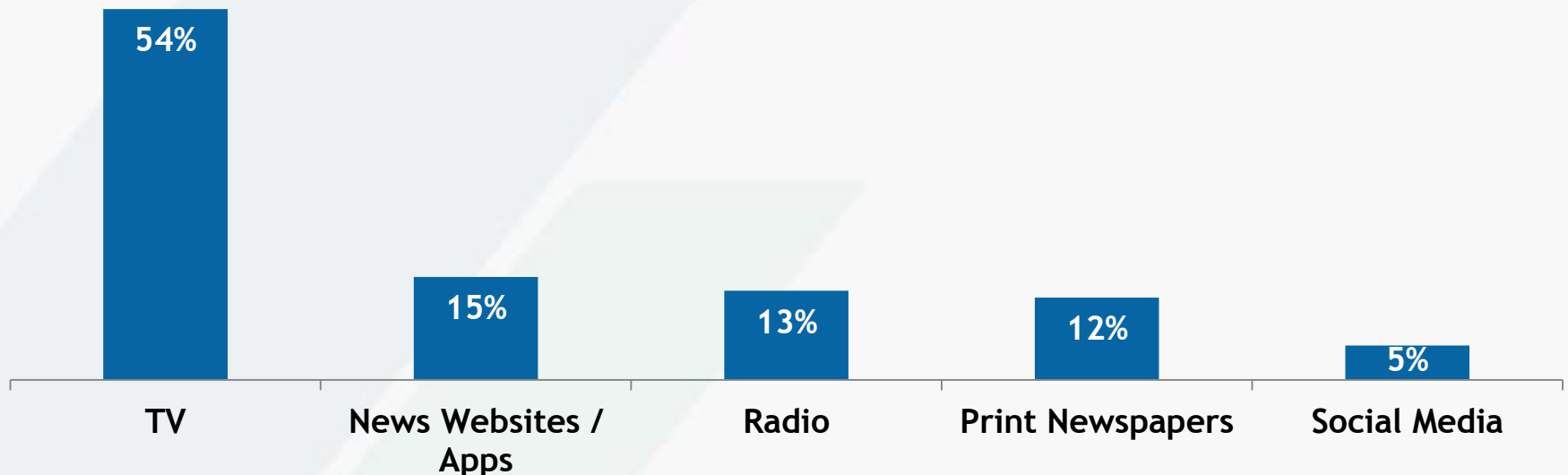
IGNITING TODAY'S HEADLINES

Source: Pew Research Center “The Modern News Consumer,” released 7/7/16 with survey conducted Jan 12 - Feb 8, 2016 among 4,654 US adults 18+.  
“Other” media includes radio & print. “Watching” as opposed to “reading” or “listening.”

# TV Dominates As The Preferred News Platform Among Very Loyal News Consumers

- **46%** of Americans define themselves as “very loyal” news consumers (they are loyal to their news sources *and* go to those same sources for news *all the time*)
  - 67% of very loyal news consumers follow the news all or most of the time; a much higher rate than others

## % Who Prefer Getting Their News on Each Platform (*Very loyal* news consumers)

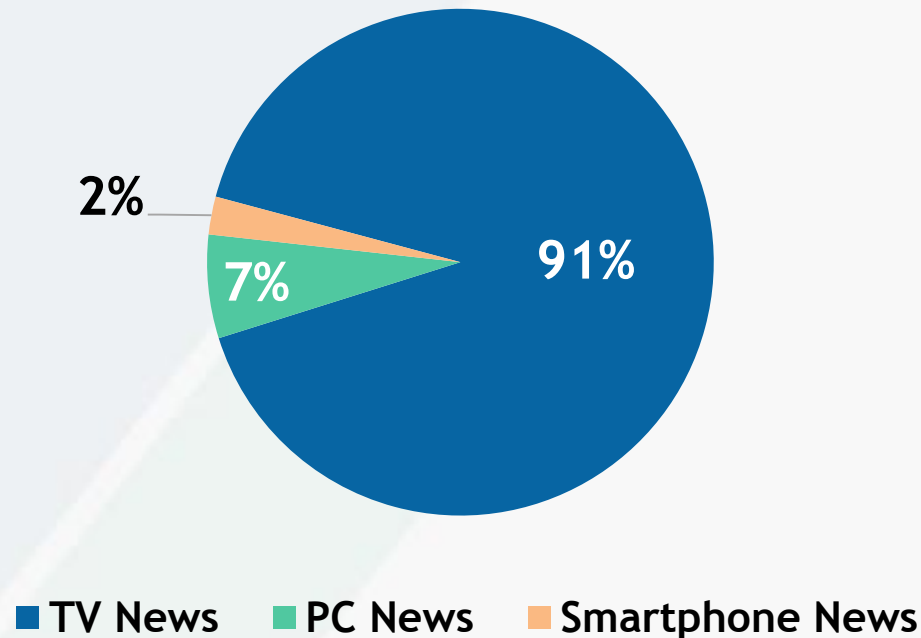


IGNITING TODAY'S HEADLINES

Source: Pew Research Center “The Modern News Consumer,” released 7/7/16 with survey conducted Jan 12 - Feb 8, 2016 among 4,654 US adults 18+.  
“Other” media includes radio & print. “Watching” as opposed to “reading” or “listening.”

# All Of This Helps Explain Why TV Accounts for 91% of the Total Time Spent Consuming News On Video-Enabled Devices

% of Total Weekly Hours Spent With News Content By Device  
(“all in” consumption, not just video)



TV includes National Broadcast TV News, Local Broadcast TV News & National Cable TV News

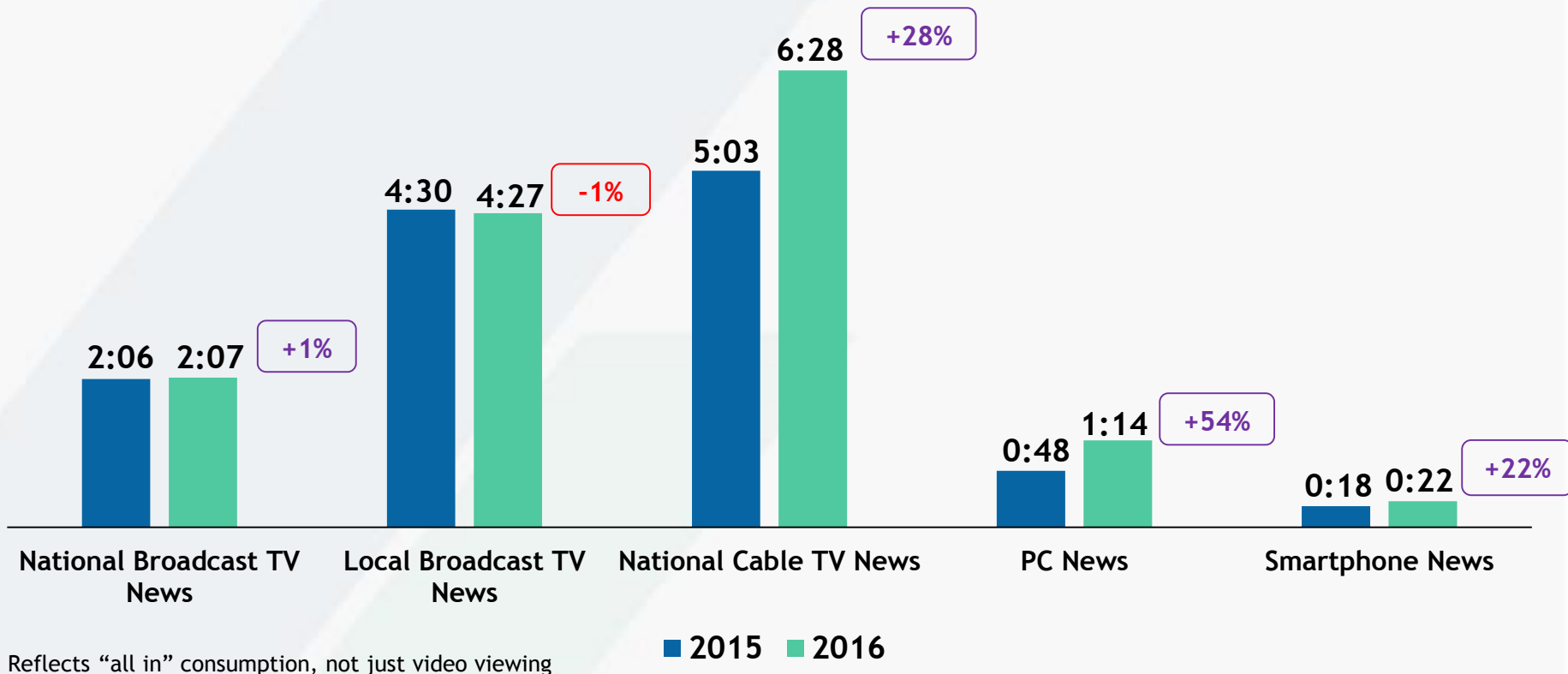
## IGNITING TODAY'S HEADLINES

Source: Nielsen Total Audience Report Q4 2016 - Adults 18+. National TV News (Nielsen National Television Panel, News summary type code, Broadcast - ABC, CBS, FOX, NBC, TEL, UNI); Cable - CNBC, CNN, FOXNC, MSNBC); Local TV News (Nielsen 25 LPM Markets, Local news genre, Broadcast - ABC, CBS, FOX, NBC, TEL, UNI); PC News (Netview, Current Events & Global News subcategory); Smartphone News (EMM, Current Events & Global News subcategory). Local Cable TV News data is not available within the report.

# Average Time Spent With National Cable TV News Among News Consumers Increased By 28% In The Past Year

Average Weekly Time Spent With News Content Among News Consumers (Adults 18+)

(Hr:Min)



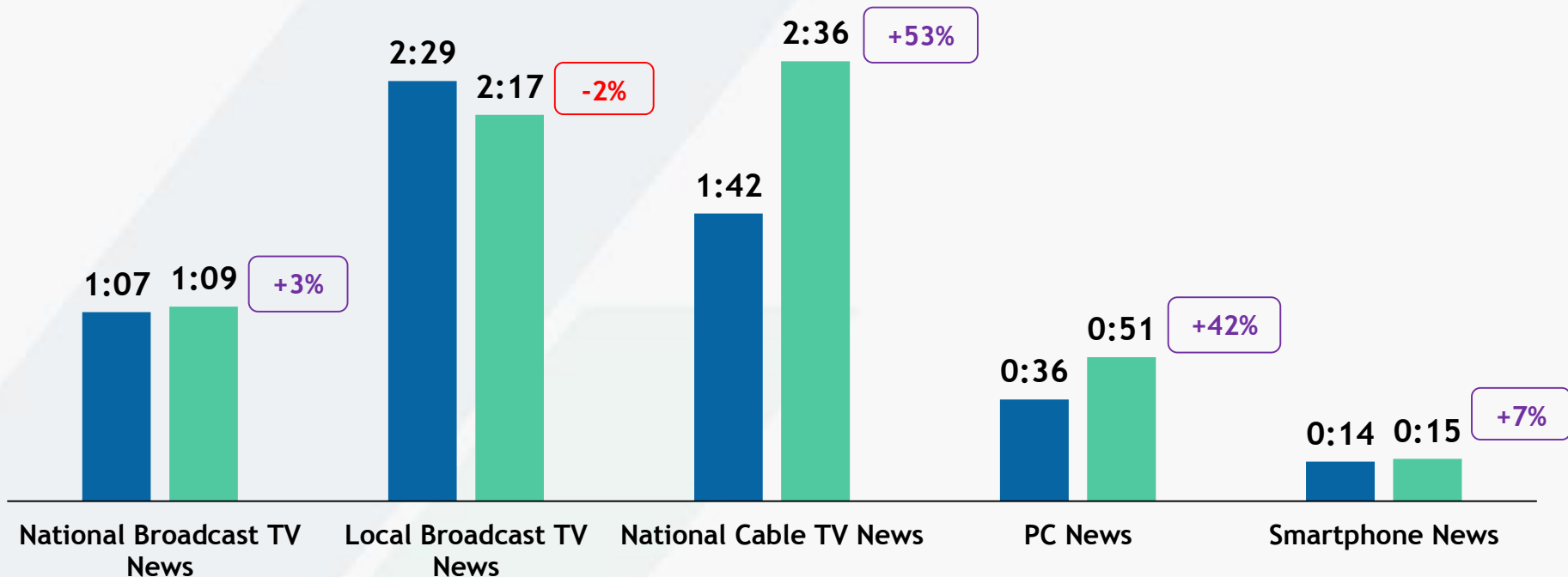
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Source: Nielsen Total Audience Report Q4 2016 - Adults 18+. National TV News (Nielsen National Television Panel, News summary type code, Broadcast - ABC, CBS, FOX, NBC, TEL, UNI; Cable - CNBC, CNN, FOXNC, MSNBC); Local TV News (Nielsen 25 LPM Markets, Local news genre, Broadcast - ABC, CBS, FOX, NBC, TEL, UNI); PC News (Netview, Current Events & Global News subcategory); Smartphone News (EMM, Current Events & Global News subcategory). "Time Spent" reflective of news consumers only. Average week across the year. Local Cable TV News data is not available within the report.

# Average Time Spent With National Cable TV News Among “Millennial” News Consumers Increased By 53% In The Past Year

Average Weekly Time Spent With News Content Among News Consumers (Adults 18-34)

(Hr:Min)



Reflects “all in” consumption, not just video viewing

■ 2015 ■ 2016

## IGNITING TODAY’S HEADLINES

Source: Nielsen Total Audience Report Q4 2016 - Adults 18-34. National TV News (Nielsen National Television Panel, News summary type code, Broadcast - ABC, CBS, FOX, NBC, TEL, UNI; Cable - CNBC, CNN, FOXNC, MSNBC); Local TV News (Nielsen 25 LPM Markets, Local news genre, Broadcast - ABC, CBS, FOX, NBC, TEL, UNI); PC News (Netview, Current Events & Global News subcategory); Smartphone News (EMM, Current Events & Global News subcategory). “Time Spent” reflective of news consumers only. Average week across the year. Local Cable TV News data is not available within the report.

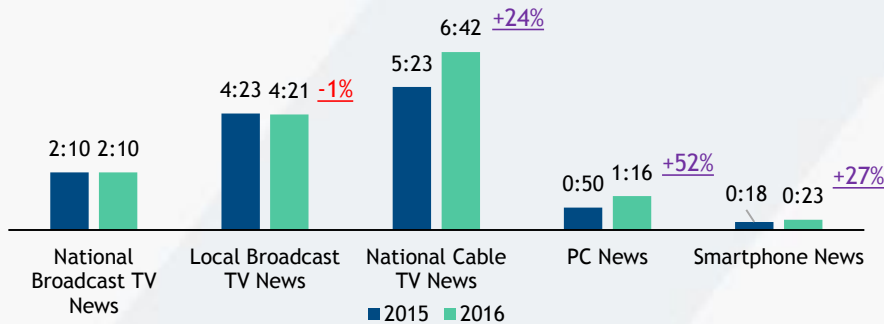


# All Major Ethnicities Greatly Increased Their Time Spent With National Cable TV News During The Election Year

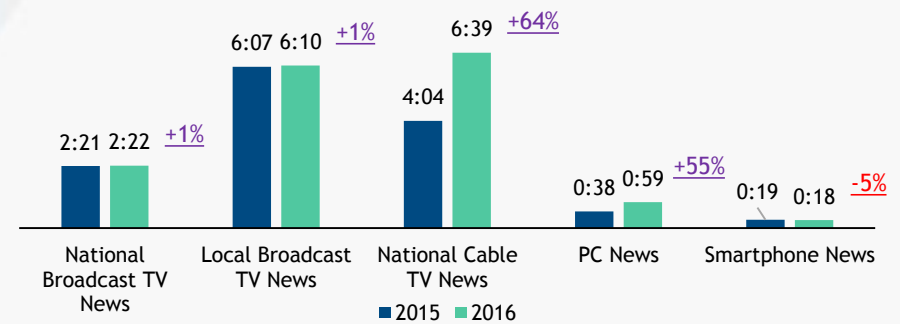
## Average Weekly Time Spent With News Content Among News Consumers

(Hr:Min)

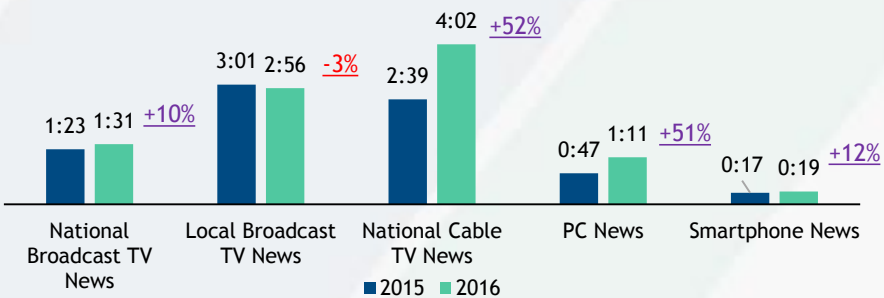
### White Non-Hispanic 18+



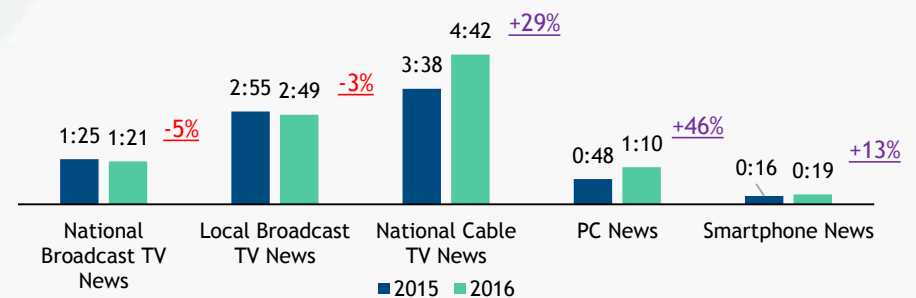
### Black 18+



### Hispanic 18+



### Asian-American 18+



Reflects "all in" consumption, not just video viewing

## IGNITING TODAY'S HEADLINES

Source: Nielsen Total Audience Report Q4 2016. National TV News (Nielsen National Television Panel, News summary type code, Broadcast - ABC, CBS, FOX, NBC, TEL, UNI; Cable - CNBC, CNN, FOXNC, MSNBC); Local TV News (Nielsen 25 LPM Markets, Local news genre, Broadcast - ABC, CBS, FOX, NBC, TEL, UNI); PC News (Netview, Current Events & Global News subcategory); Smartphone News (EMM, Current Events & Global News subcategory). "Time Spent" reflective of news consumers only. Average week across the year. Local Cable TV News data is not available within the report.

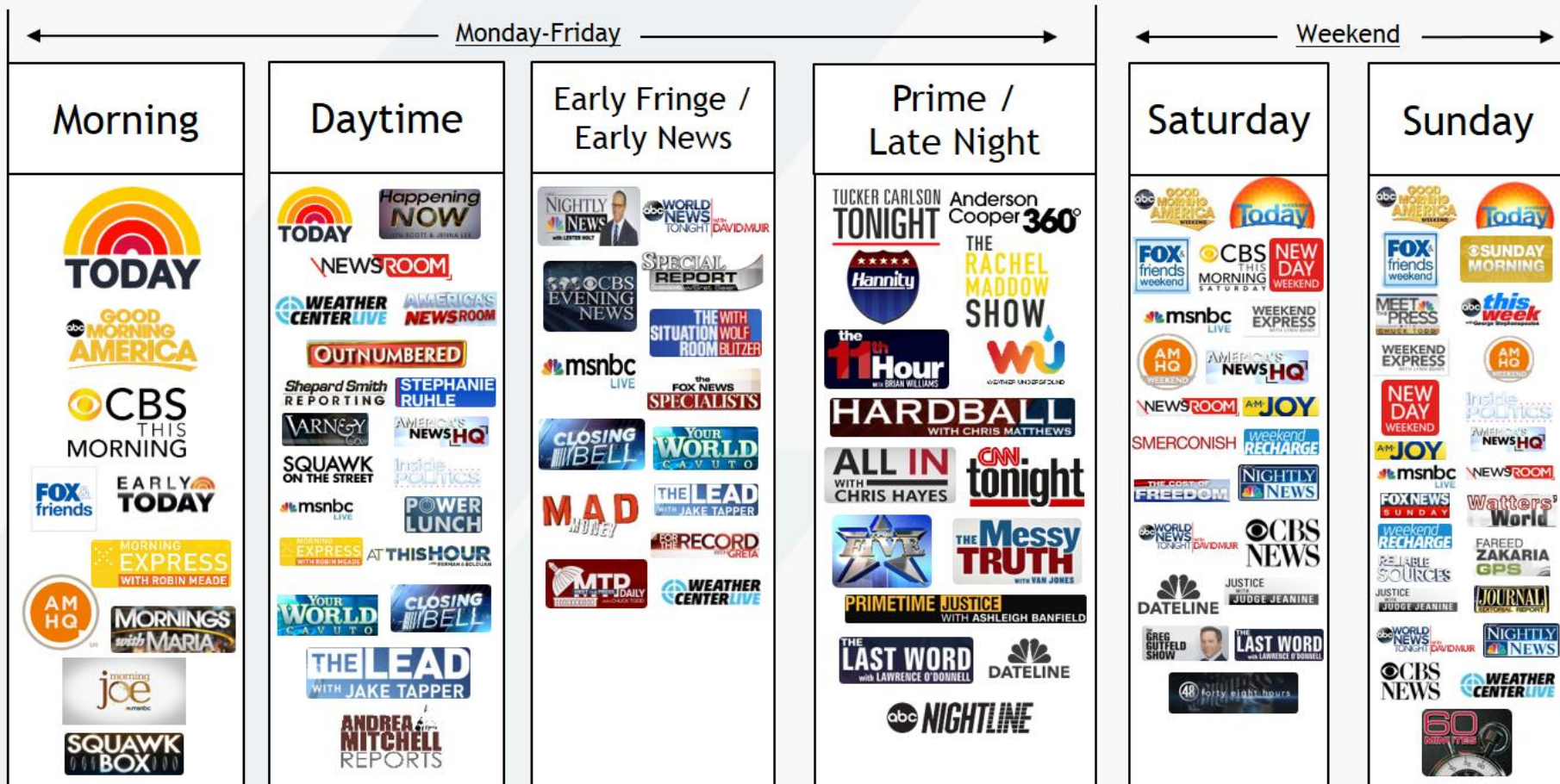




# **An Investigative Look At The Scale Of National TV News**

# News Is Being Watched Around The Clock With Each Daypart Anchored By Several Popular Series With Loyal Followings

## Sampling of Signature National TV News Series



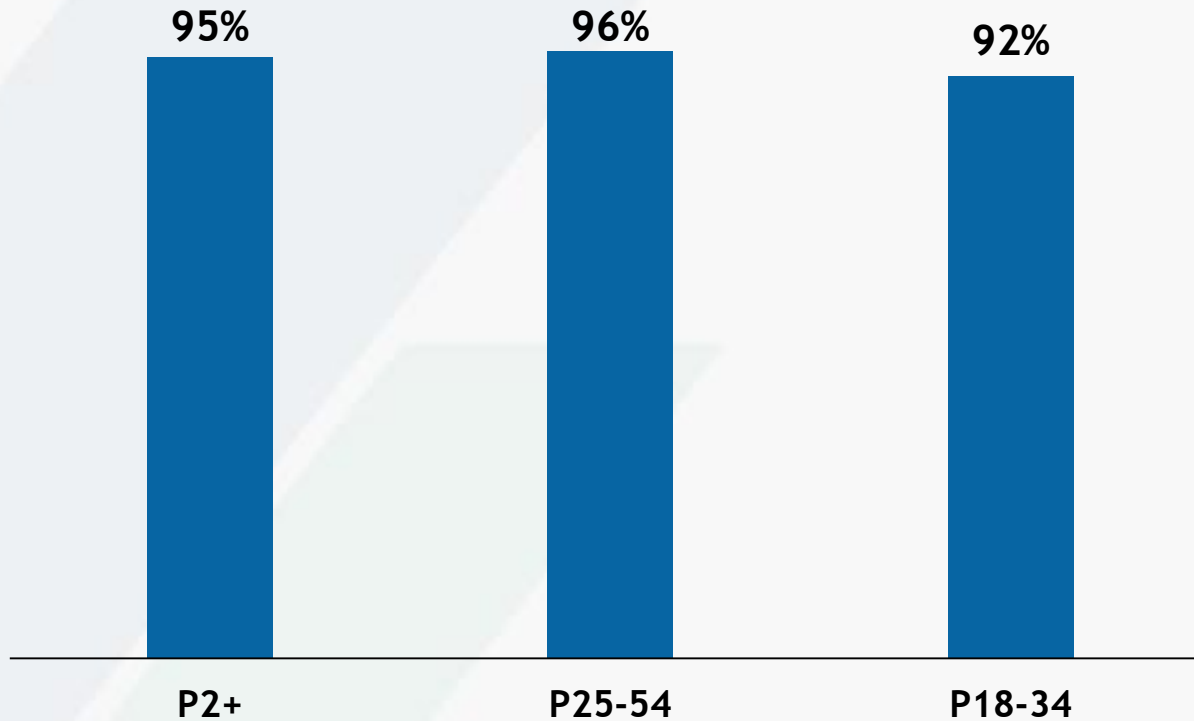
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As of May 2017

# News Is Nearly Ubiquitous Among The TV Viewer Given It's Never-Ending Daily Cycle Of Current Event Reporting & Analysis

## Annual Cume National TV News Reach

*CY 2016*



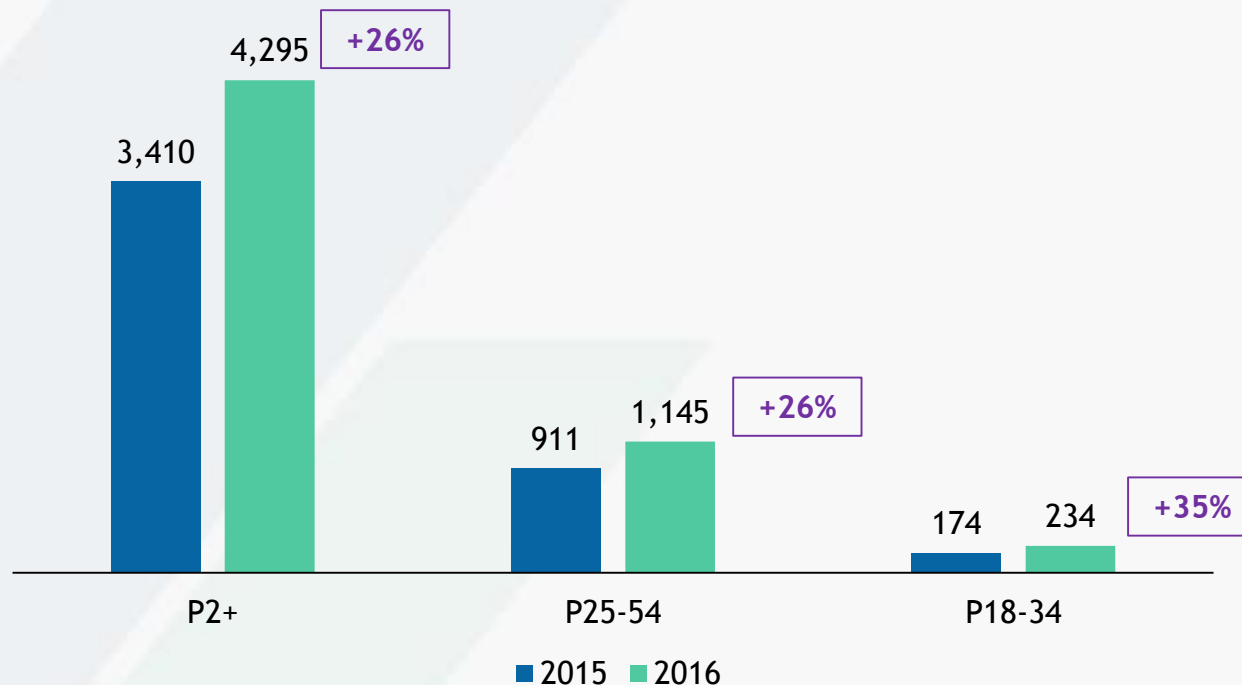
IGNITING TODAY'S HEADLINES

Source: Nielsen NPower R&F Program Report, Total Day, Live+7; P2+, P25-54 & P18-34; ad-supported cable TV + broadcast TV, January 1<sup>st</sup> - December 31<sup>st</sup> 2016; based on news category.

# There Has Been A 26% Increase In The National TV News Audience During *Any Given Minute* Over The Past Year

## National TV News Programming: Average Minute Audience (000)

CY 2015 vs. CY 2016



Note: "Average Audience" based on the average audience per minute for news programming during the full calendar year (total day).

IGNITING TODAY'S HEADLINES

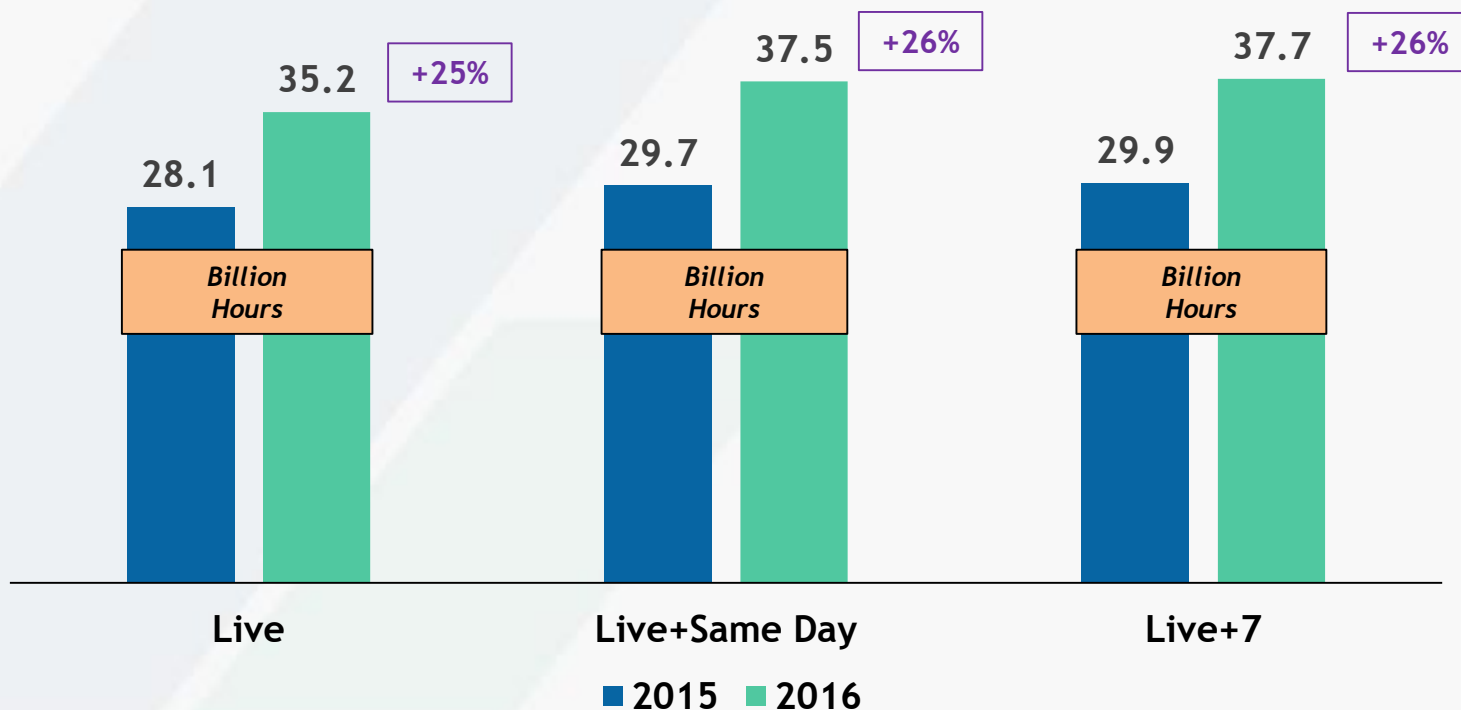
Source: Nielsen NPower R&F Program Report, Total Day, Live+7; P2+, P25-54 & P18-34; ad-supported cable TV + broadcast TV, based on calendar year and reflects news category genre.

# Almost **38 Billion Hours** Of News Programming Were Collectively Viewed On Ad-Supported National TV In 2016

Total year-over-year TV news viewing has increased across each major stream

## National TV News Programming: Total Cume P2+ Hours Viewed Comparison

CY 2015 vs. CY 2016



IGNITING TODAY'S HEADLINES

Source: Nielsen NPower R&F Program Report, Total Day, Live+7; P2+; ad-supported cable TV + broadcast TV, based on calendar year and reflects news category genre.

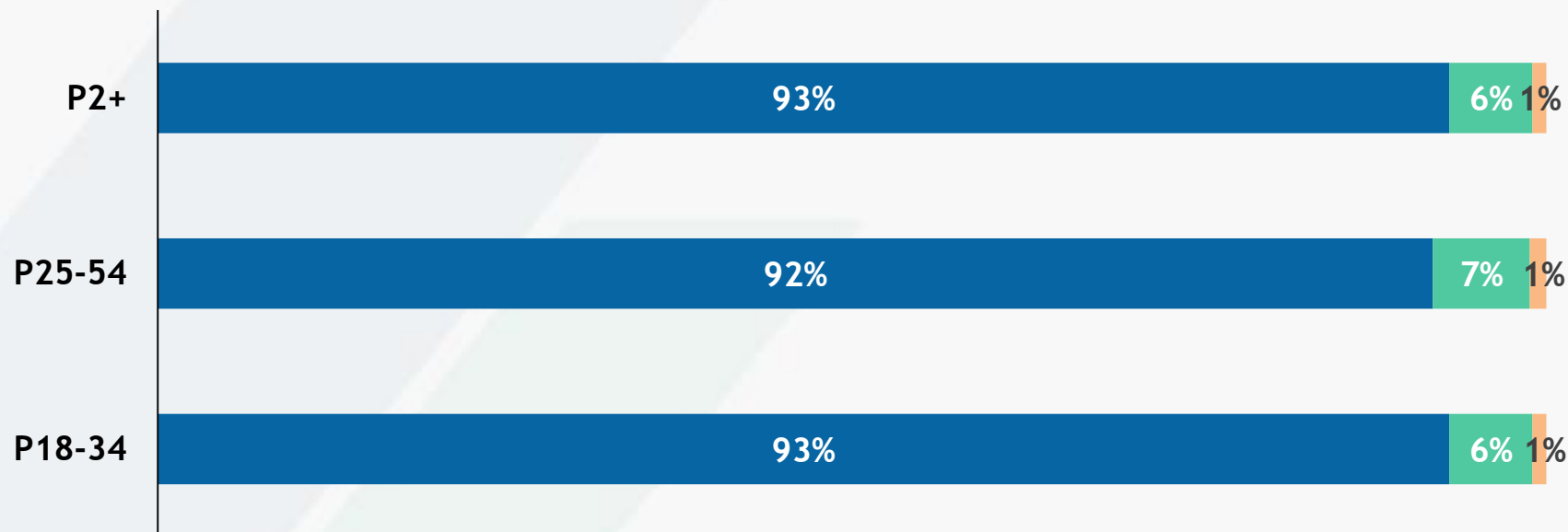
# With Everchanging Updates To Current Events, News Remains Almost Exclusively A “Live” Or “Near Live” Viewing Experience

93% of total viewing of news programming was live

## National TV News Programming: Viewership By Stream

*% of Total Viewing Hours in CY 2016*

■ Live ■ Live+Same Day ■ Live+7



IGNITING TODAY'S HEADLINES

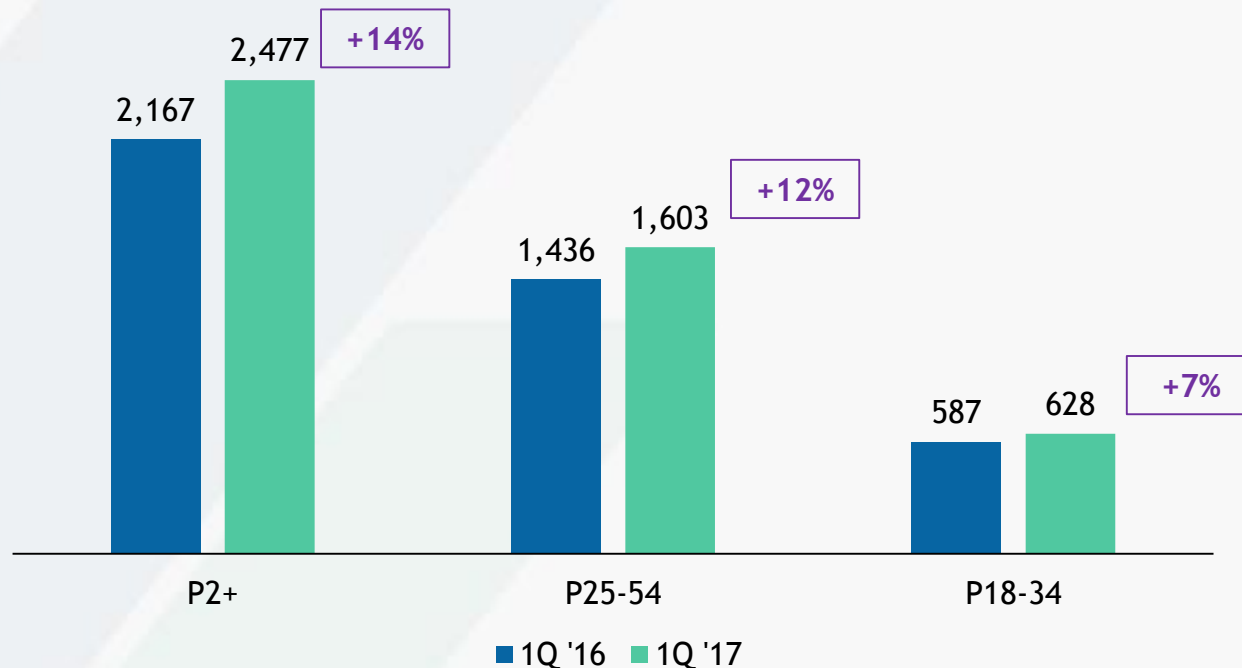
Source: Nielsen NPower R&F Program Report, Total Day, Live+7; P2+, P25-54 & P18-34; ad-supported cable TV + broadcast TV, based on calendar months YOY and reflects news category genre.



**“News” Continues To Make  
News In 2017**

# Average Time Spent With Televised News Programming Continues To See Increases In 2017 Relative To Prior Year

National TV News Programming: Average Quarterly Minutes Viewed Comparison  
1Q 2016 vs. 1Q 2017



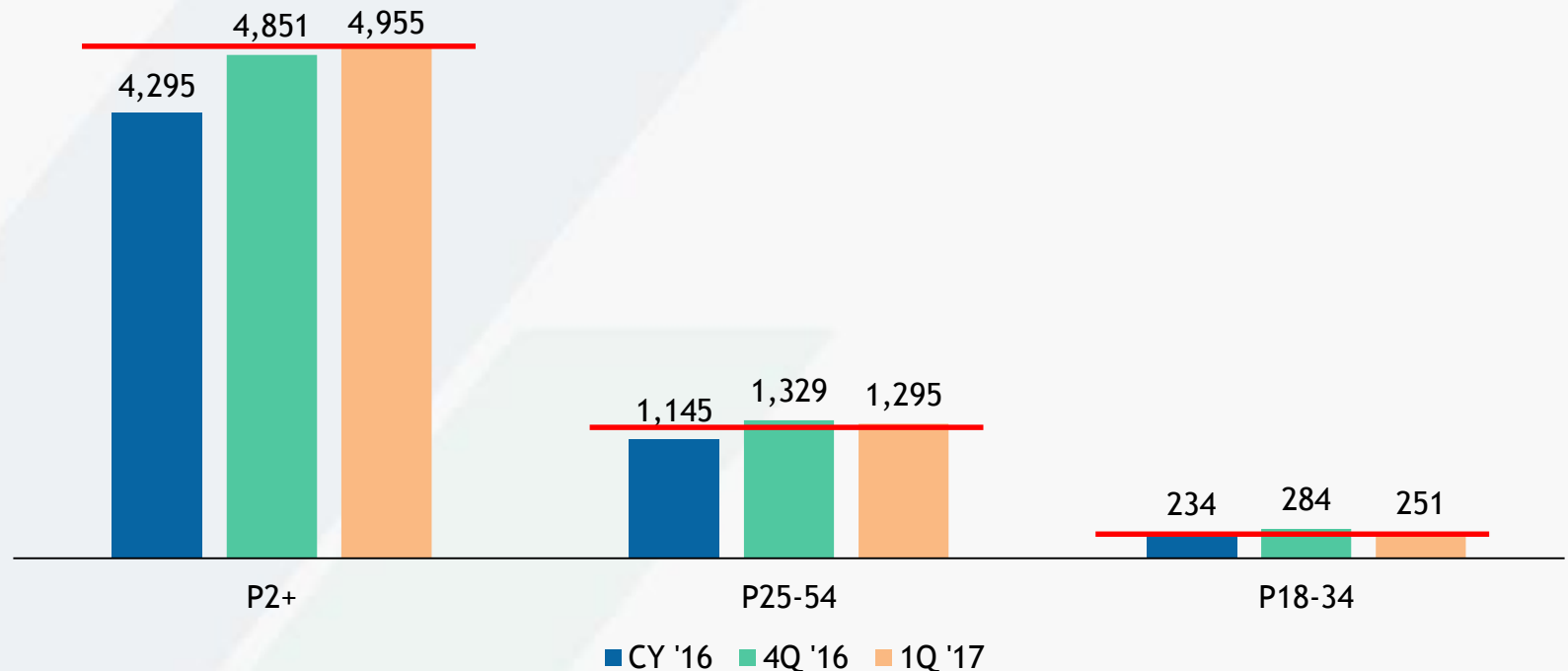
IGNITING TODAY'S HEADLINES

Source: Nielsen NPower R&F Program Report, Total Day, Live+7; P2+, P25-54 & P18-34; ad-supported cable TV + broadcast TV, based on YOY calendar months within the quarter and reflects viewers within the news category genre.

# Post-Election, National TV News Has Essentially Maintained Their Average Audiences In 2017 From The Election Highs Of 4Q

## National TV News Programming: Average Minute Audience (000)

*CY 2016 vs. 4Q 2016 vs. 1Q 2017*



Note: "Average Audience" based on the average audience per minute for news programming during the full calendar year (total day).

IGNITING TODAY'S HEADLINES

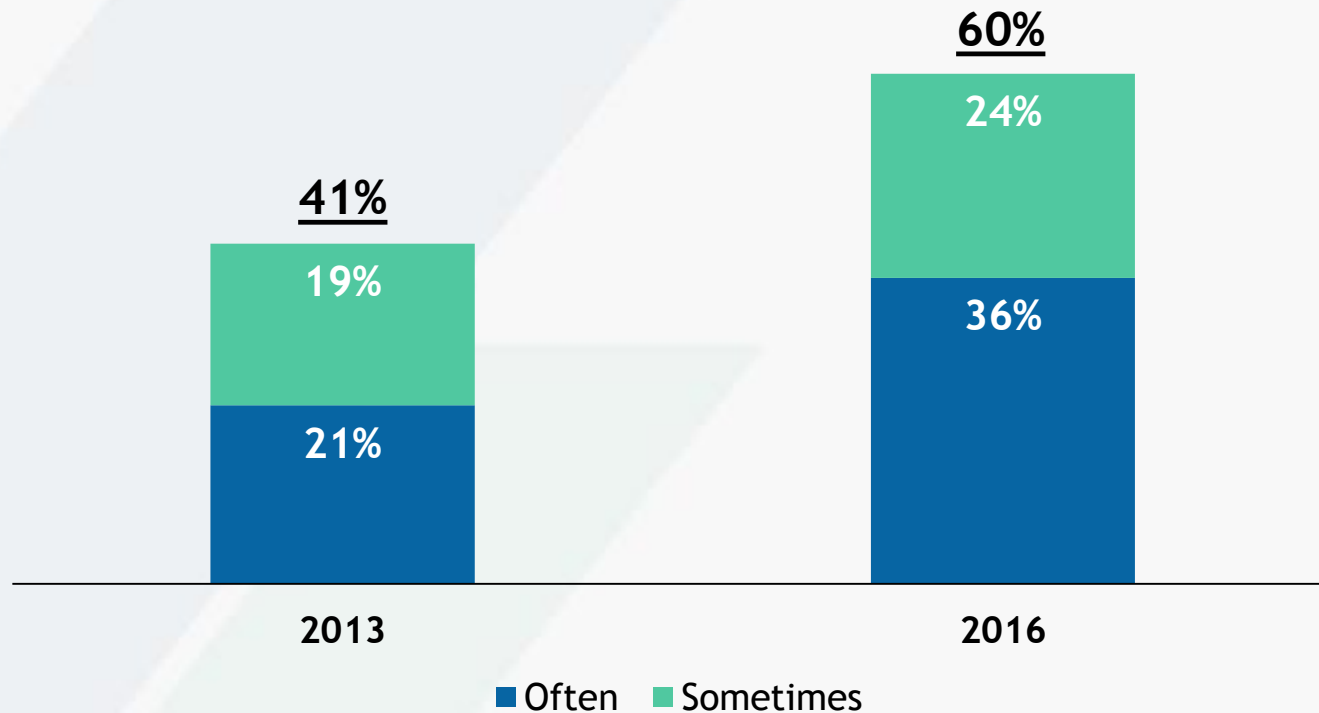
Source: Nielsen NPower R&F Program Report, Total Day, Live+7; P2+, P25-54 & P18-34; ad-supported cable TV + broadcast TV, based on YOY calendar months and reflects news category genre.



# Complementary Content Through Supplementary Screens

# Although TV Is King, People Who Use Mobile Devices To Get News Have Grown Significantly Over The Last Few Years

% of U.S. Adults Who Get News From Mobile



# With Extensive Reporting & Live Streaming, TV Brands Are Well-Positioned To Be The Primary Source Of News To Online Users

Live streaming along with additional online analyses and reporting from news programmers & providers gives flexibility to cable subscribers, allowing them to view content across devices

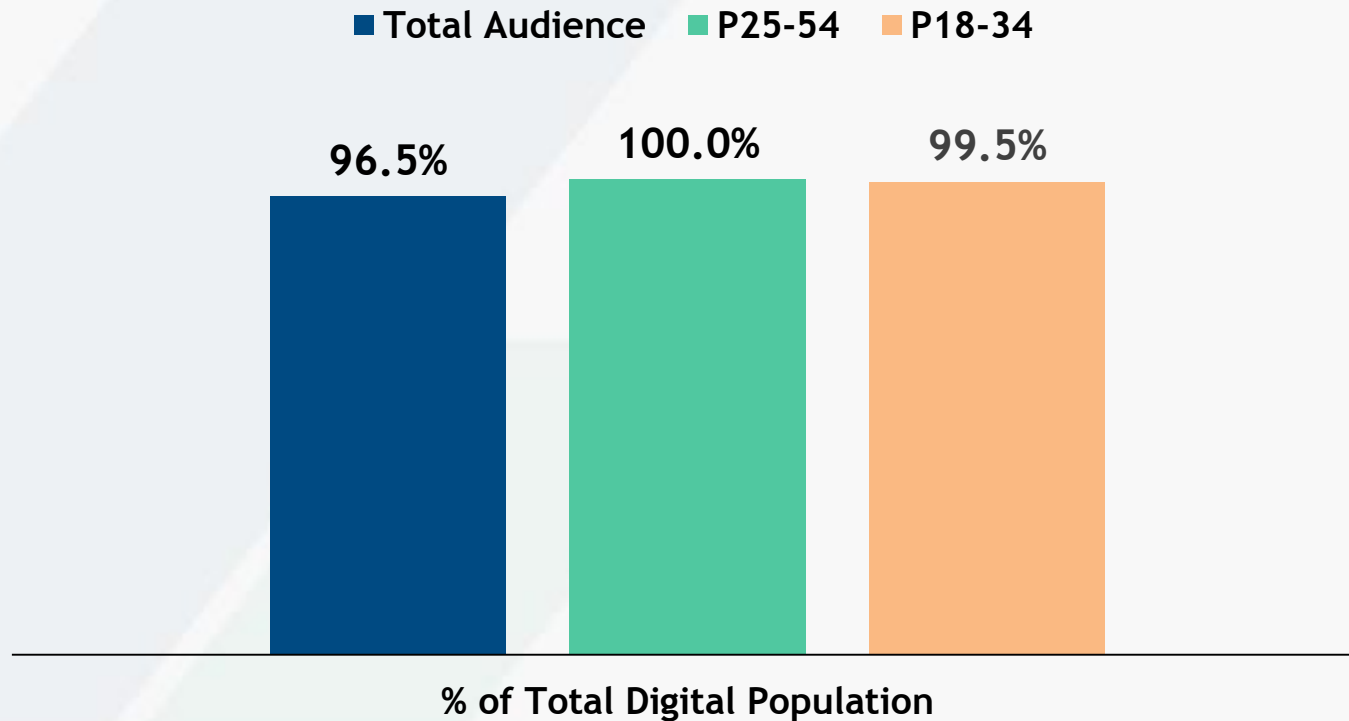
## Sampling of Live Streaming Mobile Apps



# National TV-Branded News Platform Reach Is Nearly Universal Among The Digital Population

## TV-Branded News Platform Cume Unique Visitors Coverage

March '17



### IGNITING TODAY'S HEADLINES

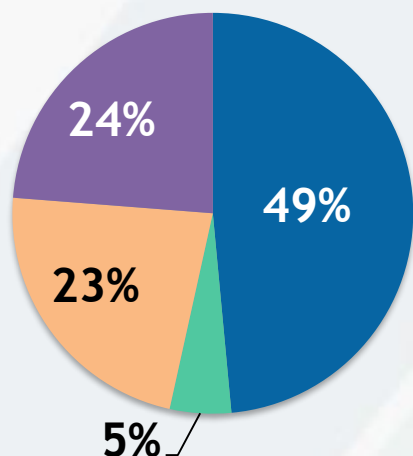
Source: comScore MediaMetrix, multiplatform (web+mobile), unique visitors for total digital population, March 2017, Total Audience (Desktop P2+; Mobile P18+). comScore Audience Duplication, multiplatform (web+mobile), March 2017, Total Audience (Desktop P2+; Mobile P18+), Unduplicated unique visitors based on a custom created News TV Branded Website subcategory which includes digital platforms such as ABC News, CNN, NBC News, CBS News, Fox News, BBC & Weather Channel. Local broadcast affiliate websites are excluded from this custom set.

# National TV-Branded Digital Platforms Account For Half Of The Total Minutes Spent Within The News Category

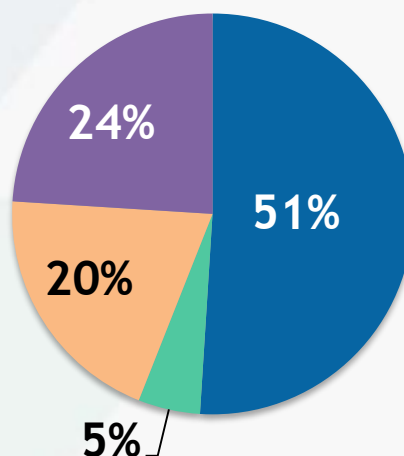
National TV news websites' share of time spent among Millennials is equal to other major demos

Share of Total Minutes Spent Online Within the News/Info Category by Media Group  
March '17

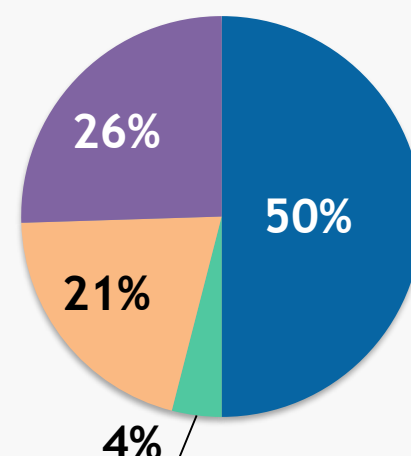
Total Audience



P25-54



P18-34



■ National TV sites   ■ Local Broadcast TV Affiliate sites   ■ Print sites   ■ "Pure" Digital sites / Other

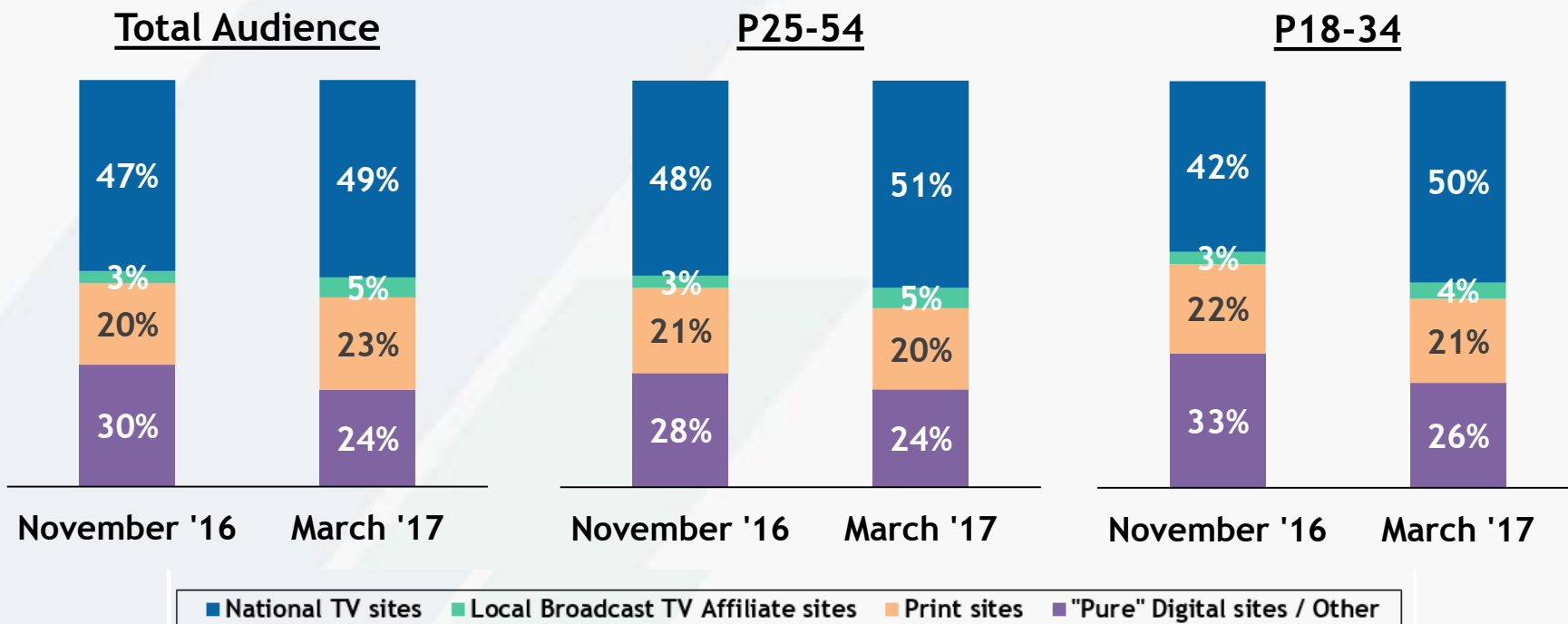
## IGNITING TODAY'S HEADLINES

Source: VAB analysis of comScore MediaMetrix, multiplatform (web+mobile) data, total minutes viewed, March 2017, Total Audience (Desktop P2+; Mobile P18+). Groups were custom made within the news/information category - "national TV sites" includes digital platforms such as ABC News, CNN, NBC News, CBS News, Fox News, BBC & Weather Channel; "print sites" include newspaper & magazine-related sites; "pure digital sites / other" also includes radio-related sites. Local cable news websites are not measured.

# National TV-Branded Websites' Share Of Total Time Spent Within The News Category Has *Grown* Since The Election

National TV news websites saw its largest share gain against Millennials as time spent with “pure” digital-based sites decreased

Share of Total Minutes Spent Online Within the News/Info Category by Media Group  
November '16 vs. March '17



## IGNITING TODAY'S HEADLINES

Source: VAB analysis of comScore MediaMetrix, multiplatform (web+mobile) data, total minutes viewed, November '16 vs. March '17, Total Audience (Desktop P2+; Mobile P18+). Groups were custom made within the news/information category - "national TV sites" includes digital platforms such as ABC News, CNN, NBC News, CBS News, Fox News, BBC & Weather Channel; "print sites" include newspaper & magazine-related sites; "pure digital sites / other" also includes radio-related sites. Local cable news websites are not measured.

# TV-Related Brands Make Up The Top 4 Most Trafficked Digital Platforms In The News Category Every Month

Top 5 News Digital Platform Rank By Total Minutes Viewed (Total Audience)

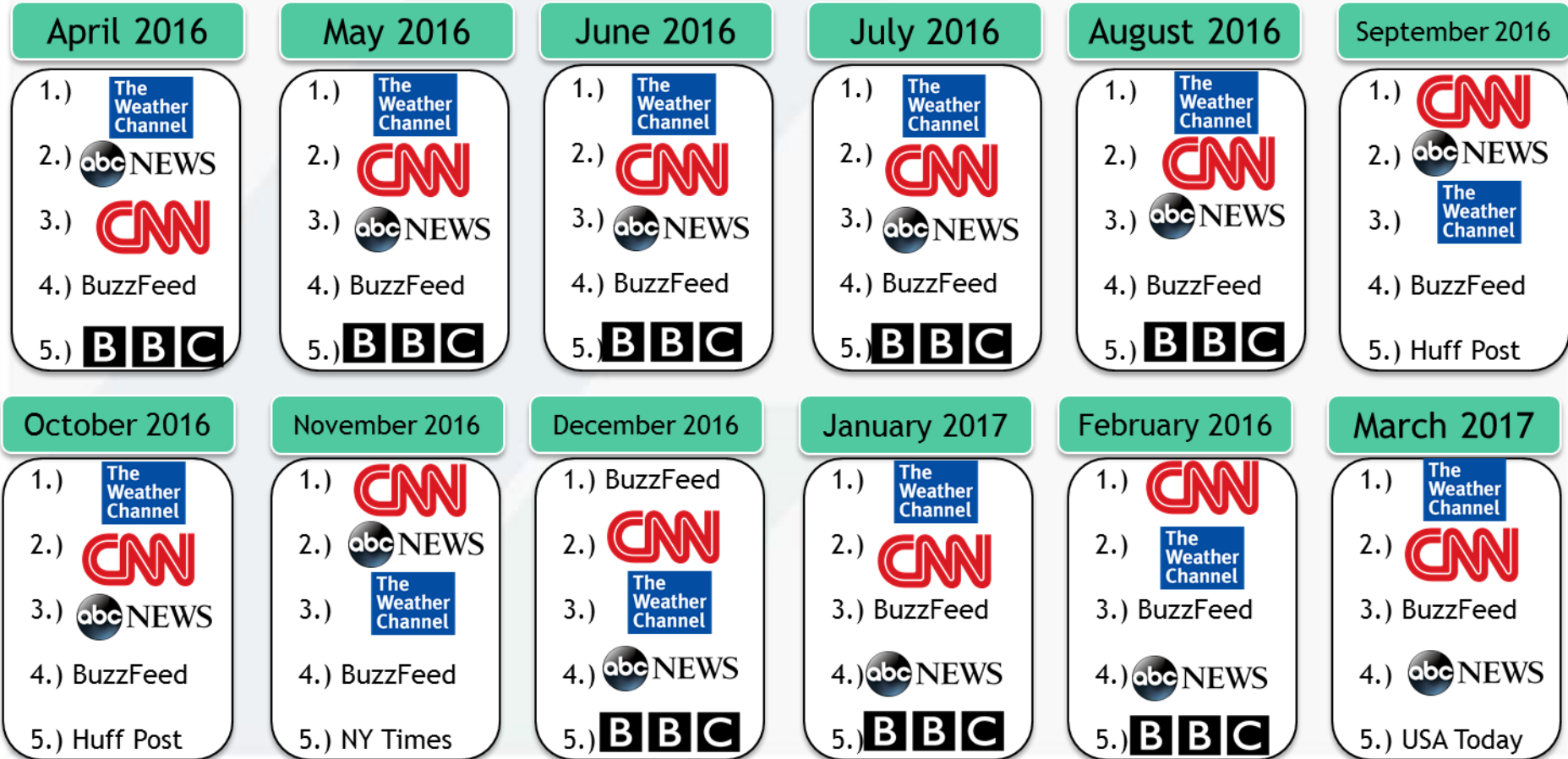


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Source: comScore MediaMetrix, multiplatform (web+mobile) media trend data, April 2016-March 2017; News/Information category, Total Audience (Desktop P2+; Mobile P18+). "Inform" (formerly NDN) is a video aggregator that encompasses a wide-range of newspaper, local TV & radio station websites.


# TV-Related Brands Also Make Up Most Of The Top 5 Monthly Digital News Platforms Among Millennials

Top 5 News Digital Platform Rank By Total Minutes Viewed (P18-34)



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Source: comScore MediaMetrix, multiplatform (web+mobile) media trend data, April 2016-March 2017; News/Information category, P18-34.

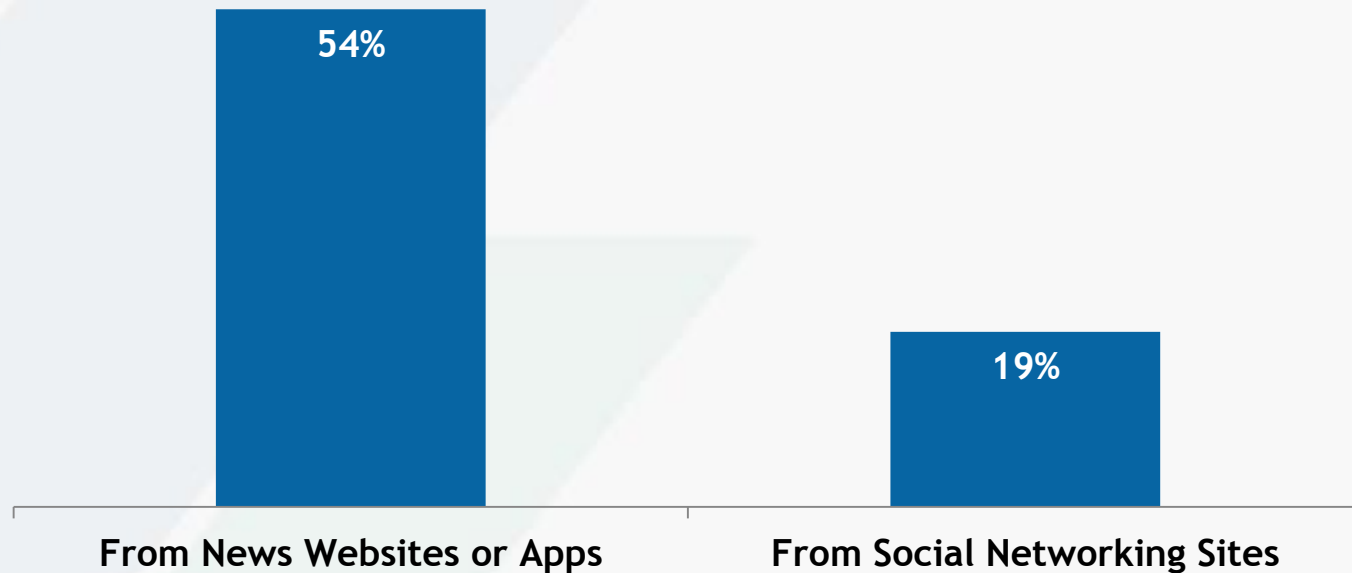
A woman in a blue shirt is smiling and holding a tablet. In the background, a man in a plaid shirt is looking at a screen. The image has a blue and green geometric overlay on the left side.

# Online “Seekers” & “Social”-izers

# People Who Go Online Looking For News Are Much More Likely To Get It From Websites Than Social Media












**63%** of “seekers,” or people that actively go online looking for news, follow the news all or most of the time; a much higher rate than others

% of “Seeker” Online News Consumers Who Often Get News...



# But When Televised News Make Headlines, People Go On Social Media To Talk About It... A Lot

Example: TV-Related Topics That Trended In The Twitter Top 10 During Primetime In The Month Leading Up To The Election

Date	Topic / Rank	Description	Date	Topic / Rank	Description
 4-Oct	<u>#VPDebate</u>	#1 trending hashtag related to VP debate; several other debate-related topics trended as well throughout night	 18-Oct	<u>#DrainTheSwamp</u>	In a televised speech covered by the major news networks, Donald Trump unveils ethics and lobbying reform plan where he intends to “drain the swamp”
 9-Oct	<u>#debate</u> <u>#Hillary</u> <u>#sniffles</u>	Hashtags related to the 2 <sup>nd</sup> Presidential Debate; while several other debate-related topics trended as well	 19-Oct	<u>#debatenight</u>	3 <sup>rd</sup> and final Presidential debate. Several other topics related to what was being said during the debate began trending throughout the night as well
 10-Oct	<u>#KenBoneFacts</u>	Hashtag related to an audience member, now internet celebrity, of the previous night’s Presidential debate	 20-Oct	<u>#AISmithDinner</u>	Annual fundraiser dinner for support of Catholic charities that invites the Presidential candidates each election year to speak and is covered by the major TV news networks
 11-Oct	<u>#ncgov</u>	North Carolina governor televised debate and coverage by major TV news networks	 26-Oct	<u>#FLSenDebate</u> <u>#ConvenceMe</u>	Hotly-contested Florida Senate debate featuring Marco Rubio and covered by the major TV news networks. ----- The final Puerto Rico gubernatorial debate which was covered by Univision
 12-Oct	<u>#WeWillRise</u>	CNN documentary: “We Will Rise: Michelle Obama’s Mission to Educate Girls Around the World”	 3-Nov	<u>#MelaniaTrump</u>	Rare speech given by Melania Trump, which was covered by the major TV news networks, who spoke about stopping cyber-bullying among other issues
 17-Oct	<u>#BillyBushMadeMeDolt</u> <u>#MelaniaTrump</u>	Hashtags related to Melania Trump’s CNN interview with Anderson Cooper. ----- A user-generated hashtag begins trending after Melania blames Billy Bush for Trump’s comments about women			

IGNITING TODAY’S HEADLINES



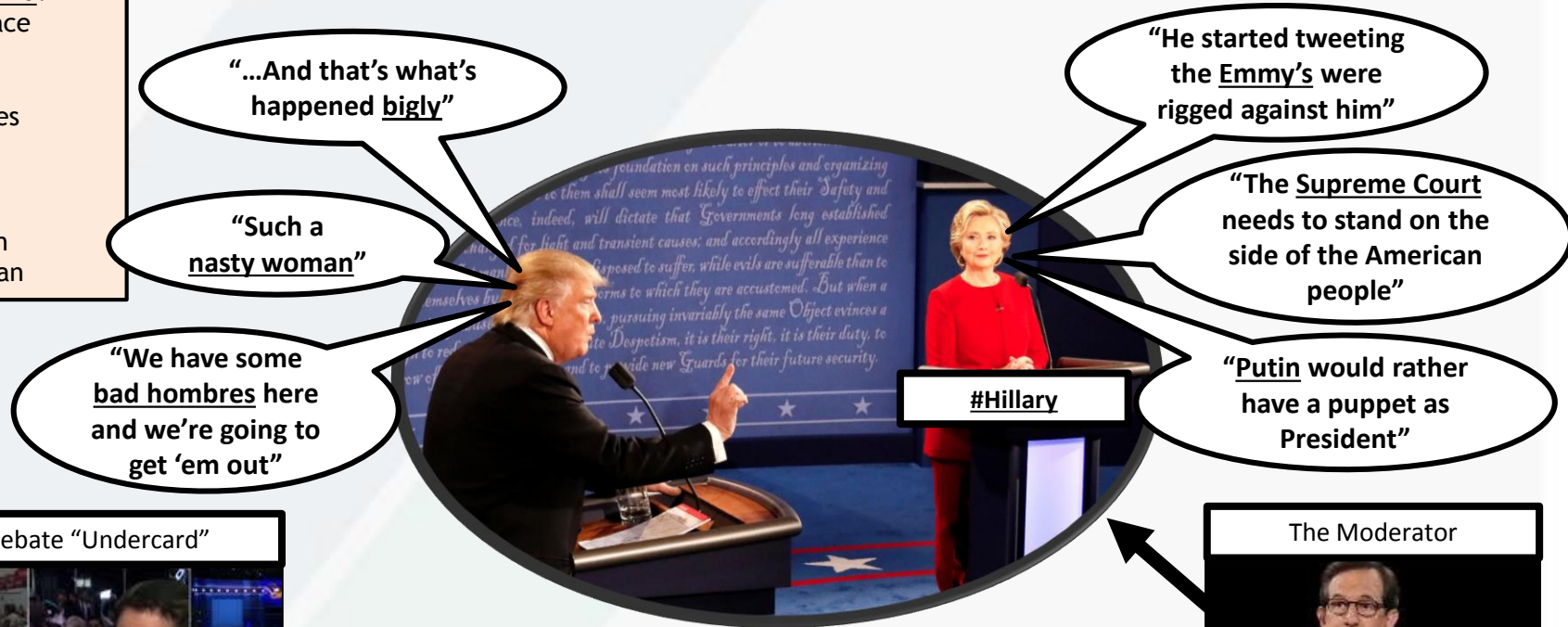
# Big News Events, Like The Presidential Debate Nights, Offer Particular Social Fodder For Twitter Users

Beyond the top trending #DebateNight hashtag, nine different topics related to the televised Presidential debate on October 19th trended in the top 10 throughout the night

## TV-Related Topics in Top 10:

- #ChrisWallace
- #Putin
- #SCOTUS
- Bad Hombres
- BIGLY
- Emmys
- Hillary
- #MarkCuban
- Nasty Woman

## #DebateNight: Top Trending Topic



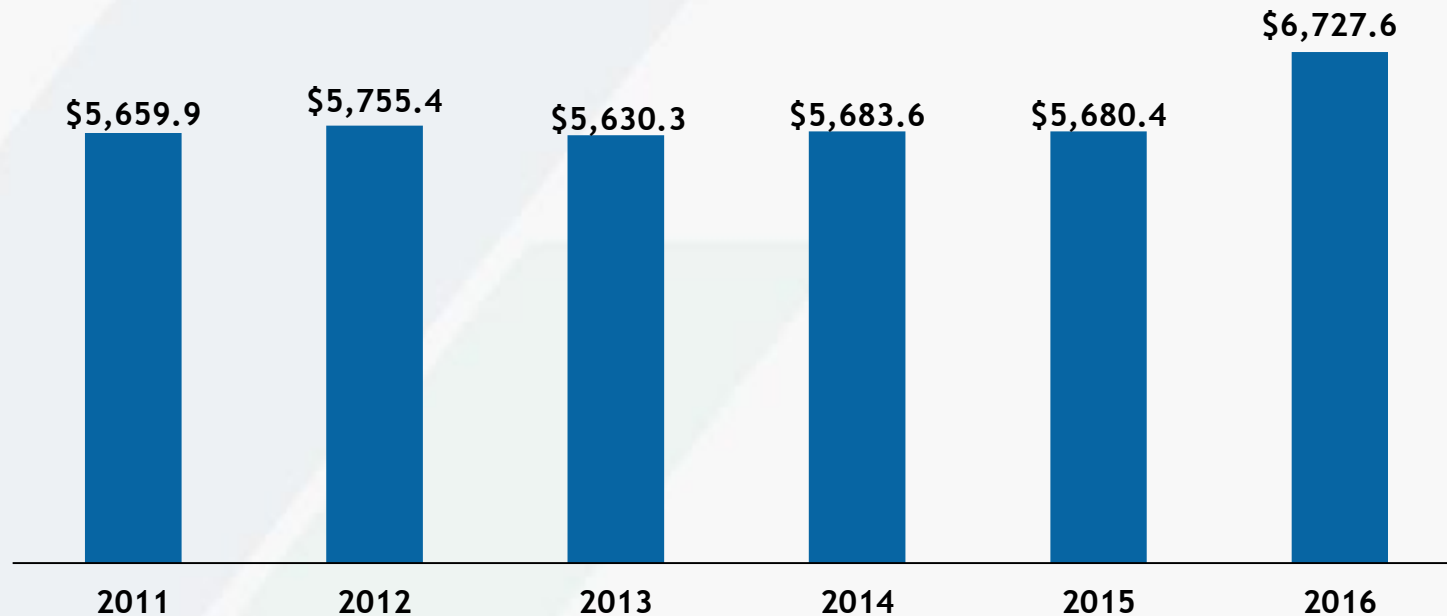


# News Wrap-Up

# Not Surprisingly, There Was A Double-Digit Surge In National TV News Spending During The 2016 Election Year

Advertisers spent **18% more** on national news programming in 2016 vs. the prior year; and **17% more** than the last Presidential election cycle in 2012.

## National TV News Advertising Spend: 5-Year Trend (millions)



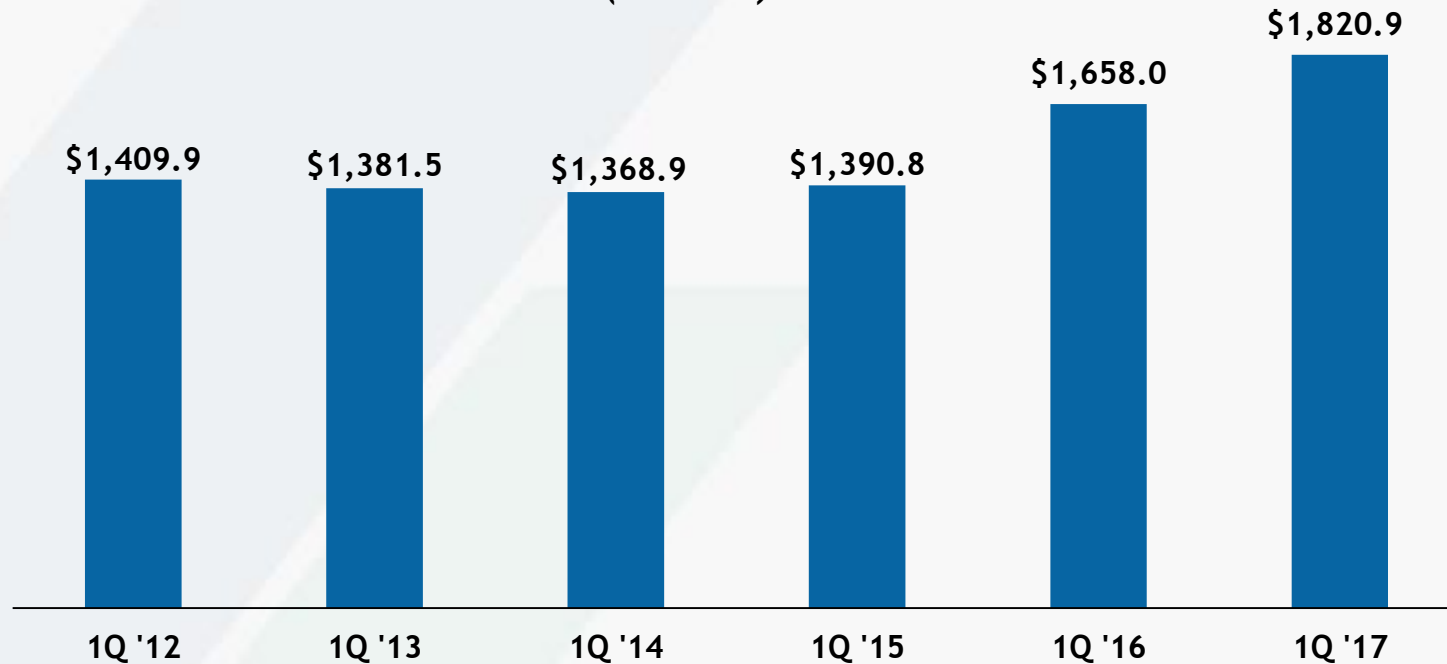
IGNITING TODAY'S HEADLINES

Source: Nielsen Ad Intel, reflects national cable TV, Spanish language cable TV, broadcast TV, Spanish language broadcast TV; based on calendar years. Includes the following genres: News, News-general, documentary news & children's news & info.

# This Double-Digit Surge Continues Into 2017, An Impressive Increase Since 1Q '16 Was The Kickoff To The Primary Elections

Advertisers spent **10% more** on national news programming in 1Q '17 vs. the prior year; and **32% more** than the first quarter after the last Presidential election cycle in 2013.

## National TV News Advertising Spend: 1Q Trend (millions)



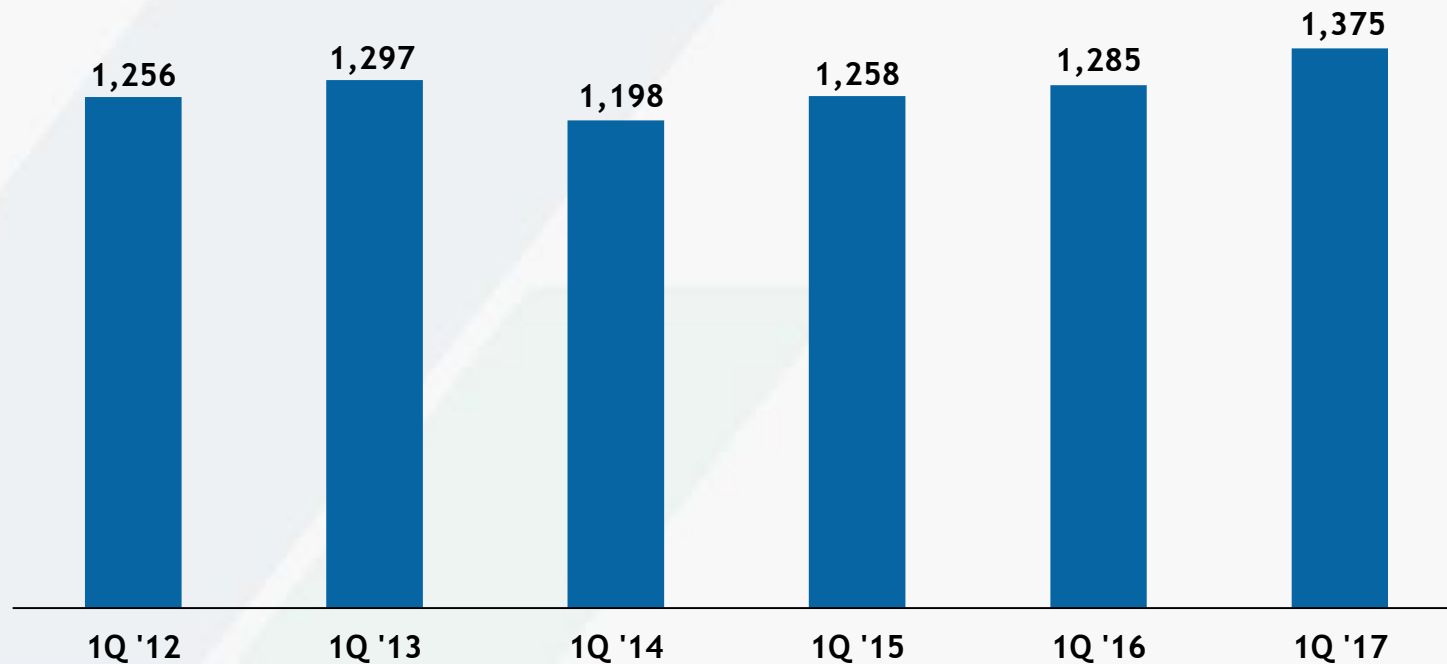
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Source: Nielsen Ad Intel, reflects national cable TV, Spanish language cable TV, broadcast TV, Spanish language broadcast TV; based on calendar months within the quarters. Includes the following genres: News, News-general, documentary news & children's news & info.

# The Number Of Advertisers Has Also Increased Within The News Genre Over the Last Several Years

There was a 7% increase in the number of national TV news advertisers in 1Q '17 vs. the prior year; and 6% more than the first quarter after the last Presidential election cycle in 2013.

## # of National TV News Advertisers: 1Q Trend



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Source: Nielsen Ad Intel, reflects national cable TV, Spanish language cable TV, broadcast TV, Spanish language broadcast TV; based on calendar months within the quarters. Based on parent company advertisers and reflects the following genres: News, News-general, documentary news & children's news & info.

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