



# Nielsen On Location 4th Screen Network Audience Report

January - March 2011



The Nielsen Company

**Nielsen On Location  
4<sup>th</sup> Screen Network Audience Report**

**January-March 2011**

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I. VENUE RESULTS

## AVERAGE MINUTE EXPOSURES

Total Day		Total 2+	Male 2+	Female 2+	Total 12+	Male 12+	Female 12+	Total 16+	Male 16+	Female 16+	Total 18+	Male 18+	Female 18+
Access - AMNTV	Exp	12,811	na	na	na	na	na	na	na	na	10,505	6,820	3,628
	%		na	na	na	na	na	na	na	na	100%	65%	35%
Access - Mallvision	Exp	na	na	na	35,474	16,850	18,610	32,363	16,208	16,103	26,764	13,428	13,270
	%	na	na	na							100%	50%	50%
Adspace	Exp	na	na	na	46,887	18,588	28,318	44,135	17,966	26,268	38,919	15,868	22,950
	%	na	na	na							100%	41%	59%

Akoo OOH TV	Exp	na	na	na	47,520	18,987	28,492	45,376	17,895	27,491	35,061	14,230	20,825
	%	na	na	na							100%	41%	59%
AMI	Exp	na	na	na	na	na	na	na	na	na	13,343	6,919	6,451
	%	na	na	na	na	na	na	na	na	na	100%	52%	48%
Best Buy	Exp	na	na	na	22,652	12,943	9,679	22,429	12,737	9,631	22,211	12,578	9,534
	%	na	na	na							100%	57%	43%

Captivate	Exp	na	na	na	na	na	na	na	na	na	10,679	4,584	5,943
	%	na	na	na	na	na	na	na	na	na	100%	43%	56%
CNN Airport	Exp	36,578	22,507	14,071	36,319	22,431	13,889	36,000	22,191	13,809	35,510	23,314	12,196
	%										100%	66%	34%
indoorDIRECT	Exp	na	na	na	9,977	4,880	5,096	9,815	4,808	4,977	9,642	4,655	4,933
	%	na	na	na							100%	48%	51%

## AVERAGE MINUTE EXPOSURES

Total Day		Total 2+	Male 2+	Female 2+	Total 12+	Male 12+	Female 12+	Total 16+	Male 16+	Female 16+	Total 18+	Male 18+	Female 18+
Outcast: HCMN	Exp	na	na	na	na	na	na	4,448	2,571	1,874	4,385	2,518	1,869
	%	na	na	na	na	na	na				100%	57%	43%
Outcast: PumpTop	Exp	na	na	na	1,638	na	na	na	na	na	1,605	1,076	532
	%	na	na	na		na	na	na	na	na	100%	67%	33%
RMG Fitness	Exp	na	na	na	na	na	na	13,933	7,125	6,807	13,802	7,064	6,737
	%	na	na	na	na	na	na				100%	51%	49%
The Hotel Networks	Exp	23,017	na	na	na	na	na	na	na	na	22,366	13,678	8,687
	%		na	na	na	na	na	na	na	na	100%	61%	39%
TouchTunes	Exp	na	na	na	na	na	na	na	na	na	41,507	26,097	15,410
	%	na	na	na	na	na	na	na	na	na	100%	63%	37%
Zoom Fitness	Exp	na	na	na	na	na	na	36,171	19,420	16,752	35,750	19,255	16,499
	%	na	na	na	na	na	na				100%	54%	46%

## AVERAGE MINUTE EXPOSURES

Total Day		Total 18-34	Male 18-34	Female 18-34	Total 18-49	Male 18-49	Female 18-49	Total 21+	Male 21+	Female 21+	Total 21-34	Male 21-34	Female 21-34
Access - AMNtv	Exp	4,771	2,972	1,767	9,023	5,738	3,276	9,559	6,067	3,446	3,831	2,239	1,582
	%	45%	28%	17%	86%	55%	31%	91%	58%	33%	36%	21%	15%
Access - Mallvision	Exp	16,182	7,385	8,783	20,562	9,166	11,469	21,012	11,041	10,071	10,552	4,931	5,581
	%	60%	28%	33%	77%	34%	43%	79%	41%	38%	39%	18%	21%
Adspace	Exp	20,383	7,347	13,085	27,830	10,752	17,122	30,675	12,788	17,783	12,135	4,328	7,867
	%	52%	19%	34%	72%	28%	44%	79%	33%	46%	31%	11%	20%

Akoo OOH TV	Exp	19,127	9,447	9,700	26,607	12,071	14,545	29,446	12,465	16,964	13,544	7,692	5,855
	%	55%	27%	28%	76%	34%	41%	84%	36%	48%	39%	22%	17%
AMI	Exp	6,589	2,689	3,939	12,313	6,230	6,108	13,202	6,850	6,395	6,472	2,628	3,883
	%	49%	20%	30%	92%	47%	46%	99%	51%	48%	49%	20%	29%
Best Buy	Exp	8,125	5,805	2,320	16,610	9,432	7,154	20,620	11,331	9,286	6,657	4,563	2,079
	%	37%	26%	10%	75%	42%	32%	93%	51%	42%	30%	21%	9%

Captivate	Exp	5,902	2,070	3,872	9,061	3,588	5,384	10,610	4,681	5,897	5,957	2,060	3,810
	%	55%	19%	36%	85%	34%	50%	99%	44%	55%	56%	19%	36%
CNN Airport	Exp	6,800	3,733	3,067	17,610	11,599	6,010	35,128	23,115	12,013	6,422	3,537	2,885
	%	19%	11%	9%	50%	33%	17%	99%	65%	34%	18%	10%	8%
indoorDIRECT	Exp	3,870	1,775	2,089	6,104	2,796	3,297	8,753	3,942	4,789	3,043	1,045	1,955
	%	40%	18%	22%	63%	29%	34%	91%	41%	50%	32%	11%	20%

**AVERAGE MINUTE EXPOSURES**

<b>Total Day</b>		<b>Total</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>	<b>Male</b>	<b>Female</b>
		<b>18-34</b>	<b>18-34</b>	<b>18-34</b>	<b>18-49</b>	<b>18-49</b>	<b>18-49</b>	<b>21+</b>	<b>21+</b>	<b>21+</b>	<b>21-34</b>	<b>21-34</b>	<b>21-34</b>
<b>Outcast: HCMN</b>	<b>Exp</b>	1,838	1,201	640	3,533	2,081	1,450	4,162	2,340	1,818	1,613	1,022	589
	<b>%</b>	42%	27%	15%	81%	47%	33%	95%	53%	41%	37%	23%	13%
<b>Outcast: PumpTop</b>	<b>Exp</b>	553	369	185	1,118	748	371	1,522	993	526	465	291	177
	<b>%</b>	34%	23%	12%	70%	47%	23%	95%	62%	33%	29%	18%	11%
<b>RMG Fitness</b>	<b>Exp</b>	4,822	2,383	2,439	10,165	5,107	5,058	13,248	6,690	6,560	4,270	2,010	2,260
	<b>%</b>	35%	17%	18%	74%	37%	37%	96%	48%	48%	31%	15%	16%
<b>The Hotel Networks</b>	<b>Exp</b>	7,672	4,928	2,743	16,087	10,745	5,342	18,643	10,244	8,399	3,949	1,494	2,455
	<b>%</b>	34%	22%	12%	72%	48%	24%	83%	46%	38%	18%	7%	11%
<b>TouchTunes</b>	<b>Exp</b>	19,533	11,770	7,736	33,206	20,718	12,475	40,567	25,500	15,027	18,594	11,256	7,290
	<b>%</b>	47%	28%	19%	80%	50%	30%	98%	61%	36%	45%	27%	18%
<b>Zoom Fitness</b>	<b>Exp</b>	15,212	7,356	7,857	28,144	14,205	13,940	34,014	18,276	15,738	13,473	6,378	7,097
	<b>%</b>	43%	21%	22%	79%	40%	39%	95%	51%	44%	38%	18%	20%

## AVERAGE MINUTE EXPOSURES

Total Day		Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
		21-49	21-49	21-49	25-54	25-54	25-54	35+	35+	35+	35-64	35-64	35-64
Access - AMN TV	Exp	8,084	5,003	3,083	7,513	4,920	2,594	5,729	3,845	1,862	5,673	3,789	1,862
	%	77%	48%	29%	72%	47%	25%	55%	37%	18%	54%	36%	18%
Access - Mallvision	Exp	14,937	6,685	8,287	11,123	4,510	6,619	10,518	6,065	4,426	9,339	5,360	3,995
	%	56%	25%	31%	42%	17%	25%	39%	23%	17%	35%	20%	15%
Adspace	Exp	19,668	7,738	11,974	14,983	5,566	9,381	18,476	8,566	9,950	14,344	6,431	7,889
	%	51%	20%	31%	38%	14%	24%	47%	22%	26%	37%	17%	20%

Akoo OOH TV	Exp	21,050	10,307	10,749	18,288	7,264	11,041	15,887	4,771	11,119	11,388	3,240	8,135
	%	60%	29%	31%	52%	21%	31%	45%	14%	32%	32%	9%	23%
AMI	Exp	12,190	6,169	6,054	11,433	5,541	5,895	6,749	4,237	2,507	6,380	3,959	2,420
	%	91%	46%	45%	86%	42%	44%	51%	32%	19%	48%	30%	18%
Best Buy	Exp	15,075	8,176	6,954	14,827	7,438	7,321	13,994	6,708	7,223	12,195	5,524	6,631
	%	68%	37%	31%	67%	33%	33%	63%	30%	33%	55%	25%	30%

Captivate	Exp	8,982	3,665	5,334	8,819	3,768	5,010	4,684	2,587	2,168	4,640	2,499	2,144
	%	84%	34%	50%	83%	35%	47%	44%	24%	20%	43%	23%	20%
CNN Airport	Exp	17,231	11,403	5,828	23,507	16,522	6,984	28,706	19,578	9,128	26,315	18,385	7,929
	%	49%	32%	16%	66%	47%	20%	81%	55%	26%	74%	52%	22%
indoorDIRECT	Exp	5,255	2,067	3,136	4,979	2,225	2,737	5,747	2,870	2,877	4,341	1,965	2,366
	%	55%	21%	33%	52%	23%	28%	60%	30%	30%	45%	20%	25%

## AVERAGE MINUTE EXPOSURES

Total Day		Total 21-49	Male 21-49	Female 21-49	Total 25-54	Male 25-54	Female 25-54	Total 35+	Male 35+	Female 35+	Total 35-64	Male 35-64	Female 35-64
Outcast: HCMN	Exp	3,303	1,905	1,401	3,035	1,661	1,370	2,547	1,319	1,231	2,402	1,197	1,202
	%	75%	43%	32%	69%	38%	31%	58%	30%	28%	55%	27%	27%
Outcast: PumpTop	Exp	1,031	673	362	1,016	675	341	1,050	704	348	945	633	312
	%	64%	42%	23%	63%	42%	21%	65%	44%	22%	59%	39%	19%
RMG Fitness	Exp	9,613	4,734	4,879	10,428	5,167	5,260	8,979	4,680	4,300	8,503	4,343	4,160
	%	70%	34%	35%	76%	37%	38%	65%	34%	31%	62%	31%	30%
The Hotel Networks	Exp	12,364	7,311	5,054	13,713	8,169	5,543	14,694	8,750	5,944	13,015	7,973	5,042
	%	55%	33%	23%	61%	37%	25%	66%	39%	27%	58%	36%	23%
TouchTunes	Exp	32,209	19,625	12,590	29,645	18,752	10,870	21,974	14,245	7,738	20,913	13,887	7,025
	%	78%	47%	30%	71%	45%	26%	53%	34%	19%	50%	33%	17%
Zoom Fitness	Exp	26,408	13,227	13,179	27,960	14,344	13,614	20,541	11,898	8,641	19,677	11,360	8,318
	%	74%	37%	37%	78%	40%	38%	57%	33%	24%	55%	32%	23%

**GROSS MINUTE EXPOSURES (X SPOTS/HOUR) 28 DAYS**

Total Day		Spots /Hour	Total 2+	Male 2+	Female 2+	Total 12+	Male 12+	Female 12+	Total 16+	Male 16+	Female 16+	Total 18+	Male 18+	Female 18+
Access - AMN TV	Exp	12	12,913,887	na	na	na	na	na	na	na	na	10,589,387	6,874,592	3,657,003
	%			na	na	na	na	na	na	na	na	na	100%	65%
Access - Mallvision	Exp	12	na	na	na	131,113,305	62,276,456	68,780,913	119,612,339	59,905,341	59,517,877	98,919,857	49,628,826	49,045,063
	%			na	na	na	na	na	na	na	na	na	100%	50%
Adspace	Exp	15	na	na	na	216,617,213	85,874,629	130,829,290	203,901,964	83,004,677	121,356,372	179,803,778	73,312,423	106,028,904
	%			na	na	na	na	na	na	na	na	na	100%	41%

Akoo OOH TV	Exp	3	na	na	na	43,908,773	17,544,226	26,326,180	41,927,115	16,535,043	25,401,750	32,396,567	13,148,467	19,242,472
	%			na	na	na	na	na	na	na	na	na	100%	41%
AMI	Exp	8	na	na	na	na	na	na	na	na	na	41,843,131	21,698,885	20,229,838
	%			na	na	na	na	na	na	na	na	na	100%	52%
Best Buy	Exp	2-10	na	na	na	25,816,181	14,773,870	10,932,926	25,699,066	14,592,339	10,891,729	25,356,450	14,455,877	10,720,266
	%			na	na	na	na	na	na	na	na	na	100%	57%

Captivate	Exp	10	na	na	na	na	na	na	na	na	na	25,629,991	11,000,505	14,262,225
	%			na	na	na	na	na	na	na	na	na	100%	43%
CNN Airport	Exp	1	22,532,331	13,864,561	8,667,771	22,372,691	13,817,229	8,555,461	22,175,972	13,669,579	8,506,392	21,874,345	14,361,341	7,513,004
	%												100%	66%
indoorDIRECT	Exp	15/2	na	na	na	13,604,441	6,901,690	6,754,254	13,363,921	6,784,624	6,532,582	12,964,676	6,351,469	6,465,222
	%			na	na	na	na	na	na	na	na	na	100%	49%

**GROSS MINUTE EXPOSURES (X SPOTS/HOUR) 28 DAYS**

Total Day		Spots /Hour	Total 2+	Male 2+	Female 2+	Total 12+	Male 12+	Female 12+	Total 16+	Male 16+	Female 16+	Total 18+	Male 18+	Female 18+
Outcast: HCMN	Exp	6	na	na	na	na	na	na	17,934,960	10,366,487	7,557,169	17,679,730	10,154,066	7,534,960
	%		na	na	na	na	na	na				100%	57%	43%
Outcast: PumpTop	Exp	15.3	na	na	na	16,842,363	na	na	na	na	na	16,505,516	11,064,144	5,471,411
	%		na	na	na		na	na	na	na	na	100%	67%	33%
RMG Fitness	Exp	2	na	na	na	na	na	na	18,725,627	9,576,063	9,148,384	18,549,929	9,494,339	9,054,467
	%		na	na	na	na	na	na				100%	51%	49%

The Hotel Networks	Exp	2/4	31,710,916	na	na	na	na	na	na	na	na	30,813,497	18,844,749	11,968,748
	%			na	na	na	na	na	na	na	na	100%	61%	39%
TouchTunes	Exp	16/16	na	na	na	na	na	na	na	na	na	260,329,917	163,678,984	96,650,934
	%		na	na	na	na	na	na	na	na	na	100%	63%	37%
Zoom Fitness	Exp	2	na	na	na	na	na	na	48,613,703	26,100,504	22,514,037	48,048,069	25,878,624	22,175,058
	%		na	na	na	na	na	na				100%	54%	46%

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**GROSS MINUTE EXPOSURES (X SPOTS/HOUR) 28 DAYS**

Total Day		Spots /Hour	Total 18-34	Male 18-34	Female 18-34	Total 18-49	Male 18-49	Female 18-49	Total 21+	Male 21+	Female 21+	Total 21-34	Male 21-34	Female 21-34
Access - AMN TV	Exp	12	4,809,294	2,995,624	1,781,509	9,094,786	5,783,465	3,302,128	9,635,177	6,115,693	3,473,570	3,861,179	2,256,866	1,594,688
	%		45%	28%	17%	86%	55%	31%	91%	58%	33%	36%	21%	15%
Access - Mallvision	Exp	12	59,808,754	27,295,121	32,462,411	75,998,024	33,875,971	42,389,694	77,660,949	40,806,142	37,221,008	39,001,414	18,224,805	20,627,313
	%		60%	28%	33%	77%	34%	43%	79%	41%	38%	39%	18%	21%
Adspace	Exp	15	94,170,483	33,944,161	60,453,798	128,573,652	49,674,702	79,102,736	141,718,900	59,080,886	82,155,343	56,065,185	19,997,436	36,345,098
	%		52%	19%	34%	72%	28%	44%	79%	33%	46%	31%	11%	20%

Akoo OOH TV	Exp	3	17,672,991	8,728,887	8,962,639	24,584,919	11,153,868	13,439,577	27,208,007	11,517,494	15,674,403	12,514,321	7,107,532	5,409,972
	%		55%	27%	28%	76%	34%	41%	84%	36%	48%	39%	22%	17%
AMI	Exp	8	20,662,840	8,432,243	12,351,795	38,613,772	19,538,040	19,155,420	41,402,968	21,480,131	20,055,601	20,295,499	8,241,464	12,178,275
	%		49%	20%	30%	92%	47%	46%	99%	51%	48%	49%	20%	29%
Best Buy	Exp	2-10	8,991,517	6,149,416	2,791,223	17,598,979	10,369,497	7,227,054	23,688,684	13,269,337	10,323,392	7,440,003	4,988,421	2,401,872
	%		35%	24%	11%	69%	41%	29%	93%	52%	41%	29%	20%	9%

Captive	Exp	10	14,164,547	4,969,017	9,293,106	21,746,370	8,610,233	12,922,738	25,464,515	11,234,113	14,151,734	14,297,892	4,944,642	9,142,814
	%		55%	19%	36%	85%	34%	50%	99%	44%	55%	56%	19%	36%
CNN Airport	Exp	1	4,188,921	2,299,621	1,889,300	10,847,597	7,145,280	3,702,316	21,638,577	14,238,666	7,399,911	3,955,876	2,178,734	1,777,142
	%		19%	11%	9%	50%	33%	17%	99%	65%	34%	18%	10%	8%
indoorDIRECT	Exp	15/2	5,564,988	2,516,842	3,072,080	8,483,458	4,016,557	4,515,653	11,696,323	5,332,155	6,350,332	4,351,603	1,451,404	2,948,863
	%		43%	19%	24%	65%	31%	35%	90%	41%	49%	34%	11%	23%

Exposure estimates are not factored for commercial length. Commercial lengths vary by network.  
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**GROSS MINUTE EXPOSURES (X SPOTS/HOUR) 28 DAYS**

Total Day		Spots /Hour	Total 18-34	Male 18-34	Female 18-34	Total 18-49	Male 18-49	Female 18-49	Total 21+	Male 21+	Female 21+	Total 21-34	Male 21-34	Female 21-34
Outcast: HCMN	Exp	6	7,412,133	4,842,110	2,582,282	14,243,312	8,389,784	5,848,349	16,780,753	9,434,464	7,331,058	6,502,874	4,119,832	2,375,684
	%		42%	27%	15%	81%	47%	33%	95%	53%	41%	37%	23%	13%
Outcast: PumpTop	Exp	15.3	5,686,481	3,797,071	1,902,236	11,492,472	7,686,881	3,818,390	15,645,429	10,214,165	5,404,131	4,785,277	2,993,653	1,821,171
	%		34%	23%	12%	70%	47%	23%	95%	62%	33%	29%	18%	11%
RMG Fitness	Exp	2	6,480,983	3,202,918	3,277,546	13,661,695	6,863,550	6,797,488	17,805,789	8,991,748	8,816,074	5,738,260	2,701,422	3,037,018
	%		35%	17%	18%	74%	37%	37%	96%	48%	48%	31%	15%	16%

The Hotel Networks	Exp	2/4	10,569,378	6,790,031	3,779,347	22,163,471	14,803,864	7,359,607	25,684,773	14,112,910	11,571,863	5,440,653	2,058,191	3,382,462
	%		34%	22%	12%	72%	48%	24%	83%	46%	38%	18%	7%	11%
TouchTunes	Exp	16/16	122,509,476	73,823,976	48,521,435	208,265,890	129,942,803	78,240,370	254,439,327	159,938,885	94,250,445	116,618,885	70,594,927	45,720,703
	%		47%	28%	19%	80%	50%	30%	98%	61%	36%	45%	27%	18%
Zoom Fitness	Exp	2	20,445,292	9,886,333	10,560,323	37,825,427	19,091,801	18,734,914	45,715,413	24,563,032	21,151,888	18,107,959	8,571,604	9,538,161
	%		43%	21%	22%	79%	40%	39%	95%	51%	44%	38%	18%	20%

Exposure estimates are not factored for commercial length. Commercial lengths vary by network.  
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The Nielsen Company  
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**GROSS MINUTE EXPOSURES (X SPOTS/HOUR) 28 DAYS**

Total Day		Spots /Hour	Total 21-49	Male 21-49	Female 21-49	Total 25-54	Male 25-54	Female 25-54	Total 35+	Male 35+	Female 35+	Total 35-64	Male 35-64	Female 35-64
Access - AMNtv	Exp	12	8,149,142	5,042,682	3,107,160	7,573,434	4,958,928	2,614,350	5,775,251	3,875,489	1,877,353	5,718,732	3,819,243	1,877,353
	%		77%	48%	29%	72%	47%	25%	55%	37%	18%	54%	36%	18%
Access - Mallvision	Exp	12	55,207,750	24,707,597	30,627,337	41,109,397	16,669,245	24,465,558	38,872,730	22,415,736	16,360,305	34,515,449	19,811,275	14,766,666
	%		56%	25%	31%	42%	17%	25%	39%	23%	17%	35%	20%	15%
Adspace	Exp	15	90,864,386	35,747,834	55,321,421	69,221,820	25,714,483	43,338,153	85,358,691	39,573,709	45,967,931	66,267,277	29,710,301	36,445,246
	%		51%	20%	31%	38%	14%	24%	47%	22%	26%	37%	17%	20%

Akoo OOH TV	Exp	3	19,450,492	9,523,834	9,931,855	16,898,215	6,711,756	10,201,943	14,679,613	4,408,329	10,273,717	10,522,826	2,993,768	7,517,012
	%		60%	29%	31%	52%	21%	31%	45%	14%	32%	32%	9%	23%
AMI	Exp	8	38,227,281	19,346,370	18,986,451	35,852,752	17,377,586	18,485,525	21,165,639	13,286,904	7,861,121	20,008,078	12,416,329	7,589,892
	%		91%	46%	45%	86%	42%	44%	51%	32%	19%	48%	30%	18%
Best Buy	Exp	2-10	15,986,587	9,182,931	6,878,539	17,260,964	9,102,675	8,024,451	16,212,202	8,122,386	7,925,153	14,443,500	7,082,656	7,263,643
	%		63%	36%	27%	68%	36%	32%	64%	32%	31%	57%	28%	29%

Captive	Exp	10	21,557,333	8,796,913	12,801,906	21,166,691	9,043,508	12,024,552	11,240,925	6,208,060	5,203,065	11,134,999	5,997,418	5,146,660
	%		84%	34%	50%	83%	35%	47%	44%	24%	20%	43%	23%	20%
CNN Airport	Exp	1	10,614,552	7,024,393	3,590,159	14,480,107	10,177,853	4,302,254	17,682,702	12,059,933	5,622,769	16,209,758	11,325,218	4,884,540
	%		49%	32%	16%	66%	47%	20%	81%	55%	26%	74%	52%	22%
indoorDIRECT	Exp	15/2	7,336,553	2,919,174	4,347,270	7,031,414	3,089,391	3,946,152	7,307,420	3,844,609	3,500,861	5,465,733	2,643,566	2,845,286
	%		57%	23%	34%	54%	24%	30%	56%	30%	27%	42%	20%	22%

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**GROSS MINUTE EXPOSURES (X SPOTS/HOUR) 28 DAYS**

Total Day		Spots /Hour	Total 21-49	Male 21-49	Female 21-49	Total 25-54	Male 25-54	Female 25-54	Total 35+	Male 35+	Female 35+	Total 35-64	Male 35-64	Female 35-64
Outcast: HCMN	Exp	6	13,318,651	7,681,417	5,649,385	12,238,034	6,698,183	5,524,579	10,267,973	5,317,446	4,964,316	9,684,837	4,824,700	4,846,500
	%		75%	43%	32%	69%	38%	31%	58%	30%	28%	55%	27%	27%
Outcast: PumpTop	Exp	15.3	10,603,954	6,918,083	3,725,669	10,442,086	6,937,422	3,509,006	10,794,358	7,240,837	3,582,011	9,712,244	6,510,971	3,211,062
	%		64%	42%	23%	63%	42%	21%	65%	44%	22%	59%	39%	19%
RMG Fitness	Exp	2	12,920,369	6,362,092	6,557,215	14,015,428	6,944,150	7,069,779	12,067,903	6,289,896	5,778,570	11,427,498	5,837,020	5,590,560
	%		70%	34%	35%	76%	37%	38%	65%	34%	31%	62%	31%	30%

The Hotel Networks	Exp	2/4	17,034,747	10,072,025	6,962,723	18,892,235	11,255,138	7,637,098	20,244,120	12,054,718	8,189,402	17,931,367	10,984,597	6,946,769
	%		55%	33%	23%	61%	37%	25%	66%	39%	27%	58%	36%	23%
TouchTunes	Exp	16/16	202,016,016	123,086,596	78,963,813	185,931,021	117,613,813	68,176,394	137,820,442	89,343,958	48,529,741	131,168,653	87,097,663	44,062,527
	%		78%	47%	30%	71%	45%	26%	53%	34%	19%	50%	33%	17%
Zoom Fitness	Exp	2	35,492,308	17,776,473	17,712,921	37,578,036	19,277,729	18,297,403	27,606,942	15,990,971	11,613,949	26,445,471	15,268,030	11,178,796
	%		74%	37%	37%	78%	40%	38%	57%	33%	24%	55%	32%	23%

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**EXPOSURES PER VISIT**

Total Day	Total 2+			Total 12+			Total 16+			Total 18+		
	Visits	Exp/Visits	Total Exp	Visits	Exp/Visits	Total Exp	Visits	Exp/Visits	Total Exp	Visits	Exp/Visits	Total Exp
Access - AMNtv	2,486,309	5.2	12,913,887							2,038,773	5.2	10,589,387
Access - Mallvision				30,922,949	4.2	131,113,305	28,615,392	4.2	119,612,339	24,729,964	4.0	98,919,857
Adspace				44,663,343	4.9	216,617,213	41,192,316	5.0	203,901,964	36,508,381	4.9	179,803,778
Akoo OOH TV				43,908,773	1.0	43,908,773	41,927,115	1.0	41,927,115	32,396,567	1.0	32,396,567
AMI										3,693,278	11.3	41,843,132
Best Buy				25,816,181	1.0	25,816,181	25,699,066	1.0	25,699,066	25,356,450	1.0	25,356,450
Captivate										25,629,991	1.0	25,629,991
CNN Airport	17,688,602	1.3	22,532,331	17,563,279	1.3	22,372,691	17,408,849	1.3	22,175,972	17,172,062	1.3	21,874,345
indoorDIRECT				13,604,441	1.0	13,604,441	13,363,921	1.0	13,363,921	12,964,676	1.0	12,964,676
Outcast: HCMN							6,795,979	2.6	17,934,960	6,703,092	2.6	17,679,730
Outcast: PumpTop				16,842,364	1.0	16,842,364				16,505,516	1.0	16,505,516
RMG Fitness							12,434,015	1.5	18,725,627	12,244,178	1.5	18,549,929
The Hotel Networks	11,278,677	2.8	31,710,916							10,959,491	2.8	30,813,497
TouchTunes										17,006,144	15.3	260,329,917
Zoom Fitness							26,799,175	1.8	48,613,703	26,443,626	1.8	48,048,069

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## II. DESCRIPTION OF METHODOLOGY

## II. DESCRIPTION OF METHODOLOGY

### INTRODUCTION

Nielsen On Location provides an independent measurement of exposures, demographic and qualitative data for screens in various venues across the U.S. Nielsen's integrated approach to this measurement combines traffic or transaction data with demographic and qualitative data. Nielsen does not independently verify network compliance. This report assumes 100% compliance and data herein is not adjusted for non-functional equipment or any other reason. Both ongoing and periodic clients of the Nielsen On Location Service measured during the quarter are included in this report. Users should note measurement periods (refer to Venue Details) as not all networks report for the entire quarter.

### A. TRANSACTIONS

The type of transaction/traffic data available varies by venue, therefore, methodology for collection of traffic/transaction data requires a custom approach designed specifically for the venue. Current methods utilized for collecting traffic/transaction data include:

- Standard on-site traffic counts
- 3<sup>rd</sup> party reporting of transactions directly to Nielsen
- Client-supplied transaction data audited against 3<sup>rd</sup> party data by Nielsen
- Client-supplied transaction counts accompanied by Affidavit Of Accuracy from client
- Scarborough Syndicated Mall Traffic Data (for Mall Video Networks)

Since not all locations provide transaction data, data for missing locations are imputed. This imputed data may vary to the extent that cooperating locations differ from those that do not cooperate. Because Nielsen does not verify 100% of transaction data, the reliability of estimates herein is contingent upon the accuracy of the data provided. Affiliate lists are provided by networks and independent verification of coverage is not obtained for non-cooperating locations.

B. DEMOGRAPHIC AND QUALITATIVE MEASUREMENT

Custom measurements were conducted for all venues appearing in this report. These measurements consisted of either on-site, in-person interviews or online surveys. For in-field data collection, Nielsen subcontracted on-site interviewing to local field services who received briefings and specific written instructions from Nielsen staff. Data collected in these custom surveys consisted minimally of questions regarding respondent dwell time in the venue, notice and demographics. Respondents not meeting age requirements and site employees were not interviewed.

C. VENUE DETAILS – Custom Measurement

<b>Network Name</b>	<b>Venue Type</b>	<b>Custom Methodology</b>	<b>Custom Measurement Period</b>	<b># Sites Measured</b>	<b># Dayparts</b>	<b>Daypart Length</b>	<b>Target Respondent</b>	<b># Completes</b>	<b>Exposure Variable</b>	<b>Zone Definition</b>
Access 360-AMNtv	Arenas	In-Person	March-April 2009	4	8	3-4 hours	18+	466	Notice TV's	Concourse
Access 360-Mallvision	Malls	In-Person	September 2010	6	18	5.5-6 hours	12+	508	Notice Network	Areas with TV's
Adspace Digital Mall Network	Malls	In-Person	September 2009	6	18	5.5-6 hours	12+	703	Notice Network	Areas with TV's
Akoo OOH TV	Malls	In-Person	October 2010	20	20	5.5-6 hours	12+	704	Notice Network	Areas with TV's
AMI	Bars & Restaurants	In-Person	March-April 2009	21	36	6 hours	18+	317	Notice Network	Area with Devices
Best Buy	Retail	In-Person	January-February 2011 & March-April 2011	40	40	5-6 hours	12+	1258	Notice Network	Dept/ Area
Captivate	Elevators	In-Person	April-May 2009	30	30	5.5-8.5 hours	18+	642	Notice Network	Elevator
CNN Airport	Airports	In-Person	October – November 2010	10	10	6 hours	18+	845	Notice Network	Area with TV's
indoorDIRECT	Restaurants	In-Person	September-October 2009	21	27	5-8 hours	12+	356	Notice Network	Areas with TVs
Outcast: HCMN	Health Clubs	In-Person	June-July 2010	20	21	5-9 hours	16+	434	Notice Network	Areas with TVs

VENUE DETAILS – Custom Measurement (continued)

<b>Network Name</b>	<b>Venue Type</b>	<b>Custom Methodology</b>	<b>Custom Measurement Period</b>	<b># Sites Measured</b>	<b># Dayparts</b>	<b>Daypart Length</b>	<b>Target Respondent</b>	<b># Completes</b>	<b>Exposure Variable</b>	<b>Zone Definition</b>
Outcast: PumpTopTV & Affiliates	Gas Stations	In-Person	July 2010	19	19	4 hours	8+	316	Notice Network	At Pump
RMG Fitness	Health Clubs	Online	October- December 2008	25	25	9 hours	16+	1,135	View TV's	Areas with TV's
The Hotel Networks	Hotels	Phone Survey	August 2009	NA	NA	NA	18+	1,230	View Networks	In Room
TouchTunes Interactive Network	Bars & Restaurants	In-Person	July 2010	22	37	6 hours	18+	504	Notice Network	Areas with jukeboxes/TV's
Zoom Fitness	Health Clubs	Online	April- May 2009	30	30	9 hours	16+	1,039	Notice Network Video or Sound	Areas with network's video or sound

D. VENUE DETAILS – Transaction Data

Network Name	Network Size	Sites Imputed	Sites Reported 3 <sup>rd</sup> Party	Venue Hours	Sound/ Video	# Networks	Transaction Variable	Transaction Period	Ad Rotation (minutes)	Average Dwell Time**
Access 360-AMNtv	20	0	20	3	Both	Single	Ticket Sales	January-March 2011	5	26.0
Access 360-Mallvision	56	3	53	11 Avg.	Both	Single	*Scarborough	*Release 1	5	20
Adspace Digital Mall Network	116	0	116	11 Avg.	Both	Single	*Scarborough	*Release 1	4	19.7
Akoo OOH TV	161	10	151	11 Avg.	Both	Single	*Scarborough	*Release 1	20	17.9
AMI	11,671	NA	Digital	14	Both	Multiple	Jukebox/Videogame Play counts	January-March 2011	7.5	78.5-117.7
Best Buy	1,096	0	0	12	Both	Multiple	Transactions	January-March 2011	6/10/20/30	5.4-14.7
Captivate	806 U.S. buildings	0	30 In-Person Counts	12	Video	Single	Traffic	March 2011	6	4.1
CNN Airport	44	0	44	22	Both	Single	FAA Enplanement Counts	January-March 2011	60	76
indoorDIRECT	1,030	511	519	15	Both	Multiple	Transactions	January-March 2011	4/30	3.6-26.0
Outcast: HCMN	655 Clubs	21	279 of 300 Sample	24	Video	Single	Member Swipes	January-March 2011	10	19-51.5

\* The Mall Video Networks' exposures incorporate data from and copyrighted by Scarborough Research.

\*\* Average dwell time (in minutes) is for Persons 18+

VENUE DETAILS – Transaction Data (continued)

<b>Network Name</b>	<b>Network Size</b>	<b>Sites Imputed</b>	<b>Sites Reporting 3<sup>rd</sup> Party</b>	<b>Venue Hours</b>	<b>Sound/ Video</b>	<b># Networks</b>	<b>Transaction Variable</b>	<b>Transaction Period</b>	<b>Ad Rotation (minutes)</b>	<b>Average Dwell Time**</b>
Outcast: PumpTopTV & Affiliates	1,184	687	497	24	Both	Multiple	Gallons/Transactions	January- March 2011	3.9	3.91
RMG Fitness	672 Clubs	21	651	24	Both	Multiple	Member Swipes	January-March 2011	30	45.5
The Hotel Networks	418,555 Rooms	NA	Digital	24	Both	Multiple	Set-Top Box Metered Data	January- March 2011	30/15	NA
TouchTunes Interactive Network	40,070 Jukebox 3,281 TV	NA	Digital	14	Video	Multiple	Jukebox Transactions	January- March 2011	3.75/3.75	56-90
Zoom Fitness	1,561 Clubs	958	603	24	Both	Single	Member Swipes	January- March 2011	30	54.5

\*\* Average dwell time (in minutes) is for Persons 18+

### III. PRESENTATION OF RESULTS

### III. PRESENTATION OF RESULTS

#### A. TRANSACTIONS/DEMOGRAPHIC/QUALITATIVE DATA INTEGRATION

The estimates included in this report are a result of the integration of demographic and qualitative data with traffic/transaction estimates. Data are provided for Average Minute Exposures, Gross Minute Exposures and Demographic Composition. All grosses and averages are based on typical rotations and ad lengths for the network reported (see Venue Details-Transaction Data for specifics by network). This measurement is not designed to account for variability in mode of media delivery (i.e. screen size, presence of sound, display location, etc.). Ad lengths and rotations are provided by the network and since not independently verified by Nielsen, actual schedules may vary.

B. DEFINITION OF TERMS

*Average Minute Exposures:* The estimated average minute exposures to digital screens during the report period. Exposures are a function of proximity to the screen, self-reported involvement and dwell time in proximity to the screen. This figure can be thought of as an estimate of the number of people in proximity to the screen at any given point in time that have indicated an involvement with the media. Zones of proximity are defined as areas in which you can see or hear the network. Therefore, all exposures are not necessarily of both audio and video.

*Gross Minute Exposures:* The estimate which reflects the sum of average minute exposures for an advertiser schedule of a typical ad rotation - for example 15 spots per hour during the report period. Audience is not differentiated based on commercial length. All gross exposures utilize a 28 day period regardless of typical flight periods.

*Composition:* The age and gender demographic compositions for the average and gross minute exposures. Composition is a function of the estimated exposures for each reported demo group. Composition is calculated for age 18+.

*Exposures Per Visit:* The average number of exposures to the media occurring during a single visit. Visits can be thought of as the estimated number of people in proximity to the screen who noticed the media and would have been exposed to one or more ads in a typical ad rotation. This estimate reflects the total gross exposures divided by the relationship between dwell time and ad rotation.

#### IV. LIMITATIONS

## IV. LIMITATIONS

### A. UNIVERSE

Estimates in this report apply only to the universe of the specific venue (see individual venue pocketpiece for detail).

### B. SAMPLING ERROR

The estimates in this report were obtained from a sample of site visitors. Sample estimates may differ from estimates compiled in the same manner but based on a complete census of installed site visits, data collection and data processing techniques.

### C. NON-SAMPLING ERROR

#### 1. NON-RESPONSE ERROR

Although an attempt was made to interview all target respondents, the final tabulations excluded those who were not contacted/intercepted or refused to cooperate. If the characteristics of these persons differs from those of respondents surveyed, the results of this study may be affected.

#### 2. RESPONSE ERROR

Some persons may not provide accurate information because they are unable or unwilling to do so or because they are unable to recall information. Questionnaire, field staff instructions and supervision were designed to minimize such response error. The extent to which such error occurred in this study is unknown.

#### 3. PROCESSING ERRORS

Although substantial efforts were made to ensure quality in the processing of the data collected, some deviations from instructions may have occurred.

#### 4. RECALL DATA

Data collected using recall methodology is dependent upon the respondent's memory and on the subject's importance to the respondent.

D. LIABILITY

The Nielsen Company shall not be responsible or liable in contract, tort or otherwise and Client expressly waives any claims against The Nielsen Company for any loss, injury or damage of any kind, present or prospective, including without limitation any direct, special, incidental or consequential damages (including without limitation lost profits and loss of or damage to goodwill) whether suffered by Client or any third party even if The Nielsen Company is advised or has knowledge of the possibility thereof, directly or indirectly resulting from any errors or inaccuracies in this report or from any action or inaction whether or not negligent of The Nielsen Company or any officer, agent or employee of The Nielsen Company in compiling or publishing this report or in delivering or communicating the same to Client or others, or from the use of publication of the same by Client or others. If any material errors or inaccuracies should occur in this report, it will be The Nielsen Company's policy, if feasible, to furnish appropriate correction notices which Client shall accept as its sole and exclusive remedy at law or in equity. In all other cases, in the event of the occurrence of any of the foregoing, Client shall accept as its sole and exclusive remedy at law or in equity an appropriate refund of any amount therefore paid or credited (at The Nielsen Company's option) with respect to this report.

E. SCARBOROUGH

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V. PERMISSIBLE USES

## V. PERMISSIBLE USES

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<b><u>Nielsen Client Category</u></b>	<b><u>Permitted Persons</u></b>
<b>Advertisers</b>	(a) Within the contracting client organization. (b) Those of their agencies or media buyers who subscribe to the same Nielsen Information. (c) Broadcast and cable networks subscribing to the same Nielsen Information. (d) Program producers, talent agencies, and artists serving or negotiating with the advertiser.
<b>Agencies and/or Media Buyers</b>	(a) Within the contracting client organization. (b) Their clients. (c) Their prospective clients. (d) Broadcast and cable networks subscribing to the same Nielsen Information. (e) Program producers, talent agencies, and artists serving or negotiating with the agency or media buyer.
<b>Broadcast Networks and Network Salespersons</b>	(a) Within the contracting client organization. (b) Program producers, talent agents, and artists. (c) Advertisers, advertising agencies, and media buyers.
<b>Superstations, Cable Networks, and Cable Systems</b>	(a) Within the contracting client organization. (b) Program producers, artists, talent agents, advertisers, advertising agencies, media buyers, networks, stations, cable systems, and others with whom negotiations are being conducted.
<b>Sports Leagues or Teams</b>	(a) Within the contracting client organization. (b) Those other teams or leagues who subscribe to the same Nielsen Information. (c) Those of their agencies or media buyers who subscribe to the same Nielsen Information. (d) Broadcast and cable networks subscribing to the same Nielsen Information.

**Program Producers,**

**Talent Agents, and Artists** (a) Within the contracting client organization.

(b) Advertisers, agencies, media buyers, broadcast networks, cable networks, and stations with whom negotiations are being conducted.

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