



Nielsen Monitor-Plus™ Clutter Report



There's a growing interest among advertisers and agencies about the proliferation of ad clutter on television, and its negative impact on consumers in terms of ad and product recall.

Nielsen Monitor-Plus' Clutter Report enables Advertisers and Agencies to track ad clutter on Network, Cable and Spanish-Language Television.

Monitor-Plus' Clutter Report provides average commercial minutes by network and daypart, identifying networks and dayparts with the most ad clutter, offering a clear view of the television advertising market.

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Monitor-Plus Clutter Report Specifications

The Clutter Report offers a month's worth of analysis for the broadcast network affiliates, Spanish-Language network affiliates, national cable and Spanish-Language cable. The affiliate data is taken from the New York market, creating a report that reflects what is viewed by the audience. Cable data and Spanish-Language cable data is reported at the network level. The Nielsen Monitor-Plus Clutter Report gives you access to information by:

Media:

7 Network TV Affiliates (NY)
 70 Cable TV Stations (National)
 3 Spanish-Language Network TV Affiliates (NY)
 4 Spanish-Language Cable TV (National)
 Measurement Interval:
 Monthly based on the broadcast calendar

Dayparts:

Monday-Sunday 6am-6am
 Monday-Sunday 8pm-11pm
 Monday-Saturday 8pm-11pm & Sunday 7pm-11pm
 Monday-Saturday 8pm-10pm &

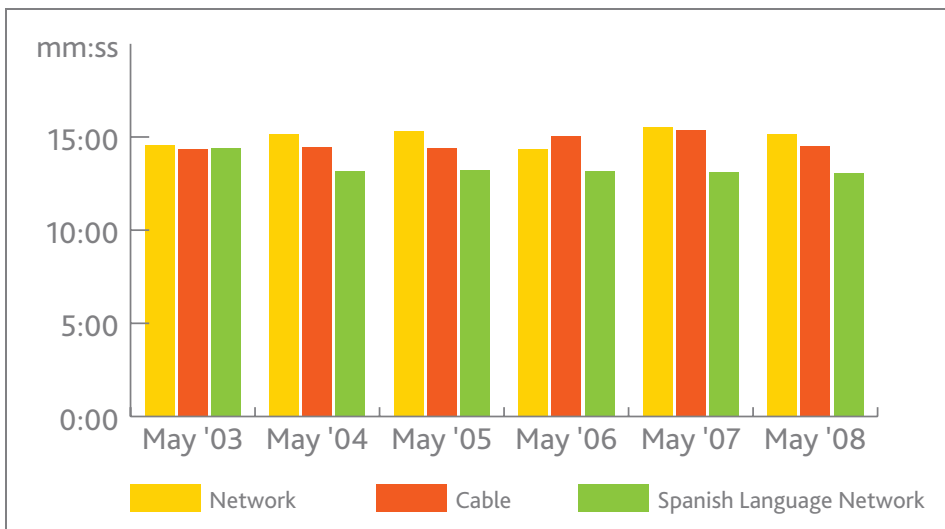
Sunday 7pm-10pm
 Monday-Friday 10am-4:30pm
 Saturday/Sunday 8am-8pm
 Monday-Friday 4pm-6pm
 Monday-Friday 6pm-8pm
 Monday-Friday 11pm-1am
 Saturday 8am-1pm
 Saturday 1pm-7pm
 Sunday 8am-1pm
 Sunday 1pm-7pm

Data Elements:

Average Minutes Non Program=All Activity
 Average Minutes Total Commercials
 Average Minutes Network Commercials
 Average Minutes Syndication Commercials
 Average Minutes Local Commercials
 Average Minutes PSAs
 Average Minutes Promos
 Average Minutes Non Program W/O PSAs
 Commercial %
 Promo %

Prime-time Trend

Total non-programming Per Equivalent Hour, May of each year



For more information, contact your Nielsen representative today.