



DMA[®] Regions

DMA (Designated Market Area) regions are the geographic areas in the United States in which local television viewing is measured by The Nielsen Company. The DMA data are essential for any marketer, researcher, or organization seeking to utilize standardized geographic areas within their business.

DMA Data and Reports

1. ZIP by DMA

- The ZIP by DMA database provides ZIP Code listings within U.S. counties by DMA region. The ZIP by DMA report is produced annually and consists of three sections:
 - Alphabetical sequence by DMA name
 - Numeric sequence by ZIP Code
 - Universe Estimates by DMA name
- Data files for ZIP by DMA are available via Excel[®] and delivered via email

2. U.S. Television Household Estimates

- Provides household population estimates for each DMA region
- Data includes county level data, county size designation, and TV penetration
- Data file is available via PDF format only

3. DMA market and Demographic Rank

- Provides population estimates for 31 demographic and household categories in each DMA region
- Demographics are ranked by DMA penetration and alphabetically
- Data file is available via PDF format only

4. Black and Hispanic DMA Market and Demographic Rank

- This report provides population estimates for 32 demographic categories in each DMA region
- Data file is available via PDF format only

5. Directory of TV Stations

- Provides a complete list of call letters, city of origin, network, and market affiliate for TV stations in North America by DMA region
- Spanish Language TV stations are also listed
- Does not include addresses of TV stations
- Data file is available via PDF format only

Key Benefits:

- Target local advertising and direct marketing campaigns across multiple media
- Sell advertising by local television market
- Select local research samples
- Segment and analyze internal and third-party data by local television market

A DMA region is a group of counties that form an exclusive geographic area in which the home market television stations hold a dominance of total hours viewed. There are 210 DMA regions, covering the entire continental United States, Hawaii, and parts of Alaska. The DMA boundaries and DMA data are owned solely and exclusively by The Nielsen Company. Any use and or reproduction of these materials without the express written consent of The Nielsen Company is strictly prohibited.

For more information on licensing Nielsen DMA data, please contact mediapropects@nielsen.com