TIME ADJUSTMENT EXAMPLE

Below are a few examples to help you understand the chart.

**BROADCAST FEED**
Broadcast networks use only one feed for all of their affiliate partners. When the broadcast feed goes out at 8pm Eastern Time each station picks up the feed to broadcast immediately or depending on time zone they hold the feed for broadcast at a later time.

**LET’S LOOK AT THE CHART, WHEN THE BROADCAST FEED GOES OUT AT 8PM EASTERN TIME**

New York ETZ – airs it Live at 8pm ETZ
Chicago CTZ – airs it live at 7pm CTZ.
Denver MTZ-East – they received the feed at 6pm Local time, they hold it for one hour and broadcast it at 7pm MTZ-East
Salt Lake City MTZ-West – they received the feed at 6pm Local time, they hold it for one hour and broadcast it at 7pm MTZ-West.
Los Angeles PTZ – They received the feed at 5pm and broadcast it to their viewers at 8pm

**ARIZONA DOES NOT OBSERVE DAYLIGHT SAVINGS TIME.**
Phoenix/Yuma/Tucson MTZ-West (Standard Time) – they received the feed at 6pm Local time, they hold it for one hour and broadcast it at 7pm MTZ-West.
Phoenix/Yuma/Tucson MTZ-West (Daylight Saving Time) – they received the feed at 5pm Local time, they hold it for two hours and broadcast it at 7pm MTZ-West.

**CABLE DUAL FEED**
Cable Networks have two feeds they send out, an East Coast Feed and a West Coast Feed. They do not hold the feed for broadcast at a later time.

**EAST COAST FEED GOES OUT AT 8PM ETZ**
New York ETZ – airs it Live at 8pm ETZ
Chicago CTZ – airs it live at 7pm CTZ.
Denver MTZ-East – airs it live at 6pm MTZ-East

**WEST COAST FEED GOES OUT AT 8PM PTZ**
Salt Lake City MTZ-West – airs it live at 9pm
Los Angeles PTZ – airs it live at 8pm

**ARIZONA DOES NOT OBSERVE DAYLIGHT SAVINGS TIME.**
Phoenix/Yuma/Tucson MTZ-West (Standard Time) – broadcasts the feed at 9pm Local time.
Phoenix/Yuma/Tucson MTZ-West (Daylight Saving Time) – broadcasts the feed at 8pm Local time.
# Nielsen Local TV View: Feed Pattern Guide

## Chart

### 8PM Eastern

<table>
<thead>
<tr>
<th>Time Zone</th>
<th>Market</th>
<th>Live Feed Time</th>
<th>Broadcast Time</th>
<th>Cable Dual Feed Time</th>
<th>Cable Dual Time</th>
<th>None Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>ETZ</td>
<td>New York</td>
<td>8:00pm East</td>
<td>8:00pm East</td>
<td>East</td>
<td>8:00pm</td>
<td>8:00pm</td>
</tr>
<tr>
<td>CTZ</td>
<td>Chicago</td>
<td>7:00pm East</td>
<td>7:00pm East</td>
<td>East</td>
<td>7:00pm</td>
<td>8:00pm</td>
</tr>
<tr>
<td>MTZ-East</td>
<td>Denver</td>
<td>6:00pm East + 1 Hour</td>
<td>7:00pm East</td>
<td>East</td>
<td>6:00pm</td>
<td>8:00pm</td>
</tr>
<tr>
<td>MTZ-West</td>
<td>Salt Lake City</td>
<td>6:00pm East + 1 Hour</td>
<td>7:00pm West</td>
<td>West</td>
<td>9:00pm</td>
<td>8:00pm</td>
</tr>
<tr>
<td>PTZ</td>
<td>Los Angeles</td>
<td>5:00pm West</td>
<td>8:00pm West</td>
<td>West</td>
<td>8:00pm</td>
<td>8:00pm</td>
</tr>
<tr>
<td>YTZ</td>
<td>Anchorage</td>
<td>4:00pm West</td>
<td>7:00pm West</td>
<td>West</td>
<td>7:00pm</td>
<td>8:00pm</td>
</tr>
<tr>
<td>HTZ</td>
<td>Hawaii-Standard</td>
<td>3:00pm West + 1 Hour</td>
<td>7:00pm West</td>
<td>West</td>
<td>6:00pm</td>
<td>8:00pm</td>
</tr>
<tr>
<td>HTZ</td>
<td>Hawaii-DST</td>
<td>2:00pm West + 2 Hours</td>
<td>7:00pm West</td>
<td>West</td>
<td>5:00pm</td>
<td>8:00pm</td>
</tr>
<tr>
<td>MTN-West</td>
<td>Phoenix-Standard</td>
<td>6:00pm East + 1 Hour</td>
<td>7:00pm West</td>
<td>West</td>
<td>9:00pm</td>
<td>8:00pm</td>
</tr>
<tr>
<td>MTN-West</td>
<td>Phoenix-DST</td>
<td>5:00pm East + 2 Hours</td>
<td>7:00pm West</td>
<td>West</td>
<td>8:00pm</td>
<td>8:00pm</td>
</tr>
<tr>
<td>MTN-West</td>
<td>Yuma-Standard</td>
<td>6:00pm East + 1 Hour</td>
<td>7:00pm West</td>
<td>West</td>
<td>9:00pm</td>
<td>8:00pm</td>
</tr>
<tr>
<td>MTN-West</td>
<td>Yuma-DST</td>
<td>5:00pm East + 2 Hours</td>
<td>7:00pm West</td>
<td>West</td>
<td>8:00pm</td>
<td>8:00pm</td>
</tr>
<tr>
<td>MTN-West</td>
<td>Tuscon-Standard</td>
<td>6:00pm East + 1 Hour</td>
<td>7:00pm West</td>
<td>West</td>
<td>9:00pm</td>
<td>8:00pm</td>
</tr>
<tr>
<td>MTN-West</td>
<td>Tuscon-DST</td>
<td>5:00pm East + 2 Hours</td>
<td>7:00pm West</td>
<td>West</td>
<td>8:00pm</td>
<td>8:00pm</td>
</tr>
</tbody>
</table>

### Nielsen Time Zones

- **ETZ**: Eastern Time Zone
- **CTZ**: Central Time Zone
- **MTZ-East**: Mountain Time Zone that adjusts to East Coast feed
- **MTZ-West**: Mountain Time Zone that adjusts to West Coast feed
- **PTZ**: Pacific Time Zone
- **YTZ**: Yukon Time Zone
- **HTZ**: Hawaii Time Zone
ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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