The following is a summary of the Code Reader and Set-Meter Impact Data included in the June 2015 release of Nielsen Local TV View (NLTV).

**IMPACT DATA AVAILABLE IN THE FOLLOWING REPORTS:**
- Time Period – Custom Analysis
- Time Period – Standard Analysis
- Program Analysis
- Minute By Minute Rating
- Minute By Minute Flow
- Reach and Frequency

**AND FOR THE FOLLOWING CYCLES:**
- November 2014 impact data will be released on June 30.
- February 2015 impact data will be released on July 31.
- May 2015 impact data will be released on August 31.
- July 2015 impact data will be released on September 30.

When running any of the above report types, you will be able to request production data, impact data (called “parallel” in NLTV), or both. You can use your existing saved geographies in these reports, or create new ones to meet your needs.

**DATA AVAILABILITY**

When accessing impact data within the system, the Data Availability window will show availability for both the Production and Parallel versions of the market. All impact data will be made available for the entire Local Measurement Period at the same time.

**ALL MARKETS**

- In the All Markets View, both the Production and the Parallel versions of the market will be included as separate rows.
RELEASE NOTES: RATINGS ENHANCEMENTS

IMPACT/PARALLEL DATA

- In the Parallel Data View, the start and end dates for the parallel periods (excluding any gaps in the measured months) are shown.

![Data Availability Table]

Time Period Custom, Time Period Standard, Minute by Minute Ratings, Minute by Minute Flows, and Program Analysis

Reports that require metered data, such as Minute-by-Minute Ratings and Flows, will be accessible for Code Reader markets, providing new insights for markets that are currently measured via the Diary.

PARALLEL SELECTION IN THE REPORT BUILDER

Unless specifically outlined below, the process of building a report will not change when accessing impact data within the system.

DATE RANGE

- Reports will provide parallel data where available.
  - If you select report dates where no parallel data exists, you will receive production data.
  - If you select report dates where parallel data is only partially available, we will return parallel data but only for the dates where parallel data exist.
GEOGRAPHIES

- Parallel Data Options drop-down in the header of the Selected area allows you to select whether you would like to report Production data, Parallel data, or Both.
• Per the rules outlined in the Date Range above, the View Details button in the header of the Selected area opens a window that will tell you whether your report output will contain Production data, Parallel data, or both Production & Parallel data.
• You can only report parallel data for geographies (individual selections or custom groups) that are bound to a single DMA.
**RELEASE NOTES: RATINGS ENHANCEMENTS**

**CHARACTERISTICS**

- When requesting **Code Reader** impact data, you will have the same characteristics that are available in Diary markets with a few updates. These include:
  
  Characteristics added:
  - Cable Status: Digital Cable (Yes/No)
  - Device: DVR (Yes/No) will be added

  Characteristics removed:
  - Cable Status: Cable with Pay Services (Yes/No)
  - Cable Status: Pay Services (Yes/No)
  - Device: VCR (Yes/No)

When requesting **Set-Meter** impact data, you will be able to report persons data for all metered characteristics. The "Show Meter Characteristics" box will continue to need to be checked in order to select these characteristics for impact data.

**REPORT OPTIONS**

- Metered markets including Code Reader markets will require a metered Data Stream(s) to be selected:
  - In Time Period Custom, Minute By Minute Ratings, Minute By Minute Flows, and Reach and Frequency this includes Live, Live+Same Day, Live+1-7.
  - In Time Period Standard and Program Analysis this includes Live, Live+Same Day, Live+3 and Live+7.
- Production Diary data will default to Live+24 regardless of Data Stream selection.

**METRICS**

- Station Totals will not be reported during parallel. They will only be available in production reports.
**RELEASE NOTES: RATINGS ENHANCEMENTS**

**REPORT OUTPUT**

- If the Parallel Data Option of “Both” is selected, you will have the option to report the impact data in a side-by-side fashion.
- The Methodology dimension will be required if both Production and Parallel data are reported.

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### Nielsen Local TV View

- **Report Type:** Time Period Custom
- **Report Name:** Time Period - Custom Analysis Report (19117)
- **Report Period:** 10/31/2013 - 11/27/2013 28 of 38 days

**Data Streams:** Live + Same Day
**Custom Range:** Custom Range 1
**Dates:** 10/31/2013 - 11/27/2013

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#### Nielsen Local TV View

<table>
<thead>
<tr>
<th>Geography</th>
<th>Daypart</th>
<th>Viewing Source</th>
<th>Characteristic</th>
<th>TV Households</th>
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<td>Demo</td>
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<td></td>
<td>Meth.</td>
<td>Set-Meter</td>
<td>Set-Meter Parallel</td>
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<td>Metrics</td>
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<td>SHR %</td>
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<td>KOAT-TV 7.1</td>
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<td>13</td>
<td>61.9</td>
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<td>KDQE +</td>
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<td>15</td>
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<td></td>
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<td>Buffalo</td>
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Reach and Frequency

PARALLEL SELECTION IN THE REPORT BUILDER

Unless specifically outlined below, report prompts will not change in the Report Builder during parallel.

SCHEDULES

- Parallel Data Options drop-down in the header of the Selected area allows you to select whether you would like to report Production data, Parallel data, or Both.
- Schedules will only provide parallel data if the entire schedule is valid for parallel.
  - If you select schedule dates where no parallel data exists, you will receive production data.
  - If you select schedule dates where parallel data is only partially available, you will receive production data.
- Per the rules above, the View Details button in the header of the Selected area opens a window that will tell you whether your report output will contain Production data, Parallel data, or both Production & Parallel data.

REPORT OPTIONS

- Metered markets including Code Reader markets will require a metered Data Stream(s) to be selected: Live, Live+Same Day, Live+1-7.
- Production Diary data will default to Live+24 regardless of Data Stream selection.
- Unification options will be required for Code Reader markets while they will be ignored for Dairy markets.

REPORT OUTPUT

- If the Parallel Data Option of “Both” is selected two schedules will be generated in the report output, one schedule for the production data and one schedule for the parallel data.

Nielsen Local TV View

Reach and Frequency Report

REPORT NAME: Reach and Frequency Report (183117)
REPORT PERIOD: 10/31/2013 - 11/27/2013

<table>
<thead>
<tr>
<th>REACH TYPE</th>
<th>SCHEDULE</th>
<th>GEOGRAPHY</th>
<th>CHARACTERISTIC</th>
<th>DEMOGRAPHIC</th>
<th>TIMESHIFTING</th>
<th>REACH%</th>
<th>AVG FREQ</th>
<th>GRP%</th>
<th># SPOTS</th>
<th>UNIFIED INTAB</th>
</tr>
</thead>
</table>
| AVG WK     | Schedule01 | Albuquerque-Santa Fe (TV Households) | All | Live=Same Day | 20.4 | 9.0 | 183.8 | 120 | 324  
| AVG WK     | Schedule01 | Albuquerque-Santa Fe (TV Households) | P 18-49 | Live=Same Day | 8.0 | 9.1 | 72.4 | 120 | 919  
| AVG WK     | Schedule01 | Albuquerque-Santa Fe (TV Households) | M 18-49 | Live=Same Day | 6.8 | 5.0 | 60.6 | 120 | 455  
| AVG WK     | Schedule01 | Albuquerque-Santa Fe (TV Households) | P 49+ | Live=Same Day | 9.2 | 9.1 | 84.0 | 120 | 484  
| AVG WK     | Schedule01_Parallel | Albuquerque-Santa Fe (TV Households) | All | Live=Same Day | 20.4 | 9.0 | 183.8 | 120 | 394  
| AVG WK     | Schedule01_Parallel | Albuquerque-Santa Fe (TV Households) | P 18-49 | Live=Same Day | 0.1 | 2.9 | 0.3 | 120 | 365  
| AVG WK     | Schedule01_Parallel | Albuquerque-Santa Fe (TV Households) | M 18-49 | Live=Same Day | 0.0 | 0.6 | 0.0 | 120 | 170  
| AVG WK     | Schedule01_Parallel | Albuquerque-Santa Fe (TV Households) | P 49+ | Live=Same Day | 0.2 | 2.9 | 0.5 | 120 | 195  

Diary and Set-Meter Persons data is based on a Non-Unified Sample.
In set-Meter geographies, household data is based on the metered sample and persons data is based on the diary sample. Meter adjustment factors are not applied. For this reason, persons data may not match other analyses that use meter adjustment factors.

* - Below Minimum Sample Size (for internal use only).

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ABOUT NIELSEN

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