

NPOWER & MARKETBREAKS

Season to Date / Premiere to Date Reporting

APRIL 2016

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AN UNCOMMON SENSE
OF THE CONSUMER™

SEASON TO DATE REPORTING / PREMIERE TO DATE REPORTING

Season Premiere to Date, Season to End of Interval and Premiere to Date are available on the Measurement Interval page just to the right of the display calendars.

Make your Avg Type selection FIRST before selecting your measurement period.

Specification Definition (Ratings Analysis Program Report)

Measurement Interval*

Select Measurement Interval

Start Date: [] End Date: [] Calendar Type: NTI Season 15 - 16 SEASON Quarter Q2 Avg Type Exclusions

Interval

- Season Premiere to Date
 - Include Pre Premieres
- Season to End of Interval
 - Include Pre Premieres
- Premiere to Date

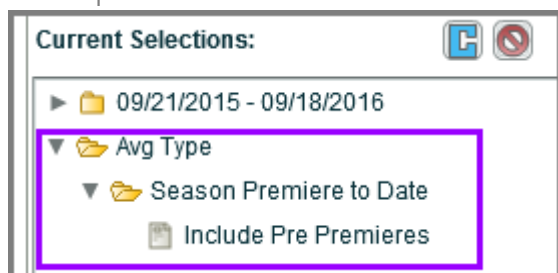
Seasons Premiere to Date provides a program average for a specific season, from the season premiere of the program through the latest available date within the season for broadcast and syndication programs. Note: The season premiere may or may not correspond to the designated season start date.

Season to End of Interval is similar to Season Premiere to Date except you have the option to select a specific end date you might want instead of what is currently available in the system.

Option to Include Pre-Premieres into the Season Premiere to Date and Season to End of Interval average, which are telecasts that are part of the selected season but aired prior to the Premiere of the program. If you use the option, the system will use the season premiere date for all programs that premiered before the measurement period date; all other begin at the measurement period date. For those programs airing within the calendar season that have not yet premiered for the season, the calendar season start date is used. The season end date is the next season premiere or the calendar season end date, whichever comes first. Note: The season Premiere may or may not correspond to the designated season start date, it depends on the program or programs the user has selected.

Premiere to Date is a similar concept to Season Premiere to Date when you select a season measurement period and premiere to date processing. However, if you select a non-season measurement interval, the Premiere to Date will start at the most recent premiere, like Season Premiere to Date and end with the selected end date of the measurement interval, for example, a Quarter. The averages reported are the latest premiere through and including the end of the selected measurement interval. This option is useful only if a program has more than one premiere within a season. You will get the same results if you use Premiere to Date or Season Premiere to Date for any program with only one premiere within a season.

TIP – Open folders in the bottom of Selected Area to make sure your Avg Type contains your desired “To Date” selection.



Open Avg Type folder under your Current Selections in Measurement Interval Page to confirm.

Example on the left shows report will be for NTI Season Premiere to Date and Include Pre Premieres selected.

SEASON TO DATE REPORTING / PREMIERE TO DATE REPORTING

NOTE - Galaxy Explorer was hard coded to exclude Breakouts & Specials in "To Date" logic. In NPOWER/MarketBreaks, we do not hard code anything. In order to match Galaxy Explorer's logic, you will need to filter out on the Program Selection Page/ Options tab/ exclude all Repeats & Specials.

Examples –

Below shows programs by Telecasts to illustrate how the averages are applied.

The 2015 / 2016 NTI calendar starts on 9/21/15 for broadcast. Using 3/30/16 as the most current data available for Broadcast.

	Broadcast Date	Program Name	Indicators
1	09/24/15	ARROW	(R)
2	10/01/15	ARROW	(R)
3	10/07/15	ARROW	(P)
4	10/14/15	ARROW	
5	10/21/15	ARROW	
6	10/28/15	ARROW	
7	11/04/15	ARROW	
8	11/11/15	ARROW	
9	11/18/15	ARROW	
10	12/02/15	ARROW	
11	12/09/15	ARROW	
12	12/16/15	ARROW	(R)
13	12/23/15	ARROW	(R)
14	01/06/16	ARROW	(R)
15	01/20/16	ARROW	
16	01/27/16	ARROW	
17	02/03/16	ARROW	
18	02/10/16	ARROW	
19	02/17/16	ARROW	
20	02/24/16	ARROW	
21	03/09/16	ARROW	(R)
22	03/16/16	ARROW	(R)
23	03/23/16	ARROW	
24	03/30/16	ARROW	

Arrow premiered for the 2015/2016 season on 10/7. Two Arrow telecasts (2 repeats) were aired 9/24, and 10/1. These 2 telecasts were aired within the start of the 2015/2016 season.

1. Season Premiere to Date -

- Report will give you average of 22 telecasts from 10/7/15-3/30/16. Will NOT include the 9/24 & 10/1 telecasts.

2. Season to Date and select Include Pre Premieres-

- Report will give you average of 24 telecasts from 9/24/15-3/30/16. Will include the 9/24 & 10/1 telecasts.

3. Season to End of Interval –

You will need to select a date range such as Q4 of 2015/2016 season (9/21/15-12/27/15)

- Report will give you the average of 11 telecasts from 10/7/15 (Arrow's premiere date) to 12/23/15 (last telecast aired before 12/27 our End of Interval date range.)

SEASON TO DATE REPORTING / PREMIERE TO DATE REPORTING

4. Season to End of Interval and select Include Pre Premieres–

You will need to select a date range such as Q4 of 2015/2016 season (9/21/15-12/27/15)

- Report will give you the average of 13 telecasts from 9/24/15 (Arrow's 1st telecast of 2015/2016 season) to 12/23/15 (last telecast aired before 12/27 our End of Interval date range.).

5. Premiere to Date –

Amazing Race had two premieres within the 2015/2106 season. One on 9/25 and one on 2/12/16.

	Broadcast Date	Program Name	Indicators
1	09/25/15	AMAZING RACE	(P)
2	10/02/15	AMAZING RACE	
3	10/09/15	AMAZING RACE	
4	10/16/15	AMAZING RACE	
5	10/23/15	AMAZING RACE	
6	10/30/15	AMAZING RACE	
7	11/06/15	AMAZING RACE	
8	11/13/15	AMAZING RACE	
9	11/20/15	AMAZING RACE	
10	12/04/15	AMAZING RACE	
11	12/11/15	AMAZING RACE	
12	02/12/16	AMAZING RACE	(P)
13	02/19/16	AMAZING RACE	
14	02/26/16	AMAZING RACE	
15	03/04/16	AMAZING RACE	
16	03/11/16	AMAZING RACE	

a. Season Premiere to Date -

- Report will give you average of 16 telecasts from 9/25/15-3/11/16. As noted earlier, from the Season's Premiere telecast date to most current data available in the system.

b. Premiere to Date -

- Report will give you average of 5 telecasts from 2/12/16-3/11/16. Latest Premier telecast was on 2/12/16.

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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