

NPOWER

OVERVIEW: FEED PATTERN

| FEED PATTERN | TIME ZONE | PROGRAM OR DAYPART START TIME | EASTERN TIME | LOCAL TIME |
|---|--------------------|-------------------------------|--------------|------------|
| Live | Eastern | 8:00 PM | 8:00 PM | 8:00 PM |
| Live | Central | 8:00 PM | 8:00 PM | 7:00 PM |
| Live | Mountain East/West | 8:00 PM | 8:00 PM | 6:00 PM |
| Live | Pacific | 8:00 PM | 8:00 PM | 5:00 PM |
| | | | | |
| Broadcast | Eastern | 8:00 PM | 8:00 PM | 8:00 PM |
| Broadcast | Central | 8:00 PM | 8:00 PM | 7:00 PM |
| Broadcast | Mountain East/West | 8:00 PM | 9:00 PM | 7:00 PM |
| Broadcast | Pacific | 8:00 PM | 11:00 PM | 8:00 PM |
| NOTE – Some variations by daypart occur in the Broadcast, BCST Feed pattern. | | | | |
| Dual | Eastern | 8:00 PM | 8:00 PM | 8:00 PM |
| Dual | Central | 8:00 PM | 8:00 PM | 7:00 PM |
| Dual | Mountain East | 8:00 PM | 8:00 PM | 6:00 PM |
| Dual | Mountain West | 8:00 PM | 11:00 PM | 9:00 PM |
| Dual | Pacific | 8:00 PM | 11:00 PM | 8:00 PM |

The chart to the left shows Feed Pattern adjustments. Selecting **Primary** indicates that NPOWER will default to the **Primary** feed pattern of the individual networks included in the report.

See the Cable Network Reference document for the Feed Patterns followed by each network. This document is updated quarterly and can be found on Answers in the National File Library under Reference, Cable Network Reference.

To guarantee accuracy when running local market data in NPOWER, all times entered should correspond with the correct Live time for the Eastern Time Zone.

EXAMPLES

- 1.) If your goal is to pull data for a local station in Chicago, whose newscast airs 6pm-6:30pm Local Time (Central), you would specify 7pm-7:30pm in NPOWER when building the daypart, with a **Live** feed pattern.
- 2.) If your goal is to pull data for a local station in Los Angeles, whose newscast airs 6pm-6:30pm Local Time (Pacific), you would specify 9pm-9:30pm in NPOWER when building the daypart, with a **Live** feed pattern.

| EXAMPLE | FEED PATTERN | NPOWER DAYPART | EASTERN TIME ZONE | CENTRAL TIME ZONE | MOUNTAIN EAST TZ | MOUNTAIN WEST TZ | PACIFIC TIME ZONE |
|---------|--------------|-----------------------------|-------------------|-------------------|------------------|------------------|-------------------|
| 1.) | Live | Monday-Friday 7pm-7:30pm | 7PM-7:30PM | 6PM-6:30PM | 5PM-5:30PM | 5PM-5:30PM | 4PM-4:30PM |
| 2.) | Live | Monday-Friday 9pm-9:30pm | 9PM-9:30PM | 8PM-8:30PM | 7PM-7:30PM | 7PM-7:30PM | 6PM-6:30PM |