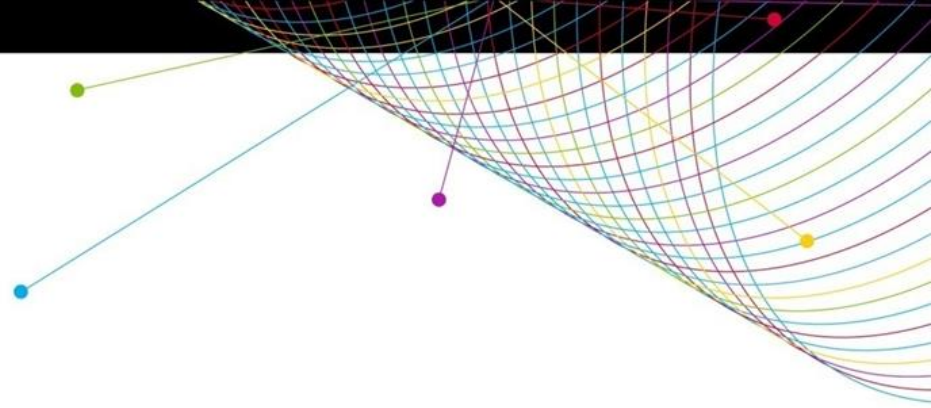




AN UNCOMMON SENSE
OF THE CONSUMER™



Nielsen County Coverage Study

Report Guide

County Coverage Study

The County Coverage Study provides a summary of DMA, county and station viewing from the May, July, November, and February measurements. Data reported includes impressions, the % Total of those impressions, average weekly reach percent, Intabs, and Universe Estimates. Based on access, these summaries are run from three different layouts: the DMA Summary, County Summary, and Station Summary. Stations must meet a .5 CUME minimum to be reported.

Data Availability

The Multi-Survey average for May, July, November, and February measurements will be released annually, in the summer.

User Access

County Coverage Reports will now be available within Nielsen's Media View platform and can be accessed in multiple ways.

- Clients that subscribe to NLTV will access this report directly via the "Create Report" option in NLTV.
- Clients who do not subscribe to NLTV will access this report via the County Coverage Study link on the Nielsen Answers® portal. The County Coverage Viewer link in Answers will be renamed County Coverage Study.
- There will no longer be a PDF deliverable for this report. All users will have the ability to run reports in NLTV to extract the desired portion of the study. PDF users will still have access to historical PDF data in Answers.

Nielsen Answers: <https://answers.nielsen.com>

Training Resources

Several training resources are available through the [Client Learning Site: Nielsen County Coverage Study](#) page:

- Nielsen County Coverage Report Guide
- County Coverage Reports – Step by Step Instructions
- Nielsen: County Coverage Report Class Sessions

For more information contact your Nielsen training representative or email CLSResponseTeam@nielsen.com

DMA Summary

This report provides a summary of stations based on the geography and stations selected. Data reported includes impressions, the % Total of those impressions, average weekly reach percent, Intabs, and Universe Estimates. This summary is sequenced alphabetically by county within DMA, followed by the DMA summary. Each station viewed by the county is listed alphabetically within its market-of-origin. The home market stations of the county are listed first, followed by the outside markets and then all cable services.

Nielsen Local TV View

Report Type: County Coverage Study
Report Name : MY DMA Summary EX (2028712)
Report Period : 2016

DMA: MARKET NAME
 Data Stream: Live+7
 Dates: MAY 15 , JUL 15 , NOV 15 , FEB 16
 Report Layout: DMA Summary

Geography	Market Of Origin	Viewing Source	Affil.	Daypart	Prime Ending 11p				
				Characteristic	TV Households				
				Metrics	IMP	% Total	Reach %	Intab	UE
COUNTY A	MARKET NAME	WAAA-TV 1.1	NBC		17,113	1	46	90	312,930
COUNTY A	MARKET NAME	WBBB-TV 2.1	ABC		19,120	1	48	90	312,930
COUNTY A	MARKET NAME	M-O-O Total			86,726	4		90	312,930
COUNTY A	Cable	CABLE NET 1			3,471	0	14	90	312,930
COUNTY A	Cable	CABLE NET 2			7,470	0	17	90	312,930
COUNTY A	Cable	Cable Total			126,861	6		90	312,930
COUNTY A	County Total	County Total			225,714	11		90	312,930
MARKET NAME	MARKET NAME	WAAA-TV 1.1	NBC		137,523	7	42	787	2,646,370
MARKET NAME	MARKET NAME	WBBB-TV 2.1	ABC		135,504	7	41	787	2,646,370
MARKET NAME	MARKET NAME	M-O-O Total			808,686	40		787	2,646,370
MARKET NAME	Cable	CABLE NET 1			25,315	1	12	787	2,646,370
MARKET NAME	Cable	CABLE NET 2			39,547	2	9	787	2,646,370
MARKET NAME	Cable	Cable Total			1,042,836	52		787	2,646,370
MARKET NAME	DMA Total	DMA Total			1,997,519			787	2,646,370

1.) County Totals section shows average quarter-hour viewing from the selected County or Counties to your selected station(s). Reach% is not displayed for M-O-O total, Cable Total, or County Total.

a.) WAAA-TV 1.1 displays the station’s viewing in COUNTY A for the Daypart/Demo/Characteristics selected averaged across the 4 surveys. (During Prime Ending 11p, WAAA-TV 1.1 had 17,113 viewers from COUNTY A across the 4 measurement periods. 1% percent of DMA Viewing for TV Households came from WAAA-TV 1.1 in COUNTY A. 46% of TV Household Viewers were reached by WAAA-TV 1.1 in COUNTY A.

b.) M-O-O Total (Market of Origin Total) shows all viewing in the county from broadcast stations. Reach% is not displayed for M-O-O Total (During Prime Ending at 11pm 86,726 TV Households viewed broadcast stations from COUNTY A and 4% of the broadcast viewing in MARKET NAME came from COUNTY A).

c.) Cable Total shows all viewing in the county from cable networks. Reach% is not displayed for Cable Total (During Prime Ending at 11pm 126,861 TV households viewed cable networks from COUNTY A and 6% of the Cable Network viewing in MARKET NAME came from COUNTY A)

d.) County Total shows all viewing in the county from all broadcast and cable networks. Reach% is not displayed for County Total (During Prime Ending at 11pm COUNTY A had an average of 225,714 TV households viewing during Prime ending at 11pm.)



AN UNCOMMON SENSE
OF THE CONSUMER™

DMA Summary (continued)

2.) **DMA Totals** displays the average quarter-hour viewing to your selected viewing sources in the total DMA. Reach% is not displayed for M-O-O total, Cable total, or DMA Total.

- a.) **WAAA-TV 1.1 Total** displays the station's total viewing for the DMA for the Daypart/Demo/Characteristics selected averaged across the 4 surveys. (During Prime Ending at 11pm WAAA-TV 1.1 had 137,523 viewers in the MARKET NAME averaged across the 4 measurement periods. 7% of the MARKET NAME viewing During Prime ending at 11pm came from WAAA-TV 1.1. 42% of TV Household Viewers were reached in Prime Ending at 11pm in the MARKET NAME DMA on WAAA-TV 1.1.)
- b.) **M-O-O** (Market of Origin Total) shows all viewing in the DMA from broadcasts stations. (During Prime Ending at 11pm 808,686 TV Households viewed other broadcast stations in the DMA which accounted for 40% of the viewing in the DMA)
- c.) **Cable Total** shows all viewing in the DMA from cable networks. (During Prime Ending at 11pm 1,042,836 TV households viewed cable networks in the DMA which accounted for 52% of viewing in the DMA)
- d.) **DMA Total** displays all viewing to the selected DMA averaged over the 4 surveys. (During Prime Ending at 11pm MARKET NAME DMA had an average of 1,997,519 TV households viewing during Prime ending at 11pm.)

For more information contact your Nielsen training representative
or email CLSResponseTeam@nielsen.com

County Summary

This report provides a summary of user selected stations located in selected counties. Data reported includes impressions, the % Total of those impressions, average weekly reach percent, Intabs, and Universe Estimates. This summary is sequenced alphabetically by county within state. Each station viewed by the county is listed alphabetically within its market-of-origin. The home market stations of the county are listed first, followed by the outside markets and then all cable services. Reports may be viewed online or exported via Excel or .CSV.

Nielsen Local TV View

Report Type: County Coverage Study
Report Name : MY County Summary EX (2029266)
Report Period : 2016

- 1** State: STATE NAME
 DMA: MARKET NAME
 County: COUNTY A
 Data Stream: Live+7
 Dates: MAY 15 , JUL 15 , NOV 15 , FEB 16
 Report Layout: County Summary
 Total TV HH Intab: 90
 Total TV HH UE: 312930

Market Of Origin	Viewing Source	Affil.	Daypart	Prime Ending 11p				
			Characteristic	TV Households				
			Metrics	IMP	% Total	Reach %	Intab	UE
MARKET NAME	a WAAA-TV 1.1	NBC		17,113	8	46	90	312,930
MARKET NAME	WBBB 2.1	b NBC		19,120	8	48	90	312,930
MARKET NAME	M-O-O Total			86,726	38		90	312,930
Cable	CABLE NET 1			3,471	2	14	90	312,930
Cable	c CABLE NET 2			7,470	3	17	90	312,930
Cable	Cable Total			126,861	56		90	312,930
County Total	County Total	d		225,714			90	312,930

1.) This section designates the State, DMA, and County on which the data is reporting. If multiple counties are selected, they will be broken out onto separate tables/excel worksheets.

a.) **WAAA-TV 1.1** displays the station’s average quarter-hour viewing in COUNTY A for the Daypart/Demo/Characteristics selected averaged across the 4 surveys. (During Prime Ending 11p, WAAA-TV 1.1 had 17,113 average quarter-hour viewers from COUNTY A across the 4 measurement periods, which is 8% of COUNTY A’s total Household viewing. 46% of TV Household Viewers were reached by WAAA-TV 1.1 in COUNTY A.)

b.) **M-O-O Total** (Market of Origin Total) shows all average quarter-hour viewing in the county from broadcast stations. Reach% is not displayed for M-O-O Total (During Prime Ending at 11pm 86,726 TV Households viewed broadcast stations in COUNTY A, which is 38% of COUNTY A’s total Household viewing.)

c.) **Cable Total** shows all average quarter-hour viewing in the county from cable networks. Reach% is not displayed for Cable Total (During Prime Ending at 11pm 126,861 TV households in COUNTY A viewed cable networks, which is 56% of the total Household viewing in COUNTY A.)

d.) **County Total** shows all average quarter-hour viewing in the county from all broadcast and cable networks. Reach% is not displayed for County Total (During Prime Ending at 11pm COUNTY A had an average of 225,714 TV households viewing during Prime ending at 11pm.)

Station Summary

This report provides a summary of any stations, cable networks, Canadian stations and Mexican stations in selected DMAs and counties across four measurements, based on the stations selected. Data reported includes impressions, the % Total of those impressions, average weekly reach percent, Intabs, and Universe Estimates. This summary is sequenced alphabetically by station call letters. For each station, the counties in the home DMA of the station are listed first, followed by the counties in the DMAs outside the home DMA of the station in alphabetical sequence. At the end of each station, there is a Station Total data line which summarizes the total viewing to the station by all households able to receive the station across the four measurements.

Nelsen Local TV View

Report Type: County Coverage Study
Report Name : MY Station Summary EX (2029268)
Report Period : 2016

1

Viewing Source: WAAA-TV 1.1
 Market Of Origin: MARKET NAME
 Dates: MAY 15 , JUL 15 , NOV 15 , FEB 16
 Report Layout: Station Summary

DMA	County	Daypart	Prime Ending 11p				
		Characteristic	TV Households				
		Metrics	IMP	% Total	Reach %	Intab	UE
MARKET NAME	COUNTY A		17,113	12	46	90	312,930
MARKET NAME	COUNTY B	a	38,776	28	38	255	875,900
MARKET NAME	COUNTY C		17,141	12	50	79	268,310
MARKET NAME	COUNTY D		34,697	25	41	211	683,600
MARKET NAME	DMA Total		137,523	99		787	2,638,320
SPILL MARKET A	SPILL COUNTY A	b	3	0	1	75	5,760
SPILL MARKET A	SPILL COUNTY B		248	0	5	738	44,950
SPILL MARKET A	SPILL COUNTY C		6	0	2	67	3,610
SPILL MARKET A	DMA Total		257	0		2,052	54,320
Station Total	Station Total		138,200	c			

1.) This section designates the Viewing Source on which the data is reporting. If multiple viewing sources are selected, they will be broken out onto separate tables/excel worksheets.

a.) This section focuses on the counties within the Market of Origin of the selected viewing source. Each selected county is shown and a DMA Total is given. (During Prime Ending 11p, WAAA-TV 1.1 had 17,113 viewers from COUNTY A across the 4 measurement periods, which is 12% of WAAA-TV's total Household viewing. 46% of TV Household Viewers were reached by WAAA-TV 1.1 in COUNTY A. WAAA-TV 1.1 had a total of 137,523 average quarter-hour viewers within the DMA during Prime Ending 11p.)

b.) This section focuses on the Spill Counties that had reportable viewing to the selected viewing source. This will also show a DMA Total for multiple Spill Counties that fall within the same DMA. Spill will only be included if the DMA is selected as the geography. (During Prime Ending 11p, WAAA-TV 1.1 had 248 viewers in SPILL COUNTY B across the 4 measurement periods, which is 0% of WAAA-TV's total Household viewing. 1% of TV Household Viewers were reached by WAAA-TV 1.1 in SPILL COUNTY B. The DMA Total for Spill Counties A, B and C is 257 WAAA-TV 1.1 viewers during Prime Ending 11p.)

c.) **Station Total** is the total average quarter-hour viewers to the selected viewing source. (WAAA-TV 1.1 had a total of 138,200 average quarter-hour viewers during Prime Ending 11p.)