

NIELSEN NATIONAL TVVIEW

To Date Reporting

2016

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AN UNCOMMON SENSE
OF THE CONSUMER™

NIELSEN NATIONAL TV VIEW: TO-DATE REPORTING

I. Season Premiere To Date

a) With Pre-Season Premieres:

- Average of all telecasts of a Program
 - starting from the first telecast of the start of Nielsen season boundary (or) the first telecast of the assigned season year (or) the first Season Premiere Telecast of the assigned season (whichever is earlier)
 - through the last telecast before the Season Premiere of the next season (or) the end of Nielsen season boundary (whichever is earlier)
- Programs that do not have a season premiere for the selected season year will be included in this selection
- Can only be reported off a Nielsen Calendar Type (NTI, NHI, BCST, NSS)

b) Without Pre-Season Premieres:

- Average of all telecasts of a Program
 - starting from the designated Season Premiere Telecast of the assigned season in myEvnts
 - through the last telecast before the Season Premiere of the next season (or) the end date of the Nielsen season boundary (or) the end date selected by the user for a current Nielsen season (whichever is earlier)
- A Season Premiere can be on, before or after the selected Nielsen season boundary
- NNTV will exclude any programs that do not have a season premiere for the selected season year
- NNTV will exclude programs that air within the selected Nielsen season boundary but are not part of the selected season year in the Media Events data
- Can only be reported off a Nielsen Calendar Type (NTI, NHI, BCST, NSS)

II. Premiere To-Date

- Average of all telecasts of a Program
 - starting from the *most recent Premiere or Re-premiere* telecast of the assigned season
 - through the last telecast before the Season Premiere of the next season (or) the end date of the Nielsen season boundary (or) the end date selected by the user for a current season (whichever is earlier)
- Exclude any programs that do not have a season premiere for the selected season year
- If a program does not have any re-premieres, the telecasts are averaged from the designated Season Premiere

III. Notes

- Season Premiere To Date and Premiere To Date are mostly applicable to 'Broadcast' and 'Syndication' originators. However Cable clients after 2012 began to enter Premiere indicators so the logic is expected to still work for Cable, which also has season premieres and many re-premieres within a 12 month interval
 - In NNTV, users may run To-Date reports for Cable Originators or run To Date reports by selecting Cable calendar for Broadcast and Syndication Originators
- In NNTV, a Season Premiere To Date or Premiere To Date can be requested only for a single season. All references in this document to "assigned season" or "selected season" mean the season year that correspond to the selected season in the NNTV User Interface
- By default NNTV includes Repeats & Specials for To Date processing. The user can manually exclude Repeats & Specials using the 'Exclude All' flags in NNTV to match Galaxy Explorer
- If a Season Premiere To Date or Premiere To Date report is run by electing to manually exclude 'Premiere' in NNTV, the following business rules still apply except that the 'Premiere' telecast alone will be excluded from averaging. System should treat manual exclusions of Premiere as 'Premiere available' but not included in averaging as opposed to 'Premiere not available'

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IV. Scenarios & Examples

Following are various scenarios and examples on Season Premiere To Date - with Pre-Season premieres (SPTD PP), Season Premiere To Date without Pre-Season Premieres (SPTD), and Premiere To Date (PTD)

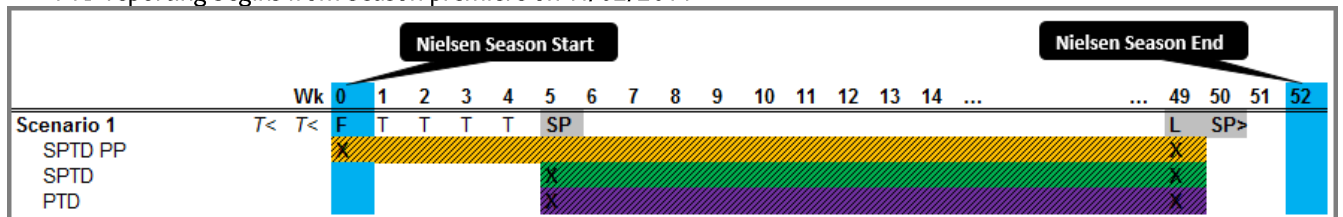
Legend	
F	First Telecast tagged to current season
L	Last Telecast tagged to current season
L<	Last Telecast tagged to previous season
SP	Season Premiere Telecast of the current season
SP>	Premiere Telecast of the next season
P	Premiere/Re-Premiere Telecast of the current season
P<	Premiere Telecast of the previous season
T	Telecast tagged to current season
T<	Telecast tagged to previous season
SPTD PP	Season Premiere To-Date with Pre-Premieres
SPTD	Season Premiere To-Date without Pre-Premieres
PTD	Premiere To-Date

Scenario 1:

A program continues airing telecasts from the prior season after the Nielsen season start date then designates a Season premiere.

Example: "Century 21" begins airing for 2014 season on 9/1/2014, which is the start of NSS Nielsen Season boundary then has its Season Premiere on 11/02/2014

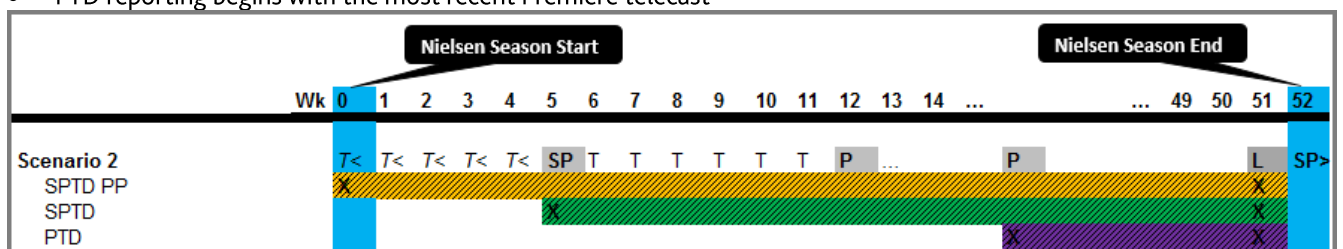
- SPTD PP (Season Premiere To Date With Pre Premieres) reporting begins with the first telecast that aired on 9/1/2014 in the Nielsen season boundary
- SPTD reporting begins from Season Premiere on 11/02/2014
- PTD reporting begins from Season premiere on 11/02/2014



Scenario 2:

"Scandal" begins airing on the season start date with episodes from last season, then has its Season premieres (with new episodes) in October.

- SPTD PP reporting begins with the first telecast on the Nielsen season boundary
- SPTD reporting begins with Season Premiere telecast in October
- PTD reporting begins with the most recent Premiere telecast

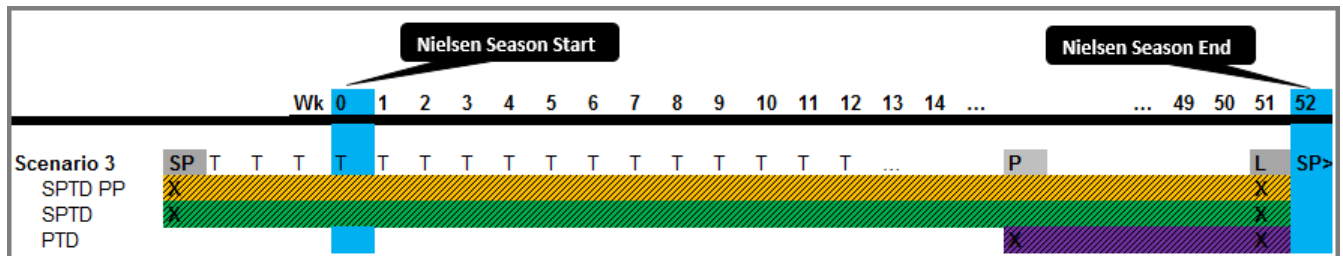


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Scenario 3:

"NFL Pre-Season Football" begins in late August with an -early Season Premiere. The regular season begins in October. "COPS-SYN" begins in late August with an early Season Premiere on 8/20/2012. The regular NSS Nielsen season begins in 8/27/2012

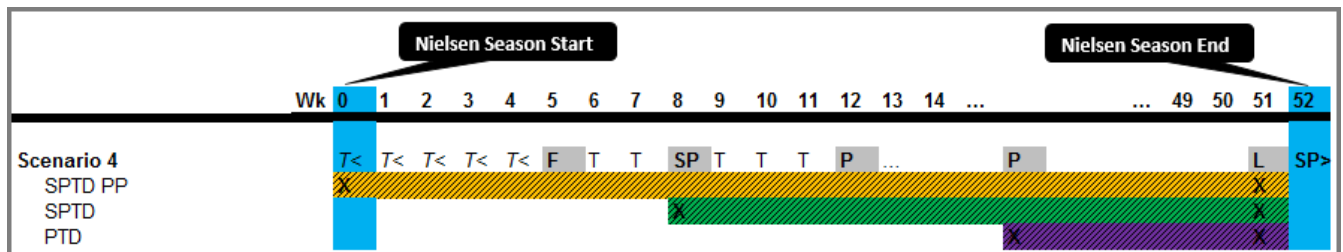
- SPTD PP reporting begins with the Season Premiere Telecast
- SPTD reporting begins with the Season Premiere Telecast
- PTD reporting begins with the most recent re-premiere when the program re-premieres after moving to a new day/time



Scenario 4:

"Blindspot" has episodes from last season airing during the U.S. Open after the broadcast season start date in September. After week 5, three telecasts (Weeks 5-7) are tagged to the current season. In Week 8 the program has a Season Premiere. The program re-premieres in October, due to a change in air time.

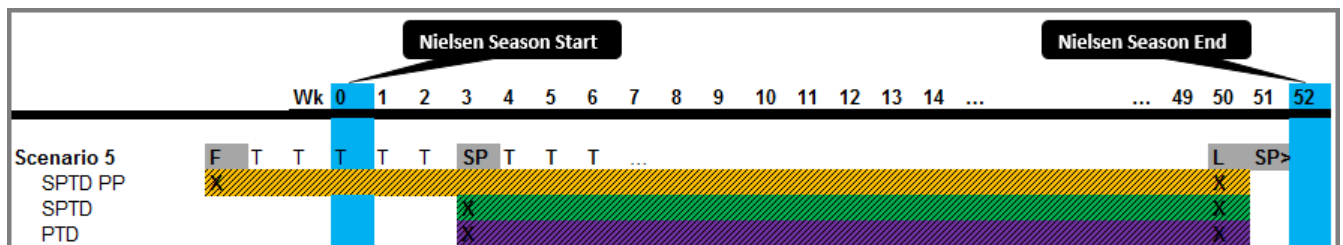
- SPTD PP reporting begins with the first telecast on the season boundary.
- SPTD reporting begins with Week 8
- PTD begins with October's re-premiere



Scenario 5:

"Empire" returns from hiatus in late August. In Week 3 of the Broadcast Season, the program has its Season premiere.

- SPTD PP reporting begins with the first telecast assigned to the new season (in this example and similar to Ex 1) the telecasts assigned to the current season start with the broadcast season start date.
- SPTD reporting begins in Week 3 of the Broadcast Season
- PTD begins with Week 3

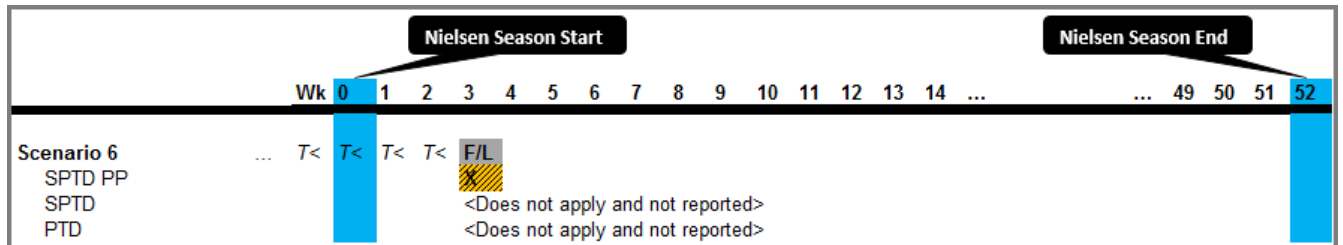


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Scenario 6:

“State of Affairs “continued to air across the season boundary, but did not have a Season Premiere or re-premiere

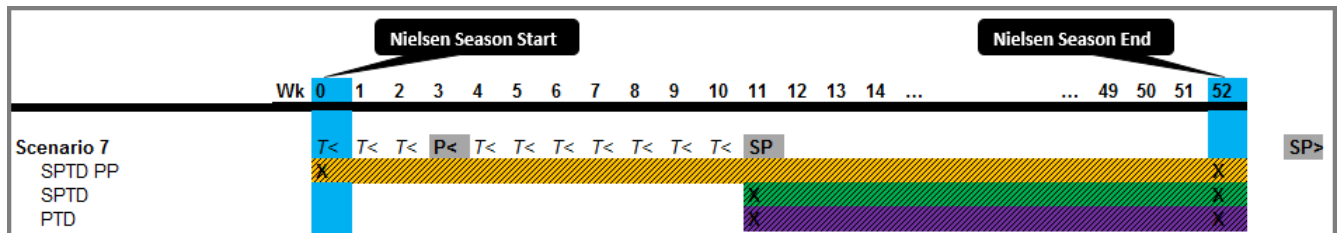
- SPTD PP reports just those telecasts within the Nielsen Season boundary
- SPTD reporting is not applicable
- PTD is not applicable



Scenario 7:

“NCIS“ began airing on the season boundary with episodes from last season. The program then Premiered in Week 11.

- SPTD PP reporting begins with the first telecast on the season boundary.
- SPTD reporting begins with Week 11
- Program PTD begins with Week 11



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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