

# NPOWER

TIME SPENT USING TV  
2014

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AN UNCOMMON SENSE  
OF THE CONSUMER™

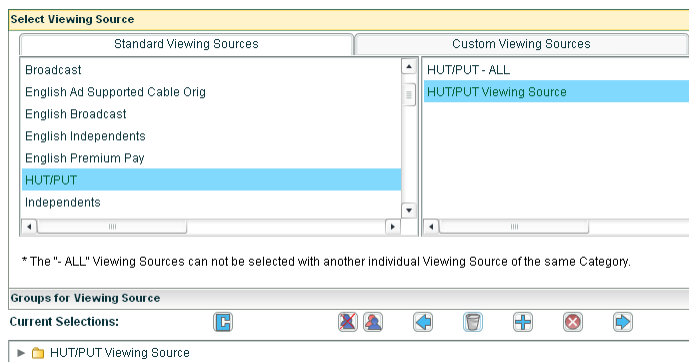
# NPOWER: TIME SPENT USING TV

## TIME SPENT USING TV

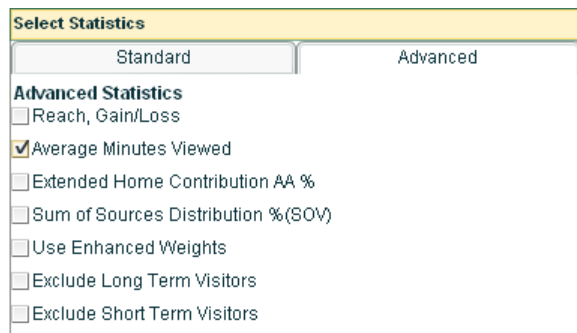
With the calculation change of HUT/PUT that took effect January 31, 2011, the steps for this analysis vary slightly depending on what dates you're looking to analyze. For data **FROM JANUARY 31, 2011 FORWARD**, follow these guidelines:

Within a Time Period Ratings Analysis report, selection of these key items will ensure data accuracy:

- For data from January 31, 2011 forward, any Playback Period (Live or Live+X) will yield the same results.
- In the Viewing Sources tab, select HUT/PUT Viewing Source.



- On the advanced statistics tab, select **Average Minutes Viewed**.



- All other selections such as measurement interval, daypart, demographics and marketbreaks can be customized as needed.
- When complete, NPOWER provides the HUT/PUT Average Minutes Viewed, which can be converted to hours by dividing by 60. In this example, 2,175 MC Avg Minutes Viewed divided by 60 = **36.25 Avg Hours Viewed**.

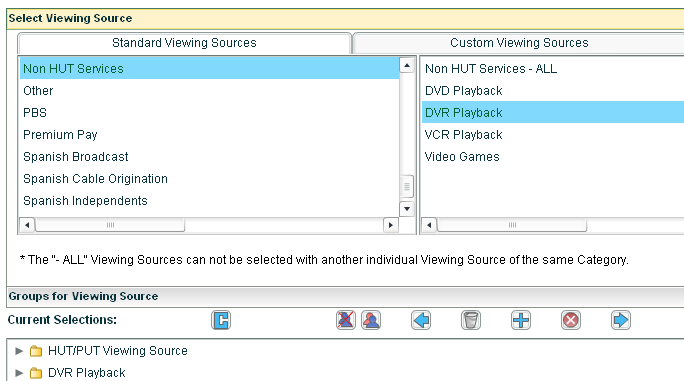
| Demographic    | Interval                | Viewing Source | Daypart        | Feed Pattern | Playback Period | Total Duration | MC US AA % | MC US AA Proj (000) | MC Avg Minutes Viewed | MC Avg Minutes Viewed converted to hours |
|----------------|-------------------------|----------------|----------------|--------------|-----------------|----------------|------------|---------------------|-----------------------|------------------------------------------|
| Persons 2 - 99 | 01/09/2012 - 01/15/2012 | HUT/PUT        | M-Su 6AM - 6AM | Dual         | Live            | 10,080         | 21.58      | 62,511              | 2,175                 | 36.25                                    |

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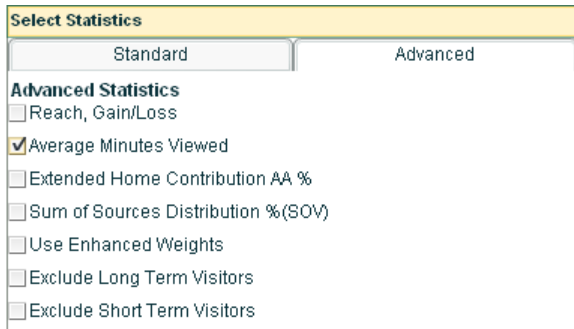
For data **PRIOR TO JANUARY 31, 2011**, follow these guidelines:

Within a Time Period Ratings Analysis report, selection of these key items will ensure data accuracy:

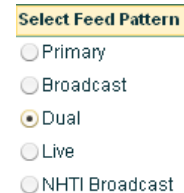
- Select **Live Playback Period**.
- In the Standard Viewing Sources tab, select these two options:
  - select **HUT/PUT**, then **HUT/PUT Viewing Source**.
  - select **Non HUT Services**, then **DVR Playback**.



- On the advanced statistics tab, select **Average Minutes Viewed**.



- On the Feed Pattern screen, select **Dual**.



- All other selections such as measurement interval, daypart, demographics and marketbreaks can be customized as needed.
- When complete, add the **DVR Playback** and **HUT/PUT Average Minutes Viewed** together, then divide by 60 to convert to hours. In this example, 2,124 Avg Minutes Viewed for HUT/PUT + 144 Avg Minutes Viewed for DVR Playback = 2,268. 2,268 Average minutes viewed divided by 60 = **38 Avg Hours Viewed**.

| Interval                | Viewing Source        | Daypart        | Feed Pattern | Playback Period | Total Duration | MC US AA % | MC US AA Proj (000) | MC Avg Minutes Viewed | MC Avg Minutes Viewed Converted to Hours |
|-------------------------|-----------------------|----------------|--------------|-----------------|----------------|------------|---------------------|-----------------------|------------------------------------------|
| 01/10/2011 - 01/16/2011 | HUT/PUT               | M-Su 6AM - 6AM | Dual         | Live            | 10,080         | 21.07      | 62,083              | 2,124                 | 35                                       |
| 01/10/2011 - 01/16/2011 | DVR Playback          | M-Su 6AM - 6AM | Dual         | Live            | 10,080         | 1.43       | 4,209               | 144                   | 2                                        |
| 01/10/2011 - 01/16/2011 | HUT/PUT +DVR Playback | M-Su 6AM - 6AM | Dual         | Live            |                |            |                     | 2,268                 | 38                                       |

## 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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