



## Update on Nielsen's Reporting of Data Streams in Local Markets

March 30, 2010

Dear Client

On December 16, 2009, we announced a three-month transition period for our plan to introduce the new Live+Same Day data stream in local markets. This transition period draws to a close on March 31, 2010, and I am writing to remind you of the changes that will take place effective April 1<sup>st</sup>.

To recap, beginning with the April 2010 survey (April 1, 2010 data):

- Nielsen will produce the TVS and Program Averages electronic data files for the Live+Same Day, Live+3, and Live+7 data streams for each of Nielsen's LPM and Set Meter markets;
- We will discontinue the Live Only data stream in our LPM markets in these same electronic data files.
- Clients will continue to have access to Live Only data via the comparative data that are distributed on a weekly and monthly basis, via the Local Custom Toolbox and through custom analyses. Additionally in order to increase the effectiveness of these reports and the ease with which they can be used we will immediately make several formatting changes to the weekly comparative data files which compare Live+Same Day to Live.

This change will provide a consistent set of data for all LPM and Set Meter markets, as well as matching the data streams in our overnight deliverables (Arianna and Local Dailies). This treatment is consistent with what we have laid out previously in communications on October 13<sup>th</sup> and November 9<sup>th</sup> (for your convenience a copy is attached).

All of us at Nielsen would like to thank our clients for the substantive and extensive input we have received over the past many months. As you know, there are very diverse opinions about the plan we are implementing. Ultimately we made our decision based upon our extensive review of data that showed that the three data streams to be supplied (Live+Same Day, Live+3 and Live+7) provide the best gauge of viewing. It should also be noted that for primetime programming the gap between Live and Live+Same Day is growing and Live is moving further away from C3 while Live+Same Day is moving closer. After extensive consultation and hundreds of meetings across the full spectrum of the industry, we believe that a large majority of the industry favors this approach.

Please contact your Nielsen Client Services representative if you have any questions.

Sincerely,  
Sabrina Crow  
SVP, Managing Director, Local Television Client Services