

Chapter 1

Measurement and Reporting Geographies

Nielsen Media Research (NMR) reports data on various areas in each of the Designated Market Area, or DMA, television markets in the U.S. Depending on the type of Viewers in Profile, or ViP, reporting, as described in Chapter 2, the areas generally measured and reported are as follows:

A. Metro/Central Area

The Metro Area is generally defined as the Metropolitan Statistical Area (MSA), the Micropolitan Statistical Area, or the Metropolitan Division as defined by the Federal Office of Management and Budget (OMB) and brought to a county line basis to include counties having over 50% of their population in the Metro Area. A Metro Area may consist of a combination of two or more Metropolitan Divisions in cases where two or more metropolitan areas are being served jointly by TV stations originating in the TV market; e.g., Dallas-Ft. Worth. A double metro occurs when there are two metropolitan areas that are distinct in the market; e.g. Hartford and New Haven.

The OMB released Census 2000-based MSA definitions in June 2003. NMR utilized this information in determining metro definitions for 2006-2007.

In the absence of an OMB defined Metro Area or where, in the judgment of NMR, a Metro Area may not represent the TV market(s) served by a group of TV stations, a group of counties may be substituted to serve this purpose. Such an area is titled Central Area and is so delineated on the market map. Counties comprising the Central Area will include the home county(s) of the originating TV station(s) for the market plus other neighboring counties which are, in general, considered a part of the population nucleus that is served by the TV station(s) originating in the TV market. For text purposes, the terms Metro and Central are interchangeable.

Any NMR client in a market desiring the creation of a new Metro/Central Area where none previously exists, or a change to or the elimination of an existing Metro/Central Area, may petition NMR in writing citing the reasons for the request. If additional NMR clients operate in the market, NMR will notify all clients in the market of the request and provide a time frame for each to submit an opinion regarding the request. NMR will then review the submitted material as well as any other material that it considers to be relevant and either grant or deny the request based upon its best judgment as to what best serves the needs of the marketplace. Generally, new Metro/Central Areas will comprise those counties assigned by the OMB to a MSA or, in the absence of a defined MSA, those counties which are the home counties of the originating TV stations in the market.

Any NMR client wishing to add and/or remove a county(s) from an existing Metro/Central Area may petition NMR in writing citing the reasons for the request. Procedures similar to those mentioned above for creating or deleting a Metro/Central Area will be followed. In addition, for any county to be eligible as an addition to an existing Metro/Central Area, that county must meet the following criteria: (1) have been assigned to the

affected DMA (under the rules described in Testing for County Assignments on page 1 • 4) for a minimum of the past three consecutive years; (2) presently have a combined Sunday - Saturday 6 AM-2 AM share of audience to the commercial station(s) originating in the affected DMA at least 10 points higher than the next highest outside DMA, (3) currently belong to a OMB defined MSA or have a minimum 5000 TV household universe estimate (UE), and (4) be geographically contiguous to the existing Metro/Central Area. Generally, any changes to Metro/Central Area definitions will become effective with the start of the next television season.

In addition, NMR will review existing Metro/Central Area definitions following each decennial Census when relevant data are made available and reserves the right to use its best judgment in making appropriate changes to existing Metro/Central Area definitions.

B. Designated Market Area

Each March, using tuning data collected from in-tab Nielsen Station Index, or NSI, households from the most recent May, July, November, and February measurement survey periods, existing DMAs are tested for retention, non-DMA areas are tested to become DMAs and individual counties are tested for DMA assignments. All assignments are based on household tuning between 6 AM and 2 AM Sunday through Saturday. The analyses are performed using Local People Meter (LPM) and diary data. Changes become effective with the start of the new broadcast year in September. Nielsen Hispanic Station Index, or NHSI, and Nielsen Homevideo Index Local (NHIL), use the same DMA definitions as NSI.

The procedures outlined below are a summary of a more comprehensive document utilized by the Statistical Research department to analyze DMA assignments.

1. Testing for DMAs

Testing is comprised of two analyses, (1) examining existing DMAs to determine which continue to qualify as DMAs and (2) examining non-DMA areas to determine if any qualify to become DMAs. The home county areas for existing DMAs and non-DMAs are examined in these analyses.

a. Examining DMAs

For existing DMAs, the home county areas are comprised of the Metro/Central counties of the DMA or, in the absence of a Metro/Central area, those counties containing the cities that comprise the DMA name. The stations, as defined in Stations on page 1 • 5, whose Community of License (as assigned by the Federal Communications Commission (FCC)) is located in the home county area of a DMA are assigned as home stations to that DMA. The home county areas for existing DMAs are referred to in this section as Metro/Central areas.

Retaining a DMA

- 1) Either of the first two conditions listed under Qualifying for a DMA on page 1 • 4 must be achieved with respect to the Metro/Central area being tested, or if neither is achieved, it will retain its DMA if the difference between the shares is not statistically significant.
- 2) Two consecutive years of statistically significant tests are required before a DMA can be lost.
- 3) When a DMA is retained, the counties that currently define the DMA will continue to define the DMA. It is possible that additional counties may be added or some counties may be removed from the DMA under the analysis described in Testing for County Assignments on page 1 • 4.

Note: *Existing DMAs are comprised of the counties that define the Metro/Central (home county area) and remainder counties that have been assigned through the analyses described in Testing for County Assignments on page 1 • 4.*

Dissolving a DMA

NMR will determine a DMA no longer qualifies for continued DMA status if there is a significantly higher share of tuning to one or more adjacent DMA(s) and there is a significantly higher share of tuning to one or more stations in adjacent DMA(s) on average over the four most recent all market survey periods for the past two consecutive years. Furthermore, in the event that a DMA qualifies to retain its DMA status but NMR determines that there is a lack of sufficient financial support for NMR service in that particular DMA, NMR reserves the right to dissolve such a DMA. Each county previously assigned to that DMA generally would be re-assigned to a different existing DMA with the highest share of tuning.

b. Examining non-DMA areas

Stations whose Community of License (as assigned by the FCC) or transmitter is not located in a Metro/Central area of an existing DMA are considered homeless stations. Additionally, stations whose Community of License is in one DMA but reported as local in a different DMA are also considered homeless stations. The home county areas for homeless stations consist of the county containing the Community of License of the station. The home county areas for homeless stations are referred to in this section as non-DMA areas. When two or more non-DMA areas are adjacent, NMR may elect to combine the areas and examine them as one combined non-DMA area.

Qualifying for a DMA

- 1) The station(s) assigned to the non-DMA area must achieve a combined share of tuning greater than the combined share of tuning of the station(s) assigned to any outside Metro/Central area (other non-DMA areas are excluded from this analysis),

OR

- 2) The station in the non-DMA area with the highest share of tuning must have a share greater than the station with the highest share of tuning belonging to an outside Metro/Central area (other homeless stations are excluded from this analysis).

AND

- 3) For either 1) or 2), the share difference must be statistically significant.

Note: *Greater than can be attributed to chance since only a sample of TV households is surveyed. For DMA review the probability level used in all analyses is 90% confidence.*

- 4) Two consecutive years of statistically significant tests are required before any non-DMA area qualifies for a DMA. However, should a station become a homeless station and the applicable home county area be tested as a non-DMA area due solely to circumstances that have not created a material change in its signal pattern (e.g., a change in Community of License), NMR may elect to waive this condition and determine DMA status on the basis of only one year of statistically significant test results.
- 5) NMR reserves the right not to create a DMA even if a non-DMA area qualifies for DMA status (based on the above) in the event NMR determines there is a lack of sufficient financial support for NMR service in that potential DMA.
- 6) Should a non-DMA area become a DMA, the county(s) that define the home county area for the non-DMA area will define the new DMA. It is possible that additional counties may be added under the analysis described in Testing for County Assignments on page 1 • 4.

2. Testing for County Assignments

All counties are assigned to only one DMA. In this analysis all counties except those mentioned below are examined to determine if each should remain assigned to their current DMA or be reassigned to another DMA.

Counties not examined in this analysis:

1. All counties that define existing Metro/Central areas, including any new DMAs determined from Examining non-DMA areas on page 1 • 3
2. Any counties failing to deliver at least two tuning in-tab households for the combined measurement periods used in the DMA review analysis

Note: *To determine statistical significance a variance estimate of the share difference must be computed. To compute a variance estimate a minimum of two households with tuning is required.*

All counties except those defined as not being examined in this analysis above will:

1. Remain assigned to their current DMA if the combined share of tuning for the station(s) assigned to the Metro/Central area of the current DMA is larger than the combined share of tuning for any adjacent Metro/Central area (all homeless stations are excluded from this analysis)

OR

2. Be reassigned to the DMA that achieves the largest share of tuning provided that the share difference is statistically significant. If the county belongs to a metered market and the average day metered in-tab sample size in that county over the four measurement periods used in the DMA review analysis is at least 40 households, the county will be reassigned only if the tuning data from the metered sample shows a higher share of tuning to the same DMA as the diary sample and the share difference in the metered sample is statistically significant. If a county has qualified for and been tested for reassignment to the same DMA for three consecutive years, and results are statistically not significant for each of those reviews, the county will be re-assigned following the third consecutive year review even though the results are statistically not significant.

3. Stations

1. Tuning to local commercial stations, including PBS, is used in the DMA review analyses. Tuning to local commercial stations supplied by DBS providers is included in the DMA area review analysis. Tuning to cable networks and cable stations are excluded except for local cable channels that meet the minimum standards for reporting in the local ViP report. Low Power Television (LPTV) Stations are excluded unless they are reported in a local ViP or some other special analysis.
2. Terrestrial satellite stations are excluded from the analyses described under Examining DMAs on page 1 • 2 and Examining non-DMA areas on page 1 • 3. Tuning to satellite stations is included in the analyses described in Testing for County Assignments on page 1 • 4. For DMA review purposes, all satellite stations, whether partial or total, are considered to be extensions of their parent and all tuning to satellite stations is assigned to the Metro/Central area (or non-DMA area) to which the parent is assigned.

3. Tuning to superstations is included in the analyses in Examining non-DMA areas on page 1 • 3 and Testing for County Assignments on page 1 • 4 only for counties belonging to the same DMA of the station or for counties belonging to DMAs that are geographically adjacent to the DMA of the superstation. For all other counties, tuning to superstations is excluded for all DMA review analyses.

4. Additional Notes Regarding DMA Review

1. DMA review shares are generally based on the combined four most recent all-DMA measurement periods. Counties may be examined on less than the four most recent periods if recent major changes have occurred which may have had a material bearing on audience shares. Such changes include, but are not limited to, changes in transmission facilities or changes in station carriage on cable systems.
2. For the analyses described in Examining DMAs on page 1 • 2, Examining non-DMA areas on page 1 • 3, and Testing for County Assignments on page 1 • 4, should the same test (i.e., test against the same adjacent Metro/Central area or the same station in an adjacent Metro/Central area) be performed in consecutive years with both yielding non-significant results, then both years (8 periods) will be combined and the analysis will be repeated. This procedure will continue to look back for three years (12 periods) if consecutive non-significant results on the same test have occurred.

C. NSI Area

The NSI Area comprises the DMA and additional counties targeted typically to include, per NMR estimates, approximately 90-95% of the average quarter-hour U.S. tuning to reportable stations and assigned as local to the NSI market (95% for affiliated stations, 90% for independent stations). In general, NSI Area assessments are made each spring, based on the prior year's tuning information. Based on these assessments, NSI Areas are either verified or modified for subsequent measurements. In this manner, NSI is able to reflect audience changes that may have resulted from changes in antenna, channel, power, or programming.

D. Station Total Area

The Station Total Area comprises audiences based on viewing data obtained from counties both within and outside the market's NSI Area. Although the counties specified for a market's NSI Area typically account for 95% or more of the average quarter-hour audience to a station, viewing outside the NSI Area is also added to each station's total audience. Local cable origination channels that are assigned as local to a market take on the characteristics of a local broadcast station and station totals are reported. Station totals are not reported for basic and pay cable channels. To accommodate the needs of the marketplace and maintain a competitive delivery schedule, Station Totals (as defined in this paragraph and other NSI materials) for superstations may be based on a different geography. However, a Special Report reflecting a superstation's complete Station Totals may be produced for the affected station/market.

During the three all-market survey periods, plus the July measurement period, areas beyond a station's NSI Area are searched for viewing to that station and those audiences are included as part of the station's total audiences. Following each of the all-market survey periods, total viewing to all U.S. stations is examined to determine additional outer search areas required to report a station's total audience. In rare instances it may be necessary to schedule production of a market's ViP at a later time in the production sequence in order to include all audiences to one or more stations in that market. In the event such delay in production scheduling is impractical, especially for superstation total audiences whose wide distribution of audience may not be included in total, a specific notation is placed on page 1 or in the "Special Notes" section to that effect in the market's ViP. For markets measured during non-sweep measurement periods, the search areas beyond the DMA always include those counties from which a station was viewed in prior survey periods, whether the viewing was done from an over-the-air signal, terrestrial cable, or satellite cable.

As of July 2006, LPM data is contributing to station totals for outside markets and LPM data are also included in the station totals for the home LPM market.

During non-sweep intervals (October and January), audiences beyond a DMA area are added directly to the station's total audience when counties are measured concurrently.

External search is a process that is performed during non-sweep measurements (October and January) to adjust station totals to levels for comparison purposes to sweep measurements. Audiences from non-measured outside counties are ascribed based on viewing from the previous May, November, or February measurements, respectively. The estimation process creates the percentage of the Station Total projection for a given station during the previous sweep measurement from counties that are not measured in the current measurement and applies it to the Station Total projection for the current non-sweep measurement.

E. Counties

This section of the Local Reference Supplement discusses the definitions and guidelines for split counties and county size definitions.

1. Split Counties

NMR reserves the right to make decisions regarding the implementation, dissolution or change to existing split counties based on its judgment as to whether such split or change to an existing split best serves the needs of the media industry.

a. Creation of Split Counties

Split Counties may be created when tuning patterns within a county differ significantly primarily because of unusual terrain or because of the coverage of station signals. County splits are designated as N, S, E, W, or C after the county name, representing North, South, East, West, or Central. Split counties are defined by ZIP Code.

A client may request an investigation into the feasibility of splitting a county upon a written request to NMR. To qualify for an investigation, the county must meet all of the following criteria:

- 1) The county being considered for the split cannot be a segment of an existing split county (i.e., no splits on splits are permitted). Generally, a county may not be split into more than two segments within a DMA.
- 2) The county must be adjacent to another DMA.
- 3) The county cannot belong to the DMA of the client(s) requesting the investigation. Therefore, no investigation will be performed on counties in the same DMA as the client.
- 4) The county cannot be a Metro/Central or home county of a DMA.
- 5) The county must have a minimum TV household universe of 20,000 TV households. Any resulting split must have a minimum TV household universe of 8,000 TV households.
- 6) The total tuning to stations assigned to the Metro/Central area of the DMA of the client requesting the investigation must account for at least 40% of the average quarter-hour Sunday - Saturday 6 AM-2 AM audience in the county.

If the county qualifies for investigation, NMR will notify all clients in the county's DMA as well as all clients in the DMA of the client requesting the investigation. Generally, NSI will base the investigation on the four most recent all-DMA survey periods for Sunday-Saturday 6 AM-2 AM and determine if significant tuning differences warrant a split based on tuning differences between groupings of residential ZIP Code areas, which must be contiguous to each other. If significant tuning differences are identified, the split definition will take effect for the county with the start of the next survey year. However, both split sections will be frozen from possible DMA reassignments until tuning from the four survey periods used in the annual DMA review is available based on the new county split definition.

b. Dissolution of Split Counties

Split counties are eligible to be dissolved if the split county segments have remained assigned to the same DMA for three consecutive years. NMR reserves the right to retain such county splits based on its judgement as to whether the continuation of such a split county best serves the needs of the media industry.

c. Re-investigation of Split Counties

A county split that spans multiple DMAs will be re-investigated upon request by a local client in one of those DMAs to determine if a different split should be implemented. If such a request is made, NMR will notify all clients in the DMA(s) containing the split segments that the re-investigation has been requested. Any re-investigation will be based on the four most recent May, July, November, and February measurement periods (as used in DMA Review). Reviews occur by dissolving the split and then re-splitting the county using Nielsen Media Split County Guidelines. If a new split definition is created, the new split will take effect

for the county with the start of the next survey year. Once a split county definition has been reviewed, the split will not be eligible for another re-examination for a minimum of 5 years.

2. Combined Counties

NSI counties in the following markets are comprised of two or more original counties:

DMA	NSI County	Original Counties
Fairbanks	Fairbanks-Plus	Denali Fairbanks North Star Southeast Fairbanks Yukon-Koyukuk (portion)
Honolulu	Maui	Maui Kalawao
Juneau	Juneau-Plus	Juneau Haines Ketchikan Gateway Prince of Wales Sitka Skagway-Hoonah-Angoon Wrangell-Petersburg

Nicolett County, Minnesota, is split into two sections - North and South. Nicollet-South is combined with Blue Earth County, Minnesota, for measurement and reporting.

3. Independent Cities

Independent cities are governed independently of any adjoining county and have the status of a separate county. Except in Virginia, NMR treats independent cities as counties. In Virginia, some independent cities are treated as counties, while most are combined with the county from which they were originally separated. An example of an independent city is Norfolk City, Virginia.

4. Compatibility with Federal County Definitions

With the exception of those geographies detailed in sections E.1 through E.3, NMR counties correspond to Federal geography referred to as "counties or county equivalents". The latter includes Parishes in Louisiana, Boroughs and Census Areas in Alaska, the District of Columbia, and independent cities. For Federal geography and codes, see Federal Information Processing Standards (FIPS) Publication 6-4, "Counties and Equivalent Entities in the U.S., Its Possessions, and Associated Areas" at www.itl.nist.gov/fipspubs/fip6-4.htm.

5. County Size Definitions

Following each decennial census, NMR assigns a county size of A, B, C, or D to each U.S. county. County size designations are based on the population of the metropolitan area that contains that county. County assignments to metropolitan areas are defined by the OMB. The metropolitan area definitions used in this report are as of June 30, 1999. They are Consolidated Metropolitan Statistical Areas (CMSAs), MSAs, or New England County Metropolitan Areas (NECMAs). The New York CMSA is defined to include all of Fairfield and New Haven counties in Connecticut as its New England component.

- A = All counties in the largest metropolitan areas which together account for 40% of U.S. households according to the 2000 census.
- B = All counties in the next largest set of metropolitan areas which together account for 30% of U.S. households in the 2000 census. No non-metropolitan counties are large enough to qualify as A or B counties.
- C = All counties in the next largest set of areas, including both metropolitan areas and non-metropolitan counties, which account for 15% of U.S. households in the 2000 census.
- D = All remaining counties.

Market areas comprising County Size Group A are as follows:

- Atlanta
- Baltimore
- Boston
- Chicago
- Cleveland
- Dallas-Ft. Worth
- Detroit
- Houston
- Los Angeles
- Miami
- Minneapolis-St. Paul
- New York
- Philadelphia
- Phoenix
- San Francisco
- Seattle-Tacoma
- St. Louis
- Tampa-St. Petersburg (Sarasota)
- Washington, D.C.

Due to definitional differences between the OMB metropolitan areas and NMR DMAs, an A size county may be assigned to a DMA which is not listed above.

F. Market/Designated Market Area Name Titling Policy

The naming of a NMR local market and/or DMA is subject to the following guidelines:

1. Generally, in order for a city to be included in the name of the market or DMA there must be at least one local commercial station whose community of license (as assigned by the FCC) is in that city.
2. A hyphen (-) is generally used to indicate the presence of stations in the multiple cities, which are combined in forming the market or DMA. The cities are generally located within the Metro/Central or home county areas of the market or DMA.
3. A comma (,) is generally used to indicate that a non-DMA or Special Reporting Area (SRA) market has been created whose counties are primarily assigned to the home DMA listed first. During the three all-market measurement intervals, a separate report is produced for the non-DMA or SRA market.
4. An ampersand (&) is used to indicate a market or DMA that consists of two Metro/Central areas combined for reporting purposes.
5. Parentheses () are used to indicate a NMR local market or DMA with at least one station located in a city that is outside the Metro/Central area but within the DMA of the market.

If in the judgment of Nielsen Media Research such a change is justified, that change generally will be effective for the next television season.

G. Nielsen Media Research Services Group Territories Definitions

NMR services group territories are defined as follows:

TERRITORY 1: NORTHEAST

Connecticut
Delaware
District of Columbia
Maine
Maryland
Massachusetts
New Hampshire
New Jersey
New York
Pennsylvania (excluding counties in East Central)
Rhode Island
Vermont
Virginia counties:
 Arlington (including Alexandria City)
 Fairfax (including Falls Church)
 Loudoun
 Prince William

TERRITORY 2: EAST CENTRAL

Indiana (excluding Lake and Porter counties)
Kentucky
Michigan
Ohio
Pennsylvania counties:
 Allegheny Greene
 Armstrong Indiana
 Beaver Jefferson
 Butler Lawrence
 Clarion Mercer
 Crawford Venango
 Erie Warren
 Fayette Washington
 Forest Westmoreland
West Virginia

TERRITORY 3: WEST CENTRAL

Colorado
Illinois
Iowa
Indiana counties
 Lake
 Porter
Kansas
Minnesota
Missouri
Montana
Nebraska
North Dakota
South Dakota
Wisconsin
Wyoming

TERRITORY 4: SOUTHEAST

Alabama
Florida
Georgia
Mississippi
North Carolina
South Carolina
Tennessee
Virginia (excluding counties in the Northeast)

TERRITORY 5: SOUTHWEST

Arkansas
Louisiana
New Mexico
Oklahoma
Texas

TERRITORY 6: PACIFIC

Alaska
Arizona
California
Hawaii
Idaho
Nevada
Oregon
Utah
Washington