

OVERVIEW: FEED PATTERN

FEED PATTERN	TIME ZONE	PROGRAM OR DAYPART START TIME	EASTERN TIME	LOCAL TIME
Live	Eastern	8:00 PM	8:00 PM	8:00 PM
Live	Central	8:00 PM	8:00 PM	7:00 PM
Live	Mountain East/West	8:00 PM	8:00 PM	6:00 PM
Live	Pacific	8:00 PM	8:00 PM	5:00 PM
Broadcast	Eastern	8:00 PM	8:00 PM	8:00 PM
Broadcast	Central	8:00 PM	8:00 PM	7:00 PM
Broadcast	Mountain East/West	8:00 PM	9:00 PM	7:00 PM
Broadcast	Pacific	8:00 PM	11:00 PM	8:00 PM
NOTE - Some variations by daypart occur in Broadcast, BCST Feed pattern.				
Dual	Eastern	8:00 PM	8:00 PM	8:00 PM
Dual	Central	8:00 PM	8:00 PM	7:00 PM
Dual	Mountain East	8:00 PM	8:00 PM	6:00 PM
Dual	Mountain West	11:00 PM	11:00 PM	9:00 PM
Dual	Pacific	11:00 PM	11:00 PM	8:00 PM

The chart to the left shows Feed Pattern adjustments. Selecting **Primary** indicates that NPOWER will default to the **Primary** feed pattern of the individual networks included in the report.

See the Cable Network Reference document for the Feed Patterns followed by each network. This document is updated quarterly and can be found on Nielsen Portal in the National File Library under Reference, Cable Network Reference.

To guarantee accuracy when running local market data in NPOWER, **all times entered should correspond with the correct Live time for the Eastern Time Zone.**

EXAMPLES

- 1) If your goal is to pull data for a local station in Chicago, whose newscast airs 6pm-6:30pm Local Time (Central), you would specify 7pm-7:30pm in NPOWER when building the daypart, with a **Live** feed pattern.
- 2) If your goal is to pull data for a local station in Los Angeles, whose newscast airs 6pm-6:30pm Local Time (Pacific), you would specify 9pm-9:30pm in NPOWER when building the daypart, with a **Live** feed pattern.

EXAMPLE	FEED PATTERN	NPOWER DAYPART	EASTERN TIME ZONE	CENTRAL TIME ZONE	MOUNTAIN EAST TZ	MOUNTAIN WEST TZ	PACIFIC TIME ZONE
1)	Live	Monday-Friday 7pm - 7:30pm	7pm-7:30pm	6pm-6:30pm	5pm-5:30pm	5pm-5:30pm	4pm-4:30pm
2)	Live	Monday-Friday 9pm-9:30pm	9pm-9:30pm	8pm-8:30pm	7pm-7:30pm	7pm-7:30pm	6pm-6:30pm