

VIEWING HOUSEHOLD ANALYSIS (VHA)

The Viewing Household Analysis (VHA) identifies a sub-sample of metered households that viewed at least one quarter-hour (or more based on user specification) during the **Source** schedule and indicates which stations/networks they also viewed in that same date/time range of the **Source** as well as a second **Destination** schedule.

The report is presented by the descending sorted value of the Share % Difference in the comparison of the two schedules.

This report can answer the following questions:

- What are the viewing behaviors of my viewers from one time range to the next?
- What other viewing sources do my viewers also watch?
- What other viewing sources do my competitors' viewers watch?
- The Viewing Household Analysis report is available based on the following availability:

MARKET TYPE	DATA AVAILABILITY	
	<u>START DATE</u>	
	HH	PERSONS
LPM+PPM	4/24/2008	4/24/2008
SetMeter+PPM Set-Meter+RPD	4/24/2008	12/31/2015
Code Reader+RPD	12/31/2015	12/31/2015
RPD+	Not Currently Available	Not Currently Available

VIEWING HOUSEHOLD ANALYSIS (VHA)

How to Read

Nielsen Local TV View

Report Type : Viewing Household Analysis

Geography : Anytown

Data Stream : Live+Same Day

Source Viewing Source : KAAA

Quarter Hour Minimum : 1

Characteristic	Demo	Viewing Source	SOURCE				DESTINATION				DIFFERENCE		
			RTG % (X.X)	SHR %	IMP	Intab	RTG % (X.X)	SHR %	IMP	Intab	RTG % (X.X)	SHR %	IMP
TV Households	P25-54	KBBB	0	0	0	89	2.4	7	3,063	86	2.4	7	3,063
TV Households	P25-54	KDDD	0	0	0	89	1.8	5	2,207	86	1.8	5	2,207
TV Households	P25-54	SportsNetwork1	0.5	2	667	89	1.8	6	2,271	86	1.3	4	1,604
TV Households	P25-54	CableNews1	0	0	0	89	0.6	2	808	86	0.6	2	808
TV Households	P25-54	KCCC	0	0	0	89	0.3	1	393	86	0.3	1	393
TV Households	P25-54	CableNews2	0	0	0	89	0	0	40	86	0	0	40
TV Households	P25-54	SportsNetwork2	0.2	1	240	89	0	0	0	86	-0.2	-1	-240
TV Households	P25-54	KidsCable 1	1.2	4	1,483	89	0.7	2	938	86	-0.5	-2	-545
TV Households	P25-54	EntertainmentNet1	4.1	13	5,172	89	2.5	8	3,136	86	-1.6	-5	-2,036
TV Households	P25-54	KAAA	10.2	33	12,862	89	6.5	20	8,077	86	-3.7	-13	-4,785
TV Households	P25-54	VIDG	1		1,245	89	1.5		1,835	86	0.5		590
TV Households	P25-54	XPLT	1.9		2,394	89	2.8		3,520	86	0.9		1,126
TV Households	P25-54	XWWW	1.8		2,222	89	3.3		4,077	86	1.5		1,855
TV Households	P25-54	HUT/PUT	31.2		39,174	89	32.7		40,882	86			

- Header:** This section contains the selections for the report including the minimum number of quarter-hours viewed to the Source schedule to qualify for this report. The households/persons in this report are sub-sampled based on viewing of this schedule and meeting the minimum QH qualification.
- Characteristic:** This column displays the characteristic selected for the report. Additional characteristics would appear in a new section.
- Demo:** This column displays the demographic selected for the report. Additional demographics would appear in a new section.
- Viewing Source:** This column displays the viewing sources viewed to both the Source and destination schedules.
- Source Schedule:** These columns display the Rating, Share, Impression and Intab for the stations and/or cable networks viewed during the Source schedule. The HHs/Persons reported for this section are subsampled based on the qualifying Households having viewed this source schedule.
- Destination Schedule:** These columns display the Rating, Share, Impression and Intab of stations and/or cable networks viewed during the Destination schedule. The HHs/Persons reported in the destination schedule are subsampled based on the qualifying Households that viewed the source schedule.
- Difference:** This Section displays the actual difference of the Destination minus the Source Schedule for each metric. The section is then sorted on Share% from highest to lowest value.
- HUT/PUT and Non-HUT Viewing Sources:** No difference is displayed since Share is not calculated for these sources.

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Geography : Anytown

Data Stream : Live+Same Day

Source Viewing Source : KAAA

Quarter Hour Minimum : 1

Characteristic	Demo	Viewing Source	SOURCE KAAA MF 5-6p January 2018				DESTINATION MF 5-6p February 2018				DIFFERENCE		
			RTG % (X.X)	SHR %	IMP	Intab	RTG % (X.X)	SHR %	IMP	Intab	RTG % (X.X)	SHR %	IMP
TV Households	P25-54	KBBB	0	0	0	89	2.4	7	3,063	86	2.4	7	3,063
TV Households	P25-54	KDDD	0	0	0	89	1.8	5	2,207	86	1.8	5	2,207
TV Households	P25-54	SportsNetwork1	0.5	2	667	89	1.8	6	2,271	86	1.3	4	1,604
TV Households	P25-54	CableNews1	0	0	0	89	0.6	2	808	86	0.6	2	808
TV Households	P25-54	KCCC	0	0	0	89	0.3	1	393	86	0.3	1	393
TV Households	P25-54	CableNews2	0	0	0	89	0	0	40	86	0	0	40
TV Households	P25-54	SportsNetwork2	0.2	1	240	89	0	0	0	86	-0.2	-1	-240
TV Households	P25-54	KidsCable1	1.2	4	1,483	89	0.7	2	938	86	-0.5	-2	-545
TV Households	P25-54	EntertainmentNet1	4.1	13	5,172	89	2.5	8	3,136	86	-1.6	-5	-2,036
TV Households	P25-54	KAAA	10.2	33	12,862	89	6.5	20	8,077	86	-3.7	-13	-4,785
TV Households	P25-54	VIDG	1		1,245	89	1.5		1,835	86	0.5		590
TV Households	P25-54	XPLT	1.9		2,394	89	2.8		3,520	86	0.9		1,126
TV Households	P25-54	XWWW	1.8		2,222	89	3.3		4,077	86	1.5		1,855
TV Households	P25-54	HUT/PUT	31.2		39,174	89	32.7		40,882	86			

1) Viewing Source: KBBB

- Source:** Of the qualified source viewers (those who watched at least one quarter-hour of KAAA M-F/5-6p in January 2018), they delivered a 0 rating on KBBB in that same date/time period. Therefore there was no overlap between KAAA and KBBB's viewership.
- Destination:** Of the qualified source viewers (those who watched at least one quarter-hour of KAAA M-F/5-6p in January 2018), they delivered a 7 share on KBBB M-F/5-6p in February 2018. Therefore, in February, KBBB gained 7 share points from KAAA's source viewers and/or KAAA lost 7 share points from their January viewers to KBBB in February.

2) Viewing Source: KidsCable1

- Source:** Of the qualified source viewers, they delivered a 1.2 rating/4 share on KidsCable1 network. This shows that there is some duplication between the KAAA M-F/5-6p viewer and KidsCable1 M-F/5-6p viewer in January 2018.
- Destination:** Of the qualified source viewers (those who watched at least one quarter-hour of KAAA M-F/5-6p in January 2018), they delivered a 2 share on KidsCable1 M-F/5-6p in February 2018. Therefore, in February, KidsCable1 lost 2 share points from KAAA's source viewers and/or KAAA gained 2 share points from their January viewers to KBBB in February.

3) Viewing Source: KAAA

- Source:** Of the qualified source viewers (those who watched at least one quarter-hour of KAAA M-F/5-6p in January 2018), they delivered a 10.2 rating/33 share on their own station, KAAA.
- Destination:** Of the qualified source viewers (those who watched at least one quarter-hour of KAAA M-F/5-6p in January 2018), they delivered a 6.5 rating/20 share in February 2018. Therefore, KAAA lost 13 share points in February from its January qualified viewers.

4) Intab:

- Source:** There were 89 qualified homes that met the qualification for the source schedule (those who watched at least one quarter-hour of KAAA M-F/5-6p in January 2018).
- Destination:** 86 of the 89 source homes were intab in February 2018.