



# Nielsen

Additional viewing sources

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Viewing Buckets: A bucket receives credit for TV use that is not assigned to a specific station, feed or network.

### **AOI: All Other Tuning**

The bucket that captures tuning to sources deemed as interactive which can include channels that ask you to enter something on your remote control to see the weather, play a game, etc.

### **AOTC: All Other Tuning Combined**

The bucket representing all the tuning captured by an A/P Meter that could not be assigned to a distributor because the viewed distributor (station/cable net) was not monitored or encoded. This includes streaming the internet directly through a Smart TV.

### **Digital Time Zone Buckets**

These buckets include all non-simulcast and non-self reporting digital sub channels. All markets contain at least one bucket and there is one for each of these time zones: Eastern: ETZD, Central: CTZD, Mountain: MTZD, and Pacific: PTZD.

### **VCR: VCR Playback**

The bucket representing VCR playback mode.



### **VOD: All Other VOD**

The bucket representing all the activity that was assigned to video on demand, VOD services.

### **VTUN: VCR Tuning Code**

The bucket representing when a VCR is in tuning mode.

### **XBOX: XBOX Live**

The bucket representing when a viewer is utilizing the Xbox menu and set up screen but does not include game playing time. When a user begins to play the game, the meter will change to VIDG.

### **XDVD: DVD Playback**

The bucket representing when a DVD is being played.

### **XPLO: Non-credited DVR Playback**

The bucket representing DVR Playback for content playback greater than 7 days after the live date.



### **XPLT: DVR Playback Bucket**

The bucket representing DVR playback at the time of occurrence. DVR playback is defined as playback of DVR content credited at the actual time and day of the playback regardless of how old the content is or what is being played back. The DVR playback bucket will therefore include playback greater than 7 days and trick mode. Tuning and viewing to the DVR playback bucket will not contribute to HUT/PUT computations and should not be used in share calculations.

### **XTRK: Trick Mode**

The bucket representing the use of DVD or DVR pause, fast forward, rewind, slow motion, etc.

### **XXXT Channel Surfing**

The bucket representing multiple adjacent channel changes also known as Channel Surfing.

### **XXXU: Non-CATV UNID HH**

The bucket representing unidentified content such as a non-encoded station like a local over the air community station.



## **Dynamic Sources**

Dynamic buckets to aggregate viewing sources by the following:

- **All Broadcast:** Aggregates all broadcast viewing as a single value.
- **All Cable:** Aggregates all cable viewing as a single value.
- **All Other:** Aggregates viewing to all sources, other than those selected.
- **All Viewed:** Individually reports all sources that had at least one quarter hour of viewing.
- **Other Broadcast:** Aggregates viewing to all other broadcast sources, other than those selected.
- **Other Cable:** Aggregates viewing to all other cable sources, other than those selected.

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Pseudo Viewing Sources: A pseudo represents TV use that comes from an alternative device such as a video game or DVD player.

### **AOVO: Audio/Video Only**

The pseudo viewing source representing when a non-HUT device such as a memory stick, camera, or portable/handheld game is in use. This includes usage when the following devices are connected to and viewing occurs through the television: Computers, Laptops, Smartphones, Tablets, (and any other PC-like devices), Karaoke Machines, Video Camcorders, Security/Digital Cameras.

### **VIDG: Video Games**

The pseudo viewing source representing a TV being used with a video game. VIDG includes any type of gaming system and could be PS3, N64, Xbox, Kinect, Sega, etc. with the exception of those that are connected through AV ports such as Plug n' Play game systems.

### **XSAT: Pseudo Satellite**

The pseudo viewing source representing obsolete broadcast satellite feeds, black screen satellite channel, or channels that are not received or purchased.



### **XWWW: Internet**

The pseudo viewing source representing when the TV is being used to browse or connect to the internet. This includes use of an Over-The-Top (OTT) device, such as Apple TV, Roku, or Google Chromecast, through the television.

### **XXXD: Field Rep in Household**

The pseudo viewing source representing a time when a Nielsen Field Representative is in the household.

### **XXXH: TV Set Off**

The pseudo viewing source representing when the TV set is off.

### **XXXM: Blank or Unknown**

The pseudo viewing source representing Unidentified Tuning in which no data was collected from the meter.

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## About Nielsen

Nielsen shapes the world's media and content as a global leader in audience measurement, data and analytics. Through our understanding of people and their behaviors across all channels and platforms, we empower our clients with independent and actionable intelligence so they can connect and engage with their audiences—now and into the future.

An S&P 500 company, Nielsen (NYSE: NLSN) operates around the world in more than 55 countries. Learn more at [www.nielsen.com](http://www.nielsen.com) or [www.nielsen.com/investors](http://www.nielsen.com/investors) and connect with us on social media.

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