

LENGTH OF TUNING

- The Length of Tuning Analysis (L-O-T) shows the average number of minutes tuned per metered household/person during requested station/dayparts. It is used to demonstrate the relative holding power of selected programs.
- The Length of Tuning report is only available in metered markets and will begin with data of May 2008 survey. Data availability start date for Household and Persons demographics will vary by market type and will match Minute By Minute data availability.

DATA AVAILABILITY			
<u>EFFECTIVE DATE</u>			
MARKET TYPE	HH	PERSONS	DATA STREAM
Local People Meter	4/24/2008	4/24/2008	Live - Live +7
Set Meter	4/24/2008	12/31/2015	Live - Live +7
Code Reader	12/31/2015	12/31/2015	Live - Live +7

DATA DELIVERY SCHEDULE	
MARKET TYPE	DATA DELIVERY
LPM+PPM	Data Date +2
Set-Meter+PPM	Data Date +2
Set-Meter+RPD	Data Date +3
Code Reader+RPD	Data Date +3

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How to Read

Daypart	Viewing Source	Characteristic	Demo	# of Unique Tuning HH/Persons	Total Minutes Tuned Across Daypart	Avg Min Tuned Across Daypart	Avg # Minutes Tuned Per Day in Daypart	Avg Tuning Duration	Total # of Tuning Events	Avg # of Events Tuned	8 Intab	9 Indicator
M-F 10p-10:30p	KAAA	TV Households	P25-54	100	4,570	46	2	10	470	5	852	
M-F 10p-10:30p	KBBB	TV Households	P25-54	126	6,295	50	3	13	502	4	852	
M-F 10p-10:30p	KCCC	TV Households	P25-54	105	2,763	26	1	10	286	3	852	

- # of Unique Tuning HH/Persons** – Number of unduplicated HH's or Person tuning into the station/daypart for at least one minute.
126 Persons 25-54 tuned into KBBB M-F 10-1030P at least one minute.
- Total Minutes Tuned Across Daypart** - Aggregate number of minutes viewed by the Unique Viewers
The 126 P25-54 who tuned into KBBB M-F 10-1030P viewed a total of 6,295 minutes.
- Avg Min Tuned Across Daypart** - Total Minutes Viewed Across Daypart/# of Unique Tuning HH/Persons
 $6,295/126 = 50$ average minutes viewed across the total KBBB M-F 10-1030P daypart by P25-54.
- Avg # of Min Tuned per day in Daypart** – Avg Min Tuned Across Daypart/Total number of days in the daypart
 $40/20$ days = 3 minutes tuned per day in KBBB M-F 10-1030P during the date range selected.
- Avg Tuning Duration** – Total Minutes Tuned Across Daypart/Total # of Tuning Events*.
 $6,295/502 = 13$ minutes. P25-54 viewed an average of 13 minutes each time they tuned into KBBB M-F 10-1030p.
- Total # of Tuning Events*** – Aggregate number of times tuned into station/daypart by the Unique tuning HH/Persons.
KBBB M-F 10-1030P had a total of 502 tuning events for P25-54.
- Avg # of Events Tuned** – Total # of Tuning Events/# of Unique Tuning HH/Persons.
KBBB M-F 10-1030P had an average of 4 tuning events per each P25-54.
- Intab** – Number of HH/Persons counted as Intab for daypart and report period.
- Indicator** – Allows user to see if reportability minimums are not being met.

*A Tuning Event is defined as each time a viewer tunes to a specific viewing source for at least one minute. A single viewer can qualify for multiple tuning events on a single day, during one daypart.