



NIELSEN LOCAL TV VIEW

FEED PATTERN GUIDE
2014

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NIELSEN LOCAL TV VIEW: FEED PATTERN GUIDE

TIME ADJUSTMENT EXAMPLE

Below are a few examples to help you understand the chart.

BROADCAST FEED

Broadcast networks use only one feed for all of their affiliate partners. When the broadcast feed goes out at 8pm Eastern Time each station picks up the feed to broadcast immediately or depending on time zone they hold the feed for broadcast at a later time.

LET'S LOOK AT THE CHART, WHEN THE BROADCAST FEED GOES OUT AT 8PM EASTERN TIME

New York ETZ – airs it Live at 8pm ETZ

Chicago CTZ – airs it live at 7pm CTZ.

Denver MTZ-East – they received the feed at 6pm Local time, they hold it for one hour and broadcast it at 7pm MTZ-East

Salt Lake City MTZ-West – they received the feed at 6pm Local time, they hold it for one hour and broadcast it at 7pm MTZ-West.

Los Angeles PTZ – They received the feed at 5pm and broadcast it to their viewers at 8pm

ARIZONA DOES NOT OBSERVE DAYLIGHT SAVINGS TIME.

Phoenix/Yuma/Tucson MTZ-West (Standard Time) – they received the feed at 6pm Local time, they hold it for one hour and broadcast it at 7pm MTZ-West.

Phoenix/Yuma/Tucson MTZ-West (Daylight Saving Time) – they received the feed at 5pm Local time, they hold it for two hours and broadcast it at 7pm MTZ-West.

CABLE DUAL FEED

Cable Networks have two feeds they send out, an East Coast Feed and a West Coast Feed. They do not hold the feed for broadcast at a later time.

EAST COAST FEED GOES OUT AT 8PM ETZ

New York ETZ – airs it Live at 8pm ETZ

Chicago CTZ – airs it live at 7pm CTZ.

Denver MTZ-East – airs it live at 6pm MTZ-East

WEST COAST FEED GOES OUT AT 8PM PTZ

Salt Lake City MTZ-West – airs it live at 9pm

Los Angeles PTZ – airs it live at 8pm

ARIZONA DOES NOT OBSERVE DAYLIGHT SAVINGS TIME.

Phoenix/Yuma/Tucson MTZ-West (Standard Time) – broadcasts the feed at 9pm Local time.

Phoenix/Yuma/Tucson MTZ-West (Daylight Saving Time) – broadcasts the feed at 8pm Local time.

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CHART

8PM EASTERN

TIME ZONE	MARKET	LIVE	BROADCAST		CABLE DUAL		NONE
			FEED	TIME	FEED	TIME	
ETZ	New York	8:00pm	East	8:00pm	East	8:00pm	8:00pm
CTZ	Chicago	7:00pm	East	7:00pm	East	7:00pm	8:00pm
MTZ-East	Denver	6:00pm	East + 1 Hour	7:00pm	East	6:00pm	8:00pm
MTZ-West	Salt Lake City	6:00pm	East + 1 Hour	7:00pm	West	9:00pm	8:00pm
PTZ	Los Angeles	5:00pm	West	8:00pm	West	8:00pm	8:00pm
YTZ	Anchorage	4:00pm	West	7:00pm	West	7:00pm	8:00pm
HTZ	Hawaii-Standard	3:00pm	West + 1 Hours	7:00pm	West	6:00pm	8:00pm
HTZ	Hawaii-DST	2:00pm	West + 2 Hours	7:00pm	West	5:00pm	8:00pm
MTN-West	Phoenix-Standard	6:00pm	East +1 Hour	7:00pm	West	9:00pm	8:00pm
MTN-West	Phoenix-DST	5:00pm	East +2 Hours	7:00pm	West	8:00pm	8:00pm
MTN-West	Yuma-Standard	6:00pm	East +1 Hour	7:00pm	West	9:00pm	8:00pm
MTN-West	Yuma-DST	5:00pm	East +2 Hours	7:00pm	West	8:00pm	8:00pm
MTN-West	Tuscon-Standard	6:00pm	East +1 Hour	7:00pm	West	9:00pm	8:00pm
MTN-West	Tuscon-DST	5:00pm	East +2 Hours	7:00pm	West	8:00pm	8:00pm

NIELSEN TIME ZONES

- ETZ Eastern Time Zone
- CTZ Central Time Zone
- MTZ-EAST Mountain Time Zone that adjusts to East Coast feed
- MTZ-WEST Mountain Time Zone that adjusts to West Coast feed
- PTZ Pacific Time Zone
- YTZ Yukon Time Zone
- HTZ Hawaii Time Zone

ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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