Nielsen Local TV View

This message provides a summary of important changes to currency reporting in *Nielsen Local TV View* (NLTV) with July 2018 measurement. We have outlined these changes for All Markets and for those that affect RPD+ (Return Path Data) Markets. Note that July 2018 is the first currency reporting of Diary markets transitioned to RPD+ methodology.

**July 2018 Changes for All Markets**

- **Addition of Live+1 data stream** (Live+27 hours) for all market types in the *Time Period Standard* and *Program Standard* reports
- **Characteristics updates** across all market types as of June 28, 2018 (July measurement)
  - **Category: Race**
    - African American Yes/No will change across the system to Black/Non-Black
    - Asian Yes/No will change across the system to Asian/Non-Asian

**July 2018 Changes for RPD+ Markets**

- **End of Reporting for Some Geographies:** As of June 28, 2018 (July measurement) the following Geographies are not available for RPD Plus markets reporting. Historical data (data dates prior to June 28, 2018) will remain available for reporting.
  - ZIP code level data, Cable Headend and Interconnect
  - State and Interconnect Categories

- **End of Reporting for Some Characteristics:** As of June 28, 2018 (July measurement) the following Characteristics are not available for RPD Plus markets reporting. Historical data (data dates prior to June 28, 2018) will remain available for reporting.
  - **Category: Cable Status** - includes the subcategories: Cable Yes/No, ADS Yes/No, Cable with pay services Yes/No, Pay Services Yes/No, Satellite Yes/No
  - **Device:** VCR Yes/No
  - **Device Totals:** Number of TVs (1,2,2+,3+)
  - **Category: Language Class:** Mostly English but some Spanish, Spanish and English equally, Only Spanish, Only English, Mostly Spanish but some English
  - **Category: Working Status:** Female HOH: Non-working, Female HOH: Part Time (1-29 hours a week), Female HOH: Full Time (30 or more hours a week)

- **Characteristics Updates:** As of June 28, 2018 (July measurement) the following Characteristics will be available for RPD Plus markets reporting
  - **Income** - current income breaks in RPD Plus markets only will be replaced with the following: