QUARTER-HOUR FLOW: HOW TO READ

QUARTER-HOUR FLOW REPORT

The Quarter-Hour Flow report analyzes the audience viewing across the selected viewing sources, from one quarter-hour to the next, to determine where your viewing went and where it came from. In other words, it compares which viewing sources your audience shifted to and which viewing sources your audience came from. This document provides a sample Quarter-Hour Flow report output and explains the data included in each column of the report.

METERED DATA

• LPM and Set-Meter household data is based on a Unified Sample.
• In Set-Meter geographies, household data is based on the metered sample and persons data is based on the diary sample.
• To allow for more accurate tracking of persons between the source and destination quarter-hour, meter adjustment factors are not applied. For this reason, persons data in the Quarter-Hour Flow report may not match other analyses that use meter adjustment factors.
• All metered data is reported as Live viewing.
• INTAB is the average number of unified households/persons supplying usable information that were intab for the selected characteristic/demographic break for the geography. For example, 761 were intab and contributed to the sample of the report.
• SUM OF WEIGHTS metric estimates the average number of households/persons, in thousands, in the selected characteristic/demographic break for the geography.

DIARY DATA

• All diary data is reported as Live+24 viewing.
• INTAB is the total intab for households/persons across weeks in the measurement.
• SUM OF WEIGHTS metric estimates the number of households/persons averaged across weeks in the measurement.

METRICS

• The OTHER bucket includes any viewing to a viewing source that was not included in the report specification.
• A household/person can be counted in the OTHER bucket only once. For example, if a Household watched WAAA at the source and they watched WXXX and WYYY at the destination time (where neither WXXX nor WYYY were included in the report specification), that Household would be counted as viewing one time to the OTHER bucket.
• If not included in the report specification, the OTHER bucket will include viewing to non-HUT sources like XPLT, XDVD, etc.
• To be included in TUNE-IN, a household/person cannot be counted as contributing to any other viewing source during the source quarter-hour.
• To be included in OFF, a household/person cannot be counted as contributing to any other viewing source during the destination quarter-hour.
HOW TO READ

In the example, during the selected date range, 101,559 households were watching WAAA Monday-Friday between 5:45am and 6:00am.

Of the 101,559 households that were watching WAAA in the 5:45am quarter-hour:
- 78,446 households continued to watch WAAA between 6:00am and 6:15am. These are the households WAAA retained.
- 7,822 households switched to watch WBBB between 6:00am and 6:15am.
- 3,533 households switched to watch WCCC between 6:00am and 6:15am.
- 3,567 households switched to watch WDDD between 6:00am and 6:15am.
- 2,306 households switched to watch WEEE between 6:00am and 6:15am.
- 36,583 households switched to a viewing source other than viewing sources displayed.
- 6,654 households were not watching any TV between 6:00am and 6:15am.

NOTES

To be included in the viewing, a viewer must watch a viewing source for at least five minutes in either the source or the destination quarter-hour.

For example, if a viewer watches WAAA from 6:00am to 6:07am and watches WBBB from 6:07am to 6:15am, the viewer is included in both the WAAA viewing and WBBB viewing. For this reason, and because of viewing to multiple TVs in a Household, the sum of the destination impressions for the selected viewing source may not equal the source total impressions for the selected viewing source.

For example, for WAAA, the sum of the destination impressions is 132,257 (WAAA 78,446 + WBBB 7,822 + WCCC 3,533 + WDDD 3,567 + WEEE 2,306 + OTHER 36,583) instead of 101,559 which is the source total impressions.

The Rating (RTG) % metric is interpreted in the same way as the Impressions (IMP) metric.

RATING (RTG) % – The estimated percentage of the TV households (or persons) tuned to a program.
QUARTER-HOUR FLOW: HOW TO READ

READING IMPRESSIONS (COLUMN)

IMPRESSIONS (IMP) – The estimated number of viewers expressed in units, tens, hundreds, or thousands.

<table>
<thead>
<tr>
<th>Source Quarter Hour</th>
<th>Destination Quarter Hour</th>
<th>Metric</th>
<th>Viewing Source</th>
<th>Source Total</th>
<th>Destination WAAA</th>
<th>WBBD</th>
<th>WCCC</th>
<th>WDDD</th>
<th>WEEE</th>
<th>OTHER</th>
<th>OFF</th>
<th>Intab</th>
</tr>
</thead>
<tbody>
<tr>
<td>M-F 5:45a-6a</td>
<td>M-F 6a-6:15a</td>
<td>IMP</td>
<td>WAAA</td>
<td>108,109</td>
<td>88,552</td>
<td>33,055</td>
<td>87,911</td>
<td>34,308</td>
<td></td>
<td>6,654</td>
<td>76.1</td>
<td></td>
</tr>
<tr>
<td>M-F 5:45a-6a</td>
<td>M-F 6a-6:15a</td>
<td>IMP</td>
<td>WBBB</td>
<td>101,559</td>
<td>78,446</td>
<td>3,513</td>
<td>3,567</td>
<td>2,306</td>
<td>30,583</td>
<td>6,654</td>
<td>76.1</td>
<td></td>
</tr>
<tr>
<td>M-F 5:45a-6a</td>
<td>M-F 6a-6:15a</td>
<td>IMP</td>
<td>WCCC</td>
<td>61,767</td>
<td>4,319</td>
<td>54,674</td>
<td>966</td>
<td>7,009</td>
<td>0</td>
<td>17,602</td>
<td>1,002</td>
<td>76.1</td>
</tr>
<tr>
<td>M-F 5:45a-6a</td>
<td>M-F 6a-6:15a</td>
<td>IMP</td>
<td>WDDD</td>
<td>27,607</td>
<td>712</td>
<td>984</td>
<td>26,323</td>
<td>0</td>
<td>0</td>
<td>5,543</td>
<td>0</td>
<td>76.1</td>
</tr>
<tr>
<td>M-F 5:45a-6a</td>
<td>M-F 6a-6:15a</td>
<td>IMP</td>
<td>WEEE</td>
<td>72,900</td>
<td>1,594</td>
<td>11,240</td>
<td>1,136</td>
<td>60,571</td>
<td>4,765</td>
<td>19,115</td>
<td>2,713</td>
<td>76.1</td>
</tr>
<tr>
<td>M-F 5:45a-6a</td>
<td>M-F 6a-6:15a</td>
<td>IMP</td>
<td>OTHER</td>
<td>27,720</td>
<td>0</td>
<td>710</td>
<td>0</td>
<td>630</td>
<td>20,282</td>
<td>6,615</td>
<td>4,431</td>
<td>76.1</td>
</tr>
<tr>
<td>M-F 5:45a-6a</td>
<td>M-F 6a-6:15a</td>
<td>IMP</td>
<td>TUNE-IN</td>
<td>16,529</td>
<td>20,923</td>
<td>1,033</td>
<td>24,509</td>
<td>6,686</td>
<td>0</td>
<td>76.1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

HOW TO READ

In the example, during the selected date range, 108,109 households were watching WAAA Monday-Friday between 6:00am and 6:15am.

Of the 108,109 households that were watching WAAA between 6:00am and 6:15am:

- 78,446 households also watched WAAA in the Source quarter-hour.
- 4,319 households came from WBBB's 5:45am quarter-hour audience.
- 712 households came from WCCC's 5:45am quarter-hour audience.
- 1,594 households came from WDDD's 5:45am quarter-hour audience.
- No households came from WEEE's 5:45am quarter-hour audience.
- 36,523 households shifted their viewing to WAAA from other viewing sources.
- 16,529 households had their television turned off during the 5:45am-6:00am quarter-hour but were watching WAAA during the 6:00am-6:15am quarter-hour.

NOTES

To be included in the viewing, a viewer must watch a viewing source for at least five minutes in either the source or the destination quarter-hour.

The sum of the source impressions for the selected viewing source may not equal the destination total impressions for the selected viewing source because of viewing to multiple TVs in a Household or viewing to multiple viewing sources within a quarter-hour.

For example, for WAAA, the sum of the source impressions is 138,123 (WAAA 78,446 + WBBB 4,319 + WCCC 712 + WDDD 1,594 + WEEE 0 + OTHER 36,523 + TUNE-IN 16,529) instead of 108,109 which is the destination total impressions.

The Rating (RTG) % metric is interpreted in the same way as the Impressions (IMP) metric.

RATING (RTG) % – The estimated percentage of the TV households (or other specified group) tuned to a program.
QUARTER-HOUR FLOW: HOW TO READ

READING % OF SOURCE AUDIENCE (ROW)

% OF SOURCE AUDIENCE – The percentage of the audience that came from the Source viewing source. The percentage of the retained or kept audience.

<table>
<thead>
<tr>
<th>Source Quarter Hour</th>
<th>Destination Quarter Hour</th>
<th>Metric</th>
<th>Viewing Source</th>
<th>Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>M-F 5:15a-6a</td>
<td>M-F 6a-6:15a</td>
<td>% of Source Audience</td>
<td>WAAA</td>
<td>100.0</td>
</tr>
<tr>
<td>M-F 5:45a-6a</td>
<td>M-F 6a-6:15a</td>
<td>% of Source Audience</td>
<td>WBBB</td>
<td>77.2</td>
</tr>
<tr>
<td>M-F 5:45a-6a</td>
<td>M-F 6a-6:15a</td>
<td>% of Source Audience</td>
<td>WCCC</td>
<td>7.7</td>
</tr>
<tr>
<td>M-F 5:45a-6a</td>
<td>M-F 6a-6:15a</td>
<td>% of Source Audience</td>
<td>WDDD</td>
<td>3.5</td>
</tr>
<tr>
<td>M-F 5:45a-6a</td>
<td>M-F 6a-6:15a</td>
<td>% of Source Audience</td>
<td>WEEE</td>
<td>3.5</td>
</tr>
<tr>
<td>M-F 5:45a-6a</td>
<td>M-F 6a-6:15a</td>
<td>% of Source Audience</td>
<td>OTHER</td>
<td>2.3</td>
</tr>
<tr>
<td>M-F 5:45a-6a</td>
<td>M-F 6a-6:15a</td>
<td>% of Source Audience</td>
<td>Off</td>
<td>36.0</td>
</tr>
<tr>
<td>M-F 5:45a-6a</td>
<td>M-F 6a-6:15a</td>
<td>% of Source Audience</td>
<td>Intab</td>
<td>6.6</td>
</tr>
</tbody>
</table>

HOW TO READ

In the example, of the 101,559 households that were watching WAAA Monday-Friday during the 5:45am quarter-hour:

• 77.2% of the households continued watching WAAA at 6:00am, so WAAA retained 77.2% of their source quarter-hour viewers.

• 7.7% of the households shifted their viewing to WBBB, so WBBB gained 7.7% of WAAA’s 5:45am quarter-hour audience.

• 3.5% of the households shifted their viewing to WCCC, so WCCC gained 3.5% of WAAA’s 5:45am quarter-hour audience.

• 3.5% of the households shifted their viewing to WDDD, so WDDD gained 3.5% of WAAA’s 5:45am quarter-hour audience.

• 2.3% of the households shifted their viewing to WEEE, WEEE gained 2.3% of WAAA’s 5:45am quarter-hour audience.

• 36% of the households shifted their viewing to other viewing sources.

• 6.6% of the households turned off their television.

NOTES

% OF SOURCE AUDIENCE = (Households or Persons that watched both the Source and the Destination quarter-hour / Source Audience) * 100.

For example, for WAAA, the % of Source Audience is calculated as (78,446/101,559) * 100.

The sum of the percentages of source audience may be greater than 100%.
### QUARTER-HOUR FLOW: HOW TO READ

#### READING % OF DESTINATION AUDIENCE (COLUMN)

**% OF DESTINATION AUDIENCE** – The percentage of the audience that went to the Destination viewing source. The percentage of the gained audience.

<table>
<thead>
<tr>
<th>Source Quarter Hour</th>
<th>Destination Quarter Hour</th>
<th>Metric</th>
<th>Viewing Source</th>
<th>Source %</th>
<th>Destination %</th>
<th>Totals</th>
<th>( \text{Intab} )</th>
</tr>
</thead>
<tbody>
<tr>
<td>M-F 5:45a-6a</td>
<td>M-F 6a-6:15a</td>
<td>% of Destination Audience</td>
<td>Total</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
<tr>
<td>M-F 5:45a-6a</td>
<td>M-F 6a-6:15a</td>
<td>% of Destination Audience</td>
<td>WAAA</td>
<td>72.6</td>
<td>8.6</td>
<td>10.7</td>
<td>4.1</td>
</tr>
<tr>
<td>M-F 5:45a-6a</td>
<td>M-F 6a-6:15a</td>
<td>% of Destination Audience</td>
<td>WBBB</td>
<td>4.0</td>
<td>61.7</td>
<td>2.9</td>
<td>8.0</td>
</tr>
<tr>
<td>M-F 5:45a-6a</td>
<td>M-F 6a-6:15a</td>
<td>% of Destination Audience</td>
<td>WCCC</td>
<td>0.7</td>
<td>1.1</td>
<td>79.6</td>
<td>0.0</td>
</tr>
<tr>
<td>M-F 5:45a-6a</td>
<td>M-F 6a-6:15a</td>
<td>% of Destination Audience</td>
<td>WDDD</td>
<td>1.5</td>
<td>12.7</td>
<td>3.4</td>
<td>58.7</td>
</tr>
<tr>
<td>M-F 5:45a-6a</td>
<td>M-F 6a-6:15a</td>
<td>% of Destination Audience</td>
<td>WEEE</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.7</td>
</tr>
<tr>
<td>M-F 5:45a-6a</td>
<td>M-F 6a-6:15a</td>
<td>% of Destination Audience</td>
<td>OTHER</td>
<td>33.8</td>
<td>25.3</td>
<td>21.2</td>
<td>14.7</td>
</tr>
<tr>
<td>M-F 5:45a-6a</td>
<td>M-F 6a-6:15a</td>
<td>% of Destination Audience</td>
<td>TUNE-IN</td>
<td>15.3</td>
<td>23.8</td>
<td>3.1</td>
<td>28.3</td>
</tr>
</tbody>
</table>

**HOW TO READ**

In the example, of the 108,109 households that were watching WAAA Monday-Friday between 6:00am and 6:15am.

- 72.6% of the households also watched WAAA at 5:45am.
- 4% of the households watching WAAA at 6:00am came from WBBB at 5:45am.
- 0.7% of the households watching WAAA at 6:00am came from viewing source WCCC at 5:45am.
- 1.5% of the households watching WAAA at 6:00am came from WDDD at 5:45am.
- 0% of the households watching WAAA at 6:00am came from WEEE at 5:45am.
- 33.8% of the households watching WAAA at 6:00am came from some other viewing source.
- 15.3% of the households watching WAAA at 6:00am were not watching anything at 5:45am and began watching TV at 6:00am.

**NOTES**

% OF DESTINATION AUDIENCE = (Households or Persons that watched both the Source and the Destination quarter-hour / Destination Audience) \* 100.

For example, for WAAA, the % of Destination Audience is calculated as \((78,446/108,109) \* 100\).

The sum of the percentages of destination audience may be greater than or less than 100%.
QUARTER-HOUR FLOW: HOW TO READ

ADDITIONAL LEARNING

NIELSEN LOCAL TV VIEW (NLTV) software page provides access to all learning materials:

VISIT THE NLTV PAGE
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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