TIME SPENT USING TV

With the calculation change of HUT/PUT that took effect January 31, 2011, the steps for this analysis vary slightly depending on what dates you're looking to analyze. For data FROM JANUARY 31, 2011 FORWARD, follow these guidelines:

Within a Time Period Ratings Analysis report, selection of these key items will ensure data accuracy:

- For data from January 31, 2011 forward, any Playback Period (Live or Live+X) will yield the same results.
- In the Viewing Sources tab, select HUT/PUT Viewing Source.

- On the advanced statistics tab, select Average Minutes Viewed.

- All other selections such as measurement interval, daypart, demographics and marketbreaks can be customized as needed.
- When complete, NPOWER provides the HUT/PUT Average Minutes Viewed, which can be converted to hours by dividing by 60. In this example, \( \frac{2,175}{60} = 36.25 \) Avg Hours Viewed.
For data PRIOR TO JANUARY 31, 2011, follow these guidelines:

Within a Time Period Ratings Analysis report, selection of these key items will ensure data accuracy:

- Select Live Playback Period.
- In the Standard Viewing Sources tab, select these two options:
  - select HUT/PUT, then HUT/PUT Viewing Source.
  - select Non HUT Services, then DVR Playback.
- On the advanced statistics tab, select Average Minutes Viewed.

On the Feed Pattern screen, select Dual.

All other selections such as measurement interval, daypart, demographics and marketbreaks can be customized as needed.

When complete, add the DVR Playback and HUT/PUT Average Minutes Viewed together, then divide by 60 to convert to hours. In this example, 2,124 Avg Minutes Viewed for HUT/PUT + 144 Avg Minutes Viewed for DVR Playback = 2,268. 2,268 Average minutes viewed divided by 60 = 38 Avg Hours Viewed.
ABOUT NIELSEN

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