The chart to the left shows Feed Pattern adjustments. Selecting Primary indicates that NPOWER will default to the Primary feed pattern of the individual networks included in the report.

See the Cable Network Reference document for the Feed Patterns followed by each network. This document is updated quarterly and can be found on Answers in the National File Library under Reference, Cable Network Reference.

To guarantee accuracy when running local market data in NPOWER, all times entered should correspond with the correct Live time for the Eastern Time Zone.

**EXAMPLES**

1.) If your goal is to pull data for a local station in Chicago, whose newscast airs 6pm-6:30pm Local Time (Central), you would specify 7pm-7:30pm in NPOWER when building the daypart, with a Live feed pattern.

2.) If your goal is to pull data for a local station in Los Angeles, whose newscast airs 6pm-6:30pm Local Time (Pacific), you would specify 9pm-9:30pm in NPOWER when building the daypart, with a Live feed pattern.