



NIELSEN

AGGREGATE VIEWING GROUPS 2014

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AN UNCOMMON SENSE
OF THE CONSUMER™

LISTING: AGGREGATE VIEWING GROUPS

NOTE – Nielsen software applications, systems and reports include aggregate viewing to various affiliated groups of stations as detailed below.

STATION GROUP REPORTING

BROADCAST AFFILIATES

Reported individually and/or as an aggregate (Total Network Affiliates). This station group(s) includes viewing to stations affiliated with each network, whether or not the station carried network programming during any portion of the daypart. Includes stations and cable outlets affiliated with ABC, CBS, NBC, FOX, CW, ION, Bounce TV, Me TV, Univision, Azteca America, EstrellaTV, UniMas and Mundo Fox.

TOTAL ENGLISH LANGUAGE NETWORK AFFILIATES

Viewing to all ABC, CBS, NBC, FOX, CW, ION, Bounce TV, and MeTV network affiliates. This category includes both broadcast and cable affiliates.

SPANISH BROADCAST

Viewing to all Azteca America, Estrella TV, Telemundo, MundoFox, UniMas and Univision network affiliates. This category includes both broadcast and cable affiliates.

INDEPENDENT BROADCAST

Viewing to all commercial independent English and Spanish stations, excluding TBS. This category includes low power independents.

ENGLISH LANGUAGE INDEPENDENT BROADCAST

Reports viewing to all English Language commercial independent stations.

SPANISH LANGUAGE INDEPENDENT

Reports viewing to all Spanish Language commercial independent stations

INDEPENDENT

Viewing to all commercial independent television stations English and Spanish (full and low power), as well as Spanish Language Network Affiliates.

ALL PBS STATIONS

Viewing to stations affiliated with the Public Broadcasting Service. Category reports viewing to all stations affiliated with PBS whether or not they carry commercials.

PBS PRIMARY NETWORK AFFILIATES

Reports tuning to only those PBS member stations that are considered to be primary affiliates.

AD SUPPORTED CABLE ORIGINATION

Viewing to English and Spanish Language advertiser supported cable networks. Stations transmitting distant signals received via cable or other non-cable forms of delivery (e.g. DBS, SMTV, etc.), specifically TBS and WGN cable, are also reported within this category. Excludes Pay Services, Pay-Per-View, and Shopping Channels.

SPANISH LANGUAGE CABLE

Viewing to advertiser supported Spanish Language Cable networks, excluding any cable outlets affiliated with a Broadcast Network.

ALL OTHER CABLE ORIG

Viewing to any cable-originated programming not included in ad-supported or premium pay. Includes non ad-supported basic cable channels (e.g., Disney), Pay-Per-View, Audio Only Pay Service, Shopping Channels, Interactive Channels and Government Access Channels.

AD SUPPORTED CABLE

Viewing to advertiser supported cable networks. Stations transmitting distant signals received via cable or other non-cable forms of delivery (e.g. DBS, SMTV, etc.), specifically TBS and WGN cable, are also reported within this category. Excludes Spanish Language cable networks, Pay Services, Pay-Per-View, and Shopping Channels. Also excludes any cable outlets affiliated with a broadcast network.

LISTING: AGGREGATE VIEWING GROUPS

ALL OTHER CABLE

Viewing to any non-Spanish Language cable-originated programming not included in ad-supported or premium pay. Includes non ad-supported basic cable channels (e.g., Disney), Pay-Per-View, Audio Only Pay Service, Shopping Channels, Interactive Channels and Government Access Channels.

PREMIUM PAY

Viewing to all premium movie/entertainment channels available via cable, SMATV, MDS, or DBS Services for which an additional monthly charge must be paid. This category excludes Pay-Per-View channels.

SPANISH LANGUAGE TV

Viewing to all Spanish Language Broadcast, Spanish Language Cable and Spanish Language Independent (not affiliated with a Spanish Language broadcast network) stations.

ALL OTHER TUNING

Viewing to a distributor (broadcast, cable or DBS) that could not be identified due to a lack of encoding and/or monitoring (effective with the installation of the A/P meter in July 2005). Tuning to other categories (e.g., All Other Cable, Ad Supported Cable, Independents Broadcast) may now credit to the All Other Tuning category instead if stations/distributors contributing to those categories are not encoding and/or monitored. This category contributes to HUT.

PAY PER VIEW

Viewing to pay per view services. This viewing also contributes to All Other Cable.

DVR PLAYBACK

Tuning collected while a DVR Player is in the play mode.

HUT/PUT

The estimated number of households, or persons in those households, using their television sets during the average minute of a daypart, in percentage of the appropriate universe estimate. Households using more than one TV set simultaneously are counted only once during each minute.

DVD PLAY

Tuning collected while a DVD Player is in the play mode (tuning not counted in HUT or PUT).

VCR PLAYBACK

Tuning collected while a VCR is in the play mode (tuning not counted in HUT or PUT).

VIDEO GAME CONSOLE

Tuning collected while a video game is being used (tuning not counted in HUT or PUT).



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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