



NIELSEN

**CABLE PROGRAM NAMES
POLICY**
MARCH 2012



AN UNCOMMON SENSE
OF THE CONSUMER™

POLICY: CABLE PROGRAM NAMES

REQUIREMENTS FOR PROVIDING PROGRAM NAMES

Cable network clients must provide accurate, valid program names in keeping with their contractual obligations to Nielsen. A network is considered to have programs if it actively sells and/or promotes itself using program titles. Multiple networks operated by the same client company that have program names are required to submit names for each network. Nielsen cable network clients who submit their program lineups will have access to the program names information submitted for all other cable network clients. A network that does not purchase Dailies is not required to supply names but it is an option if names are desired in network's pocketpiece.

ACCURACY OF PROGRAM NAMES INFORMATION

The program name field must resemble the way in which the program is being promoted. Nielsen reserves the exclusive right to assess the accuracy of program names provided by each cable network.

For News and Analyses programs that may have a guest host or atypical content, (the inclusion of breaking news or a current live event, for example) the following elements are required for the regular program title to be used:

- The use of the program's logo/program title on the screen or as a bug
- The inclusion of regular production elements for the program
- The promotion of the program with its regular title
- Audio mention of the program's title during the coverage
- Inclusion of any franchises or signature segments of the program
- Introduction of different anchors or hosts
- Introduction of hosted/moderated segments by others

In addition to the above policies, effective with data of March 26th 2012 forward, the trackage field for News programs is to be used to indicate the telecast time period.

PROGRAM TITLES AND THE USE OF INDICATORS

Effective with data of March 26, 2012, the application of the **premiere** and **repeat** indicators at the telecast level is mandatory for cable program telecasts. Historically, populating these fields was optional; and prior to September 2011, these indicators were proprietary.

There are four indicators that are required for all cable programs and series. Please note that a cable network series is defined as any multi-episodic program that airs in a 12 month interval (determined by the airing network). Cable network series may be telecast within one daypart and re-telecast in additional dayparts.

POLICY: CABLE PROGRAM NAMES

PREMIERE (P) INDICATOR

THE FIRST TELECAST OF A MULTI-EPISODE SERIES OR PROGRAM.

Premiere is applied at the telecast level and is required for the **first telecast** that starts a multi-episode series (P) **must NOT** be applied to any telecast other than the first telecast of a series during a 12 month interval (interval is determined by the airing network). Any other telecast that has not previously aired must leave the premiere field blank (unchecked).

Please note that **existing** (prior to March 26th, 2012) News and Sports series **do not** require a (P). Programs with the News and Sports type codes listed below, require (P) only for the first telecast of a series that is new to air after March 26th 2012.

REPEAT (R) INDICATOR

A TELECAST THAT HAS AIRED PREVIOUSLY EITHER ON THE AIRING NETWORK OR ON ANOTHER ORIGINATOR.

Repeat is the default selection in myEVNTS for all cable program telecasts, except for the following type code exceptions:

- Documentary News (DN)
- News (N)
- Sports Anthology (SA)
- Sports Commentary (SC)
- Sports Events (SE)
- Sports News (SN)

The repeat indicator must be checked for any telecast that is **not the first airing of a specific episode** (including news and sports programs). (R) must be unchecked for 'new' to air telecasts only. This means that for the exempt type codes, the repeat check box will need to be checked for any telecast that has aired before.

Cable news magazine programs that are formatted into multiple segments may follow the broadcast program coding policy application of the repeat indicator. News magazine programs may leave (R) unchecked, if a segment includes previously seen content usually with an update, as long as the other segments are new content.

ACQUIRED (A) INDICATOR

A SERIES OR PROGRAM THAT HAS AIRED PREVIOUSLY ON ANOTHER NETWORK IN THE U.S.

Acquired is applied at the program level (or at the episode level, if a user selects Varies at the program level).

All programs or series that have aired previously on another originator must apply (A). This means that (R) should remain checked for all telecasts of any acquired program or series. Acquired series also require (P) at the telecast level for the first episode of a series starting its run within a 12 month interval.

Please note that when the **premiere** telecast checkbox is selected for the first time for a telecast, the **repeat** telecast checkbox is automatically de-selected. For Acquired programs, remember to re-check the repeat checkbox after checking premiere for the first times.

POLICY: CABLE PROGRAM NAMES

ORIGINAL (O) INDICATOR

A SERIES OR PROGRAM THAT HAS NEVER AIRED BEFORE ON ANOTHER NETWORK IN THE U.S.

Original is applied at the program level (or at the episode level, if a user selects Varies). (O) is required for any program or series developed for the airing network. A program or series airing as a simulcast or multiplexed across multiple networks during the same 'season' is considered original.

In addition to the required indicators above, following are indicators that are applied at the discretion of the networks and as necessary.

VARIES (V) INDICATOR

A SERIES OR PROGRAM THAT HAS A MIX OF ACQUIRED AND ORIGINAL EPISODES

This is applied at the program level. If a user selects (V) at the program level, the user **must** also populate the episode field. A user should **never** select (V) without populating the required episode detail.

SPECIAL (S) INDICATOR

A SPECIAL EVENT OR TELECAST.

(S) is applied at the network's discretion to indicate a special event or telecast. For example an annual event, like an awards show, or a specific telecast or telecasts of a series. The network determines whether the special indicator will be applied.

BREAKOUT (B) INDICATOR

AN ABNORMAL TELECAST

(B) is applied at the telecast level so indicate unusual carriage, e.g. a different start time or interrupted coverage for a specific telecast.

GAPPED (G) INDICATOR

TELECAST HAS A TIME OR MINUTE OF PROGRAM GAP

This indicator is applied if the lineup entry for a cable telecast is gapped.

LIVE (L) INDICATOR

SIMULTANEOUS AIRING OF A PROGRAM ACROSS ALL TIME ZONES.

(L) Is applied at the telecast level to indicate that the telecast is airing as the event occurs.

NON-COMMERCIAL INDICATOR

PROGRAM OR TELECAST WITHOUT COMMERCIALS.

The non-commercial indicator is applied at the program or telecast level for ad supported cable networks only to indicate that no national ad time was included in the program or telecast.

The population of the above fields, as well as the accuracy of the application of these indicators will continue to be dependent on the network. However, if any inconsistencies are reported, reprocessing may be required and the network will incur the standard reprocessing fees. In addition, telecasts without the required fields will be subject to exclusion from rankings and other reports and ads may not be approved if input is incomplete.

POLICY: CABLE PROGRAM NAMES

NON-COOPERATION

A cable network will be considered non-cooperating if it has failed to send either preliminary or final lineups for seven consecutive days. The data for that network will be processed as time period only on all systems. Corrections to the data may require reprocessing and the network will incur additional fees. Failure to correct the “non-cooperating” status may result in further penalties or fees which may include suspension of client access to dailies via all systems, discontinuation of pocketpiece production, and/or exclusion of the cable network on all data tapes.

REPROCESSING OF LINEUPS

Reprocessing changes may be made up to 15 Days after the close of the Nielsen month. No reprocessing can occur after that window closes. Reprocessing of lineups updated and released after the daily deadline is subject to a charge.

Please contact your Nielsen Client Service Representative about penalties associated with reprocessing including those for late preliminary names information.

PROGRAM NAMES: PRELIMINARY NAMES RELEASE SCHEDULE

The schedule for sending preliminary lineups, extract times and data release times is listed below. Adherence to these deadlines is mandatory to ensure the timely processing and release of daily data.

Preliminary program names for a given week must be sent in **no later than Fridays at 5:00 PM ETZ** for the upcoming Monday-Sunday week. There is an additional cable extract done on Tuesdays at 5:00PM ETZ which will include any updates made to preliminary cable names for Thursday through Sunday programming after the initial extract the prior Friday. Updating Thursday through Sunday program names is optional. The preliminary names released on the previous Friday will be reported for networks that choose not to release an update.

PRELIMINARY NAMES RELEASE SCHEDULE

DAILY	PROGRAM NAMES RELEASE DEADLINES (ETZ)	EXTRACT TIME (ETZ)	DATA RELEASE SCHEDULE (ETZ)
Monday	Tuesday 11:00am	Tuesday 11:00am	Tuesday 4:00pm
Tuesday	Wednesday 11:00am	Wednesday 11:00am	Wednesday 4:00pm
Wednesday	Thursday 11:00am	Thursday 11:00am	Thursday 4:00pm
Thursday	Friday 11:00am	Friday 11:00am	Friday 4:00pm
Friday	Monday 10:00am	Monday 10:00am	Monday 4:00pm
Saturday	Monday 12:30pm	Monday 12:30pm	Tuesday 9:00am
Sunday	Monday 2:30pm	Monday 2:30pm	Tuesday 9:00am



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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