



## A Close Look At Out-of-Home Viewing

Watching television is arguably America's favorite pastime – that's evident by the numerous places that TV can be viewed. While a majority of TV viewing may take place in one's home, that is not always the case. Some people may head to the bar to watch "the game" with their buddies. Others catch up on the latest news while sitting in the airport waiting to board their flight. People view TV while they sweat away on the treadmill at the gym, or while they're at the office throughout the day.

Because all of this viewing takes place outside the home, in 2008 Nielsen and Integrated Media Measurement Inc. (IMMI) co-branded a service that would capture linear television viewing outside one's home. It was called Out Of Home Measurement.

Nielsen's National People Meter panel (NPM) measures viewing in one's home and -- through the inclusion of visitors to the NPM – the viewing that takes place in another person's home. The OOH study added in all other out-of-home viewing.

This study will detail the OOH viewing levels and demonstrate the added lift that OOH viewing can contribute to the NPM delivery. Included in this study are out-of-home rankers for broadcast and cable programs, TV series that had strong OOH viewing among various demos, and case studies for numerous events that aired in the past year.

### Key Findings:

- The average Total Day lift from OOH viewing was 2.6% over the reported National People Meter (NPM) rating (AA%)
- Daytime and weekend viewing benefited most, percentage wise, with OOH viewing
- Broadcast networks received the highest OOH ratings
- Marquee sporting events – NFL, NCAA football, MLB post-season – garnered larger OOH numbers in comparison to many non-sports related programming
- For both males and females, persons age 18-24 had the strongest OOH delivery in most months when compared to the younger and older age groups

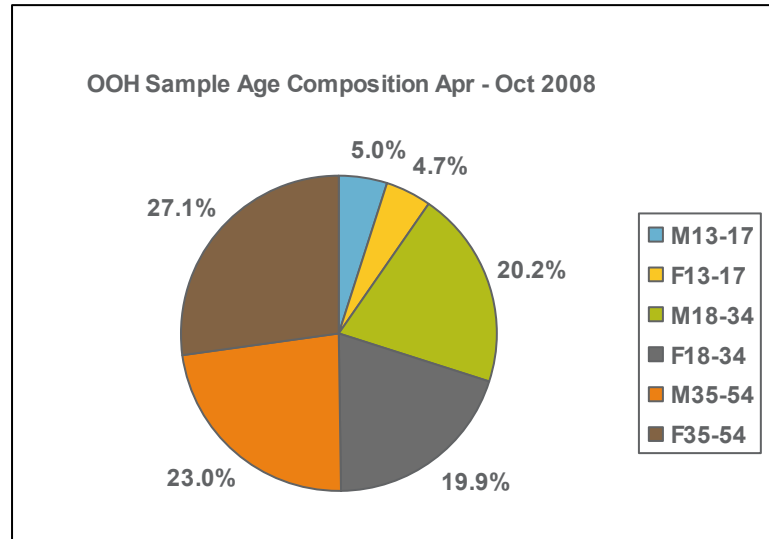
## Methodology

The Nielsen-IMMI Out-of-Home measurement encompassed persons age 13-54 that were randomly recruited from all around the U.S., with a particular focus in New York, Los Angeles, Chicago, Houston, Miami, and Denver. Only one person was recruited per household. To capture the out-of-home viewing, each panelist's primary mobile device was replaced with a customized smart phone cell phone with IMMI's technology pre-installed. This phone converted ambient sounds into digital audio signatures which were later matched against a reference library to produce viewing estimates. Thus, from any location that the panelist's phone was able to pick up the audio from a TV, out-of-home viewing could be credited. In order to avoid counting in-home viewing, Bluetooth beacons were installed in panelist homes to identify when TV viewing was happening there - and this in-home viewing was not included.

A total of 4,700 panelists were recruited, and most – 3,000 – were in the six focus markets, noted above, with another 1,700 dispersed throughout the U.S. After weighting to approximate the overall U.S. population, the effective sample size was closer to 1,977. A distribution of panelists by age and gender is shown in Figure 1 below.

Out-of-Home data is available from mid-March 2008 (in order to capture viewing to the NCAA Basketball Tournament) through mid-November 2008 (to capture Election Day coverage). However, this study primarily looks at October as it is the last full month of data available. Sixty-seven broadcast and cable networks – all English-language<sup>1</sup> – were measured. Reportable data streams include Live and Live+4 hours<sup>2</sup>. All OOH data reported in this paper is from the Live+4hr data stream while all reported NPM sample data is from the Live+SD data stream.

Figure 1



<sup>1</sup> Spanish-language network measurement commenced in Nov. '08, just prior to the suspension of the Out-of-Home service.

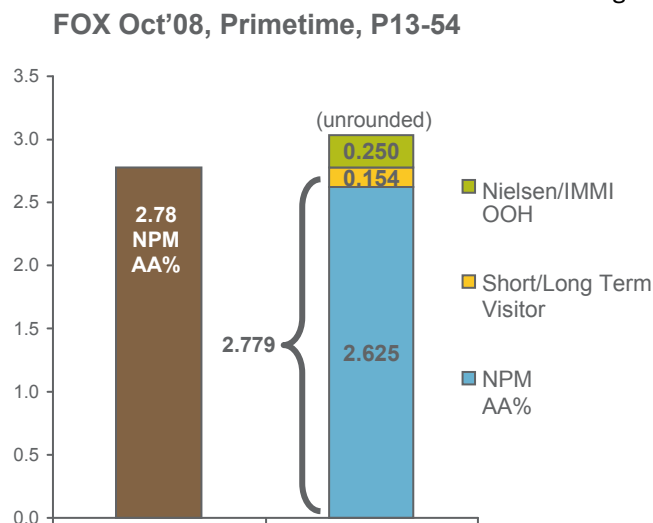
<sup>2</sup> Live+4hrs was originally used by IMMI to account for East and West feeds. Later, both feeds were measured and the four hours were kept to capture time-shifted viewing.

## Understanding the Data

Critical to this report is an understanding of the method used in its analyses to incorporate OOH viewing with the already published currency figures within the national panel. An example from Fox is used to define the data components in this study (see Figure 2). For Primetime in October 2008, Fox averaged a 2.78 NPM rating among P13-54. Within an NPM rating, there are two components: (1) the rating for Nielsen panelists that reside within the home (2.625) and (2) the rating for short and long term visitors<sup>3</sup> within the panelist home (0.154). These two components summed together equal the overall NPM rating (2.78).

This visitor viewing piece is included in the currency as a surrogate for what sample household members are actually doing – that is, they are watching TV outside of their homes. But the visitor viewing within the NPM rating accounts for only that viewing within a panelist’s home; it does not account for any viewing taking place elsewhere. The data from the Out-of-Home service captured viewing that happened in hotels, airports and bars – anywhere that the panelist’s IMMI technology equipped cell phone could pick up the TV audio. In this example Fox’s OOH rating for the month was 0.250 – almost one-tenth higher than the visitor viewing captured in the NPM rating.

Figure 2



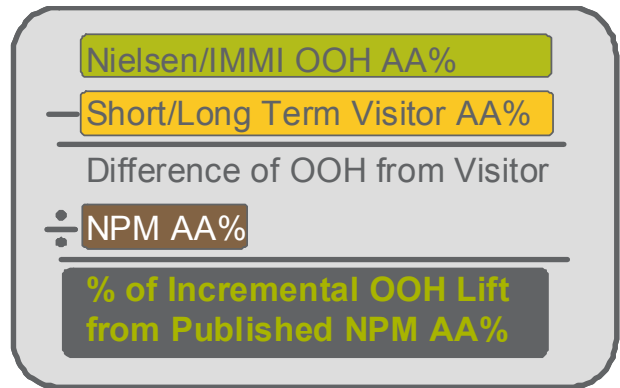
<sup>3</sup> Short Term Visitor – A one-time-only or non-regular TV viewing visitor to a panelist home (e.g. A friend coming over to watch the Super Bowl)

Long Term Visitor – A regular TV viewing visitor to a panelist home who has been assigned their own number on the household People Meter (e.g. A nanny that comes to the house several times each week)

The metric that is essential to understand in this study is the additional lift that out-of-home viewing can contribute to the published NPM delivery. There are multiple ways that networks or agencies might want to count this number. But given that visitor viewing is already in the NPM currency, for this analysis visitor viewing was deducted from the OOH viewing to achieve the net audience gain.

The formula for calculating the percent of incremental lift to the reported NPM AA% by OOH viewing is as follows (Figure 3):

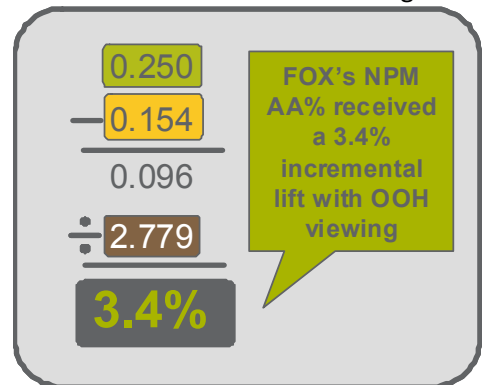
Figure 3



Using the example of Primetime viewing to FOX among persons 13-54 during October 2008, here's the formula again:

1. Subtract the visitor viewing (0.154) within the NPM rating from the OOH rating (0.250).
2. Divide the difference (0.096) by the overall NPM rating (2.779) to get the percent of incremental lift provided by the OOH (3.4%).

Figure 4



## OOH Viewing Trends

### OOH Incremental Lift By Daypart

Using the aforementioned formula, Figure 5 displays the incremental lift to the published NPM daypart ratings with the inclusion of OOH viewing. This was averaged across the 67 networks available through the OOH data. At the top of the chart, Total Day averaged an increase of 2.6% in October 2008 among persons 13-54 with OOH viewing. Certain dayparts, including Weekend Daytime and Weekday Daytime (highlighted in gold), saw larger OOH lifts ranging from four to six percent. These are dayparts where people are less likely to be home. In contrast, the OOH lifts were smaller in dayparts when people were returning home from school or work and in Primetime (highlighted in blue). These dayparts saw on average approximately a one percent lift with OOH.

Figure 5

Incremental OOH Delivery By Daypart October 2008 among P13-54	
Daypart	Incremental OOH Lift from Published NPM AA%
<b>Total Day</b>	<b>2.6%</b>
<b>M-Su 8p-11p</b>	<b>1.1%</b>
<b>Su 1p-8p</b>	<b>0.0%</b>
<b>Su 8a-1p</b>	<b>5.6%</b>
<b>Sat 1p-8p</b>	<b>2.7%</b>
<b>Sat 8a-1p</b>	<b>4.3%</b>
<b>M-F 11p-1a</b>	<b>2.3%</b>
<b>M-F 6p-8p</b>	<b>0.6%</b>
<b>M-F 1p-4p</b>	<b>2.5%</b>
<b>M-F 10a-1p</b>	<b>4.9%</b>
<b>M-F 4p-6p</b>	<b>0.8%</b>
<b>M-F 6a-10a</b>	<b>6.0%</b>
<b>M-F 1a-6a</b>	<b>3.9%</b>

### OOH Viewing By Originators

To the right, Figure 6 displays the top 20 networks in Primetime for October 2008 ranked by their OOH rating (in gray). This rating was pulled directly from the OOH data and is completely separate from the NPM rating. Also provided is the incremental boost for each network. Looking at the networks, FOX accumulated a quarter of a rating point in OOH viewing which, after subtracting visitor viewing, netted FOX a 3.4% gain over its published NPM number (this was the example used in the Understanding the Data section). Also towards the top of the list are the broadcast networks ABC, NBC, and CBS – all receiving over a tenth of a rating point from the OOH panel. Among the top 20, Cartoon Network (TOON) saw the largest net gain from its OOH viewing, increasing the NPM currency rating by 7.0%.

Figure 6

Top Networks in Primetime Based on OOH Viewing October 2008 Among P13-54		
Network	OOH AA%	Incremental OOH Lift from Published NPM AA%
FOX	0.25	3.4%
ABC	0.23	3.5%
NBC	0.17	1.9%
CBS	0.13	0.0%
TBSC	0.11	1.3%
ESPN	0.09	1.5%
CW	0.08	2.4%
USA	0.07	0.2%
CMDY	0.07	5.8%
MNT	0.06	5.9%
TOON	0.06	7.0%
NICK	0.06	2.3%
DSNY	0.05	3.7%
FOXNC	0.05	4.5%
CNN	0.05	0.5%
SPIKE	0.04	2.0%
VH1	0.04	4.8%
TNT	0.04	1.1%
LIF	0.04	3.9%
MTV	0.04	0.0%

## OOH Viewing By Programs

The following section examines the top programs based on their OOH rating among P13-54. To be included in these rankers, the programs were required to have a minimum duration of two hours.

On a Total Day basis, broadcast programs had the largest OOH delivery in October 2008. Figure 7 shows the Broadcast programs with the highest OOH delivery that month. More than half of the programs in the top 20 were sporting events (highlighted in gold). Although these events ranked high in terms of their OOH rating, the incremental percentage lift to the published NPM rating was not always as large. This is because these programs also received strong deliveries from visitor viewing within the NPM sample.

Third on this list is NBC's Saturday Night Live, which may seem unusual amidst the sports programs. However, it was during this time that Saturday Night Live featured Tina Fey, who received rave reviews for her portrayal of Sarah Palin. Also making the list were four ABC and two NBC Primetime series – though their percent lift, discounting NPM visitor viewing, was mixed.

Figure 7

Top Broadcast Programs Across Total Day Based on OOH Viewing October 2008 Among P13-54				
Network	Program Name	Dur (Mins)	OOH AA%	Incremental OOH Lift from Published NPM AA%:
FOX	FOX NFL SUNDAY-NATIONAL	355	0.65	0.0%
CBS	CBS NFL NATIONAL	272	0.49	0.0%
NBC	SATURDAY NIGHT LIVE	297	0.45	7.5%
ABC	SAT NIGHT FOOTBALL	573	0.42	9.3%
FOX	FOX WORLD SERIES GAME 4	183	0.41	1.8%
FOX	FOX MLB NLCS GAME 3	184	0.39	7.6%
FOX	FOX NFL SUNDAY-SINGLE	347	0.39	0.0%
ABC	DESPERATE HOUSEWIVES	244	0.38	2.7%
FOX	FOX NFL SUNDAY-REGIONAL	359	0.37	0.1%
ABC	GREY'S ANATOMY-THU 9PM	183	0.36	1.3%
NBC	HEROES	240	0.36	4.3%
ABC	BROTHERS & SISTERS	236	0.32	4.9%
NBC	NBC SUNDAY NIGHT FOOTBALL	502	0.32	0.9%
FOX	FOX WORLD SERIES GAME 3	230	0.31	2.9%
FOX	HOUSE	244	0.31	2.2%
ABC	ABC COLLEGE FTBL GM-LATE	778	0.31	7.1%
FOX	FOX WORLD SERIES GAME 1	209	0.30	0.0%
FOX	FRINGE	176	0.29	3.3%
ABC	DANCING WITH THE STARS	424	0.28	2.7%
CBS	HOME DEPOT PRIME CLG FTBL	221	0.28	8.0%

\* Programs were selected using a two hour minimum duration

Similar to the list of broadcast programs, the cable programs in October 2008 (Figure 8) that received the highest OOH ratings included several sports programs (highlighted in gold). As before, some of these sports programs did not have a high incremental OOH lift to their published NPM rating because their visitor viewing within the national panel was strong.

Among the non-sports programs are some comedy specials and cartoons. In terms of the incremental OOH lift from the published NPM rating, there were fluctuations. In most cases this was a function of small in-home panelist and visitor ratings overall.

Figure 8

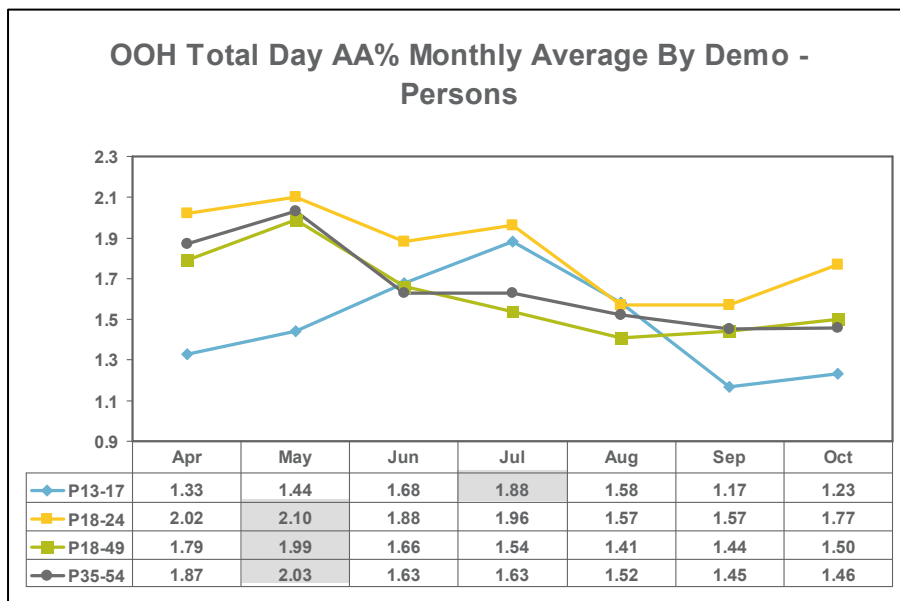
Top Cable Programs Across Total Day Based on OOH Viewing October 2008 Among P13-54				
Network	Program Name	Dur (Mins)	OOH AA%	Incremental OOH Lift from Published NPM AA%:
ESPN	NFL REGULAR SEASON L	828	0.31	0.6%
COMEDY	SOMMORRE:THE QUEEN STANDS	180	0.26	86.8%
TBS	MLB ALCS	1699	0.17	0.4%
ESPN2	NASCAR NATIONWIDE SRS L	270	0.16	38.2%
TBS	MLB WILDCARD	158	0.12	1.1%
NICK	MIGHTY B!	270	0.12	13.3%
COMEDY	RICHARD PRYOR HERE & NOW	120	0.12	28.7%
CNN	LATE EDITION W/BLITZER	480	0.12	48.7%
ESPN	SPORTSCENTER: L	347	0.11	1.6%
ESPN	COLLEGE GAMEDAY L	483	0.11	7.4%
TOON	SCOOBY DOO/GHOUL SCHOOL	120	0.11	34.5%
ESPN	COLL FTBALL-SAT PRIME L	992	0.11	3.7%
TOON	GEORGE OF THE JUNGLE	450	0.11	35.8%
TOON	SCOOBY DOO/LOCHNESS MNSTR	180	0.11	30.2%
TBS	FAMILY GUY	930	0.10	7.1%

\* Programs were selected using a two hour minimum duration

## Monthly OOH Viewing Trends For Total Day, Persons Data

Figure 9

Figure 9 looks at the monthly OOH average for Total Day by age group for the duration of the OOH service – April to October 2008. This data does show some parallels to in-home tuning in that viewing for most age breaks peaked during the May measurement period when the broadcast networks were airing season finales. This was true for persons 18-24, 18-49, and 35-54. OOH viewing then decreased during the summer months and began to pick up again when Primetime series and sports returned in the fall. Only the youngest group – persons 13-17 – differed. Their OOH viewing was highest in July when most teens were out of school.



## Monthly OOH Viewing Trends For Primetime, Male and Female Data

Figure 10

Looking specifically at males during the Primetime daypart (Figure 10), OOH viewing for the older male demos peaked in the month of May while July was the peak month for the teenage boys. Also, Males 18-24 maintained an OOH rating of about 2.7 to 2.8 for the months of May, June, and July – while the older 35-54 demo saw declines in OOH viewing in the summer months.

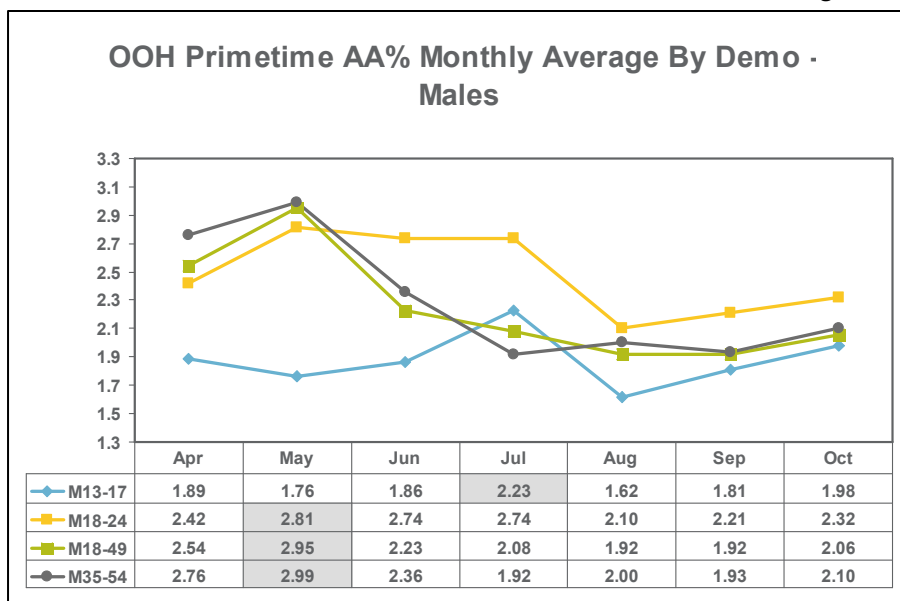
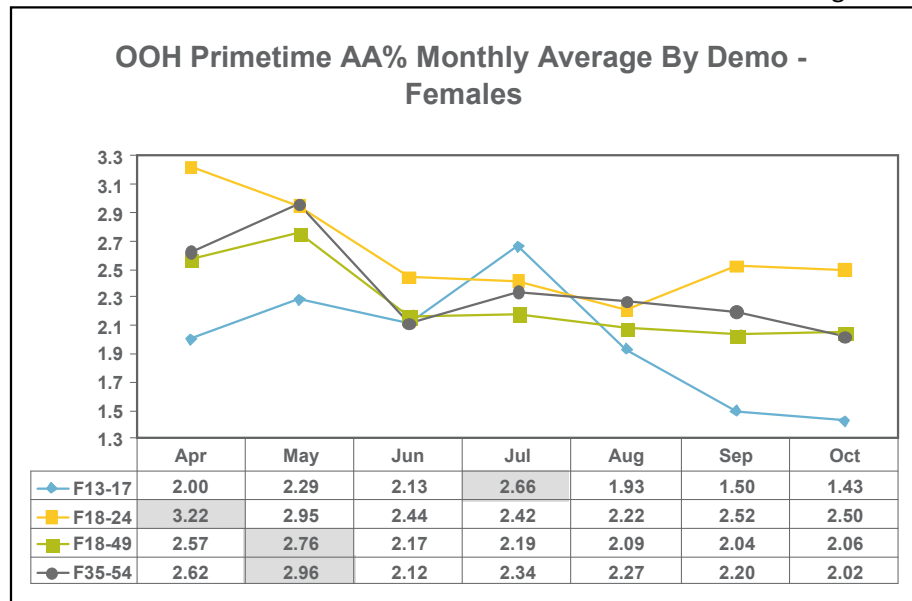




Figure 11

Figure 11 displays the monthly Primetime OOH delivery for females. Among this group, females 18-24 peaked in April and exceeded the other demos in most months in terms of their OOH delivery. The notable exception to this was in July, when female teens peaked. Females 35-54 mirrored females 18-49, posting their strongest OOH delivery in May and declining throughout the summer.



### Top Primetime Programs by Demo Based on Strongest Month with OOH Viewing

As the previous section highlighted the monthly similarities and differences of OOH viewing among male and female demos, this segment will reveal the programs with the strongest OOH viewing for several demos in their highest rated OOH month. These rankers are among those programs that had at least a two hour duration for the month. Note that rankers for males and females 13-17 and 18-24 are available in the appendix beginning on page 20. Also in the appendix are the intab counts (representing the number of respondents providing data) within the OOH sample for each of these demos.

The peak month for Primetime OOH viewing among Males 18-49 was May 2008. Among the top OOH programs for this demo were four listings for the NBA playoffs – on ABC, ESPN, or TNT. Also on the list is CBS' 9-11pm Monday night line-up: Rules of Engagement, Two and a Half Men, and CSI: Miami. This is a good example of how, if a program has a lot of OOH viewing, the programs surrounding that show may also capture OOH viewing. Another example of this is Hell's Kitchen, coming in second on this list, which aired as the lead-out of American Idol on Tuesday - which came in at number 10 on this list. The incremental OOH lift for this demo group was rather consistent – with most programs seeing a lift of seven to twelve percent.

Figure 14

Top Primetime Programs by Demo Based on Strongest Month with OOH Viewing Males 18-49, May 2008				
Network	Program Name	Dur (Mins)	OOH AA%	Incremental OOH Lift from Published NPM AA%:
CBS	RULES OF ENGAGEMENT	119	0.62	12.0%
FOX	HELL'S KITCHEN	234	0.60	10.2%
CBS	TWO AND A HALF MEN	122	0.56	7.7%
ABC	NBA PLAYOFFS ON ABC-SAT 3	175	0.55	7.8%
ESPN	NBA PLAYOFFS-CONF SEMIS L	627	0.51	12.4%
FOX	FOX NASCAR SPRINT CUP (S)	219	0.47	9.5%
ABC	NBA PLAYOFFS ON ABC-SAT 2	169	0.46	6.9%
CBS	CSI: MIAMI	241	0.44	9.7%
TNT	NBA PLAYOFFS	3107	0.44	7.2%
FOX	AMERICAN IDOL-TUESDAY	248	0.43	1.7%

\* Programs were selected using a two hour minimum duration

The top ten Primetime programs among Males 35-54 by OOH rating are listed below. This list, based on May 2008, had fewer sporting events than seen with M18-49 and was occupied exclusively by broadcast titles. Incremental lift percentages were slightly higher for M35-54 vs. M18-49, with seven of the shows garnering double-digit gains over their currency ratings, even after discounting in-home visitor viewing.

Figure 15

Top Primetime Programs by Demo Based on Strongest Month with OOH Viewing Males 35-54, May 2008				
Network	Program Name	Dur (Mins)	OOH AA%	Incremental OOH Lift from Published NPM AA%:
CBS	RULES OF ENGAGEMENT	119	0.85	13.0%
CBS	TWO AND A HALF MEN	122	0.75	8.8%
ABC	NBA PLAYOFFS ON ABC-SAT 3	175	0.73	19.2%
ABC	NBA PLAYOFFS ON ABC-SAT 2	169	0.68	14.5%
CBS	SURVIVOR: MICRONESIA	120	0.66	9.4%
FOX	HELL'S KITCHEN	234	0.62	10.6%
CBS	SURVIVOR:MICRONESIA FINAL	129	0.61	7.9%
ABC	WONDERFUL WORLD OF DISNEY	180	0.58	21.6%
FOX	AMERICAN IDOL-TUESDAY	248	0.52	3.3%
NBC	DEAL OR NO DEAL-WED	360	0.51	20.4%

\* Programs were selected using a two hour minimum duration

Similar to males 18-49, Primetime OOH viewing for females 18-49 peaked in May 2008. Three of the four big broadcast networks were represented on following list of the top ten programs ranked on OOH rating for females 18-49. Fox took half the spots, with American Idol coming in at #1 and #2. Hell's Kitchen, the lead-out from American Idol, ranked high as well. It is interesting to note that this list is made up of reality series and dramas; no sports programs made the list for females 18-49. The incremental OOH lift for these programs was lower for W18-49, on average, than for their male counterparts. The OOH lift for the programs listed below ranges from about three percent to nine percent (Figure 18).

Figure 18

Top Primetime Programs by Demo Based on Strongest Month with OOH Viewing Females 18-49, May 2008				
Network	Program Name	Dur (Mins)	OOH AA%	Incremental OOH Lift from Published NPM AA%:
FOX	AMERICAN IDOL-TUESDAY	248	1.07	4.5%
FOX	AMERICAN IDOL-WEDNESDAY	307	0.93	3.3%
FOX	HELL'S KITCHEN	234	0.74	7.0%
ABC	GREY'S ANATOMY-THU 9PM	306	0.68	3.4%
FOX	HOUSE-MON 9P	240	0.60	6.7%
ABC	BACHELOR: LONDON CALLING	168	0.57	8.5%
ABC	DANCING W/STARS RESULTS	306	0.53	4.2%
CBS	CSI: NY	240	0.52	9.9%
FOX	BONES-MON 8P	240	0.50	9.2%
ABC	WIFE SWAP	180	0.49	11.9%

\* Programs were selected using a two hour minimum duration

Among Females 35-54, May was also the top month for Primetime OOH viewing. As with the top ten program list for Males 35-54, programs on the big four broadcast networks held all the spots on the top ten list for Females 35-54. Half of the programs on the list had an incremental OOH lift of greater than 10% over the published NPM rating after subtracting visitor viewing (Figure 19).

Figure 19

Top Primetime Programs by Demo Based on Strongest Month with OOH Viewing Females 35-54, May 2008				
Network	Program Name	Dur (Mins)	OOH AA%	Incremental OOH Lift from Published NPM AA%:
FOX	AMERICAN IDOL-TUESDAY	248	1.20	6.1%
FOX	AMERICAN IDOL-WEDNESDAY	307	1.14	5.5%
FOX	HELL'S KITCHEN	234	0.92	11.1%
ABC	DANCING W/STARS RESULTS	306	0.86	7.0%
NBC	MEDIUM	180	0.76	10.7%
ABC	BACHELOR: LONDON CALLING	168	0.69	11.9%
ABC	GREY'S ANATOMY-THU 9PM	306	0.68	5.6%
NBC	E.R.	177	0.67	10.6%
ABC	BROTHERS & SISTERS	174	0.66	11.2%
CBS	TWO AND A HALF MEN	122	0.63	7.1%

\* Programs were selected using a two hour minimum duration

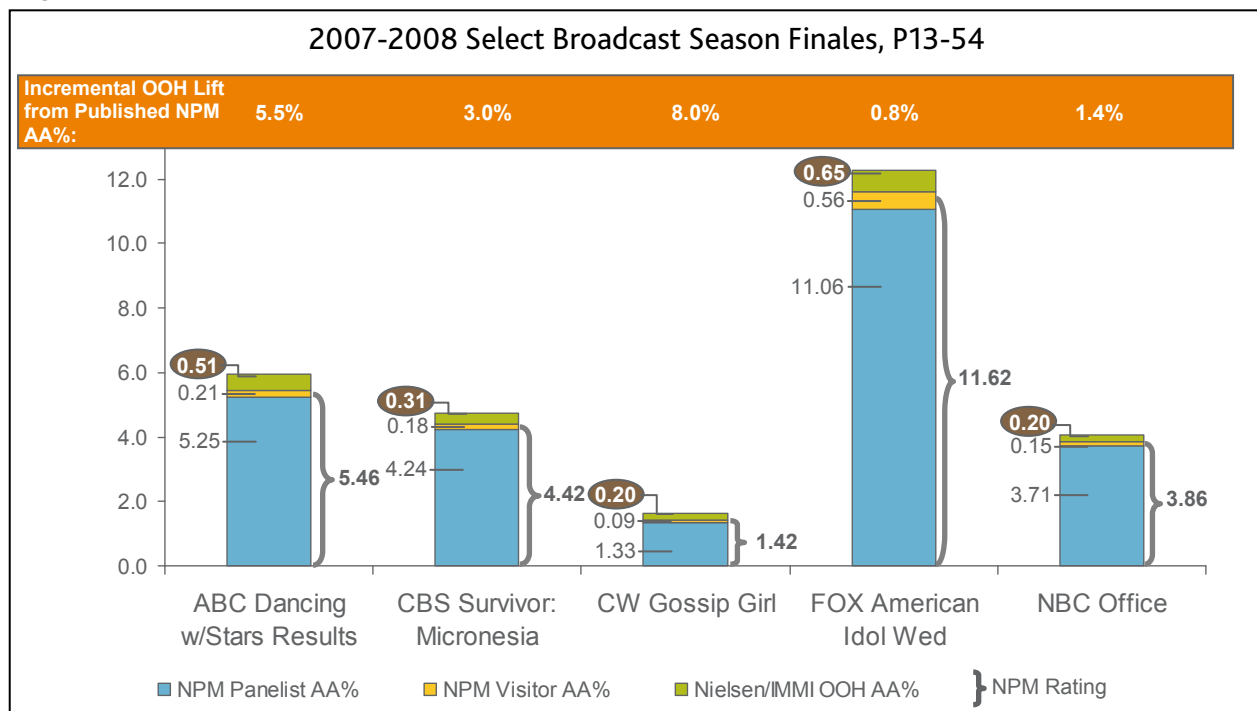
## OOH Case Studies

During the OOH service period there were several major TV events including 2007-2008 broadcast network season finales and 2008-2009 broadcast network season premieres, the NBA Playoffs, the MLB World Series, the Beijing Olympics, and Election Day coverage. This section will look at each of these events and how they performed among persons 13-54 in both the NPM and OOH samples, as well as the incremental lift each event received from OOH viewing.

### Broadcast Network Finales and Premieres

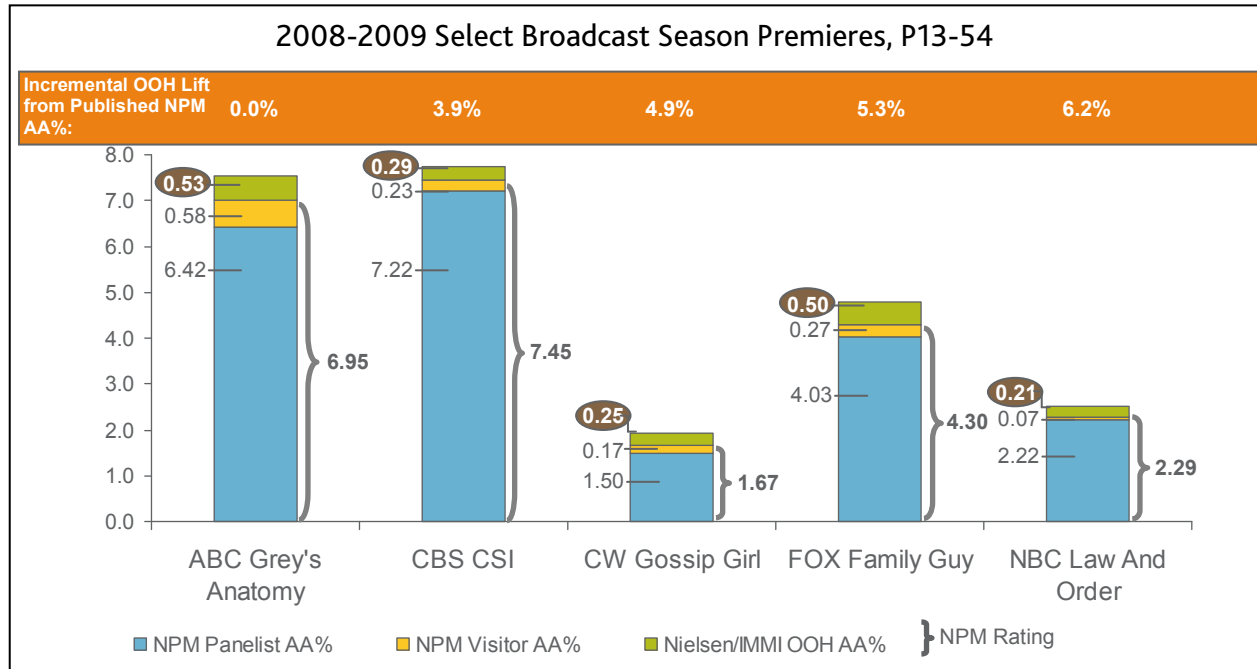
The chart below contains a selection of broadcast network season finales – one for each network – from the 2007-2008 broadcast season. The American Idol finale (May, 2008) had the largest OOH audience of the selected programs, but also had the largest amount of visitor viewing in the panel, resulting in an incremental lift of less than 1%. In contrast, CW's Gossip Girl had the lightest OOH delivery (tied with NBC's The Office) among these shows, but produced the highest incremental lift (8.0%).

Figure 20



The selection of fall 2008 season premieres in Figure 21 represent a cross section from across the broadcast networks. These premieres achieved a range of incremental OOH lifts above their NPM ratings. For instance, Law and Order had the smallest OOH rating (0.21), but also the smallest visitor number (0.07), thus netting a 6.2% increase over its overall NPM rating (2.29). Grey's Anatomy, meanwhile, fared the opposite: it had the largest OOH rating among the selected programs (0.53), as well as the largest visitor rating (0.58), and did not realize a net increase from OOH viewing.

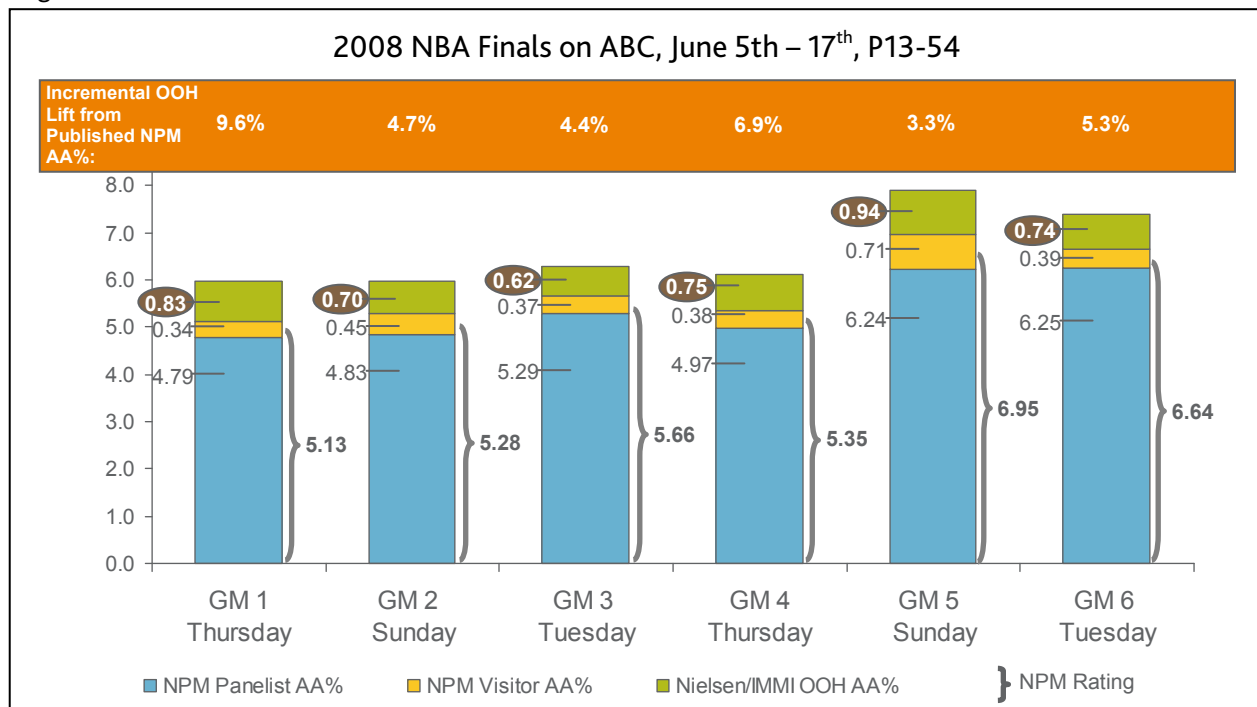
Figure 21



## The 2008 NBA Finals

As seen earlier in this study, sporting events ranked high in OOH rankings, especially among men. One of the biggest sporting events of the year is the NBA Finals. The 2008 NBA Finals, played in June and aired on ABC, featured the Boston Celtics and the LA Lakers. As seen in the chart below, the largest OOH rating of the series occurred for Game Five (0.94), which took place on a Sunday. Yet, despite the large OOH audience, it was offset by the largest amount of NPM visitor viewing (0.71). The net effect was a 3.3% audience gain among persons 13-54 for that game. On a net percentage basis, the largest gains occurred on the two Thursday games – Game One (9.6%) and Game Four (6.9%). The Game Six OOH and NPM audience was down from the previous game, though these lower numbers are likely attributable to the fact that the game was all but over by half time (58-35 for the Celtics).

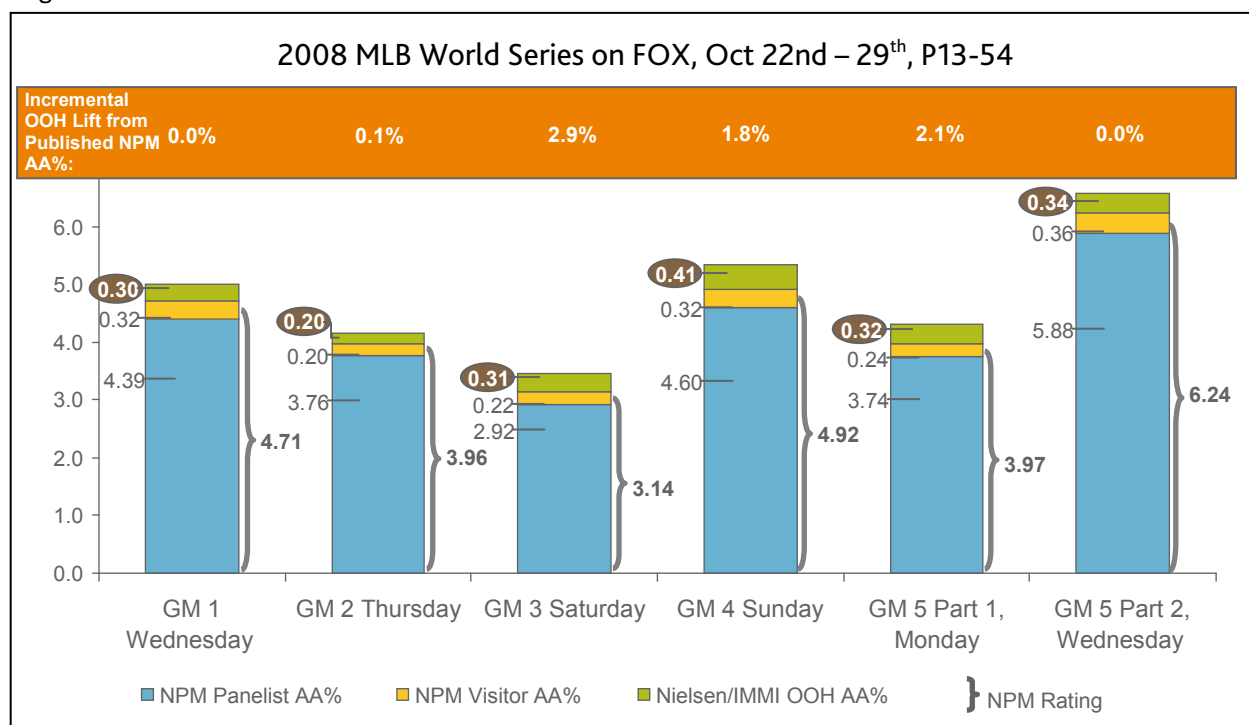
Figure 22



## The 2008 MLB World Series

Compared to the 2008 NBA Finals, Out-of-Home viewing levels to the five Major League Baseball World Series games (Rays vs. Phillies) on FOX were about half as large. Also, the incremental OOH viewing contribution to the NPM ratings was also smaller by comparison to the NBA Finals. Saturday night's World Series game, which featured an extended rain delay, received the largest incremental percentage gain over the NPM rating (2.9%), though this lift was less than any of the NBA Final games. The single largest OOH rating was on Sunday night (0.41). The deciding Game Five, on Monday night, was suspended for rain and the final innings were played the following Wednesday. Overall viewing was higher for the Wednesday night portion of Game Five, likely because the score was tied at two; however, OOH viewing was comparable to Games One, Three, and the Monday night portion of Game Five.

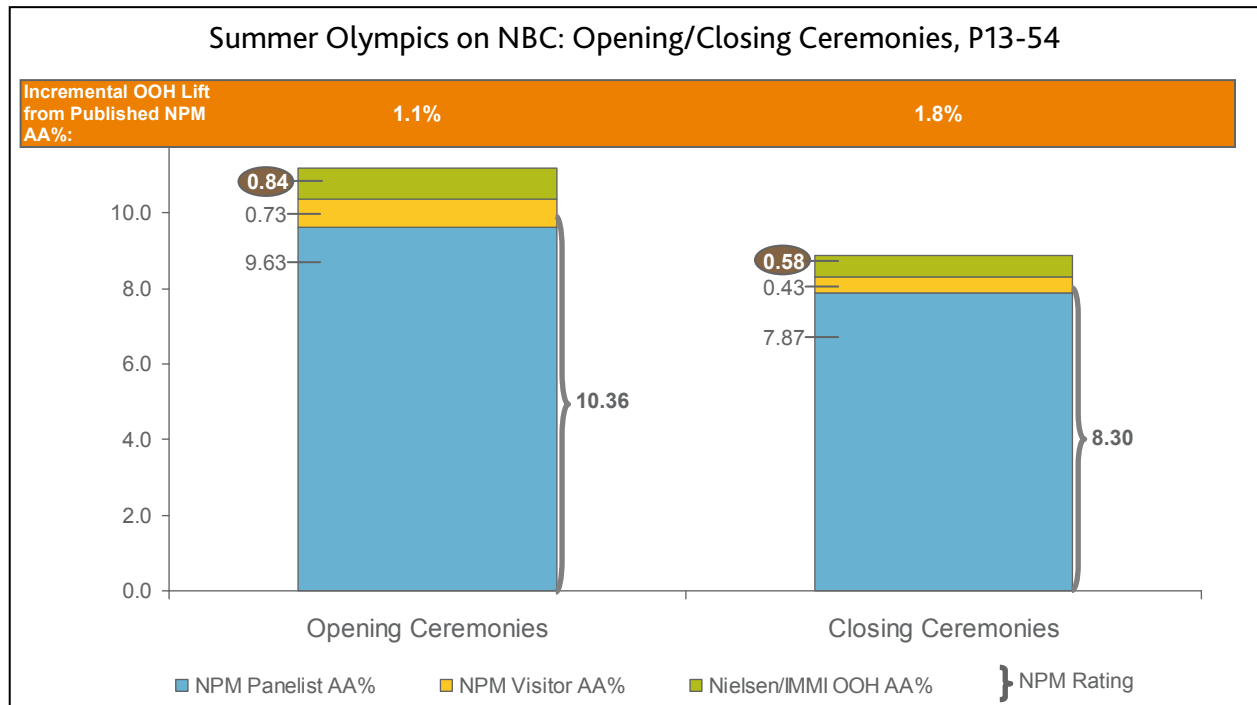
Figure 23



## The 2008 Summer Olympics in Beijing

Taking place between the NBA Finals and Major League Baseball's World Series, NBC filled the airwaves in August with coverage of the Summer Olympics from Beijing. Shown below are the ratings for the Opening and Closing Ceremonies. The OOH component of the Opening Ceremonies (0.84) was higher than all but the fifth game of the NBA Finals, and exceeded the ratings – both in-home and OOH – of the Opening Ceremonies. After 16 days of Olympic coverage, the Closing Ceremonies could not match the ratings – both in-home and OOH – of the Opening Ceremonies. The OOH rating for both ceremonies slightly exceeded that of visitors in the NPM panel, although the substantial NPM visitor viewing resulted in a marginal percentage boost for OOH.

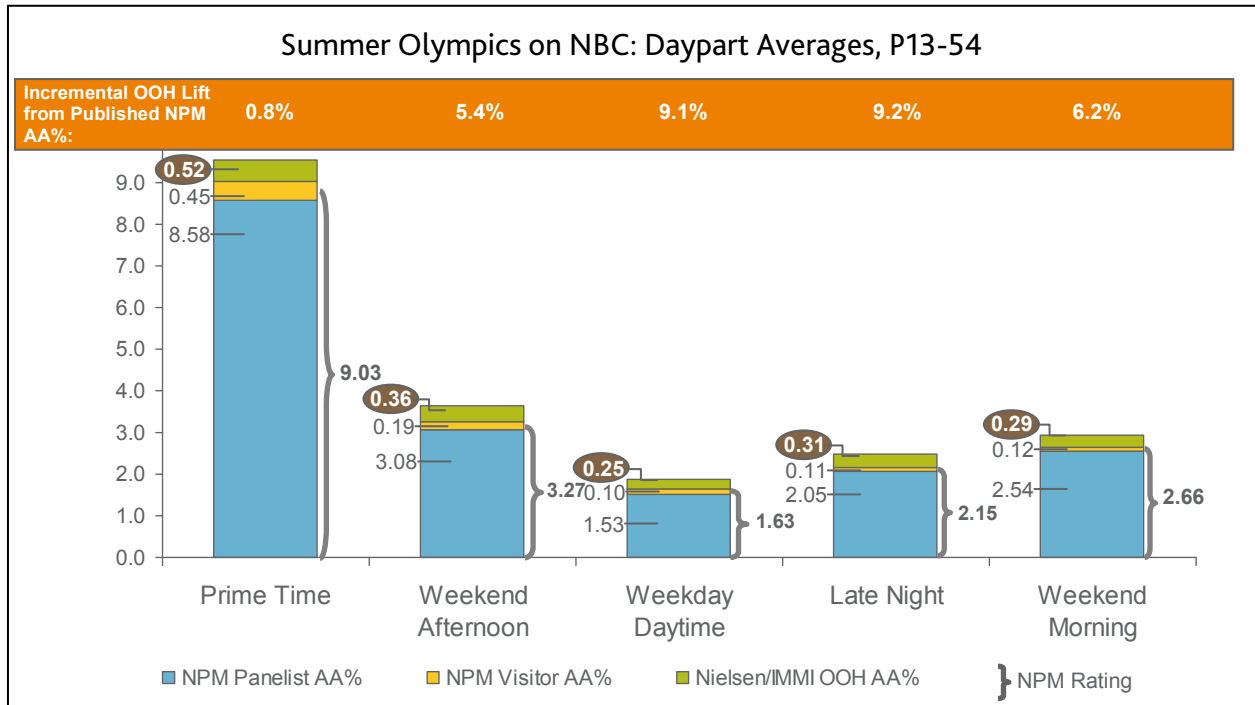
Figure 24





Looking at NBC's Olympic coverage by daypart reveals a pattern that previously emerged in the daypart section; that is, larger percentage boosts from OOH viewing occurred when people were less likely to be home – weekday daytime (9.1%) and weekends (5.4%). The largest incremental gain (9.2%) came during late night (11pm – 6am). Although this study did not look at each night's audience, it is possible this may have something to do with the fact that so many of swimmer Michael Phelps' races were shown close to 11pm ET. Still, however, the absolute largest OOH audiences were generated in Primetime Eastern Time when the P13-54 OOH rating averaged 0.52.

Figure 25



## Election Night News Coverage

Primetime coverage of the 2008 elections on November 6th was arguably the largest "must watch" non-sporting event in recent history. This section compares coverage across broadcast networks (Figure 26), as well as across cable networks (Figure 27).

Among the broadcast and cable networks, ABC and CNN received the highest OOH viewing rating (0.29). However ABC was the only network of those displayed below that produced any incremental lift with OOH (2.1%). All the other networks achieved a higher visitor delivery within the NPM than an OOH rating. Perhaps the election was an event where viewers either stayed home, or went to a friend's home, to track the historic outcome.

Figure 26

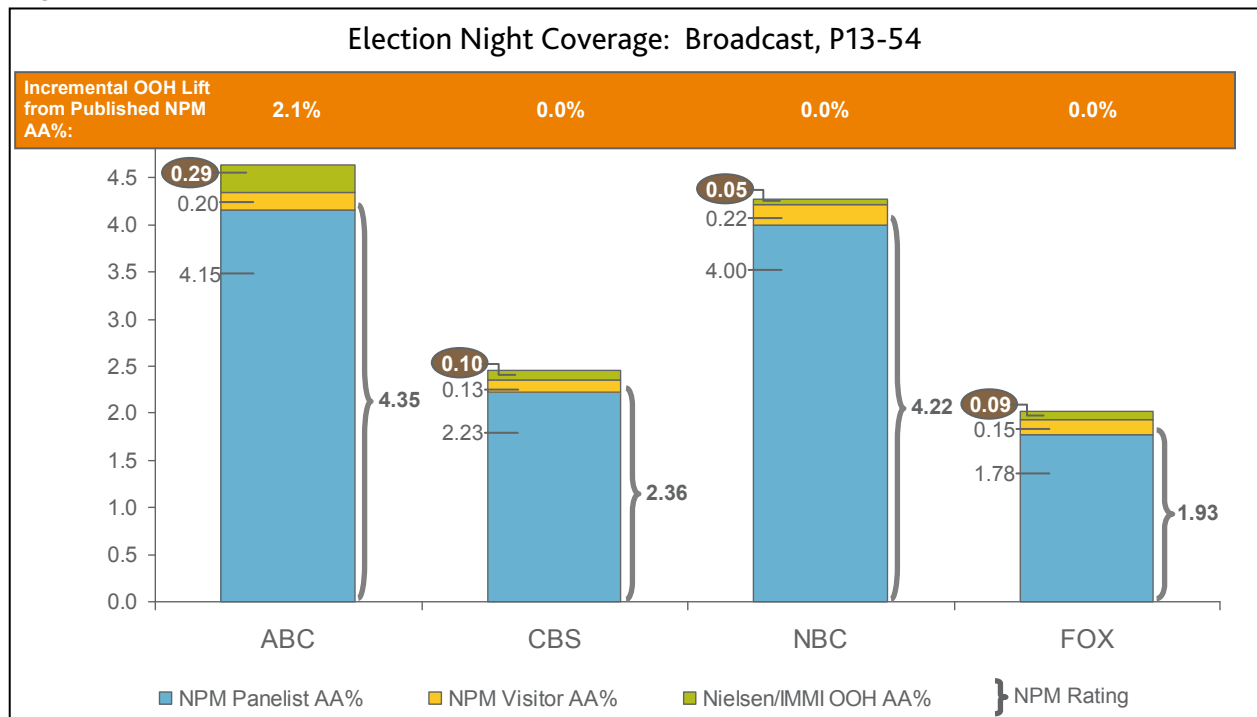
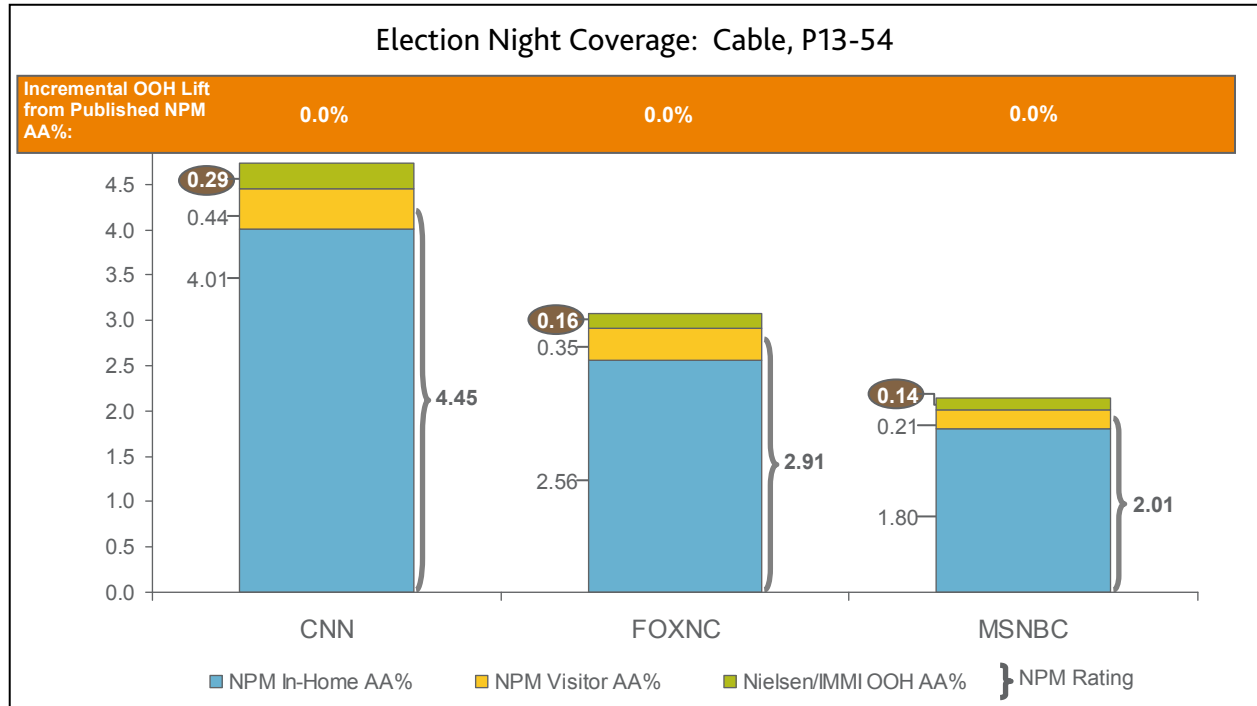


Figure 27



### Conclusion

The Nielsen – IMMI Out-of-Home measurement put hard numbers on out-of-home television viewing. The data showed that the dayparts in which people were most likely to not be home typically garnered the largest OOH ratings. Popular sporting events also produced strong OOH delivery, although often these events would also deliver high visitor ratings within the NPM sample resulting in little-to-no incremental lift for the OOH viewing. More in-depth data for the networks measured by the OOH service are available through Nielsen (contact your Nielsen representative). Although the OOH service was discontinued in early November 2008, the insights gained from the available data have helped paint a clearer picture of OOH viewing.

## Appendix

Provided below are program rankers based on OOH viewing for additional demos. The intab count for these demos within the OOH sample are available at the end of this appendix.

Males 13-17 exhibited their largest Primetime OOH audiences in July. The programs with the highest OOH rating for this demo aired primarily across cable networks (Figure 12). Program sources and types were mixed, including programs on Nickelodeon at the top, as well as sports and marquee broadcast series. In most cases the percentage lift was in the double-digits. Instances where the incremental lift is high, as in the VH1 100 Greatest Songs of the 90s, may point to a lower NPM panelist and visitor rating for that program.

Figure 12

Top Primetime Programs by Demo Based on Strongest Month with OOH Viewing Males 13-17, July 2008				
Network	Program Name	Dur (Mins)	OOH AA%	Incremental OOH Lift from Published NPM AA%:
NICK	AVATAR: SOZINS COMET	120	1.20	1.6%
NICK	DRAKEJOSH REALLYBIGSHRIMP	120	1.16	53.9%
TOON	SCHOOL OF ROCK	150	0.85	53.3%
COMEDY	SCRUBS	118	0.64	42.1%
FOX	FOX MLB ALL-STAR GAME	180	0.61	9.9%
VH1	100 GREATEST SONGS OF 90S	120	0.54	94.4%
ESPN	HOME RUN DERBY L	161	0.50	3.3%
NBC	AMERICA'S GOT TALENT	303	0.49	10.2%
TBS	MY NAME IS EARL	240	0.49	28.0%
FOX	SIMPSONS	124	0.42	28.6%

\* Programs were selected using a two hour minimum duration

The following table shows the top Primetime OOH program ratings for young men (18-24) in May 2008, since that was when their overall OOH rating was highest. Sporting events occupied half the list, with the NBA Playoffs on TNT tallying the most minutes in absolute volume and consistently generating the highest amount of OOH tuning for this group. Its incremental lift to the NPM rating (5.6%) was not as large as with other titles, however, because the NBA Playoffs also produce a relatively large amount of visitor viewing among the NPM panel. In the case of NASCAR and American Idol, the visitor viewing was equal to, if not above, the OOH tuning levels from the Nielsen-IMMI OOH panel, resulting in no additional lift from OOH.

Figure 13

Top Primetime Programs by Demo Based on Strongest Month with OOH Viewing Males 18-24, May 2008				
Network	Program Name	Dur (Mins)	OOH AA%	Incremental OOH Lift from Published NPM AA%:
TNT	NBA PLAYOFFS	3107	0.68	5.6%
ABC	WIFE SWAP	180	0.62	73.9%
ESPN	NBA PLAYOFFS-CONF FNLS L	346	0.60	6.8%
USA	WWE ENTERTAINMENT	500	0.56	14.0%
FOX	SMARTER THAN 5TH GRADER	180	0.54	20.9%
VH1	CHARM SCHOOL	120	0.54	291.3%
ESPN	NBA PLAYOFFS-CONF SEMIS L	627	0.51	8.3%
ESPN2	COLL SOFTBALL SUPER REG	150	0.50	697.9%
FOX	FOX NASCAR SPRINT CUP	271	0.48	0.0%
FOX	AMERICAN IDOL-TUESDAY	248	0.41	0.0%

\* Programs were selected using a two hour minimum duration

Similar to their male counterparts, Females 12-17 exhibited their highest Primetime OOH ratings in July. As seen in Figure 16, their top ten Primetime program list was a mix of cable and broadcast titles, topped by the ABC Family Movie "Picture This" (1.57 OOH AA%). Overall, the Disney Networks (ABC FAM, DSNY and ABC) controlled most of the list (seven of ten). Incremental lifts varied among these ten programs.

Figure 16

Top Primetime Programs by Demo Based on Strongest Month with OOH Viewing Females 13-17, July 2008				
Network	Program Name	Dur (Mins)	OOH AA%	Incremental OOH Lift from Published NPM AA%:
ABC FAM	ABC FAMILY ORIGINAL MOVIE	240	1.57	14.8%
DSNY	HANNAH & MILEY: BEST OF	170	0.82	4.2%
ABC	BACHELORETTE, THE	180	0.79	38.7%
USA	PSYCH	120	0.70	30.2%
FOX	FOX MOVIE SP-JULY 4TH	120	0.68	84.8%
COMEDY	SCRUBS	118	0.59	111.0%
ABC	SUPERNANNY	240	0.57	57.6%
ABC	AMER FUNN HOME VIDEOS	240	0.55	53.1%
ABC	EXTREME MAKEOV: HM ED 8-10	240	0.54	56.2%
ABC FAM	SECRET LIFE/AMERICAN TEEN	360	0.52	1.7%

\* Programs were selected using a two hour minimum duration

The largest monthly Primetime OOH rating for Females 18-24 came in April. The NCAA Final Four game between Kansas and Memphis earned the largest OOH rating – though that was offset by large visitor numbers in the NPM panel and resulted in no incremental lift. Eight of the top ten shows were on broadcast networks. Wrestling on USA and an airing of the movie "8 Mile" on MTV represented the only cable inclusions and rounded out the top ten. Incremental lifts varied with the three Fox titles and the NCAA title game showing little or no incremental gain to the NPM rating (Figure 17).

Figure 17

Top Primetime Programs by Demo Based on Strongest Month with OOH Viewing Females 18-24, April 2008				
Network	Program Name	Dur (Mins)	OOH AA%	Incremental OOH Lift from Published NPM AA%:
CBS	CBS NCAA BSKBL CHAMPSHIPS	159	1.16	0.0%
ABC	OPRAH'S BIG GIVE	181	0.92	39.9%
FOX	IDOL GIVES BACK 2-SP 8P	129	0.83	0.8%
FOX	AMERICAN IDOL-TUESDAY	244	0.77	0.0%
NBC	LAW AND ORDER: SVU	239	0.73	15.7%
ABC	DESPERATE HOUSEWIVES	186	0.71	6.6%
FOX	BONES-MON 8P	120	0.68	1.1%
CBS	HALLMARK HALL OF FAME	120	0.62	64.0%
USA	WWE ENTERTAINMENT	564	0.56	37.8%
MTV	8 MILE	150	0.55	34.7%

\* Programs were selected using a two hour minimum duration



Below are the OOH intab counts for those demos that were highlighted in the top primetime programs with the strongest OOH viewing section. Intab counts represent the number of respondents providing data.

<b>Out-Of-Home Intab Counts</b>		
<b>Demographic</b>	<b>Month</b>	<b>Daily Scaled Intab Count</b>
M13-17	July 2008	75
F13-17	July 2008	68
M18-24	May 2008	116
F18-24	April 2008	103
M18-49	May 2008	593
F18-49	May 2008	629
M35-54	May 2008	372
F35-54	May 2008	432