



CableNation

Local People Meter

Local People Meter

Local People Meter is an electronic measurement which provides continuous demographic information overnight. This single measurement source which replaced the old diary method in the top 25 markets is considered the gold standard today.

Local People Meter Advantages

- Continuous Measurement - 365 Days a Year
- Increased Reliability; More Stable Sample
- Eliminates Zero Cell
- Redistribution of Viewing

Why LPM?...Diary Measurement Is An Antiquated Method

Data is measured during ‘Sweeps’ only (Feb, May, July & November) when Broadcast typically airs its strongest programming

- Sweeps are poor indicators of non-sweep months - you pay for hyped ratings rest of year
- Diaries under report demo ratings by 10-25%
- Nielsen has estimated that diaries can under report cable viewing by as much as 60%, depending on network and daypart

Low sample sizes

- Low cooperation and response rates
- Difficult to reach African-American & Hispanic households

Contains “Zero-Cell”

- A phenomenon that occurs when there is HH tuning in meter but no corresponding diary entries for the same channel and time

Heavily reliance on recall

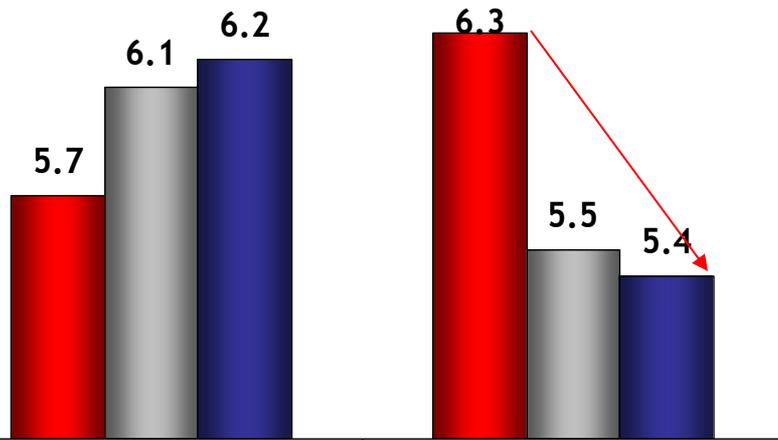
- A family member may sit down at the end of the diary week and fill in ‘likely’ viewing - may not be capturing actual viewing

LPM Provides Measurement All Year, Not Just During Sweep Months

Audience Shifts During Non-Sweep Periods

A18-49 Grps

Mon-Sun 7a-1a

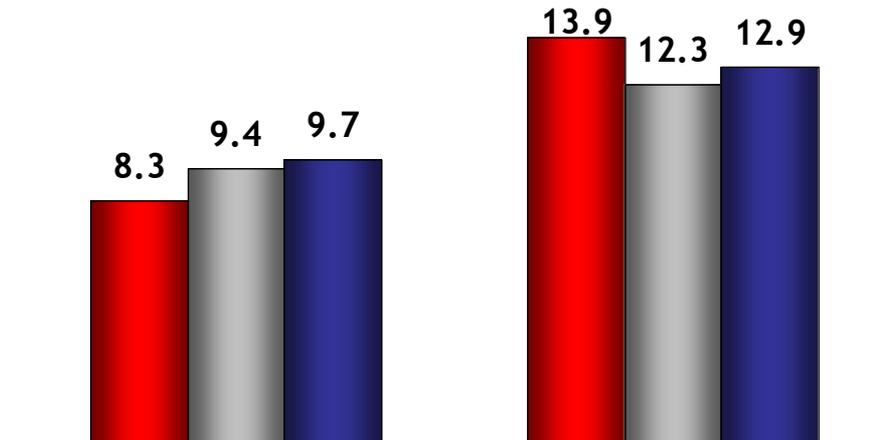


Ad-Supported Cable

Broadcast

■ Feb-05 ■ Mar-05 ■ Apr-05

Mon-Sa 8-11p & Su 7-11p



Ad-Supported Cable

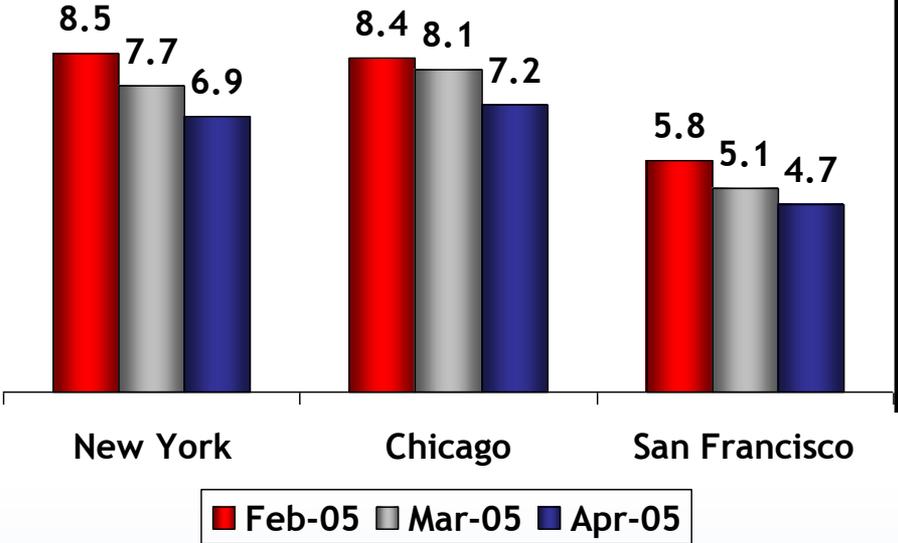
Broadcast

■ Feb-05 ■ Mar-05 ■ Apr-05

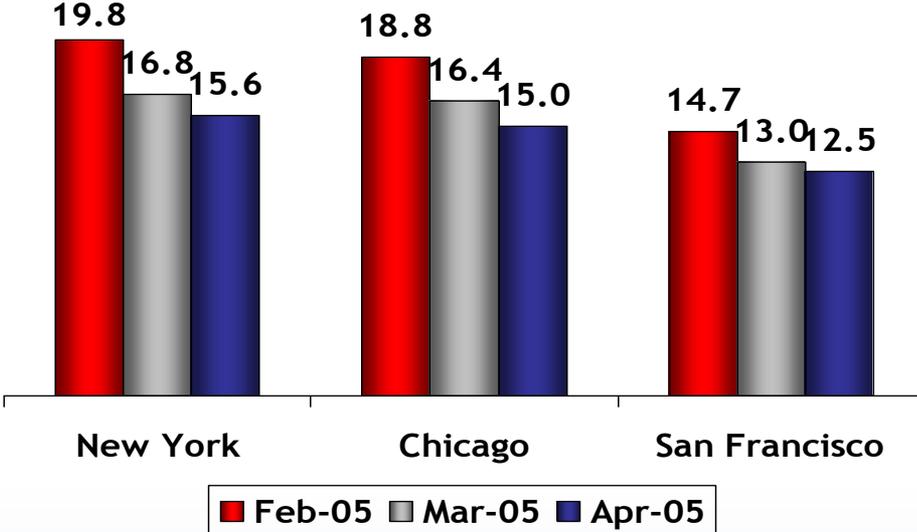
Across All Markets, Broadcast Viewership Drops During Non-Sweep Periods

BROADCAST: A18-49 Grps

Mon-Sun 7a-1a



Mon-Sa 8-11p & Su 7-11p



Source: Nielsen Pro-File DMA. Includes all nets that meet a 2.5% cume qualifier.



Increased Reliability & More Stable Sample

Increased sample size coupled with a single measure for households and demographics results in more stable viewing estimates

	<u>Diary</u>	<u>LPM</u>
Data Collection	Sweeps periods only (Nov, Feb, July & May)	Continuous Every minute, 365 days/yr
	Two sources (HH via meter & demo via diary)	One Source (HH & demo via Electronic People Meter)
Panel	No sample overlap from one week to next (viewing is aggregated at end of month)	In Panel for two years

Sample Size - The LPM has a larger sample size. Younger demos are better represented

	CH2-11	T12-17	A18-49	A18-34	A25-54
Diary Avg. Weekly Intab	134	92	496	217	525
LPM Avg. Weekly Intab	255	134	852	379	829

LPM Eliminates Zero-Cell Phenomenon

What is Zero-Cell?

Zero cell is a phenomenon that occurs when there is HH tuning in meter but no corresponding diary entries for the same channel and time.

LPM Eliminates Zero-Cell

With the onset of Local People Meters, an electronic measurement, zero cell phenomenon ceases to exist.

Local People Meter

- Continuous Measurement - 365 Days a Year
- Increased Reliability; More Stable Sample
- Eliminates Zero Cell
- Redistribution of Viewing
 - Migration To Cable

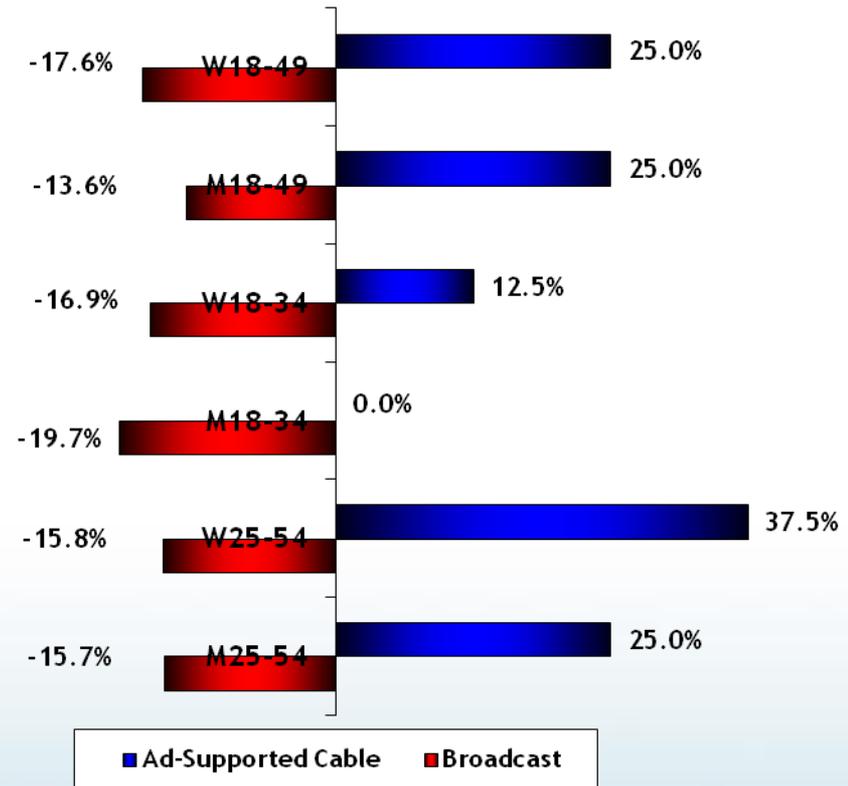
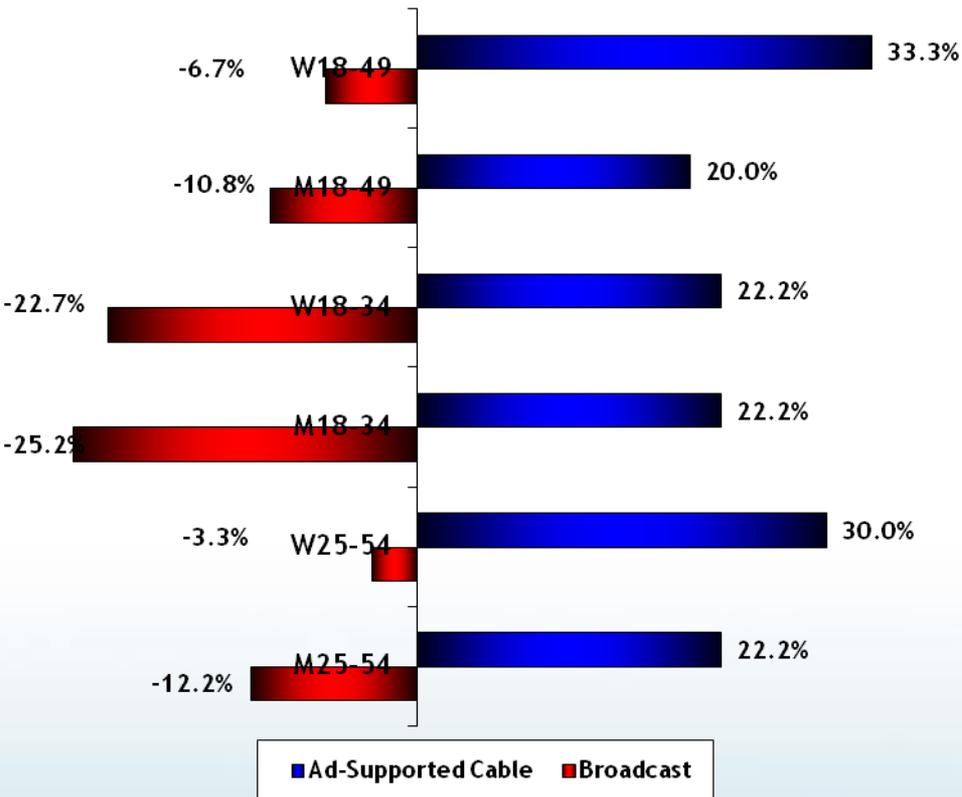
Every Time Nielsen Flips the Switch and Replaces Diary System with LPM – Cable Increases and Broadcast Declines

Average Rating Gains/Losses: 5/05 (LPM) v. 5/04 (Diary)

Mon - Sun 7A-1A

New York

Los Angeles



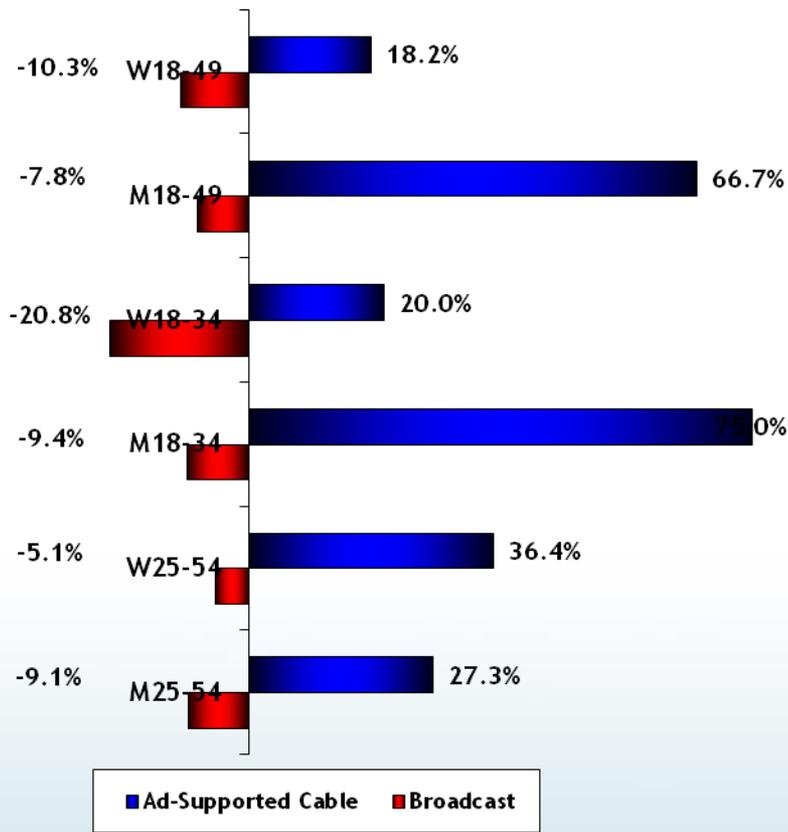
Source: Nielsen, Broadcast= 6 nets.

LPM Redistributes Viewing To Ad-Supported Cable

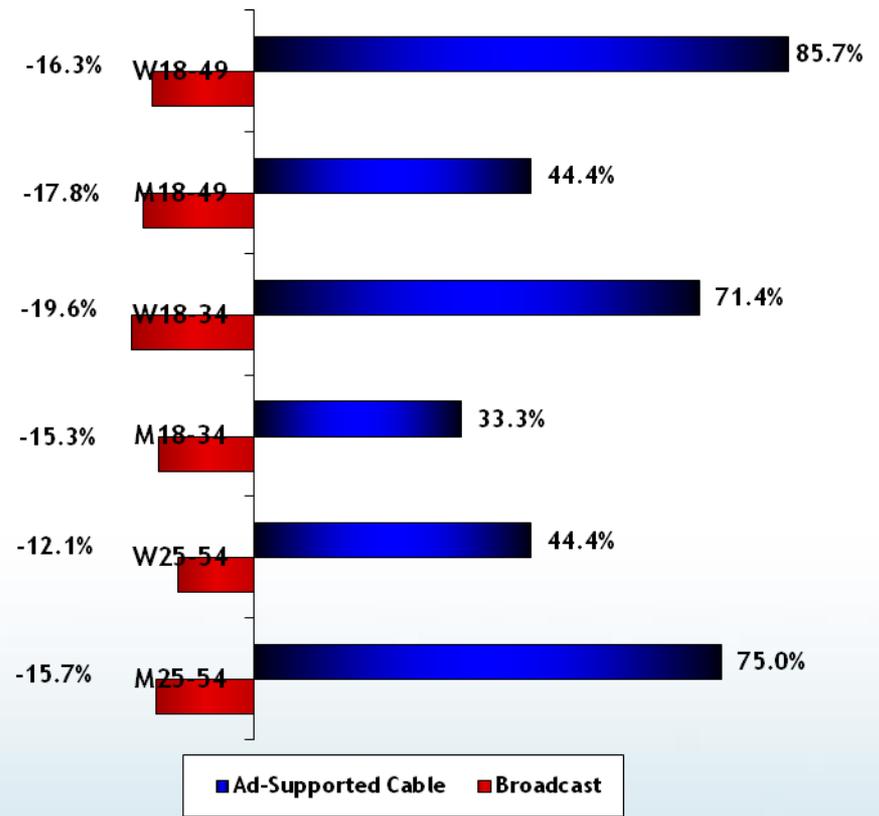
Average Rating Gains/Losses: 5/05 (LPM) v. 5/04 (Diary)

Mon - Sun 7A-1A

Chicago



San Fransico

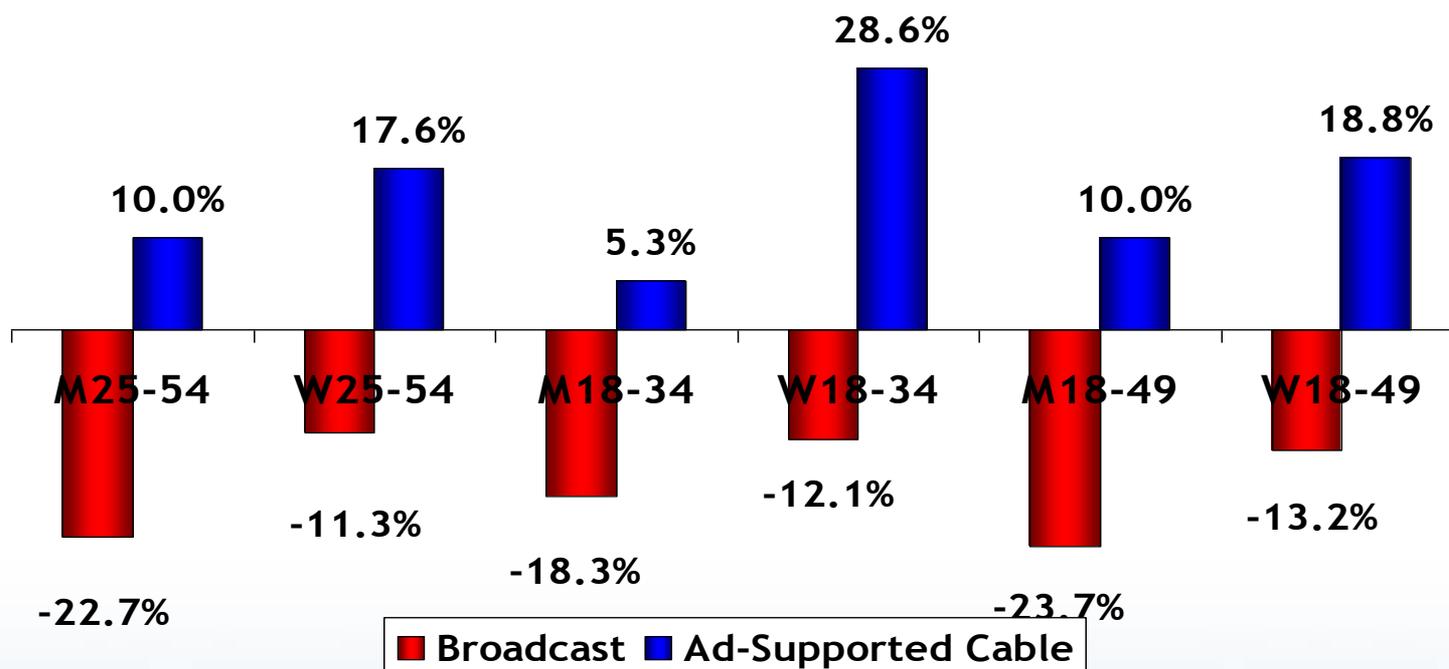


Redistribution In Primetime?

LPM Redistributes Viewing In Primetime: Migration To Ad-Supported Cable

Gains/Losses: 5/05 (LPM) v. 5/04 (Diary)

Mon - Sat 8-11P & Sun 7-11P



The Future Of Local Measurement

Electronic Measurement in All Markets

- In an effort to increase sample sizes and improve stability, Nielsen is planning on releasing the next generation metering technology - the Local Hybrid. This hybrid measurement methodology combines Nielsen's existing panels, code reader and return path data.

Set Top Box Data

- Set top box data provides access to census-like viewership information on the fragmented audiences we have today. STB data offers keen insight into viewing patterns today - on networks not currently measured. There are some issues that need to be worked out before it is considered the currency.



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