



**CableNation**

## Local Cable Posting Framework

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**The Cabletelevision Advertising Bureau (CAB) and National Cable Communications (NCC) created the first industry-wide standard framework for posting local cable television. These guidelines were created in an effort to insure greater accountability and common practices at the local level.**

This new document was developed in partnership with the American Association of Advertising Agencies (AAAA) Local Television Committee and has received their approval for use.

**The new guidelines offer both a recommended standard practice and an acceptable alternative for posting in each of the three local market types:**

- Nielsen Local People Meter (LPM) Markets
- Meter/Diary Markets
- Diary Only Markets

**The new framework also provides a recommended standard practice for posting by period (daypart rotation, fixed position/recurring and fixed position/specials & one-time-only (OTO) events.**

**Additionally, a guideline for posting dependent upon schedule rating points is also available.**

# Local Cable Posting Principles

- ✓ Posting requirements must be agreed upon prior to the start of the flight.
- ✓ Goal of stability, reliability, and sound business practice is paramount.
- ✓ Aim to reduce statistical error through aggregating ratings, expanding demographic targets, and lengthening posting periods.

# Local Cable Posting Guidelines

1. Local Cable posting procedures apply to Interconnect buys only.
2. Guarantees are to be based on the aggregated performance of the entire flight/schedule - not on individual Network performance
3. The standard threshold of 90% should continue to be the minimum acceptable delivery. Directional broader threshold should be considered depending on TRP level, demo, scale of buy, market rank, etc. (Standard error ranges for ad-supported Cable viewing sources are regularly greater than +/-10%).
4. Use wired-Cable-only impressions (i.e. non-ADS) from a C-DMA, FUSION, or NDM survey to project impressions delivered within the Interconnect; they may be equivalized to the full DMA population.
5. Audience estimates should be based on electronic measurement which deliver the highest statistical reliability and should be the standard for all Local Cable posts.
6. No guarantees should be expected using any Diary-based data.

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## Survey Selection by Market Type

	Nielsen LPM Markets	Nielsen Meter/Diary Markets	Nielsen Diary-Only Markets
Recommended Standard Practice	TVS C-DMA* Live+7 Posted to Demo	NCC FUSION® Live+7 Posted to Demo	NCC NDM** Live+7 Posted to Demo
Acceptable Alternative (Negotiated up front)	TVS C-DMA* Live Only Posted to Demo	TVS C-DMA* Live+7 Posted to HH only	Posting not recommended

## Posting Procedure by Time Period

	Daypart Rotation	Fixed Position/ Recurring	Fixed Position/ Specials & OTO Events
Recommended Standard Practice	Post based on minimum 4-week average data* for time period sold	Post based on min. 4-week avg. data for program and day of week sold; Full-season avg. for sports packages	Post based on Day/Date telecast average for event sold*

## Weight of Schedule

Monthly GRPs in Demo	Posting Guideline
50+	Post upon request
25-49	Negotiable
< 25	Posting not recommended

\* C-DMA or non-ADS impressions; \*\* NDM – National Data Modeling – Using all national data

\* All averages should be based on Nielsen average quarter hour methodology.



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