



LPM *Update*

People Meter technology in local markets, providing continuous daily demographic viewing information.

Local People Meters Record Higher Television Viewing in Washington, DC and Philadelphia

May Ratings up 10% in Washington and 11% in Philadelphia

First Available Head-to-Head Comparisons of People Meter and Meter/Diary Systems in These Markets

NEW YORK, June 13, 2005 – Local People Meters (LPMs), which electronically measure television viewing, show there is more viewing by people in Washington and Philadelphia than was previously recorded by paper diaries, according to new information released today by Nielsen Media Research. Until now, LPM comparisons in these markets could be made only with May 2004 meter/diary results.

On June 30, 2005, Nielsen will replace a combined system that used paper diaries and TV set meters with an advanced system of people meters that provide overnight demographic information on local television viewing. Local People Meters detect larger numbers of viewers with more precision because they electronically record viewing by all household members on a continuous basis. Higher ratings alone do not mean greater accuracy, but these results, based on larger samples, allow clients to identify demographic viewing patterns with more specificity.

During the month of May 2005, both the LPM and meter/diary systems were fully operational, allowing clients to analyze what impact the conversion to LPMs will have on local ratings. In this head-to-head comparison of demographic data from the LPM and meter/diary systems, Nielsen reported that the average rating for the month of May for all people watching television was 10% higher in Washington and 11% higher in Philadelphia under the LPM system. (See attached tables for more detail.)

- Under the LPM system, most major demographic groups (except people over age 55) had higher ratings for the total day period of 7 a.m. to 1 a.m. Increases were particularly significant in both Washington and Philadelphia for Men 18-34, which has historically been a difficult demographic group to measure.
- In both markets, LPMs recorded higher ratings during the day (7 a.m. to 4 p.m.) and late night (11 p.m. to 1 a.m.) while generally showing no increase during primetime. This is consistent with results from other markets that have adopted LPMs.
- Among all African Americans, total day LPM ratings were 10% higher in Washington than they were in the May 2005 diary measurement, particularly among African American Men 18-49, whose ratings were 54% higher with LPMs. In Philadelphia, total day LPM ratings for African Americans were 16% higher, particularly among African American Men 18-49, whose ratings were up 36% with LPMs.
- Among Latinos, total day LPM ratings were the same in Washington and 15% lower in Philadelphia.

In **Washington**, some of the key comparisons between May 2005 diary and LPM ratings were (see attached tables for further detail on increases and decreases):

- Daytime (9 to 4 p.m.) Ratings are up 35% for all viewers and 80% for people 18-49

- Primetime (M-Sun, Prime to 11 p.m.) Viewing was down 3% among all viewers but up 4% among people 18-34.
- Late Fringe (11:30 p.m. to 1 a.m.) Viewing is up 53% among all viewers and 61% for people 18-49
- Morning (7-9 a.m.) Viewing is up 3% among African Americans overall and up 41% among African Americans 18-49.
- Access (6-8 p.m.) Viewing is down 8% among all African American viewers but up 1% among African Americans 18-49.
- Late News (11-11:30 p.m.). Viewing is up 12% among all Latinos and up 74% among Latinos 18-34.

In **Philadelphia**, some of the key comparisons between May 2005 diary and LPM ratings were (see attached tables for further detail on increases and decreases):

- Daytime (9a.m. to 4 p.m.) Ratings are up 35% for all viewers and 46% for people 18-34
- Primetime (M-Sun, Prime to 11 p.m.) Viewing was unchanged among all viewers but up 2% among people 18-34.
- Late Fringe (11:30 p.m. to 1 a.m.) Viewing is up 47% among all viewers and 45% for people 18-49.
- Morning (7-9 a.m.) Viewing is up 26% among African Americans overall and up 38% among African Americans 18-49.
- Access (6-8 p.m.) Viewing is down 3% among all African American viewers but up 17% among African Americans 18-49.
- Late News (11-11:30 p.m.). Viewing is up 3% among Latinos 18-34.

With the introduction of LPM services, local television ratings in Washington, DC and Philadelphia will be more accurate than ever before. The LPM samples in both markets are larger and more representative of the local populations. As of May 2005, the Washington, DC LPM sample had an average of 609 households versus 439 for the Set Meter sample; while in Philadelphia, the LPM sample of 809 households represented a 58.6% increase over the Set Meter sample.

Further, the rate of acceptance for households asked to join the LPM samples in Washington, DC and Philadelphia is higher than it is for potential Set Meter samples. In Washington, the rate of acceptance for the LPM sample is 38%, vs. 30% for the set meter sample. In Philadelphia, the rate of acceptance for the LPM sample is 36%, vs. 32% for the set meter sample. A better response rate is an important indicator of quality and helps to ensure greater accuracy.

TABLE 1
Differences in People Watching Television
Percent Difference - May 2005 LPM Sample Compared to
May 2005 Set Meter/Diary Sample

<u>WASHINGTON DC</u>	<u>P2+</u>	<u>P18+</u>	<u>P18-34</u>	<u>P18-49</u>	<u>P25-54</u>
	<u>% Diff</u>	<u>% Diff</u>	<u>% Diff</u>	<u>% Diff</u>	<u>% Diff</u>
M-F 5-7am	+9%	+3%	+43%	+14%	+5%
M-F 7-9am	+1%	+3%	+49%	+24%	+27%
M-F 9a-4pm	+35%	+29%	+144%	+80%	+80%
M-F 4-6pm	+2%	+1%	+21%	+13%	+18%
M-F 6-8pm	-4%	-5%	+10%	-5%	+1%
M-Sun Prime 8-11pm	-3%	-5%	+4%	-3%	-2%
M-Sun 11-11:30pm	+20%	+15%	+46%	+31%	+26%
M-Sun 11:30pm-1am	+53%	+45%	+66%	+61%	+67%
M-Sun 7am-1am	+10%	+8%	+36%	+19%	+20%

<u>PHILADELPHIA</u>	<u>P2+</u>	<u>P18+</u>	<u>P18-34</u>	<u>P18-49</u>	<u>P25-54</u>
	<u>% Diff</u>	<u>% Diff</u>	<u>% Diff</u>	<u>% Diff</u>	<u>% Diff</u>
M-F 5-7am	+36%	+26%	+111%	+49%	+28%
M-F 7-9am	+12%	+13%	+50%	+28%	+24%
M-F 9a-4pm	+35%	+33%	+46%	+55%	+57%
M-F 4-6pm	+5%	+7%	+11%	+20%	+13%
M-F 6-8pm	-1%	-1%	+4%	+8%	4%
M-Sun Prime 8-11pm	0%	-3%	+2%	+3%	-1%
M-Sun 11-11:30pm	+14%	+6%	+14%	+14%	+12%
M-Sun 11:30pm-1am	+47%	+36%	+54%	+45%	+42%
M-Sun 7am-1am	+11%	+10%	+21%	+21%	+16%

Source: Nielsen Media Research, May 2005

TABLE 2
Differences in African-Americans Watching Television
Percent Difference - May 2005 LPM Sample Compared to
May 2005 Set Meter/Diary Sample

<u>WASHINGTON DC</u>	<u>P2+</u>	<u>P18+</u>	<u>P18-34</u>	<u>P18-49</u>	<u>P25-54</u>
	<u>% Diff</u>	<u>% Diff</u>	<u>% Diff</u>	<u>% Diff</u>	<u>% Diff</u>
M-F 5-7am	+34%	+29%	+43%	+32%	+16%
M-F 7-9am	+3%	+1%	+60%	+41%	+42%
M-F 9a-4pm	+12%	+12%	+140%	+76%	+68%
M-F 4-6pm	-13%	-15%	-2%	+18%	+13%
M-F 6-8pm	-8%	-6%	-2%	+1%	+5%
M-Sun Prime 8-11pm	+6%	+5%	+9%	+9%	+8%
M-Sun 11-11:30pm	+19%	+13%	+44%	+33%	+23%
M-Sun 11:30pm-1am	+49%	+44%	+71%	+72%	+66%
M-Sun 7am-1am	+10%	+10%	+38%	+30%	+28%

<u>PHILADELPHIA</u>	<u>P2+</u>	<u>P18+</u>	<u>P18-34</u>	<u>P18-49</u>	<u>P25-54</u>
	<u>% Diff</u>	<u>% Diff</u>	<u>% Diff</u>	<u>% Diff</u>	<u>% Diff</u>
M-F 5-7am	+74%	+58%	+109%	+81%	+50%
M-F 7-9am	+26%	+25%	+23%	+38%	+54%
M-F 9a-4pm	+19%	+13%	-1%	+34%	+63%
M-F 4-6pm	+3%	+3%	-26%	+6%	+17%
M-F 6-8pm	+3%	+4%	-6%	+17%	+18%
M-Sun Prime 8-11pm	+2%	-2%	0%	+6%	+2%
M-Sun 11-11:30pm	+17%	+6%	+1%	+12%	+18%
M-Sun 11:30pm-1am	+53%	+43%	+31%	+41%	+52%
M-Sun 7am-1am	+16%	+13%	+6%	+25%	+30%

Source: Nielsen Media Research, May 2005

TABLE 3
Differences in Hispanics Watching Television
Percent Difference - May 2005 LPM Sample Compared to
May 2005 Set Meter/Diary Sample

WASHINGTON DC	P2+	P18+	P18-34	P18-49	P25-54
	% Diff	% Diff	% Diff	% Diff	% Diff
M-F 5-7am	-52%	-52%	-31%	-50%	-44%
M-F 7-9am	-24%	-25%	-4%	-14%	-20%
M-F 9a-4pm	-2%	0%	+50%	+73%	+92%
M-F 4-6pm	+16%	+24%	+76%	+71%	+107%
M-F 6-8pm	+1%	0%	+35%	+13%	+23%
M-Sun Prime 8-11pm	-1%	-7%	+2%	+4%	+5%
M-Sun 11-11:30pm	+12%	+2%	+74%	+81%	+59%
M-Sun 11:30pm-1am	+18%	+11%	+11%	+80%	+86%
M-Sun 7am-1am	0%	0%	+30%	+27%	+29%

PHILADELPHIA	P2+	P18+	P18-34	P18-49	P25-54
	% Diff	% Diff	% Diff	% Diff	% Diff
M-F 5-7am	+4%	-14%	-10%	-14%	-23%
M-F 7-9am	0%	-11%	-34%	-5%	+1%
M-F 9a-4pm	+12%	-12%	+14%	-2%	-17%
M-F 4-6pm	-30%	-26%	+27%	-18%	-35%
M-F 6-8pm	-26%	-34%	-17%	-33%	-34%
M-Sun Prime 8-11pm	-10%	-15%	-7%	-2%	-4%
M-Sun 11-11:30pm	-20%	-31%	+3%	-14%	-20%
M-Sun 11:30pm-1am	-1%	-17%	+1%	-14%	-8%
M-Sun 7am-1am	-15%	-19%	+2%	-10%	-16%

Source: Nielsen Media Research, May 2005