



Local Product Update  
Los Angeles, CA LPM  
Viewers in Profile Analysis  
July 2004 (July 8-August 4)

**August 10, 2004**

**July 2004 Los Angeles, CA LPM Viewers in Profile Report**

Effective with the July 2004 measurement, Nielsen Media Research will begin issuing a Local People Meter DMA Preview report for the Los Angeles Local People Meter market.

The Local People Meter DMA Preview data will be delivered approximately 10 days after the end of the measurement period and will be available via eViP Online, Profile DMA and the TVS DVD. This data will not be available in a printed format.

The analysis will provide data based on the DMA sample. All estimates and thousands included in the analysis are based on the DMA geography; no viewing from outside the DMA will be used in the creation of the report. Program name information and the data and notes in the Market Data Information section (for eViP Online) will be based on preliminary information and is subject to change with the issuance of the final Viewers in Profile report for the market.

This data will be available to all subscribers of the NSI LPM service receiving the NSI Viewers in Profile analyses for Los Angeles.

Please contact your Nielsen Media Research Representative for further details.

Call your  
Nielsen Media  
Research  
representative if  
you have any  
questions.