



Client Communication

December 29, 2004

LPM Sample Becomes Sole Currency in the San Francisco DMA

Nielsen Media Research is pleased to report that we have fully implemented the Local People Meter (LPM) service in San Francisco, and that this data collection system will support the currency for the marketplace. As previously announced, Nielsen will begin de-installing the NSI set-meter sample in the San Francisco DMA on December 30, 2004. We are confident that, in addition to being a superior television audience measurement system to the meter/diary service it is replacing, the LPM service will produce more stable and more accurate data for the marketplace.

Since September 30, 2004, Nielsen has been operating a set-meter/diary panel and the LPM panel concurrently.

The San Francisco LPM sample continues to be highly reliable. It is, in fact, more representative of the population than the set-meter/diary sample. Specific areas of quality improvement in the San Francisco LPM sample include:

- Larger sample size
- More representative sample
- Higher cooperation rates
- Improved sample characteristics (more in line with the population estimates)
- Improved fault rates
- Higher percent of homes in tabulation
- Client access to daily demographic information

Nielsen is confident of the quality of the LPM sample in San Francisco, as well as in other LPM markets, and we will continue to share sample performance information with our clients on an on-going basis.

For more information, please contact your Nielsen Media Research representative.

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