



Client Communication

January 3, 2005

Local Ratings Information for 12 Markets to be Withheld

Due to an unusual set of hardware failures in Nielsen's data collection systems, local ratings information for 12 markets in the Western region of the U.S. for December 31, 2004 are being withheld until Nielsen can determine if these data can be recovered and reprocessed.

The affected markets include: San Diego, Los Angeles, Los Angeles Hispanic, Denver, Sacramento, Salt Lake City, San Francisco, Phoenix, Seattle, Las Vegas, Albuquerque and Portland.

The hardware failures caused a disruption to the calling-in process from Nielsen's sample households in these twelve markets. Not all households were able to call in with their viewing and tuning data for December 31. As a result, 12 markets (3 LPM and 9 Set Meter) had insufficient in-tab samples for Nielsen to release data on schedule. There were no disruptions to the calling-in process thereafter, and data from these markets were reported, as normal, for January 1 and January 2, 2005.

Homes in the National People Meter sample from Los Angeles and San Francisco were also affected and the National sample did experience lower than normal in-tabs on December 31. However, the in-tab sample size was well above the minimum for reporting and all national data are being released as scheduled. Again, there were no further disruptions to the calling-in process thereafter, and data from this region were reported, as normal, for January 1 and January 2, 2005.

We have been working continuously with our hardware vendor since December 31 to identify the problems, fix them and make sure procedures are in place so this does not happen again. We are also working to see if data from these 12 markets can be recovered and reprocessed. We expect to have more information to share with clients within 24 hours.

If you have any immediate questions, please contact your Nielsen Media Research representative.