



LPM *Update*

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

More People Watching More Television in Local Markets According to Nielsen’s Local People Meters

NEW YORK, June 9, 2005 – More people are watching television in local markets than were previously measured, according to information released today from Nielsen Media Research.

According to measurements of electronic Local People Meters (LPMs), which are being introduced in ten major markets by 2006, all four recently installed local people meter markets showed increases in the number of people watching television in May 2005 over May 2004. LPMs, which provide demographic information overnight, are replacing a paper diary system that Nielsen had been using in sample homes for years to measure local TV viewing in these markets.

In order, the markets with the largest increases in viewers were:

San Francisco	18.6%
New York	9.1%
Chicago	1.4%
Los Angeles	0.5%

Among all viewers, the demographic group that showed the largest increase in the percentage of viewers from May 2004 to May 2005 was Men 18-49%. (See Table 1 for more detail) According to Nielsen, the market-by-market increase in this category was:

San Francisco	31.3%
Chicago	16.3%
New York	12.7%
Los Angeles	7.5%

Local People Meters are able to detect a larger number of viewers with greater precision because they electronically record the viewing of all household members on a continuous basis.

Nielsen also reported that viewers are watching a larger number of channels than was previously recorded in diaries. According to May 2005 LPM data, viewers watched up to two-thirds more channels than they did in May 2004. In order, the markets with the largest increases were:

San Francisco	67%
New York	28%
Los Angeles	24%
Chicago	19%

The greater accuracy of the People Meter technology allows Nielsen to capture all the viewing that occurs in a household, even brief segments of lower rated channels that do not always receive ratings in the diary system. This increased accuracy creates new advertising opportunities for a more diverse array of television sources than occurs under a diary method of measurement. (See Table 2, in additional attachments for more detail)