

**November 2004 PUT Analysis**  
**Nielsen's Department of Statistical Research**  
**Issued March 14, 2005**

**EXECUTIVE SUMMARY**

After evaluating November rating/share trends, several local market clients have expressed concern about lower reported PUT levels as compared to a year ago. In response to their concern, Nielsen conducted an evaluation across all markets, looking across an aggregate of markets/samples and identifying and summarizing outlying markets.

Nielsen's preliminary research found that the November 2004 NSI PUT levels among younger demographics are noticeably lower year-to-year, especially during Early Fringe through Post Primetime. The intention of the current analysis was to determine whether the methodology used to report those estimates was an influencing factor or if other factors were involved.

Summary level data shows that the larger PUT declines reported from November 2003 to November 2004 are mostly isolated to the set-meter markets. Overall, the diary markets report smaller usage level declines. Though the National People Meter (NPM) panel reports increased demographic usage levels across nearly every daypart and demographic, many are settling into levels reported prior to November 2003.

The analyses we present in this paper suggest that the PUT declines seen across markets are, in large part, a result of:

1. *Including Thanksgiving in the November cycle.* Based upon an analysis in our metered market samples, lower household and demographic usage levels during the week of Thanksgiving account for, on average, 19%-32% of the PUT declines for younger demographics during Prime Access and Primetime. The level of impact varies among the individual markets.
2. *Decreased household usage levels.* A strong correlation between the changes in the HUTs with the declines in the demographic PUTs suggests a real change in television usage. The markets with the largest HUT declines tend to be the markets with the largest PUT declines.

Within the metered markets, the PUT declines are also, in part, a result of:

1. *An increased occurrence of Zero Cell.* We have concluded that the increase in zero cell is the result of:
  - An increased amount of fragmented viewing in November 2004 and
  - In some metered markets, the variation in the diary sample size.

On average, the increased occurrence in zero cell for younger demographics can account for 65% of the PUT decline across the total day.

Nielsen also conducted analyses to investigate the potential impact of several other areas, such as the impact of meter/diary adjusting all sources for the Total Viewing Sources DVD, the inclusion of diaries with less than 20% Digital Video Recorder (DVR) usage in the sample, an increase in the number of reported tuning sources, and an increase in DVD/Video Game usage. Though some of these situations had more impact in some markets, we do not consider the overall impact to be a significant contributor to the overall PUT declines.

**November 2004 PUT Analysis**  
**By Nielsen's Dept. of Statistical Research, March 2005**

**Background**

After evaluation of the November rating/share trends, several local market clients have expressed concern about lower reported PUT levels as compared to a year ago. In response to their concern, Nielsen conducted an evaluation across all markets, looking across an aggregate of markets/samples and identifying and summarizing outlying markets. Where appropriate, we have included individual market data in the appendices.

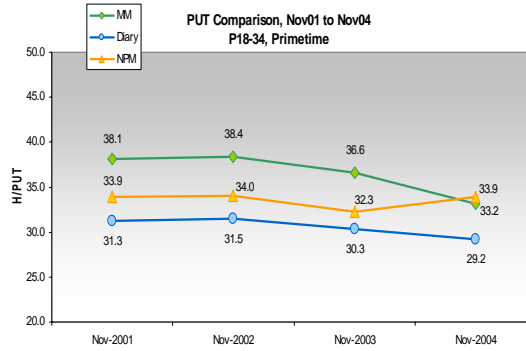
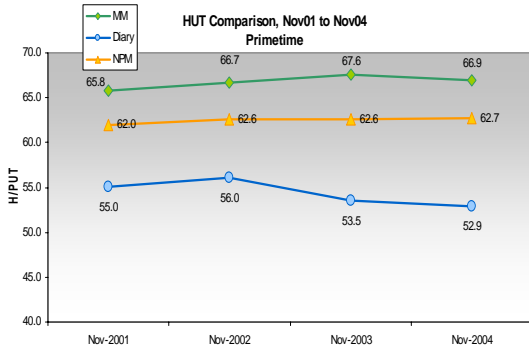
Given that Nielsen's methodological change in metered markets (meter/diary adjustment of all tuning sources) that affected the PUT trends throughout 2004 was implemented in November 2003, the Nov03 to Nov04 PUT estimates are of the same methodology. Hence, the current analysis is a like-methodology comparison yielding lower PUTs from last November, the intention of which is to evaluate the trends reported across the country and to determine whether the methodology used to report those estimates was an influencing factor or if other factors were involved.

**Data Trends**

**Comparison across Different Methodologies**

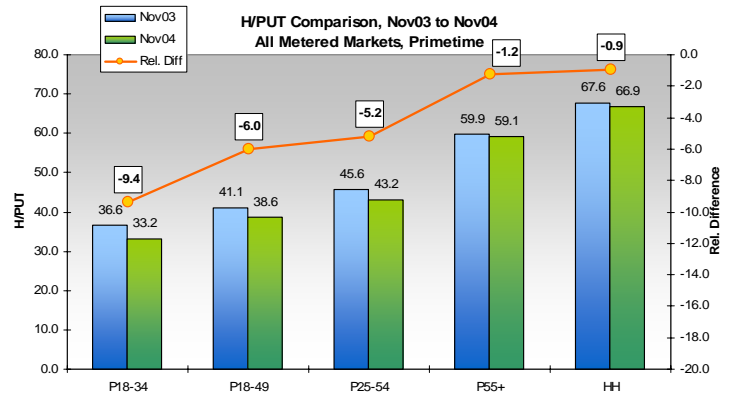
When looking across the different methodology types, summary level data shows that the larger PUT declines reported from November 2003 to November 2004 are mostly isolated to the set-meter markets. Overall, the diary only markets report small usage level declines for most demographics and dayparts, except daytime. Though the (National People Meter (NPM) panel reports increased demographic usage levels across nearly every daypart and demographic, many are settling into levels reported prior to November 2003.

Some of the largest reported viewing declines were among P18-34 during Primetime. The following charts show that the metered market and NPM *household* usage levels are fairly consistent, with a slight downward trend in the diary-only markets. For P18-34 the NPM sample reports increased PUT estimates, leveling back towards historical levels, while the metered markets report a sharper downward trend. The trends for Prime Access and Post Prime are similar. (See Appendix A for all evaluated dayparts and demographics.)

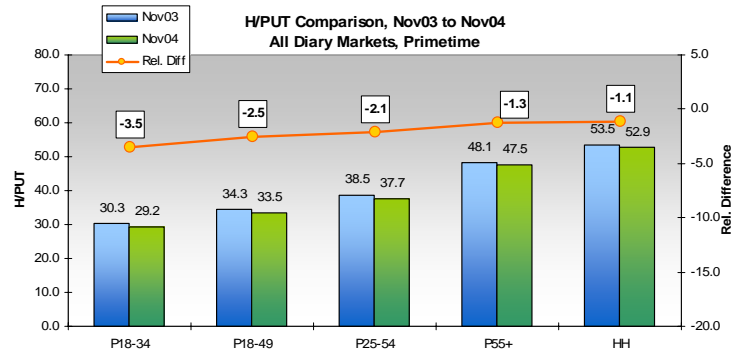


### Comparison across Different Demographics

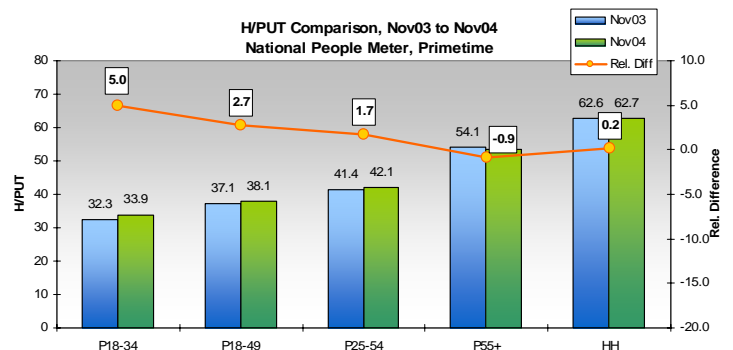
Within the metered markets, Persons 18-34, 18-49, and 25-54 PUTs were down more dramatically than P55+. The trend is consistent across all dayparts. The average metered household estimates are slightly lower than last November. (See Appendix B for other dayparts.)



The diary-only markets show that the younger demos are also down more than the older demos, however, the reported declines in demographic tuning are more in line with the declines in the households, thus suggesting less overall reported tuning and viewing in the diary samples.



The NPM panel reports increased PUT estimates, especially among the P18-34 demographic. These trends are consistent across dayparts. One should note that the November 2003 P18-34 PUT estimates were lower than typical, and the Nov04 estimates are more in line with what had been reported in past cycles.



## Declines by Region

To determine if there were any regional differences in the PUT declines, we generated a color-coded DMA map, coloring each metered market DMA based on their relative P18-34 PUT declines during Primetime. (See Appendix C.) As the map illustrates, it doesn't appear that there is a regional trend to the reported declines.

## Analyses

### Thanksgiving Week Impact

Nielsen hypothesized that having the Thanksgiving holiday contained within the November cycle in 2004 may have contributed to lower usage levels. The NPM data shows that viewing levels excluding the week of Thanksgiving (Nov. 22<sup>nd</sup>-28<sup>th</sup>) are

Difference in NPM H/PUT Nov04 without Thanksgiving Week minus Full Nov04					
	HH	P18-34	P18-49	P25-54	P55+
Early Morning	0.4	0.0	0.2	0.3	0.2
Daytime	-0.9	-0.5	-0.7	-0.7	-0.5
Early Fringe	0.3	-0.3	-0.4	-0.5	0.0
Prime Access	1.1	0.2	0.3	0.3	0.5
Primetime	1.0	0.5	0.4	0.5	0.3
Post Prime	-0.3	-0.2	-0.2	-0.2	-0.3
Total Day	-0.2	-0.3	-0.4	-0.4	-0.2

higher than the monthly average during Prime Access and Primetime, leading us to the conclusion that viewing during these time periods is lower during the week of Thanksgiving. Contrary to our expectation, however, the viewing levels during

Thanksgiving week appear to be higher for daytime, late night, and total day.

The meter/diary data report similar trends, with lower household tuning and persons

Difference in Metered Market H/PUT Nov04 without Thanksgiving Week minus Full Nov04					
	HH	P18-34	P18-49	P25-54	P55+
Early Morning	-0.1	-0.1	-0.3	-0.3	-0.3
Daytime	-1.0	-0.6	-0.7	-0.8	-0.6
Early Fringe	0.4	-0.1	-0.2	-0.3	0.4
Prime Access	1.0	0.6	0.4	0.6	0.8
Primetime	0.9	0.8	0.5	0.6	0.6
Post Prime	-0.7	-0.2	-0.5	-0.2	-0.3
Total Day	-0.4	-0.2	-0.3	-0.4	-0.2

viewing levels during the Thanksgiving week for Prime Access and Primetime. By our calculations, during Prime Access and Primetime across the evaluated demographics, between 19% and 32% of the PUT declines among the metered market average is a result

of including Thanksgiving in the measurement. Individual market results vary.

### The Recent Inclusion of Diaries with Digital Video Recorders (DVR) Tuning

In November 2003, Nielsen excluded households that indicated DVR tuning from the reporting diary sample. By November 2004, we modified this rule such that any household indicating viewing to time-shifted programming less than 20% of the time was included in the reporting diary sample, though all of their time-shifted viewing was excluded. In

DVR Trends in the Diary Samples				
	Total	Indicated DVR	No Good	Good
Nov03	165,310	447	447	0
Nov04	141,128	2,146	736	1,410

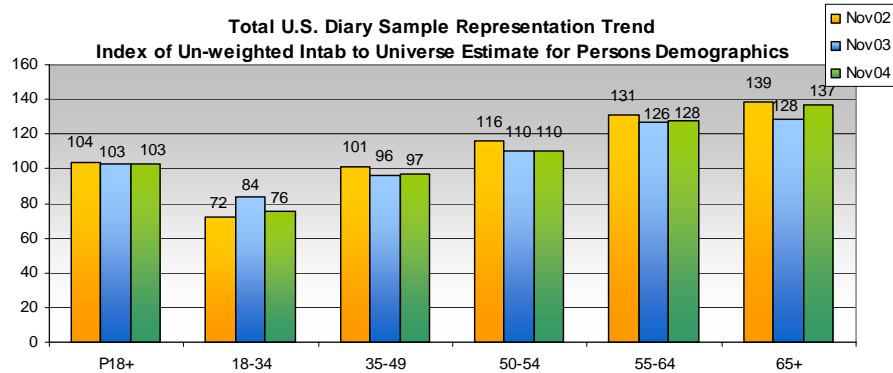
November 2003, 447 returned diaries indicated DVR usage. Nielsen excluded all from the reporting sample. In November 2004, 2,146 returned diaries indicated DVR usage – at least one in 202 of the DMAs – and we excluded 736 of them from the reporting samples. Hence, Nielsen excluded more diaries from the reporting panels in November 2004, than in November 2003 (+65%).

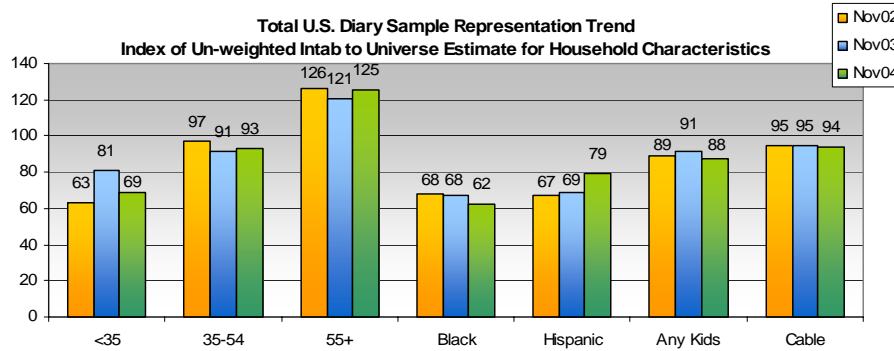
In spite of this, however, we expect the impact to reported PUT estimates to be small because, in general, we included relatively few DVR diaries in the November 2004 survey. On average, only 1% of the intab diary sample were homes with a DVR. Appendix D contains a November 2003 to 2004 trend of the number of households with DVR reported in all 210 DMAs. Nielsen will include DVR diary and diary time-shifted data as of May 2005.

### Diary Sample Representation

Lower response rates resulted in smaller diary sample sizes across many of our local markets. The diary response rate in 2004 was lower than what is typically generated for a November cycle (**2001**: 32.0, **2002**: 32.1, **2003**: 32.6, **2004**: 30.9). For comparison, in November 2002, 193 out of 209 markets (**92.3%**) were at or above their diary target. In November 2003, 205 out of 209 (**98.1%**) met or exceeded target, and in November of 2004, 99 out of the 206 markets (**48.1%**) were at or above target. Nielsen took specific steps to account for the drop in response rates beginning with the February 2005 survey.

When looking at the sample distributions of the Total U.S. diary samples, we see that in 2004 the Persons 18-34 distributions were further from the UE than in 2003, but closer than in 2002. Also, aside from Age of Head, the household characteristic distributions look relatively similar year-to-year.





In general, we would expect smaller sample sizes to result in more sampling error associated with the estimates, not a large shift in the reported estimates. The diary sample is weighted for both the persons demographics and the household characteristic of Age of Head. Changes in the diary sample representation are not contributing to the reported PUT declines.

### Zero Cell

Since the PUT declines are more dramatic in metered markets, meter/diary adjustment process could be contributing to PUT reduction. Zero cells occur when there is reported set-meter household tuning for a given tuning source and quarter-hour, but no reported persons viewing in the diary. An increase in zero cell penetration could lead to lower PUTs.

The following table details the amount of zero cell and reverse zero cell (diary tuning with no meter tuning) occurring across all the metered markets. It is apparent that the amount of zero cell is growing within our metered market panels, and that the time periods with the greatest declines in PUTs, Early Fringe through Prime, are showing the greatest increases in zero cell.

Zero Cell Penetration trend Across all Metered Markets						
Daypart	Zero Cell Penetration among Quarter-Hours with Metered Household Tuning			Reverse Zero Cell Quarter-Hours among Quarter-Hours with Diary Tuning		
	Nov03	Nov04	Diff	Nov03	Nov04	Diff
Early Morning	71.8	75.2	3.4	33.0	32.4	-0.7
Daytime	60.1	63.7	3.6	29.9	29.3	-0.6
Early Fringe	52.4	56.6	4.2	24.9	24.0	-1.0
Prime Access	46.5	50.5	4.0	24.1	22.6	-1.5
Primetime	44.7	49.3	4.7	22.5	22.4	-0.1
Post Prime	67.9	71.6	3.7	24.9	24.8	-0.1
Total Day	56.6	60.5	4.0	26.4	25.8	-0.5

The amount of reverse zero cell is not increasing. Hence, the lower PUT estimates is not a result of more diary data being eliminated because it had no corresponding meter data.

## Causes for Increases in Zero Cells

### *Fragmentation of Viewing*

Since zero cells occur when there is metered household tuning, but no reported household tuning or persons viewing in the diary, an increase in the amount of zero cell would result from an increased amount of tuning in the metered sample to sources not receiving credit in the diary. However, Nielsen found that the number of tuning sources reported in the meter and diary samples in November 2004 is similar to last November. The diary samples had a 3% growth in the total number of sources credited, while the metered sample had a 2% growth. In general, we cannot conclude that the lost PUT viewing is from an overall increase in the number of reported sources in the diary, but to an increase in the fragmentation of viewing going to more of those sources. Appendix E contains a market-by-market count of the number of tuning sources credited in the meter and diary panels.

### *Diary Sample Size Variations*

In metered markets, Nielsen has determined that a relationship exists between the increase in the zero cell penetration and the diary intab-to-target index. The smaller diary sample sizes in November 2004 contributed to a portion of the increased zero cell, and hence a portion of the PUT declines. The diary delivery in November 2003 was considerably above target, so neither the Nov04 or Nov03 cycles are exemplary of the expected zero cell penetrations if the samples had delivered exactly on target.

### *Quantification of the Impact of Increased Zero Cells on PUTs*

One may quantify the effect of the increase in zero cells by looking at a comparison of the diary-only and meter/diary adjusted PUTs within the metered markets. The following tables report the HUT/PUT trends reported from the meter/diary adjusted methodology and the diary-only sample within the metered markets.

Diary-Only H/PUT in Metered Markets																				
Daypart	November 2003					November 2004					Difference					Relative Difference				
	HH	P18-34	P18-49	P25-54	P55+	HH	P18-34	P18-49	P25-54	P55+	HH	P18-34	P18-49	P25-54	P55+	HH	P18-34	P18-49	P25-54	P55+
Early Morning	14.1	4.5	7.2	9.0	9.5	13.7	4.2	6.9	8.5	9.4	-0.4	-0.3	-0.3	-0.4	-0.1	-2.8%	-6.2%	-4.0%	-4.8%	-0.8%
Daytime	21.9	7.9	8.9	9.8	18.4	22.3	7.9	9.2	10.2	18.6	0.3	0.0	0.3	0.4	0.3	1.6%	-0.1%	3.4%	4.3%	1.4%
Early Fringe	38.8	15.9	17.5	19.6	37.7	38.2	15.5	17.6	19.7	36.8	-0.5	-0.4	0.1	0.1	-0.8	-1.4%	-2.5%	0.5%	0.7%	-2.2%
Prime Access	51.5	24.3	27.3	30.9	50.5	50.4	23.2	26.6	30.2	50.2	-1.1	-1.2	-0.7	-0.7	-0.3	-2.2%	-4.8%	-2.6%	-2.2%	-0.6%
Primetime	56.3	31.8	35.6	39.6	50.7	55.1	29.9	34.3	38.5	49.8	-1.2	-1.8	-1.3	-1.2	-0.9	-2.2%	-5.8%	-3.6%	-2.9%	-1.8%
Post Prime	16.6	8.7	9.4	10.2	12.6	16.5	8.3	9.2	10.0	12.4	-0.1	-0.4	-0.3	-0.2	-0.2	-0.7%	-4.1%	-2.7%	-1.5%	-1.6%
Total Day	29.9	13.4	15.0	16.6	26.5	29.7	13.0	14.9	16.6	26.3	-0.2	-0.4	-0.1	0.0	-0.2	-0.6%	-3.3%	-0.6%	0.0%	-0.7%

Meter Diary Adjusted H/PUT in Metered Markets																				
Daypart	November 2003					November 2004					Difference					Relative Difference				
	HH	P18-34	P18-49	P25-54	P55+	HH	P18-34	P18-49	P25-54	P55+	HH	P18-34	P18-49	P25-54	P55+	HH	P18-34	P18-49	P25-54	P55+
Early Morning	22.9	4.6	7.6	9.5	10.6	23.5	4.2	7.2	9.0	10.8	0.5	-0.5	-0.4	-0.5	0.2	2.4%	-10.0%	-5.1%	-5.5%	1.8%
Daytime	31.9	8.1	9.2	10.2	20.3	33.1	7.6	9.2	10.3	20.8	1.2	-0.5	0.0	0.1	0.5	3.8%	-6.6%	0.3%	1.3%	2.5%
Early Fringe	50.6	17.7	19.4	21.4	41.9	50.9	16.1	18.8	21.0	41.4	0.3	-1.6	-0.6	-0.5	-0.6	0.6%	-9.1%	-3.0%	-2.1%	-1.3%
Prime Access	62.4	27.7	31.3	35.1	56.8	62.3	24.6	29.2	33.2	57.0	-0.2	-3.1	-2.0	-1.9	0.2	-0.2%	-11.1%	-6.6%	-5.3%	0.3%
Primetime	67.5	36.6	41.1	45.6	59.8	67.0	33.2	38.6	43.2	59.1	-0.5	-3.4	-2.5	-2.4	-0.7	-0.8%	-9.4%	-6.0%	-5.2%	-1.2%
Post Prime	35.8	12.6	13.5	14.3	18.5	36.4	10.9	12.2	13.2	17.9	0.6	-1.7	-1.3	-1.1	-0.6	1.7%	-13.5%	-9.3%	-7.8%	-3.2%
Total Day	41.9	15.3	17.0	18.8	30.6	42.6	13.9	16.3	18.2	30.6	0.7	-1.4	-0.7	-0.6	-0.1	1.6%	-9.3%	-4.3%	-3.2%	-0.2%

Key observations include:

- The diary-only data is reporting PUT declines as well.
- The household tuning levels in the diary sample decrease more (or increase less) than do the metered sample household tuning levels. Hence, in general, the diary-only estimates would be expected to be adjusted up.
- The meter/diary adjusted PUTs decline more than the diary-only PUTs for the majority of the dayparts.

Based on these observations, Nielsen concludes that there is less overall reported tuning and viewing reported in the diary samples this year vs. last year. However, due to zero cells, a portion of the increased household usage in the metered sample does not have corresponding diary data, so the diary-only PUTs are not being adjusted up to the degree expected. The following table reports the percentage of the PUT decline accounted for by meter/diary adjustment across the metered markets (individual market results will vary):

Daypart	% of PUT Decline Accounted for by Adjustment			
	P18-34	P18-49	P25-54	P55+
Early Morning	37.4%	20.5%	13.8%	100% +
Daytime	98.4%	None	None	41.2%
Early Fringe	72.3%	100% +	100% +	None
Prime Access	56.7%	59.6%	57.9%	100% +
Primetime	38.4%	39.9%	43.4%	None
Post Prime	69.3%	71.5%	80.9%	50.9%
Total Day	64.5%	85.3%	100% +	None

Across all metered markets, we may attribute 38.4% of the PUT decline for P18-34 during Primetime to an increase in zero cells. Individual results may vary depending upon meter-to-diary household estimates.

### Impact of DVD/Video Game Usage

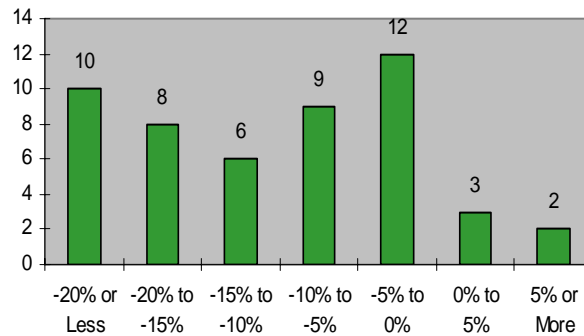
Historical trends show that the penetrations of DVD and Video Games continue to rise. Though DVD and Video Game usage is not available from the diary, the set-top meters do gather this information on a household level. Appendix F, as a file attachment, contains the household ratings to Audio/Video, Playback, and Video Game usage. In general, the net usage to these devices is increasing. However, they are not increasing to a great degree, and they are not increasing more during Primetime or Prime Access than across the Total Day. Although this trend in increased usage among DVD and Video Games will continue to decrease TV usage, especially among the younger demographic, Nielsen does not consider this to be a major contributor to the recent November 2004 PUT declines. Some individual markets may be more affected by this than others.

### Outlying Markets

By taking a closer look at the most affected markets, we may test the above conclusions. Across all of the metered markets, the average PUT declines are as follows:

H/PUT Changes across All Metered Markets, Nov03 to Nov04					
	HH	P18-34	P18-49	P25-54	P55+
Early Morning	+2.0	-9.8	-4.9	-5.4	+1.2
Daytime	+3.4	-6.5	+0.4	+1.3	+2.2
Early Fringe	+0.3	-9.1	-3.0	-2.1	-1.4
Prime Access	-0.4	-11.1	-6.5	-5.3	-0.2
Prime	-0.9	-9.4	-6.0	-5.2	-1.2
Post Prime	+1.3	-13.5	-9.3	-7.9	-3.3
Total Day	+1.3	-9.3	-4.3	-3.2	-0.3

Frequency of Nov03-Nov04 PUT Declines  
Primetime - P18-34



The table to the right includes the distribution of the PUT declines for P18-34 during Primetime. The ten metered markets that experience the greatest declines are Nashville (-31%), Las Vegas (-29%), West Palm Beach (-27%), Portland (-24%), Cincinnati (-23%), Norfolk (-23%), Philadelphia (-22%), Seattle (-22%), Minneapolis (-21%), and San Diego (-21%).

Looking at the individual market data, it is evident that the large PUT declines in these markets were a result of higher than average:

- HUT declines – Minneapolis, San Diego, West Palm Beach, Norfolk
- Increase in Zero Cell - Las Vegas, San Diego, Philadelphia, Seattle, West Palm Beach, Norfolk, Nashville
- Increase in the number of sources reported from the metered sample - San Diego, Cincinnati, Las Vegas
- Number of No good DVR diaries: Seattle, Portland, Las Vegas
- Impact of DVD/Video Game Usage: Nashville

Nielsen expects results to follow for the other evaluated dayparts.

## Conclusion

In general, Nielsen considers the PUT declines reported from November 2003 to November 2004 to be largely a function of:

1. *Including Thanksgiving in the November cycle.* Based upon an analysis in our metered market samples, lower household and demographic usage levels during the week of Thanksgiving account for, on average, 19%-32% of the PUT declines for younger demographics during Prime Access and Primetime. The level of impact varies among the individual markets.
2. *Decreased household usage levels.* A strong correlation between the changes in the HUTs with the declines in the demographic PUTs suggests a real change in television usage. Though overall household levels change less than the demographics, the markets with the largest HUT declines tend to be the markets with the largest PUT declines.

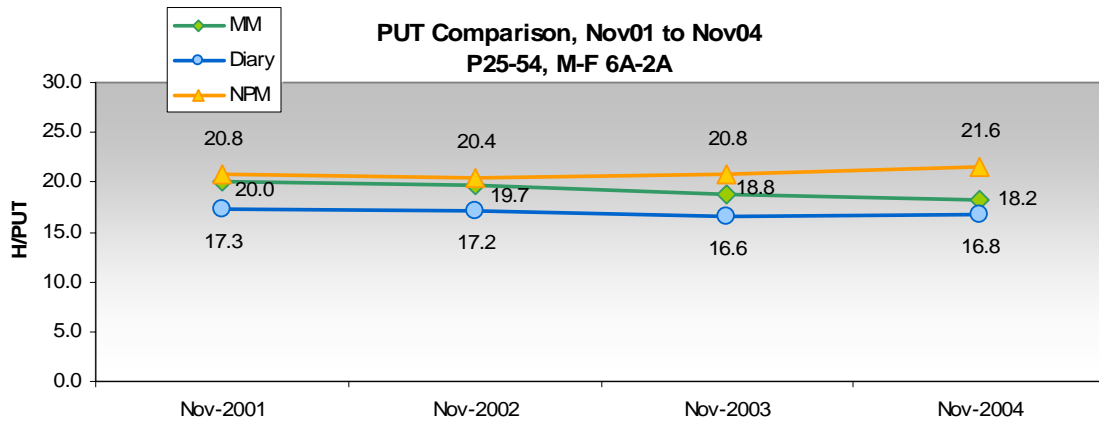
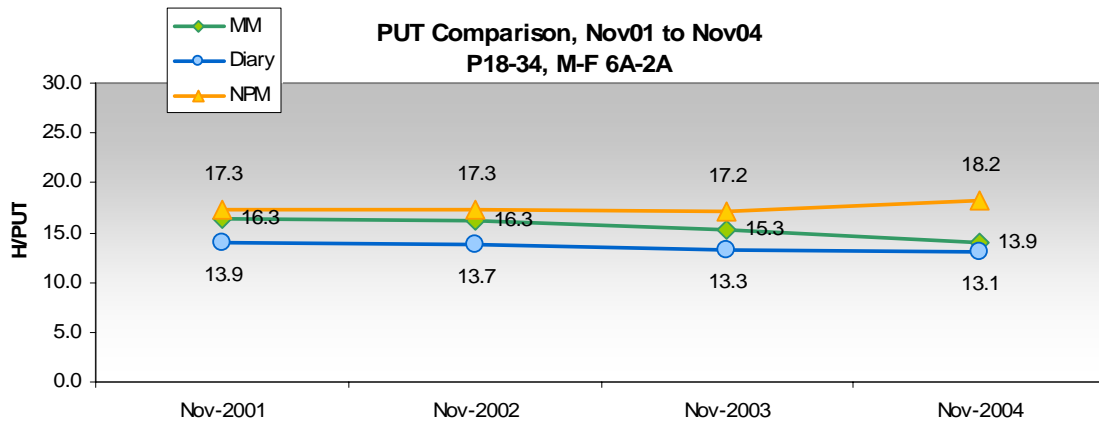
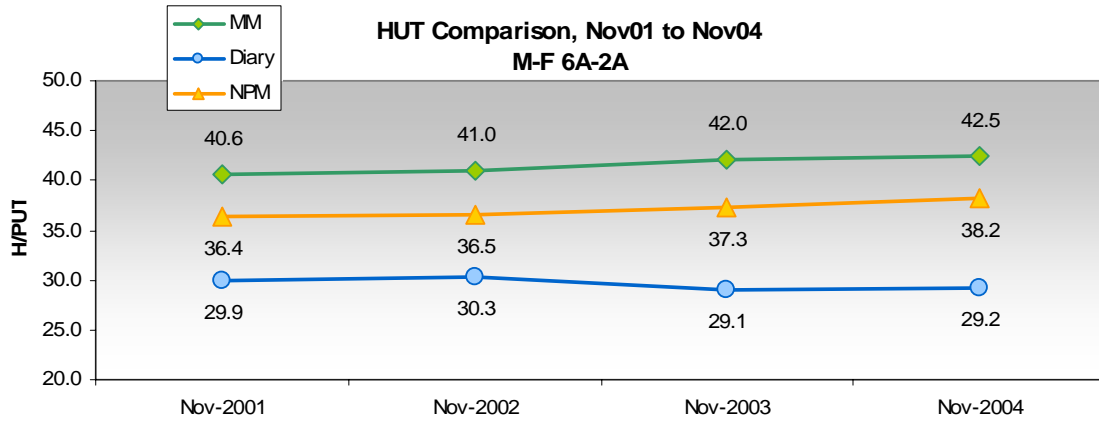
Within the metered markets, the PUT declines are also additionally, in part, a result of:

- *Increased occurrence of Zero Cell.* We concluded that the increase in zero cell is a result of:
  - Increased amount of fragmented viewing in November 2004 and
  - In some markets, the variation in the diary sample size.On average, the increased occurrence in zero cell for younger demographics can account for 65% of the PUT decline across the total day.

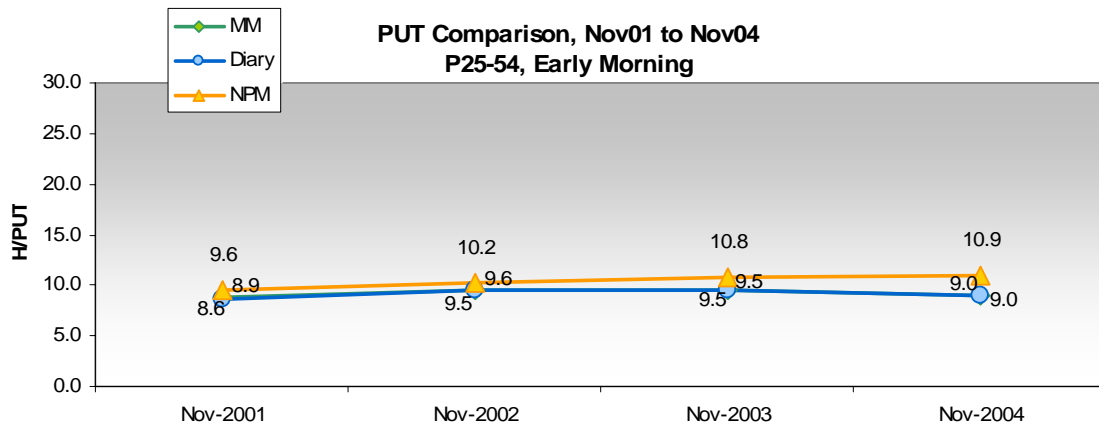
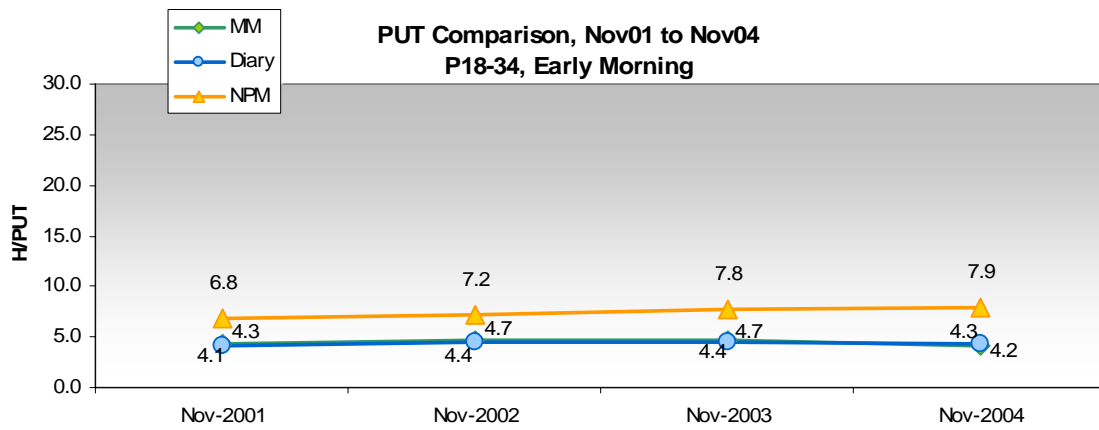
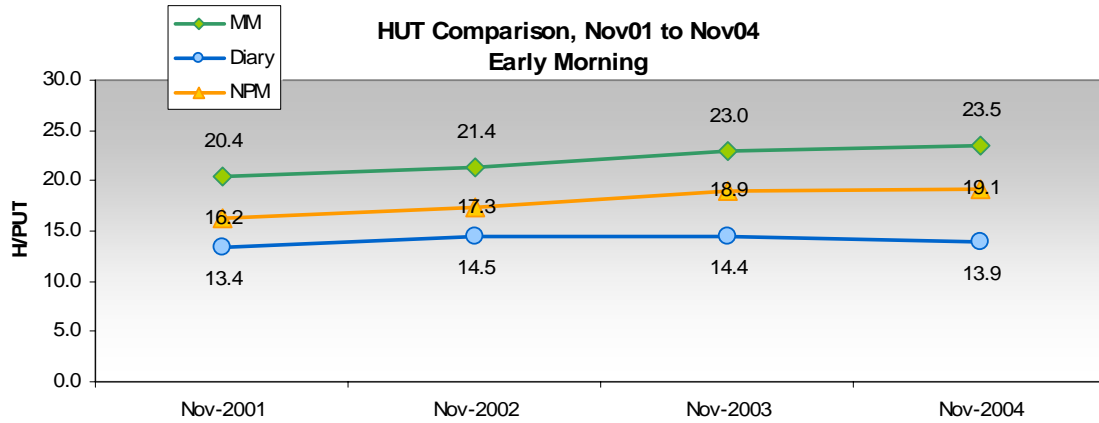
The analyses suggest that the PUT declines are not for the most part due to an increased impact from meter/diary adjusting all sources for TVS, the inclusion of DVR diaries with less than 20% DVR usage in the sample, an increase in the number of viewed sources, or an increase in DVD/Video Game usage. However, many of these items may be a factor in some individual market analysis.

## March 2005

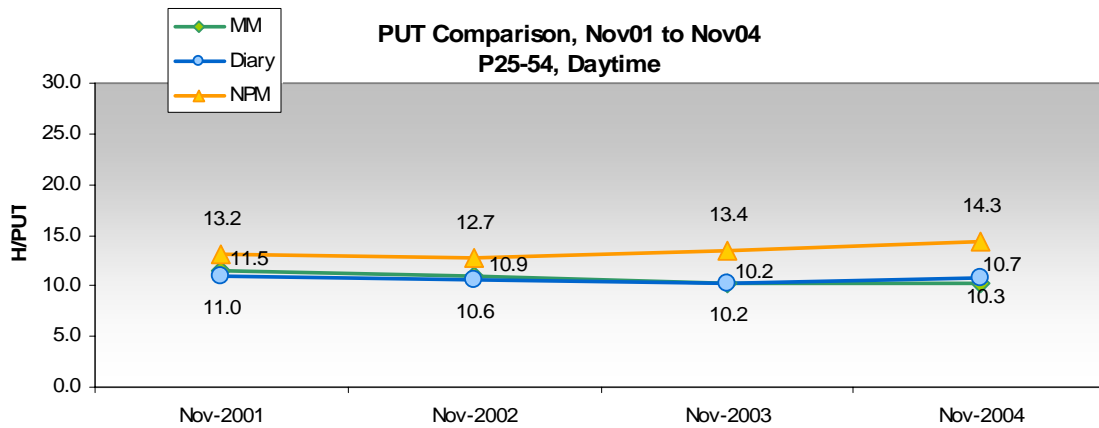
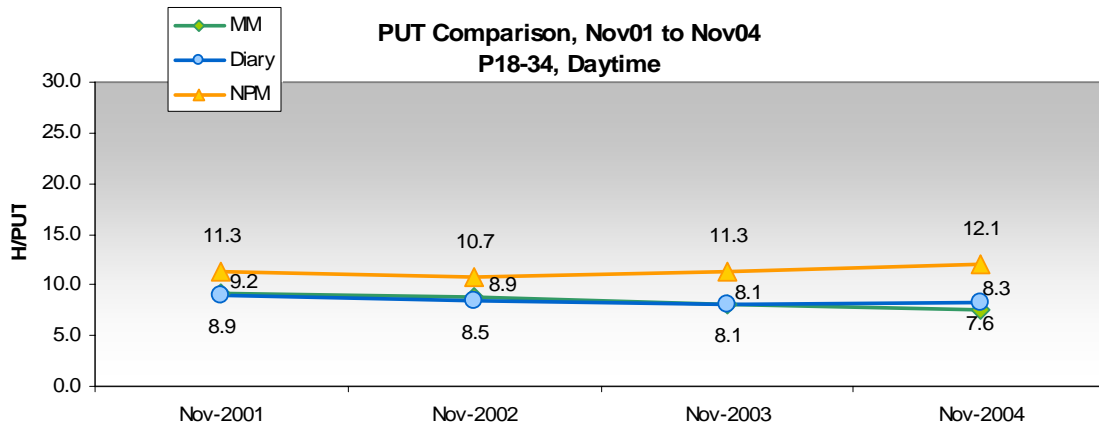
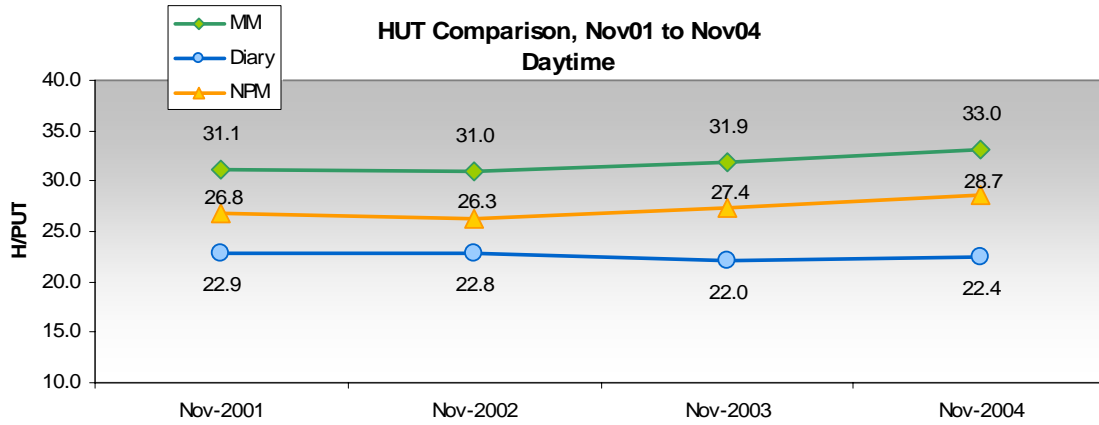
## Appendix A



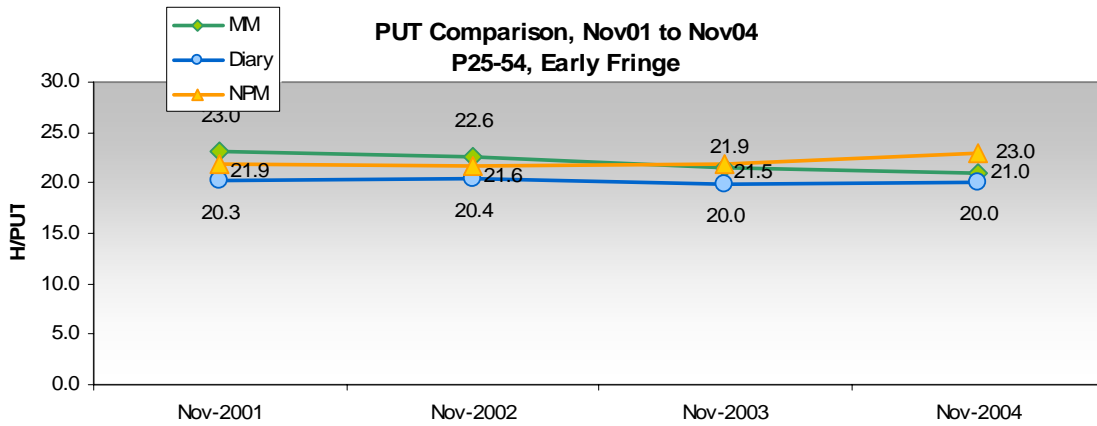
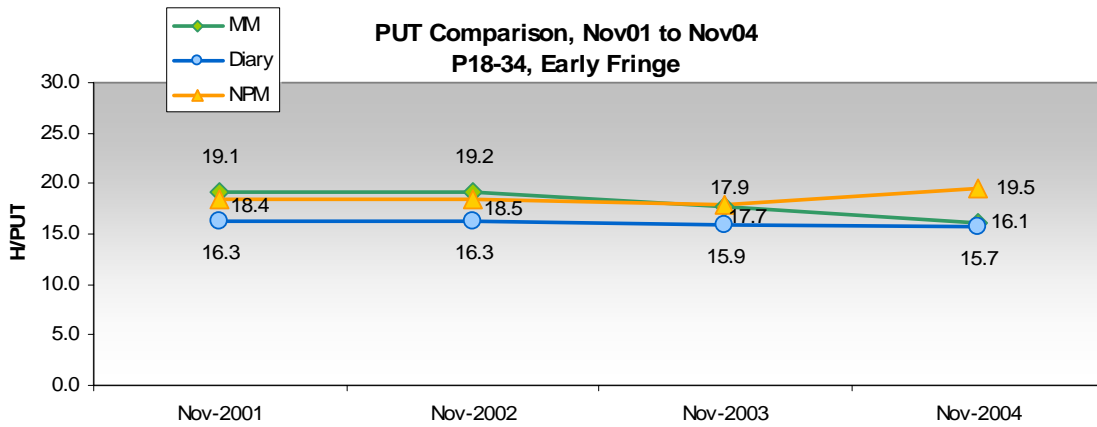
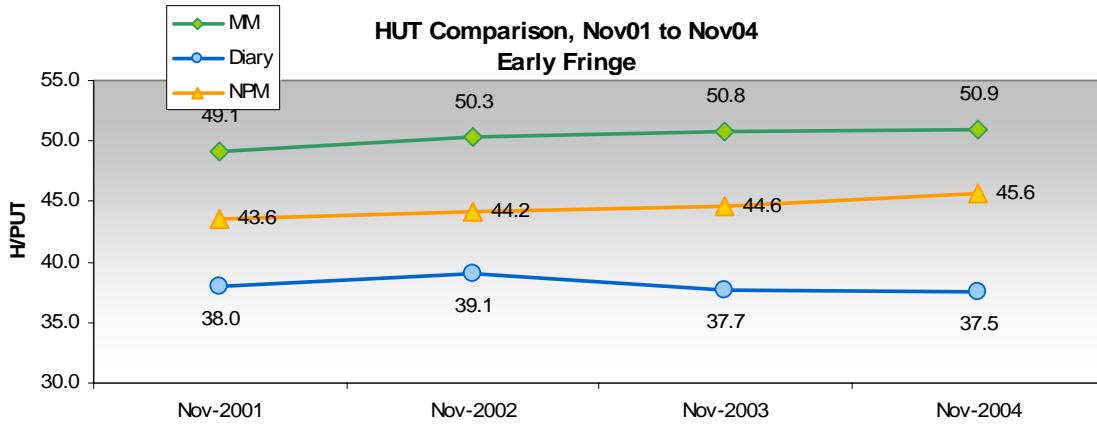
### Appendix A (cont.)



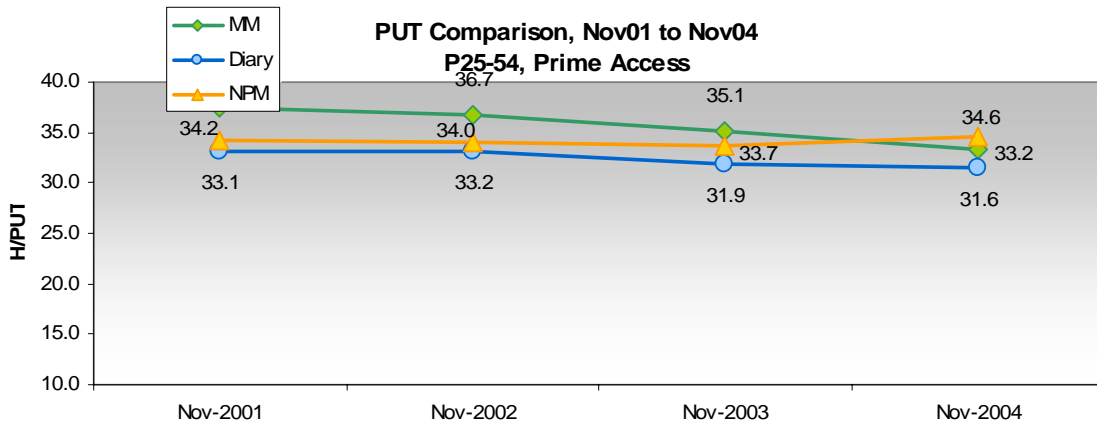
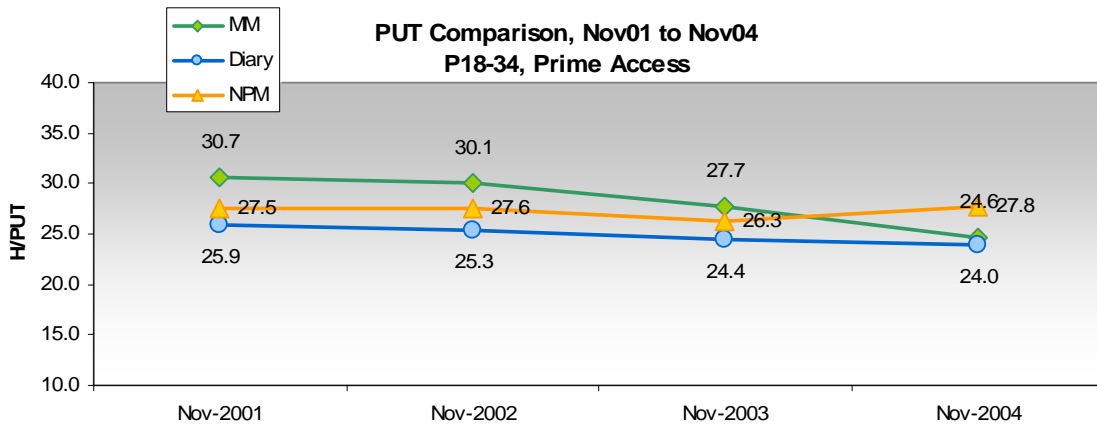
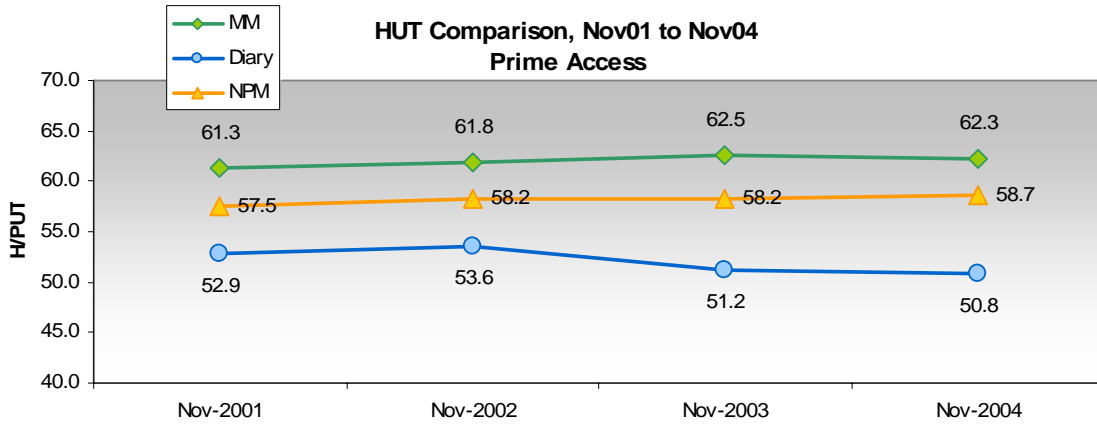
### Appendix A (cont.)



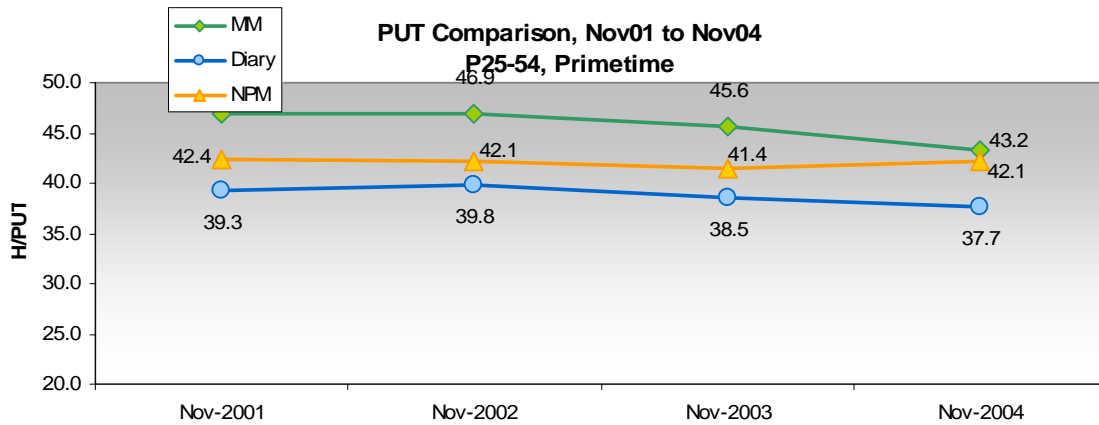
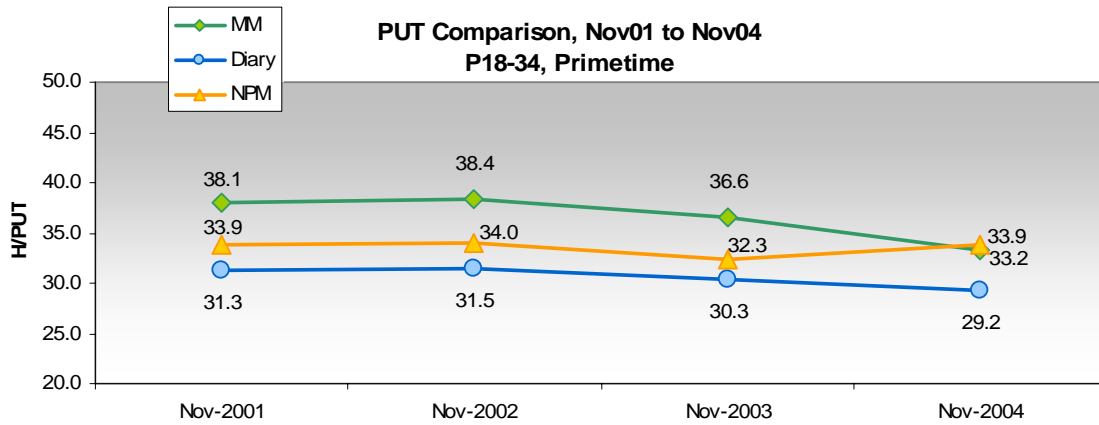
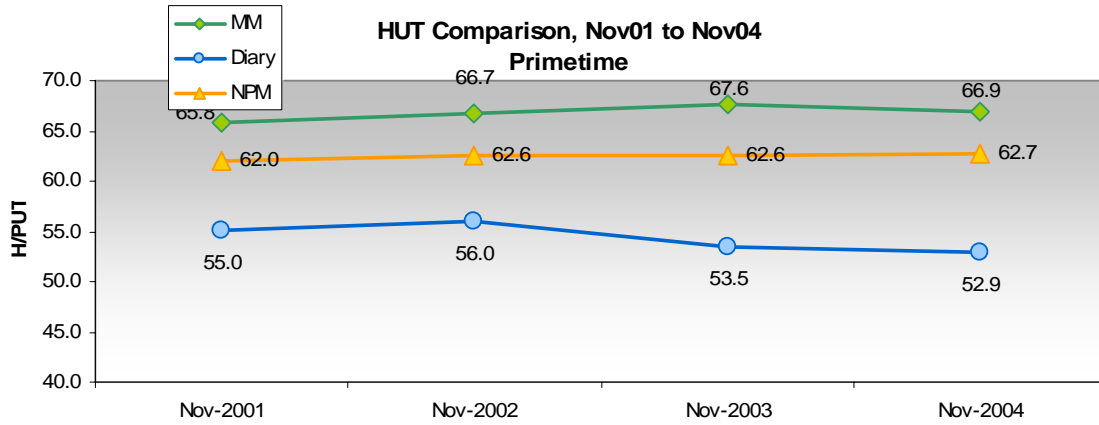
### Appendix A (cont.)



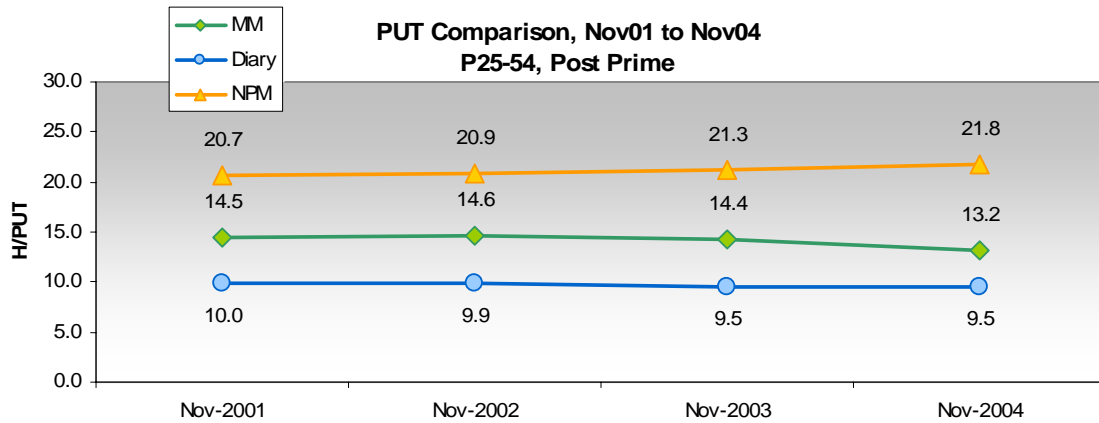
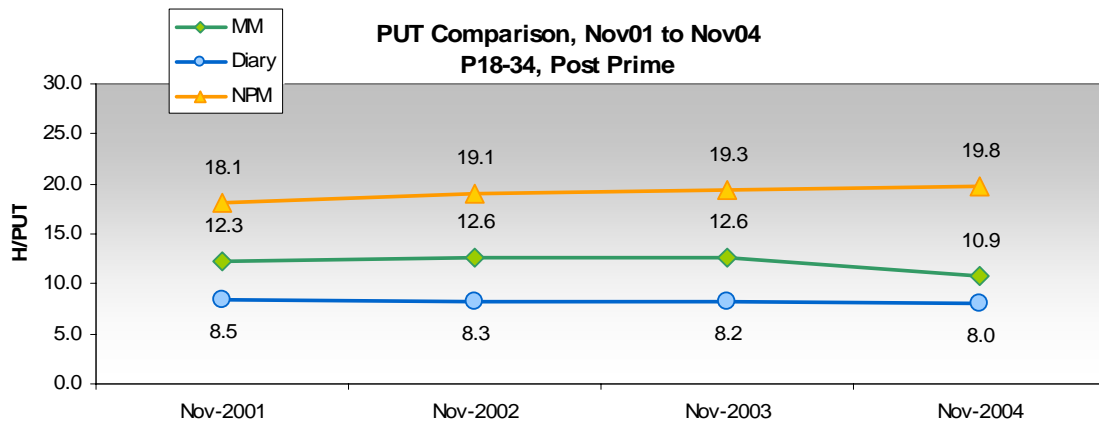
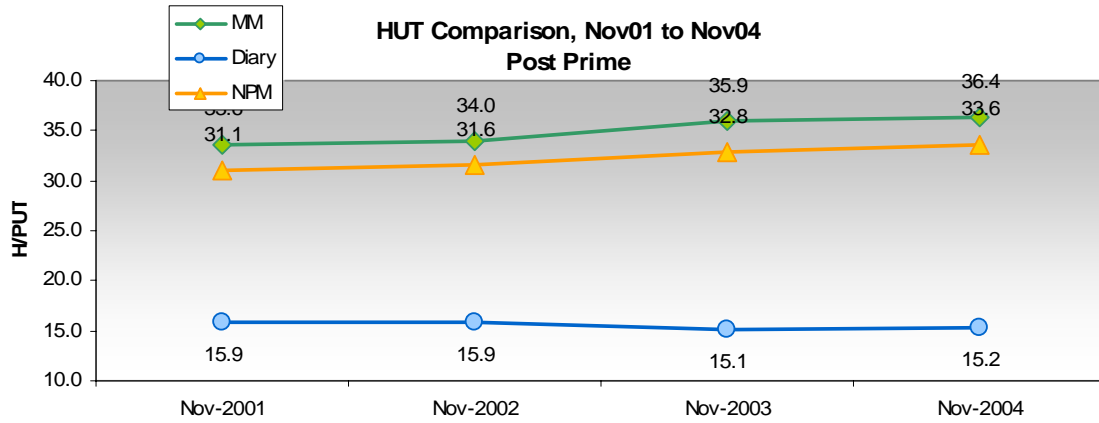
### Appendix A (cont.)



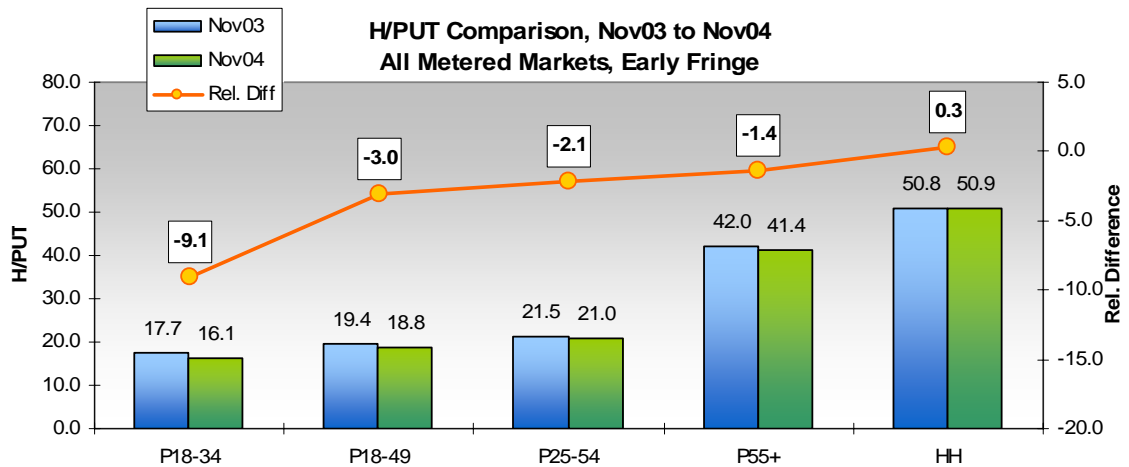
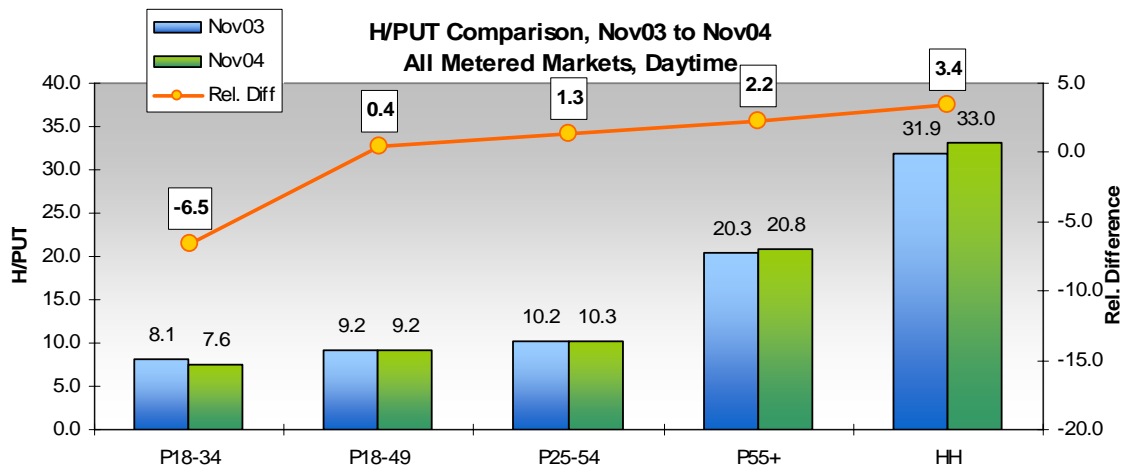
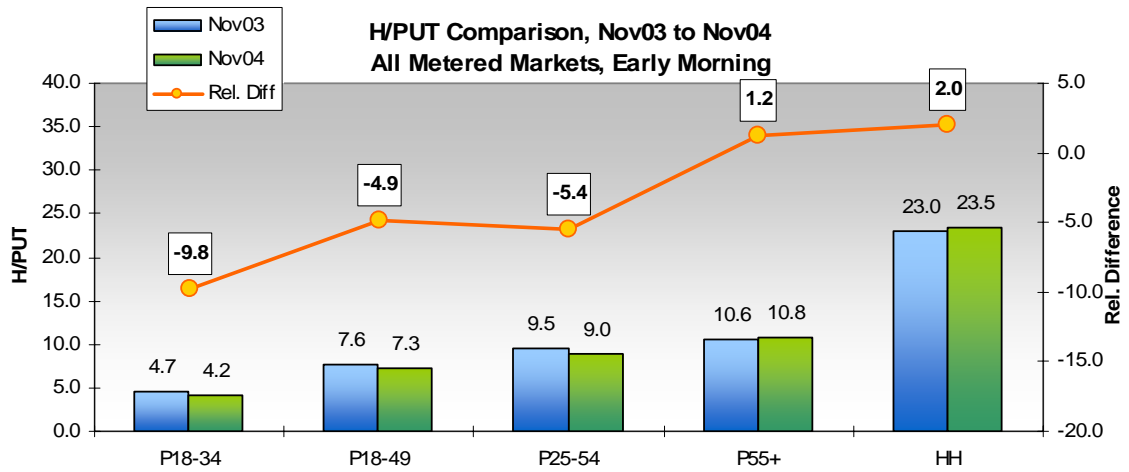
### Appendix A (cont.)



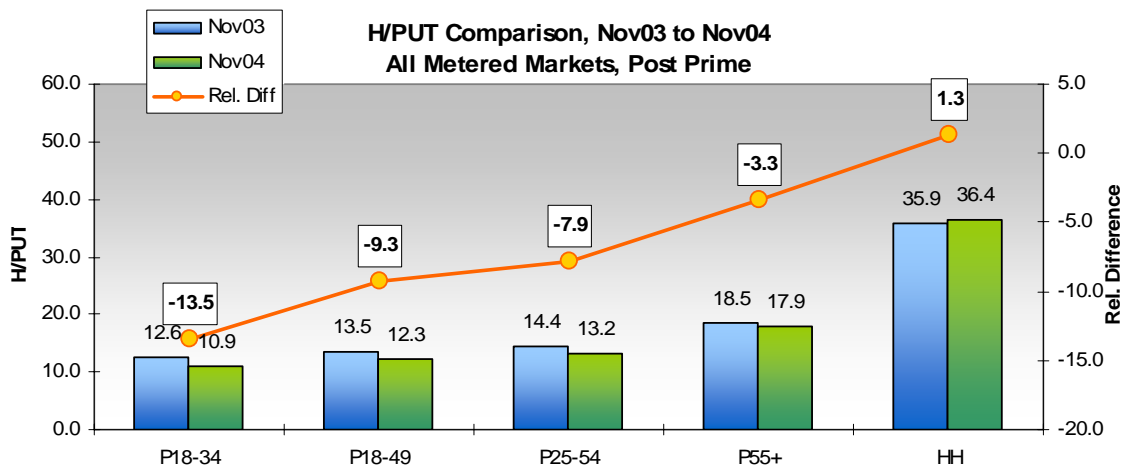
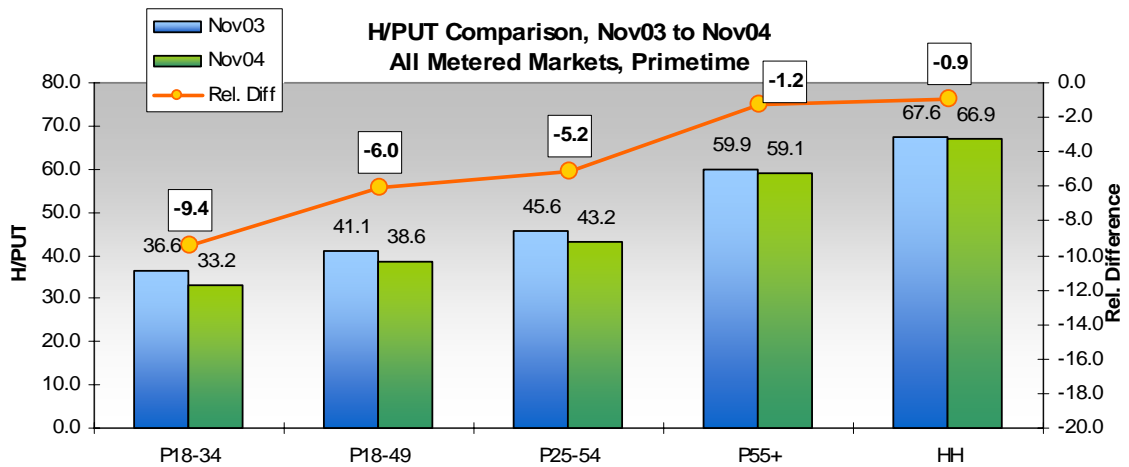
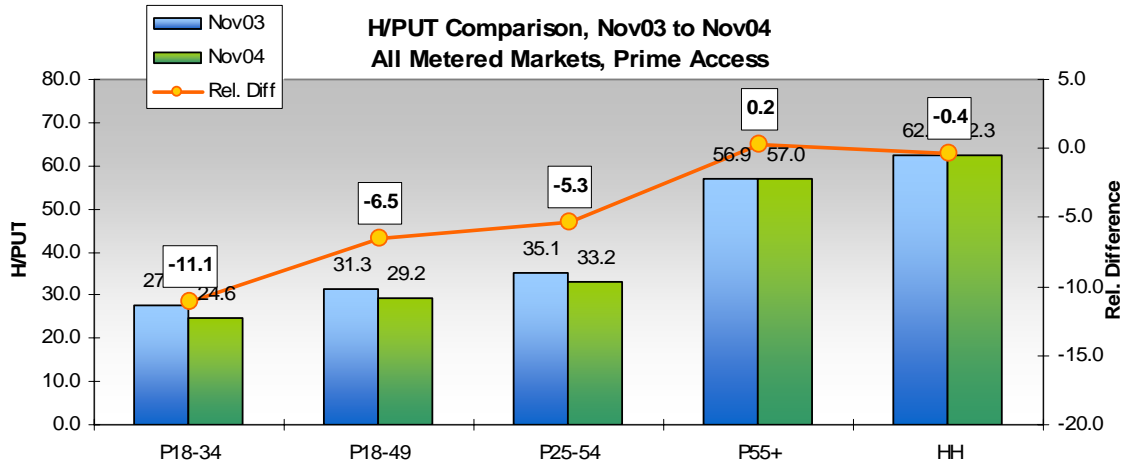
### Appendix A (cont.)



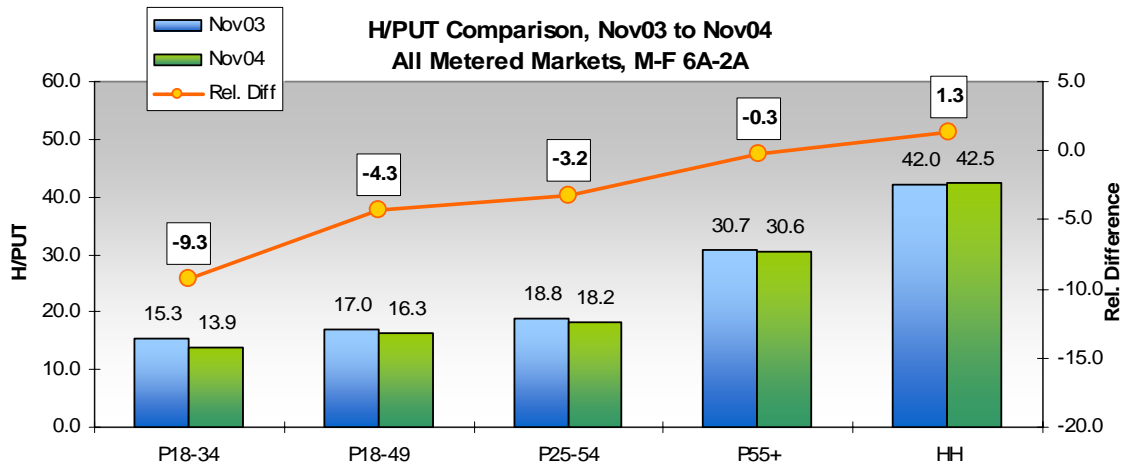
## Appendix B



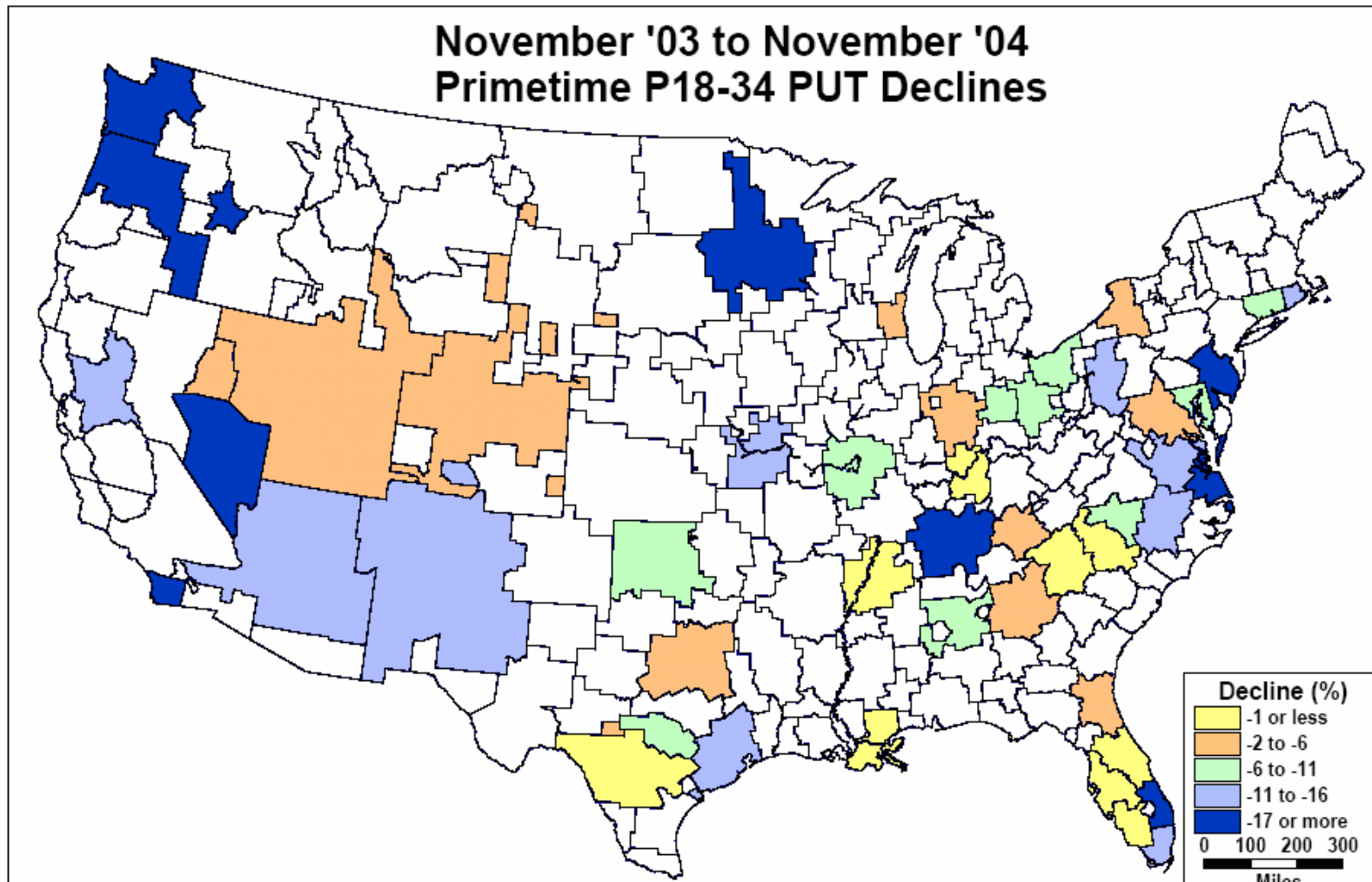
### Appendix B (Cont.)



### Appendix B (cont.)



Appendix C  
Metered Markets Only



## Appendix D

Distribution of Households with DVR, November 2003 and November 2004								
Market	November 2003		November 2004					Nov03 to Nov04 DVR Index
	Total Intab	DVR No Good	Total Intab	DVR Intab	DVR Intab %	DVR No Good	DVR Total	
ABILENE-SWEETWATER	503	0	448	2	0.45%	0	2	-
ALBANY	461	0	383	3	0.78%	1	4	-
ALBANY-SCHNECTDY-TRY	857	1	749	16	2.14%	2	18	1800
ALBUQUERQUE-SANTA FE	1,158	3	1,015	7	0.69%	4	11	367
ALEXANDRIA	376	0	287	2	0.70%	0	2	-
ALPENA	286	0	273	0	0.00%	0	0	-
AMARILLO	574	0	541	5	0.92%	2	7	-
ANCHORAGE	323	1	440	4	0.91%	2	6	600
ATLANTA (Cutbak WTBS	1,171	7	1,105	27	2.44%	19	46	657
AUGUSTA	705	2	572	5	0.87%	2	7	350
AUSTIN	1,262	7	1,111	21	1.89%	27	48	686
BAKERSFIELD	441	0	379	5	1.32%	3	8	-
BALTIMORE	1,154	7	1,069	9	0.84%	7	16	229
BANGOR	427	0	466	1	0.21%	1	2	-
BATON ROUGE	658	0	550	4	0.73%	3	7	-
BEAUMONT-PORT ARTHUR	454	0	392	2	0.51%	0	2	-
BEND	377	0	333	1	0.30%	8	9	-
BILLINGS	448	2	387	0	0.00%	0	0	0
BILOXI-GULFPORT	375	0	351	1	0.28%	3	4	-
BINGHAMTON	612	2	549	12	2.19%	2	14	700
BIRMINGHAM(ANNandTUS	1,249	3	1,030	8	0.78%	5	13	433
BLUEFELD-BEKLEY-OK H	400	0	356	3	0.84%	1	4	-
BOISE	459	0	378	3	0.79%	5	8	-
BOSTON (MANCHESTER)	255	4	233	4	1.72%	3	7	175
BOWLING GREEN	391	0	358	0	0.00%	1	1	-
BUFFALO (Non-Mail)	1,063	2	1,027	8	0.78%	3	11	550
BURLINGTON-PLATSBRGH	1,016	1	854	7	0.82%	2	9	900
BUTTE-BOZEMAN	540	1	421	1	0.24%	3	4	400
CASPER-RIVERTON	252	0	218	2	0.92%	0	2	-
CEDR RPDS-WTLO-IW&DB	857	1	906	11	1.21%	2	13	1300
CHARLESTON	550	1	458	6	1.31%	1	7	700
CHARLESTON-HUNTINGTON	895	1	686	8	1.17%	3	11	1100
CHARLOTTE	1,124	4	1,040	15	1.44%	5	20	500
CHARLOTTESVILLE	384	1	352	5	1.42%	2	7	700
CHATTANOOGA	1,013	5	881	10	1.14%	0	10	200
CHEYENNE-SCOTTSBLUF	292	0	240	2	0.83%	1	3	-
CHICAGO	2,293	13	403	8	1.99%	5	13	100
CHICO-REDDING	529	1	594	5	0.84%	5	10	1000
CHMPGN&SPRGFLD-DCATR	1,178	5	1,106	9	0.81%	4	13	260
CINCINNATI	1,220	3	1,027	9	0.88%	8	17	567
CLARKSBURG-WESTON	329	0	278	2	0.72%	0	2	-
CLEVELAND-AKRON(CNTN)	1,339	2	1,212	19	1.57%	11	30	1500
CLMBUS-TUPL-WST PONT	388	0	311	3	0.96%	0	3	-
COLORADO SPRNGS-PUBLO	644	0	464	3	0.65%	5	8	-
COLUMBIA	726	2	602	7	1.16%	3	10	500
COLUMBIA-JEFRSON CTY	561	0	488	4	0.82%	1	5	-
COLUMBUS	1,150	3	1,061	13	1.23%	6	19	633
COLUMBUS	750	1	502	3	0.60%	1	4	400
CORPUS CHRISTI	574	1	505	8	1.58%	3	11	1100
DALLAS-FT. WORTH	1,562	14	1,258	24	1.91%	18	42	300
DAVNPRT-R.ISLD-MOLNE	1,126	3	833	6	0.72%	2	8	267
DAYTON	1,126	0	1,108	16	1.44%	3	19	-
DENVER	1,194	5	1,111	13	1.17%	15	28	560
DES MOINES-AMES	1,068	6	920	7	0.76%	2	9	150
DETROIT	1,519	7	1,176	13	1.11%	9	22	314
DOTHAN	467	0	370	1	0.27%	0	1	-
DULUTH-SUPERIOR	565	0	570	4	0.70%	3	7	-
EL PASO	632	1	522	12	2.30%	0	12	1200
ELMIRA	459	1	357	5	1.40%	0	5	500
ERIE	448	0	393	0	0.00%	1	1	-
EUGENE	468	2	404	5	1.24%	2	7	350
EUREKA	347	0	277	3	1.08%	0	3	-
EVANSVILLE	724	0	705	4	0.57%	1	5	-

## Appendix D (cont.)

Distribution of Households with DVR, November 2003 and November 2004								
Market	November 2003		November 2004					Nov03 to Nov04
	Total Intab	DVR No Good	Total Intab	DVR Intab	DVR Intab %	DVR No Good	DVR Total	DVR Index
FAIRBANKS	292	1	246	1	0.41%	0	1	100
FARGO-VALLEY CITY	537	2	461	4	0.87%	4	8	400
FLINT-SAGNAW-BAY CTY	902	0	725	3	0.41%	2	5	-
FLORENCE -MYRTLE BEC	438	0	432	4	0.93%	3	7	-
FRESNO-VISALIA	973	0	720	9	1.25%	8	17	-
FT. MYERS-NAPLES	1,162	2	1,074	10	0.93%	6	16	800
FT. WAYNE	637	0	618	2	0.32%	3	5	-
FT.SMTH-FY-SRGDL-RGS	576	1	450	2	0.44%	2	4	400
GAINESVILLE	333	1	355	6	1.69%	0	6	600
GLENDIVE	263	0	315	1	0.32%	0	1	-
GRAND JUNCTON-MONTOS	284	0	255	2	0.78%	2	4	-
GRAND RPDS-KLMZO-BCK	1,662	3	1,342	10	0.75%	5	15	500
GREAT FALLS	539	0	577	4	0.69%	1	5	-
GREEN BAY-APPLETON	643	0	582	4	0.69%	5	9	-
GREENVILLE-N.BRN-WASH	590	0	483	7	1.45%	0	7	-
GREENVLL-SRT-ASHV-AN	1,230	4	1,024	9	0.88%	2	11	275
GREENWOOD-GREENVILLE	428	0	288	1	0.35%	0	1	-
GRNSBRO-H.PONT-WSALM	1,121	1	1,000	12	1.20%	3	15	1500
HARLGN-WSLO-BRNVL-MA	671	0	541	4	0.74%	1	5	-
HARRISONBURG	385	0	372	2	0.54%	1	3	-
HARSBRG-LNCTR-LEB-YK	984	0	842	7	0.83%	1	8	-
HARTFORD & NEW HAVEN	1,426	5	1,227	11	0.90%	6	17	340
HATTIESBURG-LAUREL	373	0	344	1	0.29%	1	2	-
HELENA	390	0	362	1	0.28%	2	3	-
HONOLULU	945	0	926	19	2.05%	15	34	-
HOUSTON	1,349	14	1,228	20	1.63%	10	30	214
HUNTSVILLE-DCTUR(FLR)	752	0	621	7	1.13%	7	14	-
IDAHO FALS-POCATELLO	452	0	389	4	1.03%	2	6	-
INDIANAPOLIS	1,401	2	1,137	12	1.06%	4	16	800
JACKSON	882	0	717	8	1.12%	1	9	-
JACKSON	268	0	266	2	0.75%	1	3	-
JACKSONVILLE	1,157	5	1,019	11	1.08%	3	14	280
JOHNSTOWN-ALTOONA	777	1	669	2	0.30%	2	4	400
JONESBORO	369	0	348	3	0.86%	0	3	-
JOPLIN-PITTSBURG	520	1	465	2	0.43%	1	3	300
JUNEAU	251	2	240	1	0.42%	3	4	200
KANSAS CITY	1,201	4	1,045	18	1.72%	13	31	775
KNOXVILLE	1,242	1	979	12	1.23%	1	13	1300
LA CROSSE-EAU CLAIRE	604	1	728	4	0.55%	3	7	700
LAFAYETTE	403	0	302	5	1.66%	0	5	-
LAFAYETTE	506	0	379	4	1.06%	0	4	-
LAKE CHARLES	403	0	315	1	0.32%	0	1	-
LANSING	801	1	564	5	0.89%	3	8	800
LAREDO	317	0	252	1	0.40%	0	1	-
LAS VEGAS	1,575	3	1,208	26	2.15%	11	37	1233
LEXINGTON	776	3	780	3	0.38%	3	6	200
LIMA	449	1	323	1	0.31%	1	2	200
LINCLN & HASTNGS-KRNY	941	1	861	4	0.46%	3	7	700
LITTLE ROCK-PNE BLUF	915	0	676	2	0.30%	2	4	-
LOS ANGELES	2,107	14	252	7	2.78%	3	10	71
LOUISVILLE	1,507	3	1,397	17	1.22%	3	20	667
LUBBOCK	426	0	397	2	0.50%	0	2	-
MACON	491	0	383	3	0.78%	1	4	-
MADISON	702	1	653	7	1.07%	2	9	900
MANKATO	352	0	338	3	0.89%	0	3	-
MARQUETTE	303	3	275	1	0.36%	3	4	133
MBLE-PNSCOLA(FT WLT)	856	1	761	6	0.79%	2	8	800
MEDFORD-KLAMTH FALLS	455	1	425	4	0.94%	2	6	600
MEMPHIS	1,107	4	990	7	0.71%	6	13	325
MERIDIAN	397	0	319	2	0.63%	1	3	-
MIAMI-FT. LAUDERDALE	1,499	6	1,268	8	0.63%	6	14	233
MILWAUKEE	1,151	2	1,023	9	0.88%	7	16	800
MINNEAPOLIS-ST. PAUL	1,626	5	1,508	14	0.93%	2	16	320

## Appendix D (cont.)

Distribution of Households with DVR, November 2003 and November 2004								
Market	November 2003		November 2004					Nov03 to Nov04
	Total	DVR	Total	DVR	DVR	DVR	DVR	DVR
	Intab	No Good	Intab	Intab	Intab %	No Good	Total	Index
MINOT-BISMRK-DICKNSN	600	0	588	1	0.17%	0	1	-
MISSOULA	378	0	286	4	1.40%	2	6	-
MONROE-EL DORADO	613	0	486	1	0.21%	1	2	-
MONTEREY-SALINAS	717	8	709	5	0.71%	6	11	138
MONTGOMERY (SELMA)	662	1	553	2	0.36%	1	3	300
NASHVILLE	1,161	0	1,029	15	1.46%	7	22	-
NEW ORLEANS	1,735	2	1,388	9	0.65%	1	10	500
NEW YORK	2,125	14	241	9	3.73%	0	9	64
NORFLK-PTSMH-NWPT NS	1,183	1	1,018	10	0.98%	5	15	1500
NORTH PLATTE	393	0	320	1	0.31%	0	1	-
ODESSA-MIDLAND	599	0	469	1	0.21%	0	1	-
OKLAHOMA CITY	1,148	2	988	15	1.52%	5	20	1000
OMAHA	867	0	690	5	0.72%	1	6	-
ORLNDO-DYTNABH-MLBRN	1,143	3	1,027	18	1.75%	7	25	833
OTTUMWA-KIRKSVILLE	294	0	280	3	1.07%	2	5	-
PALM SPRINGS	533	3	464	5	1.08%	3	8	267
PANAMA CITY	496	0	477	2	0.42%	1	3	-
PARKERSBURG	384	0	343	2	0.58%	1	3	-
PDUCH-CGRD-HABG-MTVN	895	0	755	5	0.66%	2	7	-
PEORIA-BLOOMINGTON	670	0	632	4	0.63%	5	9	-
PHILADELPHIA	1,612	1	1,520	12	0.79%	7	19	1900
PHOENIX	1,304	9	1,248	15	1.20%	5	20	222
PITTSBURGH	1,828	0	1,748	12	0.69%	4	16	-
PORTLAND	1,166	6	1,023	12	1.17%	9	21	350
PORTLAND-AUBURN	829	2	755	2	0.26%	6	8	400
PRESQUE ISLE	379	0	299	1	0.33%	0	1	-
PROVIDENCE-NEW BDFRD	1,139	2	968	6	0.62%	3	9	450
QUINCY-HANNBAL-KEKUK	512	0	471	3	0.64%	1	4	-
RALEGH-DURHM(FAETVL)	1,246	3	963	15	1.56%	10	25	833
RAPID CITY	395	0	329	2	0.61%	1	3	-
RENO	476	3	452	7	1.55%	4	11	367
RICHMOND-PETERSBURG	1,483	2	1,305	11	0.84%	14	25	1250
ROANOKE-LYNCHBURG	851	1	657	5	0.76%	4	9	900
ROCHESTER	837	8	770	14	1.82%	2	16	200
ROCHSTR-MSN CTY-ASTN	567	1	472	3	0.64%	1	4	400
ROCKFORD	539	1	560	3	0.54%	2	5	500
SACRMNTO-STKTN-MDSTO	1,128	8	1,098	21	1.91%	9	30	375
SALISBURY	511	1	468	2	0.43%	1	3	300
SALT LAKE CITY	1,222	3	1,013	15	1.48%	9	24	800
SAN ANGELO	363	1	353	2	0.57%	0	2	200
SAN ANTONIO	1,628	5	1,499	18	1.20%	9	27	540
SAN DIEGO	1,339	7	1,059	21	1.98%	9	30	429
SAN FRNSCO-OAK-SNJOS	1,556	31	1,251	17	1.36%	26	43	139
SAVANNAH	439	2	420	5	1.19%	0	5	250
SEATTLE-TACOMA	1,270	6	1,096	13	1.19%	13	26	433
SHERMAN-ADA	532	1	515	3	0.58%	2	5	500
SHREVEPORT	961	1	786	5	0.64%	5	10	1000
SIOUX CITY	626	0	548	1	0.18%	3	4	-
SIOUX FALLS (MITCHL)	564	1	491	0	0.00%	1	1	100
SOUTH BEND-ELKHART	634	2	557	0	0.00%	0	0	0
SPOKANE	981	3	943	6	0.64%	4	10	333
SPRINGFIELD	720	0	655	2	0.31%	6	8	-
SPRINGFIELD-HOLYOKE	763	1	692	6	0.87%	0	6	600
ST BARBRA-SNMR-SNLUB	473	4	497	6	1.21%	8	14	350
ST. JOSEPH	369	0	330	2	0.61%	2	4	-
ST. LOUIS	1,302	7	1,162	17	1.46%	10	27	386
SYRACUSE	987	5	1,059	23	2.17%	4	27	540
TALLAHASSEE-THOMSVLE	507	2	590	8	1.36%	1	9	450
TAMPA-ST.PTE(SARSTA)	1,500	9	1,581	27	1.71%	7	34	378
TERRE HAUTE	487	0	378	3	0.79%	3	6	-
TOLEDO	800	0	652	3	0.46%	2	5	-
TOPEKA	458	1	383	4	1.04%	1	5	500
TRAVERSE CTY-CADILLC	812	2	656	4	0.61%	2	6	300

### Appendix D (cont.)

Distribution of Households with DVR, November 2003 and November 2004								
Market	November 2003		November 2004					Nov03 to Nov04
	Total	DVR	Total	DVR	DVR	DVR	DVR	DVR
	Intab	No Good	Intab	Intab	Intab %	No Good	Total	Index
TRI-CITIES	724	1	716	5	0.70%	3	8	800
TUCSON(SIERRA VISTA)	795	2	640	6	0.94%	3	9	450
TULSA	790	3	979	9	0.92%	6	15	500
TWIN FALLS	357	0	316	1	0.32%	0	1	-
TYLR-LNGVEW(LFN&NGD)	658	1	546	6	1.10%	1	7	700
UTICA	420	0	419	0	0.00%	4	4	-
VICTORIA	381	0	330	0	0.00%	0	0	-
WACO-TEMPLE-BRYAN	813	1	643	10	1.56%	2	12	1200
WASHINGTON	1,517	16	1,546	24	1.55%	15	39	244
WATERTOWN	372	2	362	9	2.49%	2	11	550
WAUSAU-RHINELANDER	559	0	489	2	0.41%	0	2	-
WEST PLM BCH-FT.PERC	1,720	9	1,447	10	0.69%	9	19	211
WHEELING-STEUBENVILLE	461	1	520	3	0.58%	1	4	400
WICHITA FALLS&LAWTON	704	2	651	6	0.92%	2	8	400
WICHITA-HTCHNSON PLS	1,181	2	1,042	9	0.86%	3	12	600
WILKES BARRE-SCRANTN	847	1	812	5	0.62%	1	6	600
WILMINGTON	597	4	479	6	1.25%	0	6	150
YAKIMA-PSC-RCLD-KNWK	450	0	332	3	0.90%	4	7	-
YOUNGSTOWN	713	0	684	4	0.58%	1	5	-
YUMA-EL CENTRO	360	0	383	4	1.04%	1	5	-
ZANESVILLE	378	0	321	4	1.25%	2	6	-
<b>All 210 DMAs</b>	<b>165,310</b>	<b>447</b>	<b>141,128</b>	<b>1410</b>	<b>1.00%</b>	<b>736</b>	<b>2146</b>	<b>480</b>

## Appendix E

<b>Comparison of the # of Sources Credited in the Diary and Set-Meter Panels November 2003 to November 2004</b>												
DMA	Nov-03		Nov-04		Actual Change		% Change		Index		% of Metered Stns Missing in Diary	
	Diary	Meter	Diary	Meter	Diary	Meter	Diary	Meter	Nov-03	Nov-04	Nov-03	Nov-04
Albuquerque	210	251	205	247	-5	-4	-2%	-2%	84	83	16%	17%
Atlanta	206	251	201	246	-5	-5	-2%	-2%	82	82	18%	18%
Austin	182	226	187	231	5	5	3%	2%	81	81	19%	19%
Baltimore	178	228	182	241	4	13	2%	6%	78	76	22%	24%
Birmingham	200	221	192	233	-8	12	-4%	5%	90	82	10%	18%
Buffalo	191	221	189	230	-2	9	-1%	4%	86	82	14%	18%
Charlotte	200	256	198	239	-2	-17	-1%	-7%	78	83	22%	17%
Cincinnati	178	224	189	243	11	19	6%	8%	79	78	21%	22%
Cleveland	183	240	193	242	10	2	5%	1%	76	80	24%	20%
Columbus	195	256	218	259	23	3	12%	1%	76	84	24%	16%
Dallas	195	222	207	254	12	32	6%	14%	88	81	12%	19%
Dayton	192	230	204	241	12	11	6%	5%	83	85	17%	15%
Denver	195	238	202	262	7	24	4%	10%	82	77	18%	23%
Detroit	184	234	192	217	8	-17	4%	-7%	79	88	21%	12%
Ft. Myers	178	250	186	237	8	-13	4%	-5%	71	78	29%	22%
Greensboro	184	246	182	230	-2	-16	-1%	-7%	75	79	25%	21%
Greenville	189	259	198	252	9	-7	5%	-3%	73	79	27%	21%
Hartford	177	216	194	243	17	27	10%	13%	82	80	18%	20%
Houston	184	228	197	226	13	-2	7%	-1%	81	87	19%	13%
Indianapolis	207	235	211	252	4	17	2%	7%	88	84	12%	16%
Jacksonville	190	217	189	231	-1	14	-1%	6%	88	82	12%	18%
Kansas City	178	209	184	229	6	20	3%	10%	85	80	15%	20%
Knoxville	203	242	191	220	-12	-22	-6%	-9%	84	87	16%	13%
Las Vegas	198	223	218	248	20	25	10%	11%	89	88	11%	12%
Louisville	198	221	198	241	0	20	0%	9%	90	82	10%	18%
Memphis	181	240	200	237	19	-3	10%	-1%	75	84	25%	16%
Miami	175	226	178	232	3	6	2%	3%	77	77	23%	23%
Milwaukee	183	208	185	214	2	6	1%	3%	88	86	12%	14%
Minneapolis	200	236	205	232	5	-4	3%	-2%	85	88	15%	12%
Nashville	199	240	209	247	10	7	5%	3%	83	85	17%	15%
New Orleans	175	209	185	209	10	0	6%	0%	84	89	16%	11%
Norfolk	180	229	189	226	9	-3	5%	-1%	79	84	21%	16%
Oklahoma Coty	181	213	180	207	-1	-6	-1%	-3%	85	87	15%	13%
Orlando	177	234	184	246	7	12	4%	5%	76	75	24%	25%
Philadelphia	185	230	213	239	28	9	15%	4%	80	89	20%	11%
Phoenix	193	230	202	239	9	9	5%	4%	84	85	16%	15%
Pittsburgh	181	194	190	218	9	24	5%	12%	93	87	7%	13%
Portland	191	235	194	236	3	1	2%	0%	81	82	19%	18%
Providence	163	196	174	200	11	4	7%	2%	83	87	17%	13%
Raleigh	205	276	188	263	-17	-13	-8%	-5%	74	71	26%	29%
Richmond	202	262	197	248	-5	-14	-2%	-5%	77	79	23%	21%
Sacramento	199	248	203	260	4	12	2%	5%	80	78	20%	22%
Salt Lake City	194	231	207	247	13	16	7%	7%	84	84	16%	16%
San Antonio	200	238	208	248	8	10	4%	4%	84	84	16%	16%
San Diego	176	199	193	230	17	31	10%	16%	88	84	12%	16%
San Francisco	195	211	191	224	-4	13	-2%	6%	92	85	8%	15%
Seattle	179	222	189	207	10	-15	6%	-7%	81	91	19%	9%
St. Louis	185	220	188	222	3	2	2%	1%	84	85	16%	15%
Tampa	190	211	193	224	3	13	2%	6%	90	86	10%	14%
Washington, D.C.	208	241	214	229	6	-12	3%	-5%	86	93	14%	7%
West Palm Beach	189	220	187	216	-2	-4	-1%	-2%	86	87	14%	13%
<b>Total</b>	<b>9661</b>	<b>11743</b>	<b>9953</b>	<b>11994</b>			<b>3%</b>	<b>2%</b>	<b>82</b>	<b>83</b>	<b>18%</b>	<b>17%</b>

## Appendix F

<http://www.nielsenmedia.com/forclients/local/Appendix%20F.xls>