



Product Update

**NSI Viewers in Profile Report Boilerplate Table 14 –  
DMA Cable Advertising Information**

**August 3, 2005**

**Methodology Change for Interconnect Universe Estimates**

**July 2005 Measurement**

Effective July 2005, Nielsen Media Research will begin reporting “sample-based” Interconnect household universe estimates in place of “subscriber count” based universe estimates in the printed NSI Viewers in Profile (ViP) Boilerplate Table 14 – DMA Cable Advertising Information. The data is listed on our website, along with other media related universe estimates.

Nielsen Media Research produces household universe estimates for the major interconnects that serve all 210 Designated Market Areas (DMAs). Prior to July 2005, Nielsen used subscriber count data provided from the cable systems, and laced these to the county cable household universe estimates to produce the interconnect universe estimates. This new, improved methodology, effective with the July 2005 survey, replaces the self-reported cable subscriber counts with estimates based on the Nielsen’s randomly drawn local diary samples, which are then laced to the county cable universe estimates. The benefit of this new procedure is that it is based on Nielsen local market samples, and does not rely on self-reported data.

About Sample Based Universe Estimates:

Interconnect universe estimates are calculated by using the weighted sample estimates of each headend as a percent of the total cable sample in each county. This percent is applied to the county level cable universe estimate, resulting in the headend (within county) estimate. The headend level estimates are then summed to produce the county level interconnect estimate. Finally, the county level estimates are summed to the DMA level, resulting in the final interconnect estimate for the DMA.

Please contact your Nielsen Media Research representative if you have any question about this change.