

LPM *Update*

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

Teens Tune into Local TV

Local People Meters Capture Broad Diversity of Summer Viewing Among Young Audiences

Nielsen Media Research reported today that teen viewing of local television during the 2005 summer season was substantially higher than had been previously reported. The information is available for the first time in major markets where Nielsen introduced its Local People Meter (LPM) service. Previous estimates in these markets were based on a combination of Set Meter and Diary samples, only available during the July sweep month.

LPM data also reveals that teen viewers (ages 12 – 17) watched a broader range of programs than had been previously reported. Moreover, the most popular types of shows among younger audiences varied demonstrably from city to city.

Because People Meters electronically and continually report all viewing activity – no matter how brief – they more accurately capture what audiences actually watch on television. As a result, LPM data for the summer months confirms that, contrary to earlier assumptions, teen viewing is more popular than ever in those local TV markets measured by the People Meter.

The more detailed program and age/sex break downs now available from People Meters provide the television advertising community opportunities to make more precise programming and advertising decisions.

For the purposes of this study, comparisons are based on July 2005 vs. July 2004 since comparative teen viewing was only available for the July 2004 sweep month. A June-August 2005 vs. July 2004 comparison shows the same directional upward trends.

Teen Viewing Up In LPM Markets

While total day viewing for teens is primarily up in the LPM Markets for the summer months (see attached chart), other teen audience trends show the following:

- In Early Morning (M-F 5AM-9AM) in the LPM markets, the number of teens watching local television rose considerably. In New York, for example, there were 90,000 more teens watching during this period.

- Late Night (M-F 12M-2AM) also experienced significant growth in the six markets, with Philadelphia reporting an increase of more than 60,000 viewers.
- On Weekends, teen viewing went up in all LPM markets except Los Angeles. Chicago, for example, reported 60,000 more teens viewing during the daytime.

Differences by Market:

- In Los Angeles, increases among male teens during Late Night were more than three times greater than female viewers at that time.
- In Washington, DC, the number of Weekend male teens increased significantly more than female viewers.
- In San Francisco, the increase among female teenagers during Early Morning was twice that of male teens.

Diverse Viewing Preferences

Demographic data for the six markets measured by LPM – along with Boston, where LPMs were launched three years ago – also show that teen viewers watch a wide array of programs, with many preferred genres differing from city to city.

- While reality programs were among the most viewed shows among teenagers in the LPM markets, the data demonstrate that they were particularly popular in Philadelphia and San Francisco.
- Cartoons also ranked high among teens in all LPM markets except San Francisco, and dominated in Los Angeles with seven animated shows in the top ten.
- Live series featuring teen actors were among the favorites in Chicago, San Francisco and New York.
- Major League Baseball's All-Star competitions were among the top rated programs among teens in Boston, New York and Chicago, each market with teams vying to compete in the World Series.

Nielsen introduced the first Local People Meters in 2002 in Boston. In 2004, it launched LPM service in New York, Los Angeles, Chicago and San Francisco; and added Washington, DC and Philadelphia this past June.

Local People Meters enable Nielsen to provide clients in these markets with demographic information for shows that aired in June, something that was not possible in the past because June is not a “sweeps” or survey month (the four to seven times a year when local demographic information is recorded in paper diaries). Moreover, Nielsen can now supply overnight demographic data on shows that appeared during the July survey period. Prior to the implementation of Local People Meters this data would not have been available until mid-August.

TABLE 1

**Teen Viewing (age 12-17)
Total Day: Monday-Sunday 7AM to 1AM**

July 2005 LPM vs. July 2004 Set Meter/Diary *

	JUL-04 Meter/Diary	Viewers (000)	JUL-05 LPM	Viewers (000)	DIFF	Viewers (000)	% DIFF
NEW YORK	16.0	263,550	17.4	285,135	1.4	21,585	8.7%
PHILADELPHIA	12.8	83,352	17.3	112,426	4.5	29,074	35.2%
WASHINGTON, DC	13.8	67,286	15.6	76,330	1.8	9,044	13.0%
CHICAGO	15.5	127,170	20.6	169,639	5.1	42,469	32.9%
LOS ANGELES	19.8	308,296	18.4	284,622	-1.4	-23,674	-7.1%
SAN FRANCISCO	13.7	71,656	16.2	82,912	2.5	11,255	18.2%

- July vs July numbers were used to show a year-to-year comparison. A comparison of June-mid August 2005 vs. July 2004 shows the same directional trends.