



LPM *Update*

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

African American-Themed Shows are Highly Ranked by Local People Meters in Washington, D.C. and Philadelphia

African Americans Drawn to Themed Programming

A review of May 2005 viewing in Washington, D.C. and Philadelphia showed that African American-themed programming ranks higher among African Americans measured in Local People Meter (LPM) samples than in set meter samples.

Local People Meters are an advanced system of meters that electronically and continuously record demographic viewing in sample homes. Nielsen is introducing them in the top ten markets, replacing the previous system of paper diaries and set meters.

Critics of LPMs have cited lower ratings among programs with predominant African-American casts and themes as a justification for opposing the introduction of a more accurate ratings system. But comparing the rankings of these programs among African American viewers in the only two markets where the LPM and meter/diary systems were operating side by side in May shows that African American-themed shows more than hold their own among African American audiences under LPMs.

Compared to the previous set meter samples, the LPM samples in these markets are larger, with more African American households. The composition of LPM samples also more closely represent the demographic composition of the communities they are measuring. Because of these factors, the LPM system is more accurate and allows Nielsen to capture a wider range and diversity of programming choices. The greater accuracy of local people meters also allows for better comparisons of how people watch television in different markets.

In Philadelphia, six of the ten most watched shows by African Americans measured by LPMs were African American-themed, compared to only two measured by the meter/diary system (see attachment for additional details):

Philadelphia

Top Shows For African American Viewers – May 2005 (7am-1am; African American HH Ratings)

<u>Rank</u>	<u>Set Meter</u>	<u>LPM</u>
1	CSI	Girlfriends*
2	CSI-Miami	Half & Half*
3	Without a Trace	America's Next Top Model
4	Girlfriends*	American Idol
5	Half & Half*	One on One*

6	Law and Order	Eve*
7	Action News (11 p.m)	Kevin Hill*
8	ABC News Sunday	Cuts*
9	ABC World News	Without a Trace
10	Primetime Live Special (On American Idol)	CSI Miami

*African American themed programming

In Washington, D.C., three of the 30 most-watched shows among African Americans measured by LPMs were African American-themed (Girlfriends #9, Half & Half #19, and The Parkers #29), compared to two out of the top 30 measured by set meters (Girlfriends #15, and Half & Half #21) As measured by set meters, no African American-themed shows appeared in the top ten most watched shows; using LPMs, one of the ten most-watched shows by African Americans had African American themes:

Washington, DC
Top Shows For African American Viewers – May 2005
(7a-1a; African American HH Ratings)

<u>Rank</u>	<u>Set Meter</u>	<u>LPM</u>
1	American Idol (Tu)	American Idol (wed)
2	American Idol (wed)	American Idol (Tu)
3	House	Primetime Live Special
4	CSI	House
5	Without a Trace	NBA Playoffs (Sat)
6	CSI SU SPC	Desperate Housewives
7	Law and Order	America's Top Model
8	CSI Miami	Law & Order CI
9	Desperate Housewives	Girlfriends*
10	Primetime Live Special (On American Idol)	Law & Order SVU

*African American themed programming

**Top 30 Programs Philadelphia
Among African American Households**

April 28, 2005 to May 25, 2005
(Mon-Sun 7:00a-1:00a)

Set Meter Rankings

Rank	Program	Rating
1	CSI-CBS	20.5
2	CSI:Miami-CBS	20.1
3	Without a Trace-CBS	19.5
4	Girlfriends-UPN	17.2
5	Half & Half –UPN	16.8
6	Law&Order: Spec Vic Unit NBC	15.0
7	Action News 11PM L	14.2
8	ABC NewsSUN	14.1
9	ABC-World News	13.3
10	Primetime Live Spec (Am Idol)	13.0
11	NBA Playoffs -ABC-SA3	12.9
12	Law & Order: Crim. Intent 5/25	12.6
13	Action News 11PM	12.5
14	Cuts –UPN	12.4
15	American Idol -WE-FOX	12.3
16	NBA Playoffs -ABC-SU1	12.2
16	NBA Playoffs -ABC-TH1	12.2
18	Jeopardy	12.1
19	Kevin Hill –UPN	11.9
19	America's Next Top Model 5/17	11.9
21	House –FOX	11.8
21	America's Next Top Model UPN	11.8
23	Action News 6PM	11.7
24	CSI:Miami Sun. spec. CBS	11.6
24	Law & Order –NBC	11.6
26	Wheel of Fortune	11.5
26	One on One –UPN	11.5
28	Without a Trace Wed Spec. CBS	11.2
28	American Idol-TU-FOX	11.2
30	Cold Case-CBS	10.9

LPM Rankings

Rank	Program	Rating
1	Girlfriends –UPN	21.9
2	Half & Half-UPN	21.6
3	America's Next Top Model - UPN	19.2
4	American Idol -WE-FOX	17.7
5	One on One –UPN	16.9
6	Eve –UPN	16.5
6	Kevin Hill-UPN	16.5
8	Cuts –UPN	16.2
9	Without a Trace-CBS	15.7
10	CSI:Miami –CBS	15.5
11	CSI-CBS	15.4
12	American Idol-TU-FOX	15.3
13	Law & Order: Spec Vic Unit NBC	15.0
13	Law & Order: Crim. Intent 5/25	15.0
15	Primetime Live Spec (Am Idol)	14.0
16	All of Us-UPN	13.1
17	Law & Ord:CI-NBC	12.6
18	CSI:NY-CBS	12.1
19	ABC-World News	11.8
19	NBC10 News@11PM	11.8
21	Veronica Mars –UPN	11.6
22	Action News 6PM	11.5
23	Crossing Jordan-NBC	11.3
24	American Idol (Worst)-FOX	11.1
25	Action News 11PM	11.0
25	Extreme Home Edition-5/22	11.0
27	Cold Case-CBS	10.9
28	Jeopardy	10.8
28	Action News 11PM L	10.8
28	Judge Judy B	10.8

**Top 30 Programs Washington DC
Among African American Households**

April 28, 2005 to May 25, 2005
Mon-Sun (7:00a-1:00a)

Set Meter Rankings

Rank	Program	Rating
1	American Idol TU-FOX	26.4
2	American Idol -WE-FOX	25.4
3	House -FOX	25.3
4	CSI-CBS	23.0
5	Without a Trace-CBS	19.4
6	CSI Sunday Special-CBS	19.2
7	Law & Order:Crim Intent CBS	18.0
8	CSI:Miami-CBS	17.8
9	Desperate Housewives-ABC	17.7
10	Primetime Live Spec (Am Idol)	17.4
11	CSI:Miami Sunday Spec. CBS	17.3
12	Extreme Home Ed.-8P-ABC	17.2
13	NBA Playoffs -ABC-SA3	16.9
14	NBA Playoffs-ABC-SU1	16.4
15	Law&Order:Spec Vic Unit NBC	15.7
15	Girlfriends-UPN	15.7
17	Disney Special-ABC	15.6
18	Law & Ord:CI-NBC	15.0
19	Wheel of Fortune	14.5
19	FOX5 News-TEN	14.5
21	Oprah Winfrey	14.1
21	Crossing Jordan-NBC	14.1
21	Half & Half UPN	14.1
24	Extreme Home Ed -5/22	13.9
25	Jeopardy	13.8
25	Cold Case -CBS	13.8
27	Lost -ABC	13.4
27	NBA Playoffs -ABC-TH1	13.4
29	Law & Order-SA-R-NBC	13.3
29	FOX Morning News	13.3

LPM Rankings

Rank	Program	Rating
1	American Idol -WE-FOX	27.3
2	American Idol -TU-FOX	23.3
3	Primetime Live Spec (Am Idol)	19.2
4	House-FOX	18.4
5	NBA Playoffs-ABC-SA3	17.6
6	Desperate Housewives-ABC	16.7
7	America's Next Top Model UPN	14.1
8	Law & Order:CI 5/25	13.3
9	Girlfriends-UPN	12.9
10	Law & Order:Spec Vic Unit NBC	12.3
11	CSI-CBS	12.2
12	News 4 AT 11	12.0
12	Simpsons-5/1 830	12.0
14	NBA Playoffs-ABC-SU1	11.6
14	GMC NBA-SA3ABC	11.6
16	NBA Playoffs-ABC-TH1	11.5
17	Law & Order:CI-NBC	11.4
18	Law & Order:SVU 5/17	10.8
19	Half & Half-UPN	10.6
20	Grey's Anatomy -ABC	10.4
20	Without a Trace-CBS	10.4
20	Law & Order-NBC	10.4
23	American Ido (Worst) FOX	10.3
24	CSI:Miami-CBS	10.2
25	CSI SU SPC-CBS	10.1
25	Stacked-FOX	10.1
27	FOX5 News-TEN	10.0
27	24-FOX	10.0
29	Parkers B	9.9
30	Oprah Winfrey	9.8