



## Client Communication

October 18, 2006

### **Update on Average Commercial Minute MIT Data File**

The purpose of this communication is to provide clients with an update on the development of the Average Commercial Minute MIT. Since our last written communication on September 12, 2006, Nielsen Media Research has continued to meet with many clients to discuss this data file, and we have received a significant amount of feedback. This document contains an update on our progress, decisions that have been made since the last communication, as well as some modifications in the plan based on client input.

#### **Details Regarding the File:**

- **The Definition of a National Commercial Minute**

We have finalized the following definition of a national commercial minute and the averaging computation:

- Minutes with 1+ seconds of national commercial time will be included, and the minutes will be weight averaged by the number of national commercial seconds.
- Direct Response ads will be included in the definition of national commercial time.
- Promotions and Public Service Announcements (PSAs) will be excluded.

- **Evaluation Data Label**

All data for the 2006/2007 television season will be labeled as Evaluation Data.

- **Revised Delivery Date**

The delivery date for the first data release has been moved from November 18 to December 11, 2006. The addition of three weeks to the schedule is necessary to accommodate modifications to the original specifications. The December 11<sup>th</sup> deliverable will include historical data back to the start of the current television season. Starting December 18<sup>th</sup> data will be produced on-going.

- **Available Data Starting December 11, 2006**

- Due to the evaluative nature of the data, for the 2006/2007 television season, clients will be included on the Average Commercial Minute MIT at their discretion by “opting in”. Clients who wish to be on the file from its inception need to inform their Nielsen Media Research representative by November 1, 2006 that they wish to opt in. As the year progresses, clients may request to be added to the file on an on-going basis.
- Upon the initial release, data for broadcast network multi-segment programming (e.g., football games that are comprised of different regional games) will not be available. In addition, data for Syndicators that have programs containing “additional telecasts” (i.e., programs which are comprised of more than a single episode) will not be available. We are working very closely with these clients and are taking all steps necessary to have the capability to include these programs (again, for those who wish to opt in) at the earliest possible date.

- The Average Commercial Minute MIT will be available for all three existing national data streams, specifically: Live+7, Live+Same Day, and Live. This is at the request of multiple clients and is also consistent with the evaluative nature of the data.
- **Fees Associated with the Data File**  
For the 2006/2007 television season the file will be made available at no charge so that clients have maximum opportunity to evaluate and understand the data. Clients that choose to “opt out” will not have access to the data file.
- **File Formats Currently Available**  
The file formats for the Average Commercial Minute MIT were posted to the MIT Library on The Center on October 4, 2006.

### Other Updates

- **Analysis of Standard Errors for Commercial Minutes vs. Program Averages**  
The specifications for our analysis of Standard Errors for Commercial Minute averages in comparison to Program averages have been finalized (as outlined in the September 12<sup>th</sup> Update). We anticipate delivering our findings by November 14, 2006.
- **Analysis of DVR Playback by Day**  
At the request of clients, we are currently conducting an analysis to dimension the amount of DVR playback occurring within 1, 2, 3, 4, 5, 6 and 7 days of a program’s linear telecast. This data will be made available to all national clients by October 26, 2006.
- **Monitor-Plus**
  - All cable networks included on the standard MITs are now measured and reported by Monitor-Plus. This step was completed with the monitoring of eight additional cable networks on October 1, 2006. Newly measured cable networks will be added by Monitor-Plus on an on-going basis.
  - As previously communicated, Monitor-Plus is installing “cue-tone” hardware that will enable the identification of those minutes designated for local cable commercial insertion on national cable networks. The equipment will be installed in early December 2006. After internal testing is complete, we will begin work with clients to check this information against their own commercial logs beginning in January 2007.
- **NPOWER Enhancements**  
The next release of NPOWER on October 30<sup>th</sup> will include the ability to create average commercial minute ratings based on the exact specifications of the Average Commercial Minute MIT. Additionally, users will be able to include or exclude non-commercial programs, Direct Response advertising and/or PSAs to create their own custom definitions. The NCCM Index will be recalculated: telecast level program and average commercial minute (NCCM) ratings will be weight-averaged to the program, daypart and originator levels by the number of commercial seconds contained in each telecast.

We will continue to communicate with you on an on-going basis. Our next communication will include, among other things, detail on all the steps that we are taking to address outstanding concerns along with the timing associated with each of these steps. In the interim, we will continue to meet with clients to discuss and receive input regarding this data file.