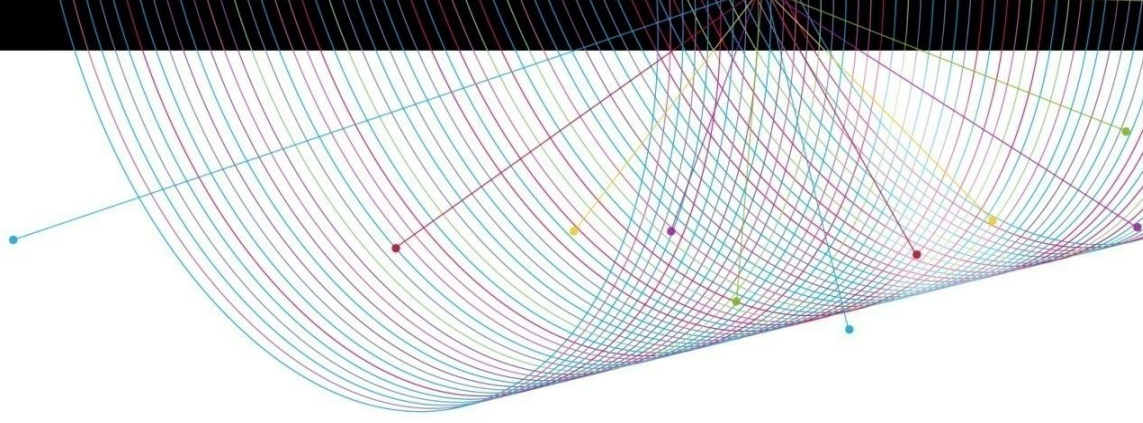




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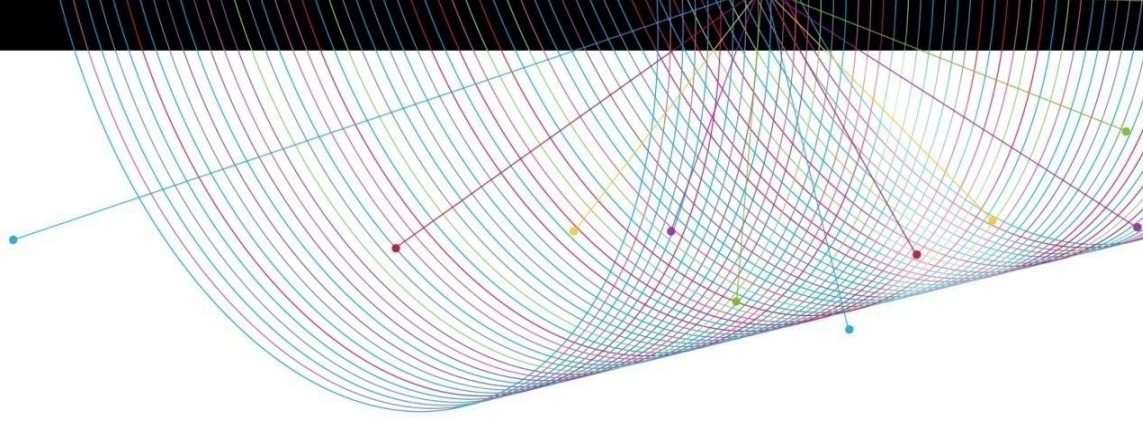


LOCAL SURVEY DATES FOR THE 2015-2016 TELEVISION SEASON

Survey	Survey Dates	Markets
September 2015	August 27 -September 23, 2015	LPM Markets only (4 weeks)
Non-reported week* ⁽¹⁾	September 24-September 30	--
October 2015	October 1-October 28, 2015	LPM, Set Meter and Code Reader Markets (4 weeks)
November 2015 ⁽²⁾⁽³⁾	October 29-November 25, 2015	210 Markets (4 weeks)
Non-reported week*	November 26-December 2, 2015	--
December 2015 ⁽⁴⁾	December 3-December 30, 2015	LPM, Set Meter and Code Reader Markets (4 weeks)
January 2016 ⁽⁵⁾	December 31-January 27, 2016	LPM, Set Meter and Code Reader Markets (4 weeks)
Non-reported week*	January 28-February 3, 2016	
February 2016	February 4-March 2, 2016	210 Markets (4 weeks)
March 2016 ⁽⁶⁾	March 3-March 30, 2016	LPM, Set Meter and Code Reader Markets (4 weeks)
April 2016	March 31-April 27, 2016	LPM, Set Meter and Code Reader Markets (4 weeks)
May 2016	April 28-May 25, 2016	210 Markets (4 weeks)
Non-reported week* ⁽⁷⁾	May 26-June 1, 2016	--
June 2016	June 2-June 29, 2016	LPM, Set Meter and Code Reader Markets (4 weeks)
July 2016 ⁽⁸⁾	June 30-July 27, 2016	207 Markets (4 weeks)
August 2016	July 28-August 24, 2016	LPM, Set Meter and Code Reader Markets (4 weeks)
September 2016	August 25-September 21, 2016	LPM, Set Meter and Code Reader Markets (4 weeks)
Non-reported week* ⁽⁹⁾	September 22-September 28, 2016	--
October 2016	September 29-October 26, 2016	30 Markets (4 weeks)
November 2016 ⁽¹⁰⁾	October 27-November 23, 2016	210 Markets (4 weeks)
Non-reported week* ⁽¹¹⁾	November 24-November 30, 2016	--
December 2016 ⁽¹²⁾	December 1-December 28, 2016	LPM, Set Meter and Code Reader Markets (4 weeks)



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Footnotes: 2015-2016 Television Season Local Survey Dates

- (1) The local market Model Year Change is scheduled for Saturday, September 26, 2015, and will not be included in any ViP survey.
- (2) Daylight Saving Time ends Sunday, November 1, 2015, and will be included in the November 2015 survey.
- (3) Thanksgiving Day, Thursday, November 26, 2015, will not be included in the November 2015 survey.
- (4) Christmas Day, Friday, December 25, 2015, will be included in the December 2015 survey.
- (5) New Year's Day, Friday, January 1, 2016, will be included in the January 2016 survey.
- (6) Daylight Saving Time begins Sunday, March 13, 2016, and will be included in the March 2016 survey.
- (7) Memorial Day, Monday, May 30, 2016, will not be included in May 2016 survey.
- (8) Monday, July 4, 2016, will be included in the July 2016 survey.
- (9) Model Year Change is scheduled for Saturday, September 24, 2016, and will not be included in any ViP survey.
- (10) Daylight Saving Time ends Sunday, November 6, 2016, and will be included in the November 2016 survey.
- (11) Thanksgiving Day, Thursday, November 24, 2016, will not be included in the November 2016 survey.
- (12) Christmas Day, Sunday, December 25, 2016, will be included in the December 2016 survey.

* NOTE: During non-reported weeks, overnight data is available in LPM for HH and Demographics, and in Set Meter markets for HHs. Code Reader data is not overnight but clients will have access to non-reported weeks after the following survey.