



The Nielsen Company
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Client Communication

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Nielsen Revises Broadcast Digital Simulcast Definition

The Nielsen Company will begin using a revised Broadcast Digital Simulcast Definition in Local People Meter and Set Meter Markets effective immediately, and in Diary Markets effective October 4, 2007.

The current Broadcast Digital Simulcast definition states, in part:

- a. Digital channels and/or subchannels that simulcast 100% of all program, commercial and non-program content of an analog source are credited to and reported in aggregate with the originating analog channel.
- b. Digital channels and/or subchannels that do not simulcast 100% of all program, commercial and non-program content of an analog source are credited in aggregate with other such channels and/or subchannels and reported as viewing to a Digital Broadcast source aggregated time zone file or to itself.

Nielsen has revised the current Broadcast Digital Simulcast rules to allow for crediting and reporting of analog and digital channels and/or subchannels in aggregate. The revised rules are listed below.

Program Content

- The digital channel and/or subchannel may air different program content from the analog channel, with no restriction on the amount of allowable different program content, provided that the programs on both the analog and digital channel and/or subchannel meet the following criteria:
 - All programs must qualify as simulcast in order for any credit to be aggregate with the originating analog channel.
 - The same on-air and Nielsen-reported program title must apply to both the analog and digital channel and/or subchannel telecast.
 - The same program duration (actual time), opening and closing must apply to both the analog and digital channel and/or subchannel telecast.
 - Both the analog and digital channel and/or subchannel must have the same point of origination for the program (e.g. network, local, or syndicated).

Commercial Content

- Commercial breaks must occur at the same time on both the analog and digital channel and/or subchannel, including sports programming.
- Commercials on the analog and digital channel and/or subchannel may have different creative (i.e. HD versus analog format) but must be for the same brand and product.

Non-Program Content

- Non-program content, such as promotions, must air at the same time and be of the same duration (actual time) on both the analog and digital channel and/or subchannel; however the content may differ.

Example:

An analog station simulcasts its entire program schedule on its primary digital DT1 channel. Both telecasts of the station's 11p.m. local news are the exact duration; have the same on-air and Nielsen-reported local news program title, and have the same program open and close. The same commercials air at the same time on both the analog station and digital channel, except that a high definition version is telecast on the digital channel.

However, on one particular day, the digital channel telecast includes nine minutes of different news content covering a local event during the 11–11:15p.m. ¼-hour. Although some different news content is telecast on the digital channel, the program qualifies as a Nielsen-defined digital simulcast and viewing to the analog station and digital channel is credited and reported in aggregate.

If you have any questions, please contact your Nielsen representative.