Data Sources:

The Nielsen Total Audience Report Q2 2017

Ratings: Nielsen NPower, NNTV, Arianna, WRAP

Newspaper TV Viewing Area: SRDS Circulation, 2008, 2013 & 2018


Time Shifted Programs: The Nielsen Company, NNTV, Live and Live + Same Day estimates

Top 100 Programs: Nielsen NPower

Syndication: The Nielsen Company, NNTV, Live +Same Day. Syndication data is a week behind the current report week.

Hispanic Households: The Nielsen Company, NPower, Live+SD


Local Market At-A-Glance/Overview: SRDS (Nielsen Segmentation & Market Solutions), GfK MEMRI

Local Market Close-Up: comScore StationView Essentials, Affinity Answers, Kantar Media

Top 20: HH Series Ranker All Day, Ranked on Same Day DVR Metrics

Auto Purchasers: comScore data. Weekday Primetime comparison of the top broadcast networks versus the top 4 cable news networks, standard and HD feeds.

Local News Strength: All Day average of top 4 cable networks (CNN, Fox News, Headline News and MSNBC), standard and HD feeds vs. All Day Local Broadcast News average. Live HH rating used from the latest available month.