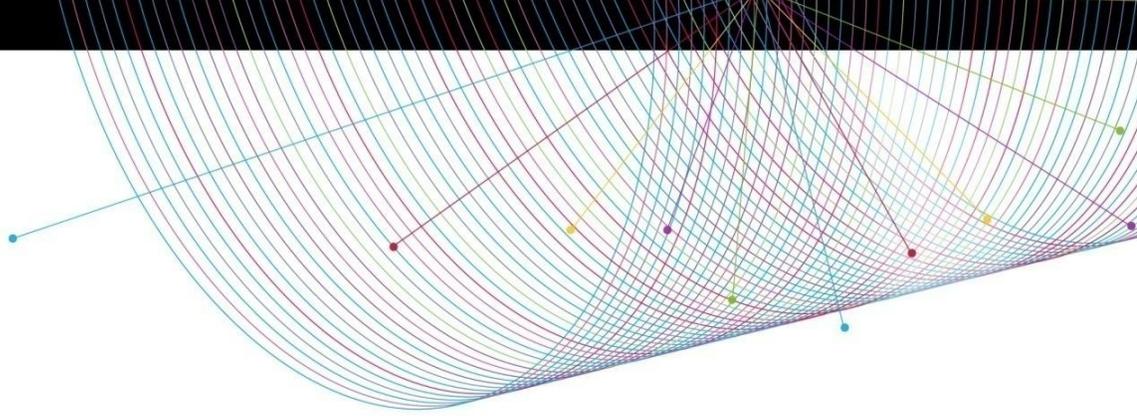




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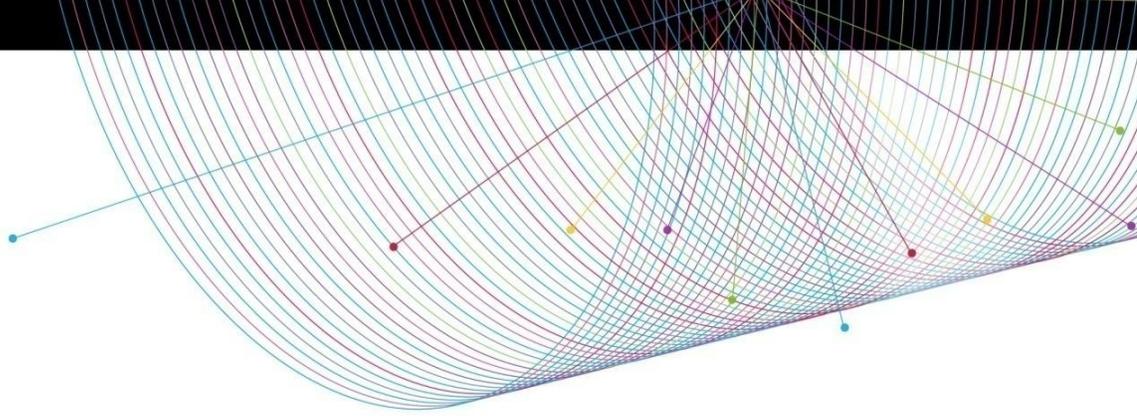


LOCAL SURVEY DATES FOR THE 2016-2017 TELEVISION SEASON

Survey	Survey Dates	Markets
September 2016	August 25 -September 21, 2016	LPM, Set Meter and Code Reader Markets (4 weeks)
Non-reported week ⁽¹⁾	September 22-September 28, 2016	--
October 2016	September 29-October 26, 2016	LPM, Set Meter and Code Reader Markets (4 weeks)
November 2016 ⁽²⁾⁽³⁾	October 27-November 23, 2016	210 Markets (4 weeks)
Non-reported week	November 24-November 30, 2016	--
December 2016 ⁽⁴⁾	December 1-December 28, 2016	LPM, Set Meter and Code Reader Markets (4 weeks)
Non-reported week	December 29, 2016-January 4, 2017	--
January 2017 ⁽⁵⁾	January 5-February 1, 2017	LPM, Set Meter and Code Reader Markets (4 weeks)
February 2017	February 2-March 1, 2017	210 Markets (4 weeks)
March 2017 ⁽⁶⁾	March 2-March 29, 2017	LPM, Set Meter and Code Reader Markets (4 weeks)
April 2017	March 30-April 26, 2017	LPM, Set Meter and Code Reader Markets (4 weeks)
May 2017	April 27-May 24, 2017	210 Markets (4 weeks)
Non-reported week ⁽⁷⁾	May 25-May 31, 2017	--
June 2017	June 1-June 28, 2017	LPM, Set Meter and Code Reader Markets (4 weeks)
July 2017 ⁽⁸⁾	June 29-July 26, 2017	207 Markets (4 weeks)
August 2017	July 27-August 23, 2017	LPM, Set Meter and Code Reader Markets (4 weeks)
September 2017	August 24-September 20, 2017	LPM, Set Meter and Code Reader Markets (4 weeks)
Non-reported week ⁽⁹⁾	September 21-September 27, 2017	--
October 2017	September 28-October 25, 2017	LPM, Set Meter and Code Reader Markets (4 weeks)
November 2017 ⁽¹⁰⁾	October 26-November 22, 2017	210 Markets (4 weeks)
Non-reported week ⁽¹¹⁾	November 23-November 29, 2017	--
December 2017 ⁽¹²⁾	November 30-December 27, 2017	LPM, Set Meter and Code Reader Markets (4 weeks)
Non-reported week ⁽¹³⁾	December 28, 2017-January 3, 2018	--



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Footnotes: 2016-2017 Television Season Local Survey Dates

- (1) The local market Model Year Change is scheduled for Saturday, September 24, 2016, and will not be included in any ViP survey.
- (2) Daylight Saving Time ends Sunday, November 6, 2016, and will be included in the November 2016 survey.
- (3) Thanksgiving Day, Thursday, November 24, 2016, will not be included in the November 2016 survey.
- (4) Christmas Day, Sunday, December 25, 2016, will be included in the December 2016 survey.
- (5) New Year's Day, Sunday, January 1, 2017, will not be included in the January 2017 survey.
- (6) Daylight Saving Time begins Sunday, March 12, 2017, and will be included in the March 2017 survey.
- (7) Memorial Day, Monday, May 29, 2017, will not be included in May 2017 survey.
- (8) Tuesday, July 4, 2017, will be included in the July 2017 survey. Fairbanks; Honolulu, and Juneau DMAs are not measured in the July survey.
- (9) The local market Model Year Change is scheduled for Saturday, September 23, 2017, and will not be included in any ViP survey.
- (10) Daylight Saving Time ends Sunday, November 5, 2017, and will be included in the November 2017 survey.
- (11) Thanksgiving Day, Thursday, November 23, 2017, will not be included in the November 2017 survey.
- (12) Christmas Day, Monday, December 25, 2017, will be included in the December 2017 survey.
- (13) New Year's Day, Monday, January 1, 2018, will not be included in the January 2018 survey.