

Data Sources:

Local TV forecast: Broadcasting & Cable 2/6/18 (by Jon Lafayette); BIA Kelsey survey

Ratings: Nielsen NPower, NNTV, Arianna, WRAP

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

National Broadcast: The Nielsen Company, NNTV, Live +Same Day estimates, S/O-S/O = Sign-On to Sign-Off

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

Spanish Language Programs: The Nielsen Company, NPower, Live + Same Day. For Primetime daypart, Spanish Broadcast affiliates: Azteca, Estrella TV, Telemundo, UniMas & Univision; English Broadcast affiliates: ABC, NBC, CBS, Fox, CW, Me TV, Bounce TV, Cozi TV, Escape, Grit & Laff. Independents excluded due to unknown language format. For local markets: The Nielsen Company, Arianna, Live+Same Day.

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.