



**For Immediate Release**

**CAB & NCC ANNOUNCE CREATION OF LOCAL POSTING  
GUIDELINES FOR CABLE ADVERTISING**

**-- Framework Approved by AAAA's Local TV Committee --**

**-- Provides Critical Standardization for Advertisers & Cable MSO's --**

**New York, NY – January 29, 2008** – The Cabletelevision Advertising Bureau (CAB) and National Cable Communications (NCC) today announced the creation of the first industry-wide standard framework for posting local cable television. The new posting standards will provide advertising agencies and advertisers, across all markets and all MSOs guidelines for posting local cable. This new document was developed in partnership with the American Association of Advertising Agencies (AAAA) Local Television Committee and has received their approval for use.

The new guidelines offer both a recommended standard practice and an acceptable alternative for posting in each of the three local market types (Nielsen Local People Meter (LPM) Markets, Meter/Diary Markets and Diary Only Markets). The new framework also provides a recommended standard practice for posting by period (daypart rotation, fixed position/recurring and fixed position/specials & one-time-only (OTO) events). Additionally, a guideline for posting dependent upon schedule rating points is also available. (Please see attached chart below for more details)

The CAB and NCC, working with all MSO members, drafted the new guidelines in an effort to insure greater accountability and common practices at the local level. This new framework offers local cable advertisers a standard approach across all markets eliminating the often raised questions about the proper way to post local cable.

“The new local posting guidelines will provide ad agencies and advertisers with greater media accountability and ease of mind when using local cable to advertise their product or service,” said Ira Sussman, Senior Vice President, Research and Insights for the CAB. “There was great collaboration among our MSO members, the NCC and with the 4A’s Local TV Committee,

resulting in this necessary industry-wide framework that will benefit both buyers and sellers of local cable advertising.”

"More than ever, ad agencies, advertisers and cable systems are all intensely focused on accountability," adds Nick Garramone, Senior Vice President, eBusiness Operations and Research at NCC. "These new guidelines were jointly developed by all stakeholders, and are based on Nielsen's detailed reporting and use standards. They provide a solid, consistent and reliable basis for measuring and delivering the value of cable audiences for the advertising community.”

### **About CAB**

Founded in 1980, the Cabletelevision Advertising Bureau is a television advertising advocacy group dedicated to providing advertisers and their agencies with the most current, complete and actionable media insights at the national, DMA and local levels.

### **About NCC**

NCC is by far the largest and most authoritative spot cable advertising sales firm in the country. It is jointly owned by three of the nation’s largest MSOs - Comcast Cable Communications, Cox Communications and Time Warner Cable. Uniquely, NCC is the only company who represents every US market and reaches virtually every wired cable home. Whether advertisers want to reach the entire US, select regions, an individual market or even a portion of a market, NCC provides effective advertising and marketing solutions that only spot cable can deliver. For more on NCC, visit [www.spotcable.com](http://www.spotcable.com).

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