

Local Cable Posting Framework

Principles

- ✓ Posting requirements must be agreed upon prior to the start of the flight.
- ✓ Goal of stability, reliability, and sound business practice is paramount.
- ✓ Aim to reduce statistical error through aggregating ratings, expanding demographic targets, and lengthening posting periods.

Guidelines

1. Local Cable posting procedures apply to Interconnect buys only.
2. Guarantees are to be based on the aggregated performance of the entire flight/schedule - not on individual Network performance
3. The standard threshold of 90% should continue to be the minimum acceptable delivery. Directional broader threshold should be considered depending on TRP level, demo, scale of buy, market rank, etc. (Standard error ranges for ad-supported Cable viewing sources are regularly greater than +/-10%).
4. Use wired-Cable-only impressions (i.e. non-ADS) from a C-DMA, FUSION, or NDM survey to project impressions delivered within the Interconnect; they may be Equivalized to the full DMA population.
5. Audience estimates should be based on electronic measurement which deliver the highest statistical reliability and should be the standard for all Local Cable posts.
6. No guarantees should be expected using any Diary-based data.

Survey Selection by Market Type

	Nielsen LPM Markets	Nielsen Meter/Diary Markets	Nielsen Diary-Only Markets
Recommended Standard Practice	TVS C-DMA* Live+7 Posted to Demo	NCC FUSION® Live+7 Posted to Demo	NCC NDM** Live+7 Posted to Demo
Acceptable Alternative (Negotiated up front)	TVS C-DMA* Live Only Posted to Demo	TVS C-DMA* Live+7 Posted to HH only	Posting not recommended

* C-DMA or non-ADS impressions

** NDM – National Data Modeling – Using all national data

Posting Procedure by Time Period

	Daypart Rotation	Fixed Position/Recurring	Fixed Position/Specials & OTO Events
Recommended Standard Practice	Post based on minimum 4-week average data* for time period sold	Post based on min. 4-week avg. data for program and day of week sold	Post based on Day/Date telecast average for event sold*

* All averages should be based on Nielsen average quarter hour methodology.

Weight of Schedule

Monthly GRPs in Demo	Posting Guideline
50+	Post upon request
25-49	Negotiable
< 25	Posting not recommended