

Universe Definitions

DMA is Designated Market Area (As defined by Nielsen)

- This gives an apples to apples comparison between broadcast and cable. Specifically, the number of viewers who will see an ad placed on a broadcast station compared to the number who will see an ad placed on a locally insertable cable network.
- For broadcast stations, this number includes satellite provided viewing (satellite viewers can see ads placed with local broadcast stations.)
- For cable nets, it does not include satellite provided viewing .

HWC is Hard Wired Cable.

- These are the numbers used by cable providers to sell against broadcast stations.
- The geographical area is usually not the same as the DMA, but may be a portion of it, or even reach outside it at certain points.
- In almost all cases, it will not show the true reach of a broadcast station, but only those viewers of the broadcast station who are cable subscribers.
- Local cable advertisers can only reach these viewers
- HWC does NOT include ADS: Alternate Delivery Systems (Satellite)
- You cannot subtract HWC from DMA and get ADS- With DMA and HWC we are talking about geographic areas; likely, disparate areas.

TVS is Total Viewing Sources

- This number includes all viewing sources falling within the DMA- Broadcast, Cable, and any ADS for both broadcast stations and cable. This may be used for local direct purposes in some cases, but is not generally accepted by agencies.

Ratings and Thousands (000s) in WO Media Sales

DMA Area: **Use this data for your best comparison to cable. These are the locally inserted households. This puts the cable rating in the DMA universe.**

For Broadcast stations: Ratings = DMA Estimates for station/DMA Population
(000) = DMA Area Estimates for station

For Cable Networks: Ratings = HWC Area Estimates for the Network/DMA Population
(000) = HWC Area Estimates for the Network

HWC Area: **This is the number that will show broadcast and cable within the HWC Area with NO viewing from ADS**

For Broadcast Stations: Ratings = HWC Area Estimates for the Station/HWC Population
(000) = HWC Area Estimates for the Station

For Cable Networks: Ratings = HWC Area Estimates for the Network/HWC Population
(000) = HWC Area Estimates for the Network

TVS Area: **This is the Total Viewing Sources number. ADS and HWC are included for both Cable and Broadcast**

For Broadcast Stations: Ratings = DMA Area Estimates for the Station/DMA Population
(000) = DMA Area Estimates for the Station

For Cable Networks: Ratings = DMA Area Estimates for the Station/DMA Population
(000) = DMA Area Estimates for the Network