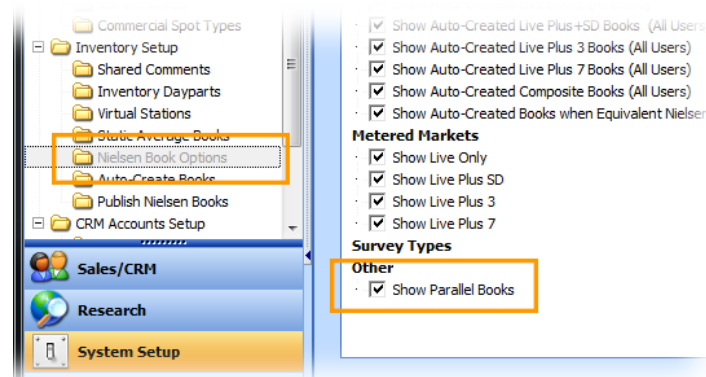


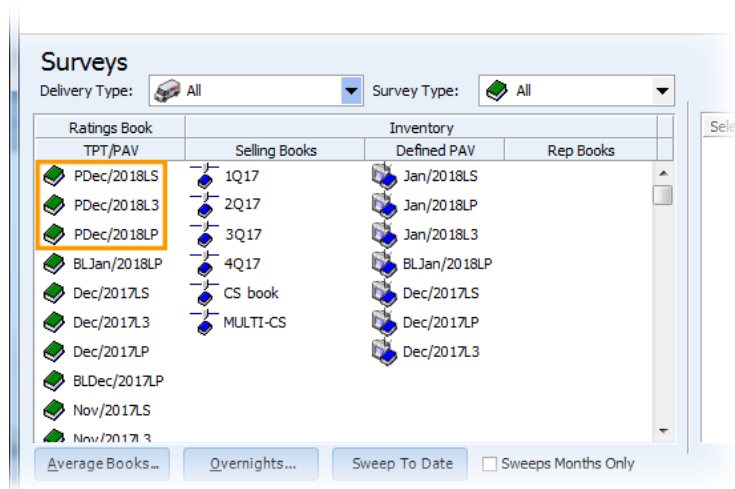
Nielsen Impact Data for Diary Markets

Nielsen is releasing **Impact** data for **Local Monthlies** to **Diary** markets for the sweep month of November 2017, the night of April 11, 2108. The data will consist of the new data streams or playback types of **Live Same Day**, **Live Plus 3**, and **Live Plus 7**.

In *WO Media Sales*, these “**Impact**” data streams will be available to select wherever there is an option to select a survey. If you do not see the **Impact** data, you may need to turn on the ability to show **Impact** data by tagging **Show Parallel Books** in the **Nielsen Book Options** feature found under **Inventory Setup** in **System Setup**.



This example shows how these surveys will appear in the **Campaign** wizard. The **Ratings Book TPT/PAV** column includes the **Impact** data for the month of December 2018. The letter “**P**” signifies the survey is **Impact** data and the **LS**, **L3**, and **LP** represent the type of steam... **Live Same Day**, **Live Plus 3**, and **Live Plus 7** respectively. All other books are shown as usual.



As **Nielsen** releases more historical surveys of **Impact** data, the new surveys will continue to be added to the list, each including the letter “P.” When **Nielsen** releases this data as currency, there will not be a “P” next to the survey name.

Nielsen’s Definition of the New Data Streams

Live Same Day (LS) Viewer watched live or watched DVR playback during the same day

Live +3 (L3)	Viewer watched live or watched DVR playback within the next 75 hours (or 3 days)
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Live +7 (LP)	Viewer watched live or watched DVR playback within the next 168 hours (or 7 days)
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The **Local Monthlies** released to you up to this point are displayed in *WO Media Sales* as **Feb/2017LP**, **May/2017LP**, **Jul/2017LP**, and **Nov/2017LP**. The “LP” for this data does not represent **Live Plus 7** but rather **Live Plus 1** (Viewer watched live or watched DVR playback within 24 hours) which may be confusing when you begin receiving the future surveys for **Live Plus 7**.

Note: Additional disk space may be required on the *WO Media Sales* application server to house the additional data. The four surveys a year you currently receive use approximately 24,000 KB of space. Going forward, the change to 36 surveys a year will require approximately 360,000 KB of space per year of data.

Please consult your **Nielsen** representative for questions about how the **Impact** data differs from your regular data.

If you have any questions or concerns, please call or email support.

[WO Media Sales Support:](#)

[415.675.6775 Option 2, 1](#)

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