

Cable Planning Report (CPR)



- ❑ Mailed by Nielsen to every client that receives a Tampa DMA Market Book.
- ❑ All Ratings are DMA Ratings.
- ❑ Compiled using the same sample as the regular Tampa DMA Market Book.

Cable Planning Report (CPR)

What Is In THE REPORT ?

- ☐ DMA and Cable Universe Estimates and Sample Sizes
- ☐ Networks Available for Local Insertion
- ☐ WTBI - Composite HH and Demo DMA Ratings by Daypart
- ☐ WTB7, WTB9, WNWS - Total DMA HH and Demo Ratings and Shares
- ☐ HH and Demo DMA Ratings for each Network by Daypart
- ☐ Ranking of Top 75 Cable Network HH Ratings
- ☐ Ranking of Top 20 Programs for each Network
- ☐ Hut DMA Ratings for Cable and Total TV HH's by period
- ☐ Index of Local Metered Ratings vs National People Meter

Cable Planning Report (CPR)

Why Is It IMPORTANT ?

- ☐ Assists Planners and Buyers in evaluating cable advertising in the marketplace.
- ☐ Provides “hard” information to backup Planners’ recommendations.
- ☐ One source for all information -- Nielsen Media Research.
- ☐ Mailed each sweep period to all Nielsen clients who receive the Market Book.
- ☐ All data compiled by Nielsen and report mailed directly to agencies/clients.
- ☐ Posting schedules are straight forward and easy to use.

Cable Planning Report (CPR)

Cable Buying Made EASY !

DEMO Blockers

- ☐ Offers you the ability to buy groups of networks within an hour time period.
- ☐ Your spot airs on all the networks in a Blocker on the same day/hour.
- ☐ Ratings for Demo Blockers are reported by Nielsen in the Cable Planning Report.

WTB7

WNWS

WTB9



Demo Blockers

TBI Offers 3 Different Blockers

WTB7 ~



WNWS ~



WTB9 ~



THE HISTORY CHANNEL
WHERE THE PAST COMES ALIVE



Demo Blocker

WTB7 ~

A&E

**DISCOVERY
CHANNEL**

abc family

Lifetime
Television for Women™

**TBS
SUPERSTATION**

TNT

**USA
NETWORK**

... and is available for the following Dayparts.

Monday thru Friday

11:00am — 12:00pm

12:00pm — 01:00pm

01:00pm — 02:00pm

02:00pm — 03:00pm

07:00pm — 08:00pm

09:00pm — 10:00pm

11:00pm — 12:00am

Saturday and Sunday

11:00am — 12:00pm

12:00pm — 01:00pm

01:00pm — 02:00pm

02:00pm — 03:00pm

07:00pm — 08:00pm

09:00pm — 10:00pm

11:00pm — 12:00am

 **tampa bay
interconnect**

*Note: One Demo Blocker
Available Per Day Per Daypart*

News Blocker



Available for the following NEWS dayparts

Monday thru Sunday

06:00 am — 07:00am

07:00 am — 08:00am

08:00 am — 09:00am

12:00 pm — 01:00pm

05:00 pm — 06:00pm

06:00 pm — 07:00pm

11:00 pm — 12:00am



*Note: One Demo Blocker
Available Per Day Per Daypart*

Demo Blocker



... and is available for the following dayparts.

Monday thru Friday

06:00 pm — 07:00 pm
07:00 pm — 08:00 pm
08:00 pm — 09:00 pm
09:00 pm — 10:00 pm
10:00 pm — 11:00 pm
11:00 pm — 12:00 am

Saturday and Sunday

06:00 pm — 07:00 pm
07:00 pm — 08:00 pm
08:00 pm — 09:00 pm
09:00 pm — 10:00 pm
10:00 pm — 11:00 pm
11:00 pm — 12:00 am



*Note: One Demo Blocker
Available Per Day Per Daypart.*

Demo Blockers

- ❑ Does Nielsen report Demo Blocker ratings?
- ❑ How do the ratings compare to broadcast stations?



Demo Blockers

❑ Does Nielsen report Demo Blocker ratings?

WTB7, WNWS and WTB9 are all reported in the Nielsen Cable Planning Report. Ratings are reported for DMA Persons 25-54, Men 25-54, Women 25-54 as well as DMA Households. Shares are also reported in the CPR for the same demos. Ratings for other demos are available.



**Nielsen reports a
7.3
DMA Rating
For WTB7**

Demo Blocker

WTB7 ~

A&E

DISCOVERY
CHANNEL

abc family

Lifetime
Television for Women

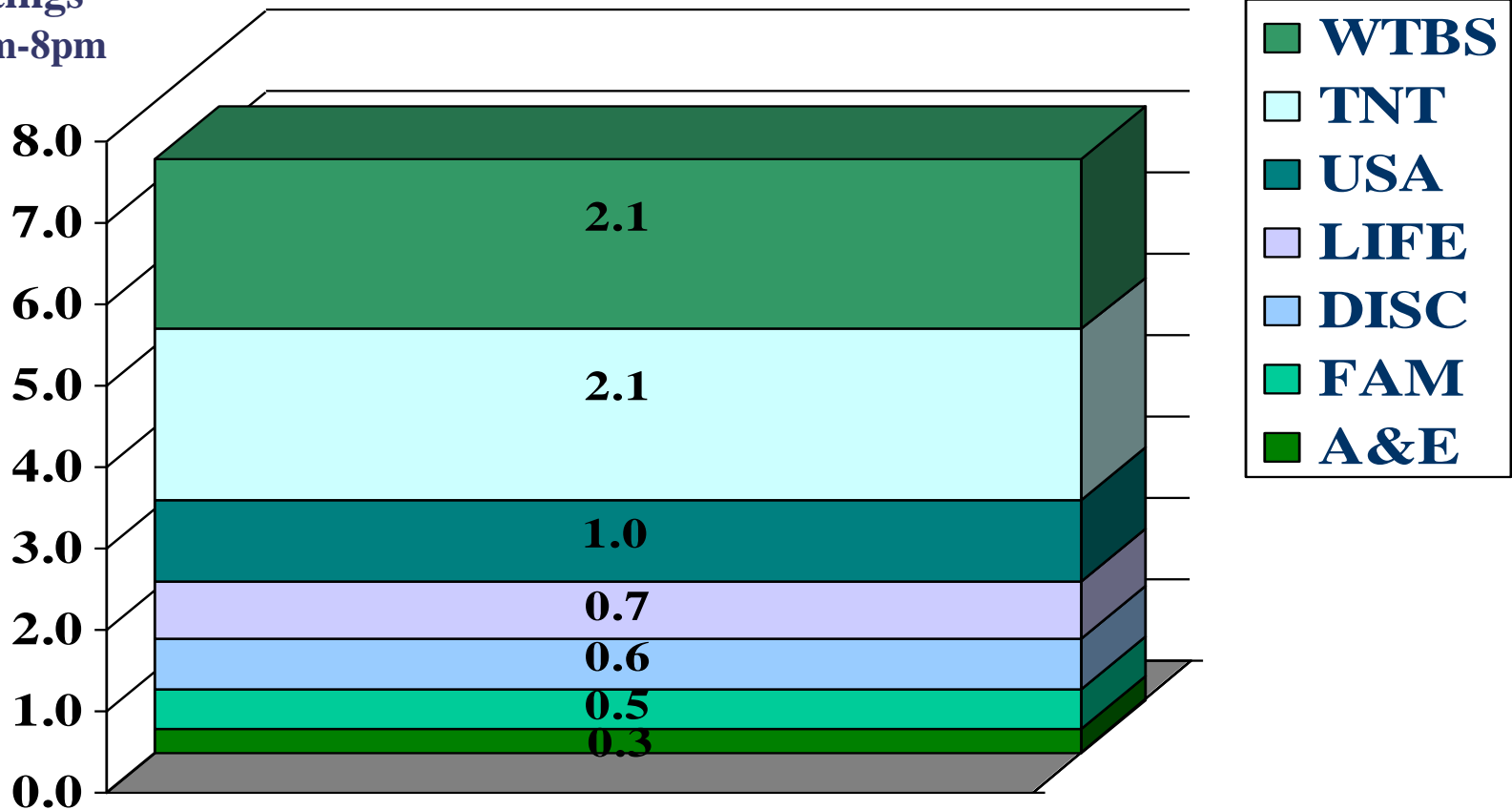
TBS
SUPERSTATION

TNT

USA
NETWORK

7.3 WTB7 DMA Rating

DMA Ratings
Sat-Sun 7pm-8pm



Source: Nielsen
February 2003
Adults 25-54

Demo Blocker

WTB7 ~

A&E

DISCOVERY
CHANNEL

abc family

Lifetime
Television for Women

TBS
SUPERSTATION

TNT

USA
NETWORK

- How do the ratings compare to broadcast stations?
WTB7 is one of the top rated stations in the market. The Nielsen Cable Planning Report shows an 19 Share for Adults 25-54 for Sat/Sun 7pm-8pm.



CABLE PLANNING REPORT

WTB7 Networks Include:
AEN,DSC,FAM,LIF,TNT,
USA,WTBS

Demo Blocker
WTB7
Total DMA Ratings and Shares†

Dayparts/Time(s)	HH RTG % FEB 03	P2554 RTG % FEB 03	M2554 RTG % FEB 03	F2554 RTG % FEB 03	HH SHARE FEB 03	P2554 SHARE FEB 03	M2554 SHARE FEB 03	F2554 SHARE FEB 03
M-F 11:00A-12:00N	3.2	1.5	1.0	2.1	10	13	11	14
M-F 12:00N-01:00P	3.6	1.3	0.8	1.8	10	10	9	11
M-F 01:00P-02:00P	4.4	2.0	1.2	2.7	12	14	15	13
M-F 02:00P-03:00P	4.0	2.0	1.2	2.9	11	12	12	13
M-F 07:00P-08:00P	7.7	4.8	3.8	5.6	11	12	10	13
M-F 09:00P-10:00P	9.2	4.3	4.3	4.2	12	8	9	7
M-F 11:00P-12:00M	6.7	3.8	3.1	4.9	14	12	9	15
SAS 11:00A-12:00N	4.8	2.8	1.5	3.9	12	12	7	15
SAS 12:00N-01:00P	5.5	3.3	2.4	4.0	13	14	12	15
SAS 01:00P-02:00P	6.4	4.1	3.2	4.9	15	17	14	19
SAS 02:00P-03:00P	7.2	4.2	3.8	4.7	16	16	15	17
SAS 07:00P-08:00P	10.8	7.8	7.3	8.7	16	19	19	21
SAS 09:00P-10:00P	11.6	8.8	9.5	8.1	16	17	20	14
SAS 11:00P-12:00M	7.7	4.5	3.3	5.9	15	14	10	17

Demo Blocker

WTB7 ~

A&E

DISCOVERY
CHANNEL

abc family

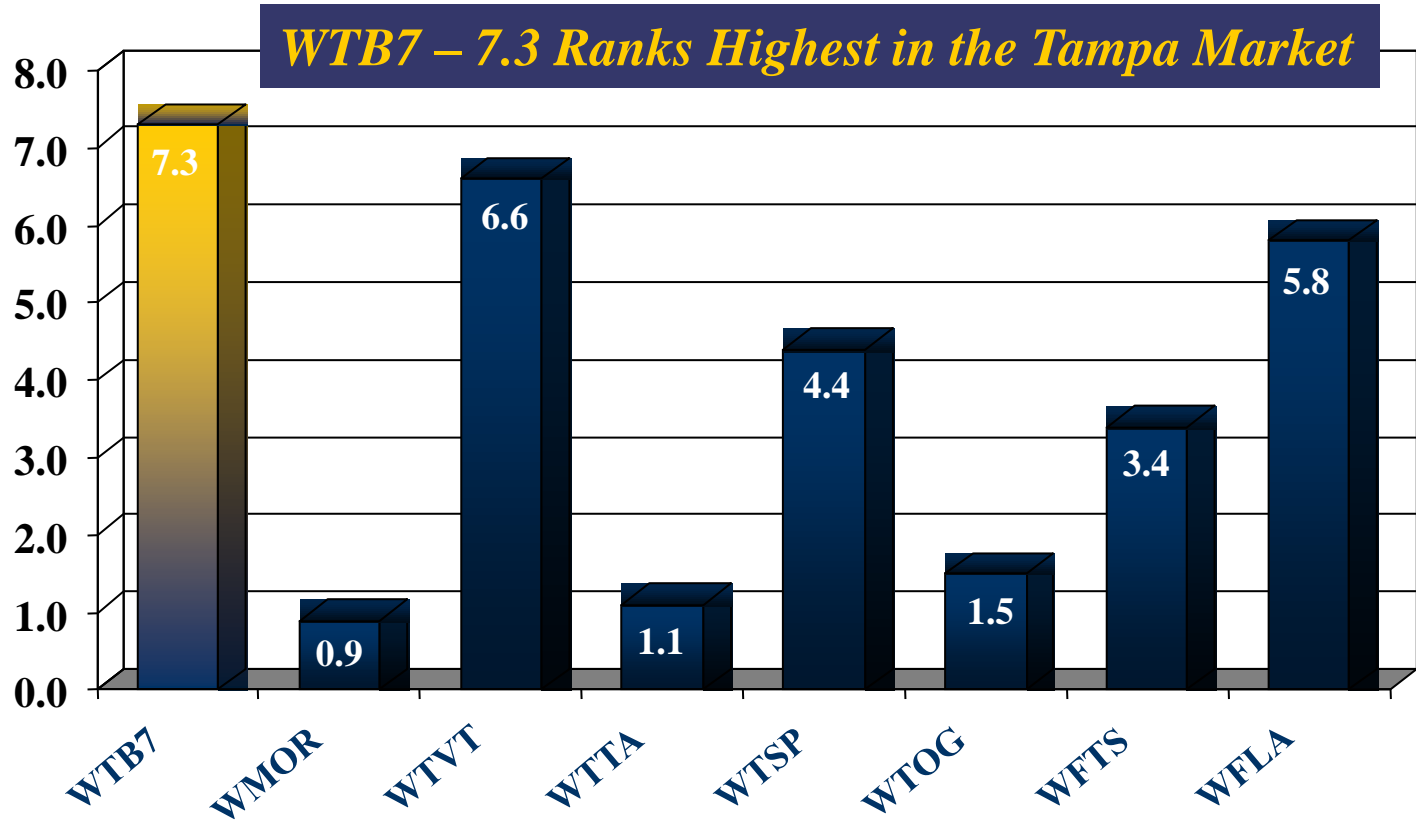
Lifetime
Television for Women

TBS
SUPERSTATION

TNT

USA
NETWORK

DMA Ratings
Sat-Sun 9-10 PM



Source: Nielsen Cable Planning Report
February 2003 Adults 25-54
Tampa Bay Interconnect.

Demo Blocker

WTB7 ~

A&E

DISCOVERY
CHANNEL

abc family

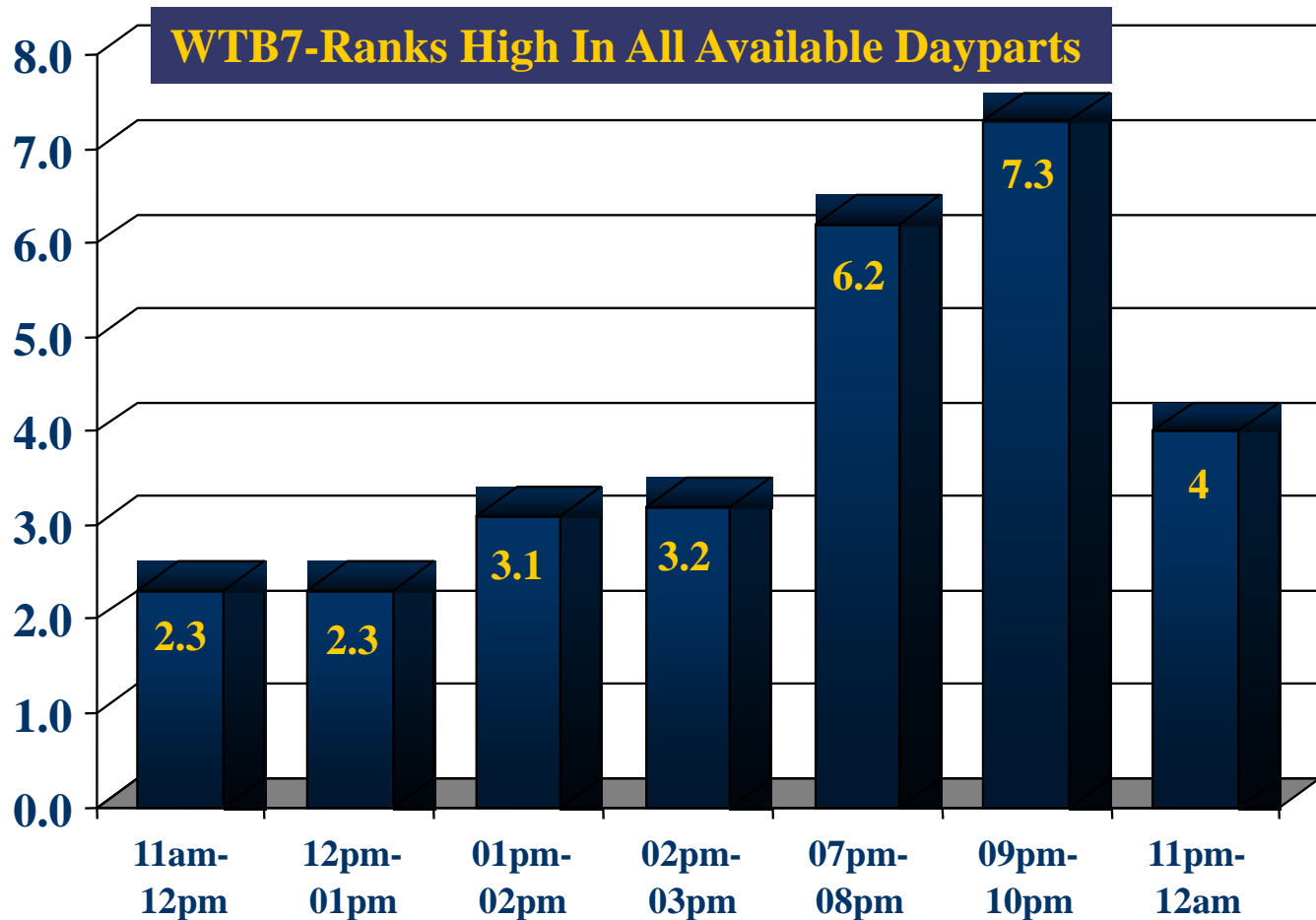
Lifetime
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USA
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DMA Ratings
Sat - Sun



Source: Nielsen February 2003
Adults 25-54 DMA Ratings for Tampa Bay Interconnect.