CABLE AUDIENCE METHODOLOGY STUDY

COMMISSIONED BY

CABLETELEVISION ADVERTISING BUREAU

AND

NATIONAL CABLE TELEVISION ASSOCIATION

CONDUCTED BY

NIELSEN HOMEVIDEO INDEX®

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The CAB/NCTA Research Standards Committee expresses its appreciation to those in the cable industry who, in association with Cabletelevision Advertising Bureau and National Cable Television Association, supported this important audience research project. We also appreciate the skill and dedication the A.C. Nielsen Company brought to the project in their design and implementation of CAMS.

The idea for the study grew out of the recommendations made by the Ad Hoc Cable Measurement Committee made up of advertising agency research executives and representatives from the cable industry. They saw the need to explore new ground in the area of television audience research to meet the changes in television viewing being brought about by the explosive growth in cable penetration and programming choice.

After much study and deliberation, an outline containing study objectives was developed. With the founding of the Cabletelevision Advertising Bureau it was felt that the responsibility for funding and administering the study should be placed within the cable industry. NCTA joined with CAB to form the CAB/NCTA Research Standards Committee which assumed responsibility for the study while continuing to consult with the original Ad Hoc group.

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II. OBJECTIVES OF STUDY

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The primary objective of CAMS is to determine possible methods of accurately measuring television viewing in cable households for local cable systems. While the Committee recognizes the need for continued research in evaluating cable's impact on national or local viewing, the focus of this study is aimed directly at validating different methodologies for use in local cable systems, regardless of the viewing levels to specific channels.

A secondary objective was to evaluate the potential cost of each methodology. Since each cable system generally serves a discrete geographical area with an individualized programming service lineup, it becomes difficult for neighboring systems to share the cost of a viewing study.

III. EXECUTIVE SUMMARY

A. Background

The rapid growth of cable penetration and the expanded programming choice it brings to the subscriber household is complicating audience measurement. In 1970, only 20% of TV households could receive 10 or more channels. By January 1, 1983, over 55% of total U.S. homes were receiving 11 or more channels. Within the cable household universe the number of channels is increasing rapidly. New cable systems are being built with 30+ channel capacity and older systems are being rebuilt to that standard. With cable penetration projected to be 60% of households by 1990, it is likely that a majority of households will have 30+ channels of television service by the end of the decade.

This proliferation of channel availability, combined with the unique programming materials and formats being offered by cable systems, has raised serious questions as to whether the techniques originally designed to measure viewing in an environment of relatively few channels and presently being used for local broadcast television, are adequate for measuring viewing within the multi-channel environment of a cable household.

This questioning of measurement techniques led to the formation of the Ad Hoc Cable Measurement Committee, composed of representatives from both the advertising and cable industries. The need for research to help understand the dynamics underlying the challenges in measuring television viewing in cable households led the Committee to take action. The Committee solicited bids, reviewed proposals and unanimously selected the A.C. Nielsen Company to conduct this comparative study of TV measurement methods. The Cable Research Standards Committee then embarked on funding and executing this half-million dollar benchmark effort.

B. Purpose/Objectives

The Cable Audience Methodology Study was designed to evaluate several different methods for collecting audience viewing data in cable households at the local system level. The primary objective of the study was to begin the process of examining what works, and what doesn't, for accurately measuring the multiplicity of channels in five broad categories of television programming: network affiliated stations (ABC, CBS, NBC, PBS), broadcast independents (local stations and regional imports), basic cable (satellite-delivered and local origination), pay cable (premium services and pay-per-view) and "other" (public/leased access, alphanumeric, etc.).

In planning the various methods to be tested (four diary and two telephone) the Committee built in several new devices and techniques designed to deal with known and suspected problems in getting viewers to record or recall all their viewing to multiple channels accurately.

A massive, concurrent telephone coincidental survey was used to validate the results of test methods which employed average-quarter and half-hour measurements. Information from one system's interactive capability (QUBE) was also available as an additional partial validator. A separate evaluation was made of daypart cumulative audience measurements.

Based on the coincidental two-market average for this study, the results show the varied distribution of viewing that is possible on a 30+ channel system. The shares by program category for households, Monday-Friday, 9:00am-11:00pm were: Network Affiliates 53%; Broadcast Independents 19%; Basic Cable 16%; Pay Cable 9%. The shares for Persons 12+, Monday-Friday 9:00am-11:00pm were: Network Affiliates 53%, Broadcast Independents 16%; Basic Cable 16%; Pay Cable 10% (NOTE: shares are based on all cable households, pay cable shares would be higher if shown against pay only households.)

Among the comparisons made against the coincidental were: ability to report accurately audience distribution to program categories and individual channels; the influence of aided recall; personal versus household measurement; effect of simplified diary designs; producing cumulative audience data; and collecting broad dayparts.

C. Observations

Some of the principal observations from the study are highlighed below:

1. Telephone Coincidental

The accuracy of the telephone coincidental for generating ratings and share information by program category and channel was confirmed. Where the data were available to make comparions, QUBE and coincidental ratings agreed closely for each channel.

Although not capable of generating cumulative audience information, the coincidental technique can be used as a practical approach for generating accurate, though limited information about total channel usage in a cable system.

2. Measuring Program Categories

Although the coincidentals show viewing to cable channels, recording or reporting this viewing for each of the methods tested is difficult for the respondent. While problems emerged in measuring network affiliate viewing, this program category showed greater measurement stability than the other three categories of programming. This is hypothesized to result from familiarity with channel numbers and call letters built up over years of exposure as well as audience size. Cable channels were one of the most difficult categories to measure, almost always being understated.

7. Measuring Viewing in a 30-plus Channel Environment

The study confirms that the use of multiple channels in a 30+ channel environment is difficult to accurately measure. While each of the methods tested performed well in one or more areas, none of these techniques simultaneously measured all four major programming categories adequately. The accuracy of each methodology varied by daypart, demographic group, and cable system. CAMS identifies the trade-offs inherent in each method tested and lays the groundwork for further television methodology studies.

IV. DESIGN OF STUDY

Warner Amex was handled in a slightly different manner since incorporating information from their two-way monitoring system (QUBE) involved subscriber privacy issues. This necessitated restrictions on the use of actual subscriber lists. (NOTE: For further information on sample frames for QUBE, please refer to Sample Selection on page 18.)

TABLE 1
PROGRAMMING CHANNELS OFFERED*

Category	Warner Amex	Gill-cable	Average
Broadcast Networks	4	6	5
Local Independents	Ø	5	2.5
Regional Independents	2	Ø	1
Basic Cable	1Ø	6	8
Pay Cable	2	3	2.5
Pay-per-view	6	Ø	3
Other**	6	12	9
TOTAL	3Ø	32	31

* For complete listing of channels on each system, refer to Technical Appendix, Exhibits 2 and 3.

** Includes alphanumeric, local/leased access and unused channels

B. Validation

Telephone coincidentals were used to validate the results of the test cells. The following dayparts were measured using coincidentals:

--	Monday-Friday	9:00am- 4:00pm
--	Monday-Friday	4:00pm- 8:00pm
--	Monday-Friday	8:00pm-11:00pm
--	Saturday-Sunday	9:00am- 4:00pm

The households contacted in the coincidental sample were asked if they were cable subscribers to one of the two cable systems included in the survey. If the household were qualified to be included in the survey, any responsible household member age 12 or over was asked for:

-- Number and location(s) of television sets turned on.

-- Channel and program for each television set turned on.

-- Number of persons by age/sex in the room(s) with a television set turned on; such persons were considered viewers.

-- Number of persons in the household for various age/sex categories.

Callbacks were made to non-contacted and busy telephone numbers and to households that refused to participate in the survey in order to verify cable subscription and to obtain the number of persons in the household by age/sex.

Coincidentals were not conducted between the hours of 11:00pm and 8:00am as a matter of courtesy. QUBE provided information about viewing levels during the hours that coincidental phone calls could not be made.

When the randomly-selected person was contacted, viewing data were collected for the 24-hour time period for which he/she was selected. For each system, any channel that was one of the six pre-selected from above and was not mentioned during the recall, was then aided. The interviewer mentioned the channel number, name of service and a brief description and then queried for possible use in the past 24 hours.

E. Seven-day Unaided 24-Hour Telephone Recall

This test cell was designed to collect personal viewing data from one randomly-selected person for seven consecutive days. A telephone call was made to each sample household on the day following the first 24-hour period for which data were to be collected for the survey week. When contact was made with a qualified cable household, a person 12 years old or older was randomly selected as the respondent. Five attempts were made to reach the randomly-selected respondent. If this person could not be reached within 48 hours the person was deleted from the sample.

When the randomly-selected person was contacted, viewing data were collected for the first 24-hour period of the survey week. The randomly-selected person was then recruited for callbacks to collect his/her viewing data for the next six consecutive days. No aids to viewing were administered during data collection for this test cell. If the respondents were unavailable for more than 48 hours following any one of the seven days of the survey week, none of their viewing data were used.

F. Standard Nielsen Station Index (NSI) Seven-Day Diary

The standard method NSI uses to collect viewing data in local markets was used in this test cell. The diary used was a quarter-hour, closed-end seven-day diary. Viewing data were collected for all television sets in the household, including those sets not connected to cable.

Except for the sample selection process (see Sample Selection, Section IV, Item M), all procedures used for this methodology are the same used during any regular NSI survey.

Households included in this cell were recruited via a telephone call prior to the survey week. A responsible household member was asked if the household would keep the diary for one week.

Five attempts were made to reach the sample households. Both households who agreed to keep the diary or who refused to keep the diary were mailed diaries, if it could be verified that the household was a subscriber to one of the cable systems included in the survey.

Each qualified household was mailed a pre-diary week letter to alert it that the diary was coming. Then the household received a packet containing a cover letter explaining the purpose of the survey and providing some brief instructions, a diary for each television set in the household and a one-dollar incentive. Postcards were sent at the beginning and the end of the survey week to remind the household members to begin making viewing entries in their diary and to return the diary at the end of the week.

G. Scannable Diaries

The next three diaries all have specific similarities which, for the simplification of explanation, will be discussed together. These diaries are the half-hour personal, daypart personal and the daypart household.

The scannable diaries were designed to be machine-readable, thus eliminating the necessity to enter the viewing data manually via key-entry equipment.

These diaries were designed with the time frames shown horizontally across the top and a "roster" vertically down the left side. The roster was a pre-printed list of 20 channels available on each individual system. In addition to the 20 pre-printed channels, 5 blanks were left at the bottom for the addition of any channels not listed among 20 pre-printed channels. The limitation of 20 pre-printed channels was due to the amount of space that would be required to print more rows than this. The 20 pre-selected channels printed on the roster were chosen based on those channels that would probably receive the highest viewing levels. All must-carries were included as well as any advertiser-supported cable and pay channels.

H. Half-hour Personal Scannable Seven-Day Diary

The diary used for this test cell was designed to collect viewing in half-hour time periods from one randomly-selected person 12 years old or older in the household.

If the respondents viewed a channel for one minute or more, they were instructed to enter their viewing in their diary. Seven days of viewing data were collected.

Five attempts were made to reach the randomly-selected person. Both persons who agreed or refused to participate in the survey were mailed diaries if it could be verified that the household subscribed to one of the cable systems included in the survey.

Each qualified randomly-selected person was mailed a pre-diary week letter as an alert that the diary was coming. Then the randomly-selected person received a packet containing a cover letter explaining the purpose of the survey and providing some brief instructions, one diary to enter only the viewing of the randomly-selected person and a one-dollar incentive. Postcards were sent at the beginning and the end of the survey week to remind the randomly-selected person to begin making entries in the diary and to return the diary at the end of the week.

I. Daypart Personal Scannable Seven-Day Diary

This diary was designed to collect viewing by broad parts of the day, or dayparts. The dayparts included were:

-- 6:00am - 9:00am
-- 9:00am - 4:00pm
-- 4:00pm - 8:00pm
-- 8:00pm - 11:00pm
-- 11:00pm - 2:00am
-- 2:00am - 6:00am

If the respondent viewed a channel for one minute or more, he was instructed to enter the viewing in the diary. Seven days of viewing data were collected.

Five attempts were made to reach the randomly-selected person. Both persons who agreed or refused to participate in the survey were mailed diaries if it could be verified that the household subscribed to one of the cable systems included in the survey.

Each qualified randomly-selected person was mailed a pre-diary week letter to alert him that the diary was coming. Then the randomly-selected person received a packet containing a cover letter explaining the purpose of the survey and providing some brief instructions, one diary to enter only the viewing of the randomly-selected person and a one-dollar incentive. Postcards were sent at the beginning and the end of the survey week to remind the randomly-selected person to begin making entries in the diary and to return the diary at the end of the week.

J. Daypart Household Scannable Seven-Day Diary

This diary collected the viewing of all household members by broad dayparts. The dayparts included:

-- 6:00am - 9:00am
-- 9:00am - 4:00pm
-- 4:00pm - 8:00pm
-- 8:00pm - 11:00pm
-- 11:00pm - 2:00am
-- 2:00am - 6:00am

If any members of the household viewed a channel for one minute or more, they were instructed to enter their viewing in the diary. Seven days of viewing data were collected.

Five attempts were made to reach a responsible household member. Both households that agreed or refused to participate in the survey were mailed diaries if it could be verified that the household was a subscriber to one of the cable systems included in the survey.

Each qualified household was mailed a pre-diary week letter as an alert that the diary was coming. Then the household received a packet containing a cover letter explaining the purpose of the survey and providing some brief instructions, one diary for each television set in the household and a one-dollar incentive. Postcards were sent at the beginning and the end of the survey week to remind the household members to begin making entries in their diaries and to return the diary at the end of the week.

K. Survey Dates

The survey was conducted Thursday, June 3, 1982 through Wednesday, June 16, 1982.

L. Sample Source

The source for the Gillcable sample was a list of active residential subscribers with telephone numbers supplied by Gillcable on April 30, 1983. Some subscribers with or without telephone numbers may not have appeared on this list. The source for the Warner Amex sample was the listed telephone numbers and addresses for selected ZIP codes in computer files maintained by Metromail Corporation. The selected ZIP codes were determined to correspond with the ZIP codes in which Warner Amex subscribers lived. Subscribers with 1) No telephone, 2) unlisted telephone numbers, 3) listed telephone numbers not in the directories compiled by Metromail, or 4) addresses not in selected ZIP codes had no chance of inclusion in this study. Direct inferences from this study should only be made to subscribers from the sample sources.

Since QUBE is an additional service provided above the normal basic tier, the interviewer was instructed to determine if the household was a QUBE subscriber. This process eliminated approximately 77% of the initial sample frame.

M. Sample Selection

The sample frames for Gillcable and Warner Amex were each sorted by telephone exchange. This achieved a geographic stratification since exchanges serve a relatively limited area. Systematic selection was used to select the sample in proportion to listings by exchange. Independent samples were selected for each test cell and for the telephone coincidental. To facilitate computation of sampling errors, ten independent random sub-groups (replicates) were selected for each of the test cells and the telephone coincidental. Each random sub-group contained one-tenth of the total sample. For the telephone coincidental, listings in each random sub-group were systematically assigned to quarter-hours and days such that each quarter-hour was a sub-sample of the total sample. For the recall test cells, the listings were ordered such that each set of ten listings consisted of listings from each replicate. For test cells requiring the selection of a single person, the number of persons 12 and over in the household was determined and one person was randomly selected.

Two weeks of viewing data were collected, but a different sample of households was used during each week.

N. Sampling Error

To facilitate computation of sampling errors, ten random sub-groups (replicates) were selected, each one-tenth the size of the total sample for each test cell. The listings in each random sub-group used for the telephone coincidentals were systematically assigned to quarter-hours and days such that each quarter-hour was a sub-sample of the total sample.

O. Sample Size

Below are the predesignated sample sizes selected for each test cell within each cable system:

TABLE 3
TEST CELL PREDESIGNATED SAMPLE SIZES

Test Cell	Gillcable	Qube	Total
One-day Aided Telephone Recall	1,820	6,020	7,840
Seven-day Unaided Telephone Recall	930	3,100	4,030
Standard NSI Household Diary	1,440	4,799	6,239
Half-Hour Personal Scannable Diary	2,280	7,598	9,878
Daypart Personal Scannable Diary	1,600	5,360	6,960
Daypart Household Scannable Diary	1,000	3,360	4,360
Subtotal	9,070	30,237	39,307
Telephone Coincidentals	9,760	32,800	42,560
TOTAL	18,830	63,037	81,867

V. VALIDATION OF STUDY

V. VALIDATION OF STUDY

A. Analysis and Reporting Format

1. Programming Category

Throughout the rest of this report, the viewing data will be compared by category of channel service. There are several reasons for providing the data in this format. First, it simplifies the analysis of these data. Secondly, there was interest in examining how each of the test methods performed according to the categories of network affiliates, broadcast independents, basic cable, pay cable and other. Ratings and shares of each channel will not be shown since the major purpose of CAMS is to report measurement methodologies and not individual channel or network ratings.

Exhibits 2 and 3 in the Technical Appendix indicate which channels and program services were placed into each category for Warner Amex and Gillcable.

2.

Category	Includes
Broadcast Networks	ABC, CBS, NBC, PBS
Broadcast Independents	Local and regional imports
Basic Cable	Satellite-delivered and local origination
Pay Cable	Premium services and pay-per-view
Other	Public/leased access, alphanumeric

3. Period

All tables are a two-week average.

4. Household and Persons Formats

The coincidental call yielded information for both households and persons. Four of the six methodologies surveyed persons data only; the remaining two obtained both households and persons data. A sample comparison of persons ratings and household ratings (Table 4) shows that household ratings are higher than persons ratings. Household ratings are based upon viewing from any household members while the persons ratings are based upon persons in the age/sex category being reported.

NOTE: For analytical purposes, the bases for computing all ratings were households and persons providing usable viewing data. When analyzing pay cable ratings, it is important to remember that not all households or persons receive pay cable. Therefore, pay viewing levels will be lower than if they were based only on households or persons who receive pay cable. The level of pay penetration for individual pay services may be found on Exhibit 9 in the Technical Appendix.

TABLE 4
COINCIDENTAL RATINGS
Monday-Friday, 9:00am-11:00pm

	Total TV Households	Total Persons 12+
Broadcast Networks	17.6	10.1
Broadcast Independents	6.2	3.0
Basic Cable	5.4	3.1
Pay Cable	3.0	2.0
Other	1.4	0.9
Television Usage	33.2	19.1

-- Households ratings are higher than persons ratings.

B. Coincidental Shares

Persons shares, when compared to households, tend to remain proportional for Total Persons 12+. Table 5 shows the share comparisons for households and Persons 12+. Although not shown, shares for other dayparts remain proportional when comparing households to persons data.

TABLE 5
COINCIDENTAL SHARES
Monday-Friday, 9:00am-11:00pm

	Total TV Households	Total Persons 12+
Broadcast Networks	53.1	52.7
Broadcast Independents	18.1	15.8
Basic Cable	16.3	16.4
Pay Cable	9.1	10.3
Other	4.2	4.9

-- Shares are comparable between different viewing categories.

C. Daypart Analysis of Coincidental

The following tables reveal that ratings and shares to programming categories differ by daypart.

TABLE 6
COINCIDENTAL RATINGS
by Category of Programming
PERSONS 12+

Daypart	Broadcast Networks	Broadcast Independents	Basic Cable	Pay Cable	Other
M-F 9:00am-11:00pm	10.1	3.0	3.1	2.0	.9
M-F 9:00am- 4:00pm	6.5	1.2	1.9	.9	.3
M-F 4:00pm- 8:00pm	9.4	5.6	3.7	1.6	.9
M-F 8:00pm-11:00pm	19.2	3.5	5.3	5.1	2.5
Sat/Sun 9:00am-4:00pm	5.6	2.7	3.5	2.3	.7

TABLE 7
COINCIDENTAL SHARES
by Category of Programming
PERSONS 12+

Daypart	Broadcast Networks	Broadcast Independents	Basic Cable	Pay Cable	Other
M-F 9:00am-11:00pm	53	16	16	10	5
M-F 9:00am- 4:00pm	60	12	18	8	3
M-F 4:00pm- 8:00pm	45	27	17	7	4
M-F 8:00pm-11:00pm	54	10	15	14	7
Sat/Sun 9:00am-4:00pm	38	18	24	16	5

D. Demographic Analysis of Coincidental

Tables 8 and 9 look at the variation of viewing to various programming categories by demographic groups.

TABLE 8
COINCIDENTAL RATINGS
by Category of Programming
M-F 9:00am-11:00pm

Demographics	Broadcast Networks	Broadcast Independents	Basic Cable	Pay Cable	Other
Total Persons 12+	10.1	3.0	3.1	2.0	0.9
Men 18+	8.1	2.7	3.6	1.9	1.0
Women 18+	12.4	3.2	2.3	1.6	0.9
Teens	9.8	3.9	4.4	3.4	0.7

TABLE 9
COINCIDENTAL SHARES
by Category of Programming
M-F 9:00am-11:00pm

Demographics	Broadcast Networks	Broadcast Independents	Basic Cable	Pay Cable	Other
Total Persons 12+	53	16	16	10	5
Men 18+	47	15	21	11	6
Women 18+	61	15	11	8	5
Teens	44	18	20	15	3

VI. DETAILED FINDINGS

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A. Cooperation Results

Cooperation can be defined as the persons or households providing usable viewing data expressed as a percentage of known cable subscribers selected for the survey. The base for computations was persons or households identified as subscribers to either Gillcable or Warner Amex QUBE. A detailed analysis of the response and cooperation rates may be found on Exhibit 4 in the Technical Appendix.

TABLE 10
COOPERATION RESULTS RANKED BY TEST CELL

	Cooperation*
One-day Aided Telephone Recall	84.0%
Daypart Personal Scannable Diary**	62.8%
Seven-Day Unaided Telephone Recall**	59.4%
Daypart Household Scannable Diary**	56.0%
Half-hour Personal Scannable Diary**	55.8%
Standard NSI Household Diary**	49.7%

The one-day aided telephone recall achieved the best cooperation rate by a large margin. This might be expected since the one-day telephone requires the least amount of time and effort from a respondent.

* Proportion of Gillcable/QUBE subscribers who were contacted and who provided usable viewing data. This excludes persons/households that could not be contacted or refused to provide cable subscription information.

** These methodologies collected seven days of viewing data.

The rank order of the cooperation rates shows a possible correlation between the amount of information collected and the cooperation rate achieved. However, it should be noted that high cooperation rates do not necessarily equate to more accurate reporting.

B. Average Audience Analysis

1. Differences between Coincidental and Test Methods

Four methods were capable of producing ratings data. These were the one-day and seven-day telephone recall, NSI standard diary and the half-hour rostered diary. These four were compared to the coincidental validator.

The NSI diary is the only method capable of producing both persons and household data. This section will discuss the persons data for the four methods discussed above. The next section will discuss the NSI diary on a household basis.

2. Analysis Criteria

Initial analyses of the ratings data compared the coincidental results to each method starting at the PUT (Persons Using Television) level, and then proceeded to the total ratings for each category of programming. Since share levels are based on the relationship between the ratings and PUTS, share analysis was not the main focal point of analyses.

Table 11 shows Persons 12+, 9:00am-11:00pm with PUTS, ratings and shares for the coincidental and each of the four test methods.

TABLE 11
RATINGS ANALYSIS
PERSONS 12+
MON-FRI 9:00AM-11:00PM

Category	Coincidental	7-day Unaided Recall	1-day Aided Recall	Half-hour Diary	NSI Diary
Broadcast Networks					
Rating	10.1	12.0	12.4	19.7	9.9
Share	52.7	63.6	61.3	63.5	65.1
Broadcast Independents					
Rating	3.0	3.1	2.6	5.2	2.6
Share	15.8	16.2	13.0	16.8	16.5
Basic Cable					
Rating	3.1	1.8	2.5	4.4	1.4
Share	16.4	9.3	12.2	14.3	9.3
Pay Cable					
Rating	2.0	1.1	1.7	2.1	1.0
Share	10.3	5.9	8.3	6.7	6.9
PUTS	19.1	18.9	20.2	31.0	15.4

3. Analysis of Usage Levels (PUTS)

Table 12 provides the total usage levels provided by each of the four methods for Persons 12+, Women 18+, Men 18+ and Teens.

TABLE 12
PERSONS USING TELEVISION
MON-FRI 9:00AM-11:00PM

Category	Coinci-dental	7-day Unaided Recall	1-day Aided Recall	Half-hour Diary	NSI Diary
Persons 12+	19.1	18.9	20.2	31.0	15.4
Women 18+	20.5	20.8	22.8	32.6	18.7
Men 18+	17.2	16.3	18.1	28.2	12.9
Teens	22.1	20.1	19.2	34.4	12.7

Since the purpose of the study is to measure channels and not categories, an analysis just at category level would not give enough consideration to the estimates produced for individual channels. Therefore, an analysis of the differences produced for each channel by category served as the basis for all observations about the different methods. To produce this information, the absolute difference (i.e., the difference ignoring the sign) between the coincidental and each method was computed on a channel-by-channel basis. These differences were then summed to the category level allowing for a comparision of how each category performed. The following table exemplifies this procedure.

TABLE 13
EXAMPLE: ABSOLUTE DIFFERENCE BY CHANNEL VS. TOTAL CATEGORY RATINGS

Affiliates	Coincidental	Test Methodology I		Test Methodology II	
	Rating	Rating	Absolute Diff.	Rating	Absolute Diff.
Channel A	3.0	1.0	2.0	3.5	.5
Channel B	3.0	5.0	2.0	3.5	.5
Total Ratings	6.0	6.0	4.0	7.0	1.0

A comparison of categories might lead to the conclusion that Test Methodology I was the better of the two. However, the absolute difference shows that Test Methodology II is actually better since the sum of the absolute differences is only 1.0 as compared to 4.0 for Test Methodology I (the smaller the absolute difference, the more accurate the measure). It is important to note that analysis of absolute differences can only be made horizontally across a chart.

In addition, another level of analysis was required because of the differences in the mix of programming offered on the Warner Amex and Gillcable systems. Table 11 allows for three types of observations to be made: 1) the absolute difference by system, 2) the absolute difference by category, and 3) the direction of absolute difference.

How to read Tables 14-18:

These tables outline the process used for evaluating each of the methods by programming category. The analysis involved several more tables than shown in this section. (See Technical Appendix.)

Each of the tables show the following data:

* Rating - the rating estimate based on the coincidental is compared to each method and the Actual Difference is computed on the next line.

* Absolute Difference - the sum of the absolute differences for each individual channel for both systems combined, then shown for each of the two systems (System A, System B).

* Average Channel Absolute - The sum of the absolute differences divided by the number of channels.

TABLE 14
RATINGS CALCULATIONS FOR TOTAL CHANNELS*
PERSONS 12+
MON-FRI 9:00am-11:00PM

	Coinci-dental	7-day Unaided Recall	1-day Aided Recall	Half-hour Diary	NSI Diary
Average Rating	18.2	18.0	19.2	31.3	15.0
Actual Difference		- .2	+1.0	+13.2	-3.3
Absolute Difference		11.3	11.3	27.4	8.9
System A		6.7	6.3	13.9	5.4
System B		4.6	5.0	13.5	3.5
Avg. Channel Absolute		0.3	0.3	0.8	0.3
System A		0.4	0.4	0.9	0.4
System B		0.2	0.3	0.7	0.2
Share	95.2	95.0	94.8	101.3	97.8

* NOTE: Does not include viewing data from "Other" programming category.

Observations and conclusions were not made for Total/Channels because of the wide variations that resulted by category of programming. These variations tend to be masked when Total Channels are combined.

TABLE 15

RATINGS CALCULATIONS FOR BROADCAST NETWORKS

PERSONS 12+

MON-FRI 9:00am-11:00PM

	Coincidental	7-day Unaided Recall	1-day Aided Recall	Half-hour Diary	NSI Diary
Average Rating	10.1	12.0	12.4	19.7	9.9
Actual Difference		+1.9	+2.3	+ 9.6	- .2
Absolute Difference		4.9	6.0	19.1	1.6
System A		2.9	3.0	10.7	0.6
System B		2.0	3.0	8.4	1.0
Avg. Channel Absolute		0.5	0.6	1.9	0.2
System A		0.7	0.8	2.7	0.2
System B		0.3	0.5	1.4	0.2
Share	52.7	63.6	61.3	63.5	65.1

Observations on Measurement of Broadcast Networks:

-- Seven-day unaided recall overstated ratings and shares.

-- One-day aided recall overstated ratings and shares.

-- Standard NSI diary understated coincidental on ratings, but overstated shares due to lower PUT level.

-- Personal half-hour diary had greatest overstatement of ratings and also overstated shares.

Conclusions about methods

-- Ratings and PUT differences varied greatly by dayparts, demographic groups, and cable systems.

-- For this category, the NSI diary was closest to the coincidental.

TABLE 16
RATINGS ANALYSIS FOR BROADCAST INDEPENDENTS
PERSONS 12+
MON-FRI 9:00am-11:00PM

	Coinci-dental	7-day Unaided Recall	1-day Aided Recall	Half-hour Diary	NSI Diary
Average Rating	3.0	3.1	2.6	5.2	2.6
Actual Difference		+ .1	- .4	+ 2.2	- .4
Absolute Difference		1.3	1.2	4.4	1.5
System A		.4	.7	1.0	0.7
System B		.9	.5	3.4	0.8
Avg. Channel Absolute		0.2	0.2	0.6	0.2
System A		0.2	0.4	0.5	0.4
System B		0.2	*	0.7	0.2
Share	15.8	16.2	13.0	16.8	16.5

*Less than 0.05.

Observations on Measurement of Broadcast Independents:

-- Seven-day unaided recall was similar to the coincidental for ratings and shares.

-- One-day aided recall understated ratings and shares.

-- Standard NSI diary understated ratings and overstated shares.

-- Personal half-hour diary overstated ratings and shares.

Conclusions about methods:

-- Ratings and PUT differences varied greatly by dayparts, demographic groups, and cable systems measured.

-- For this category, the NSI diary was closest to the coincidentals.

TABLE 17
RATINGS ANALYSIS FOR BASIC CABLE
PERSONS 12+
MON-FRI 9:00am-11:00PM

	Coinci-dental	7-day Unaided Recall	1-day Aided Recall	Half-hour Diary	NSI Diary
Average Rating	3.1	1.8	2.5	4.4	1.4
Actual Difference		-1.3	- .6	+ 1.3	-1.7
Absolute Difference		3.2	3.0	3.3	3.8
System A		2.3	2.0	2.0	3.0
System B		.9	1.0	1.3	0.8
Avg. Channel Absolute		0.3	0.3	0.3	0.3
System A		0.4	0.3	0.3	0.5
System B		0.2	0.2	0.3	0.2
Share	16.4	9.3	12.2	14.3	9.3

Observations on Measurement of Basic Cable:

-- Seven-day unaided recall understated ratings and shares.

-- One-day aided understated ratings and shares.

-- Standard NSI diary understated ratings and shares.

-- Personal half-hour diary overstated ratings and understated shares.

Conclusions about methods:

-- Ratings and PUT differences varied greatly by dayparts, demographic groups, and cable systems.

-- All methods, except the Personal half-hour diary, understated basic cable viewing.

-- None of the four methods produced consistently reliable estimates for basic cable. While the one-day aided recall results were closest to the coincidentals, this method, like the other three, was unable to report proper distribution of viewing by channel.

-- Some basic cable channels tended to be underreported more than others.

TABLE 18
RATINGS ANALYSIS FOR PAY CABLE
PERSONS 12+
MON-FRI 9:00am-11:00PM

		Coinci-dental	7-day Unaided Recall	1-day Aided Recall	Half-hour Diary	NSI Diary
Average Rating		2.0	1.1	1.7	2.1	1.0
Actual Difference			- .9	- .3	+ .1	-1.0
Absolute Difference			1.9	1.1	.6	2.0
	System A		1.1	.6	.2	1.1
	System B		.8	.5	.4	.9
Avg. Channel Absolute			0.3	0.2	0.1	0.3
	System A		0.4	0.2	0.1	0.4
	System B		0.2	0.1	0.1	0.2
Share		10.3	5.9	8.3	6.7	6.9

Observations on Measurement of Pay Cable:

-- Seven-day unaided understated ratings and shares.

-- One-day aided understated ratings and shares.

-- NSI standard diary understated ratings and shares.

-- Personal half-hour diary ratings were very similar to the coincidental, but understated shares due to overstated PUTS.

Conclusions about methods:

-- The personal half-hour diary method was the closest to the concidental.

4. Analysis and Conclusions on NSI Household Diary

The NSI diary was the only method that can provide household ratings estimates. The same procedure for analysis of personal estimates can be used for household estimates.

TABLE 19
HOUSEHOLD RATING AND SHARE ESTIMATES
MON-FRI 9:00am-11:00pm

Category of Programming	Coincidental	Standard NSI
Broadcast Networks		
Ratings	17.6	21.5
Absolute Difference		7.8
System A		6.7
System B		1.1
Share	53.1	66.0
Broadcast Independents		
Ratings	6.2	6.0
Absolute Difference		1.9
System A		.3
System B		1.6
Share	18.7	18.5
Basic Cable		
Ratings	5.4	3.4
Absolute Difference		4.7
System A		3.9
System B		.8
Share	16.3	10.4

TABLE 19 (cont'd)

Pay Cable		
Ratings	3.Ø	1.9
Absolute Difference		2.3
System A		1.2
System B		1.1
Share	9.1	5.8
Homes Using Television (HUT)	33.2	32.6

Observations on Measurement of Household Viewing:

-- Network affiliates ratings and shares were overstated.

-- Independent ratings and shares were very similar to the coincidentals.

-- Basic cable ratings and shares were understated.

-- Pay cable ratings and shares were understated.

-- Household usage levels (HUT's) were very similar.

Conclusions about method:

-- The majority of the overstatements for Broadcast Networks occurred in the 4:ØØpm-11:ØØpm time period.

-- The degree of overstatement varied substantially by cable system.

5. Telephone Aiding Methods

The following table compares the differences between the Coincidental, Unaided, and Aided ratings and shares. The Unaided data are taken from the Thursday recall cell of the Seven-day Telephone interviews. The Aided data are taken from the Thursday interviews of the One-day Telephone interviews. For additional daypart data, see Exhibits 44-47 in the Technical Appendix.

TABLE 20

PERSONAL RATING AND SHARE ESTIMATES
FOR UNAIDED VS. AIDED 24-HOUR TELEPHONE RECALL
Thursday, 9:00am-11:00pm

	Coincidental		Unaided		Aided	
Type of Service	Rating	Share	Rating	Share	Rating	Share
Broadcast						
Channel A	1.7	8.7	2.6	11.9	2.7	12.8
Channel B	2.2	11.3	2.8	12.8	3.3	15.6
Channel C	0.4	2.1	0.4	1.8	0.7	3.3
Absolute Difference			1.5		2.4	
Basic/Pay Cable						
Channel D	0.3	1.5	0.3	1.4	0.6	2.8
Channel E	0.6	3.1	0.6	2.8	0.9	4.3
Channel F	0.2	1.0	0.7	3.2	0.5	2.4
Channel G	0.5	2.6	0.2	0.9	0.5	2.4
Channel H	0.4	2.1	0.3	1.4	0.5	2.4
Absolute Difference			0.9		1.0	
Persons Using Television (PUT)	19.5		21.8		21.1	

C. Cumulative Data

Cumulative ratings show the total number of different households or persons that view a given channel during a specific time period. The cume data provided by CAMS were available for households using the Scannable Daypart and the Standard NSI diary. All six methods can produce cume data for persons.

The original design of CAMS included validating the household cume data for specific channels that were currently being measured nationally on the Nielsen Television Index meters. These channels were, at the time of the study: ABC, CBS, NBC, WTBS, CNN and HBO. The formula for converting the data was 1) determine the ratio between average quarter hour and cume of each network using NTI data, 2) apply the ratio to the Average Quarter Hour data from the telephone coincidentals for each of the corresponding networks measured in CAMS.

After examining the results using this procedure, it was determined that the data could not be correlated between national rating estimates and the local system estimates provided by CAMS. Therefore, this process was abandoned.

In place of the aforementioned process, and in lieu of any direct validation of the data (personal cumes cannot be validated by any direct means), certain statistical tests were performed. Specially, a rank order correlation and a correlation between the average audience ratings and the corresponding cume estimate for each channel was performed.

Table 21 shows the average daily cumes for each individual channel from Gillcable or Warner Amex (the channels have not been averaged). The high correlation between the average audience ratings and the cume data--plus the levels of the cumes (for some methodologies) for the various broadcast and cable channels--indicate that these methodologies have potential for being used to provide cumulative audience data for cable channels. However, the cume methodologies must be validated.

TABLE 21
AVERAGE DAILY BROADCAST CUME ANALYSIS
MON-FRI, 9:00am-11:00pm
PERSONS 12+

CHANNEL:	TELEPHONE RECALL 7-DAY UNAIDED	TELEPHONE RECALL 1-DAY AIDED	PERSONAL DIARY SCANNABLE DAYPART	PERSONAL DIARY SCANNABLE HALF-HOUR	HOUSEHOLD DIARY SCANNABLE DAYPART	HOUSEHOLD DIARY STANDARD NSI
1	49.2	42.4	56.1	61.7	51.2	48.8
2	45.2	40.4	48.7	54.1	48.1	43.6
3	38.9	31.2	46.4	47.7	36.2	33.0
4	33.6	37.4	35.1	37.4	35.2	33.7
5	30.8	29.7	41.2	48.0	36.9	38.7
6	27.2	24.6	35.7	38.0	28.4	32.0
7	23.8	23.4	33.4	35.9	26.6	27.9
8	19.4	13.8	26.4	29.9	23.2	22.1
9	11.6	5.5	19.1	20.1	13.8	15.8
10	11.0	10.9	18.0	18.3	16.0	13.5
11	7.8	6.8	10.8	12.8	9.2	12.0
12	7.8	6.4	10.0	10.7	7.3	8.4
13	7.1	7.2	13.7	14.7	9.3	8.5
14	5.6	2.8	4.7	5.4	5.1	4.0
15	5.1	5.8	11.4	10.9	8.4	8.1
16	2.5	1.6	6.6	5.7	4.4	4.1
17	2.3	3.3	4.7	4.5	2.3	4.7
Correlation to Average Audience	.97	N/A	.94	.93	.96	.95

-- The coefficient of concordance (paired comparison of the ranking order) is .98.

TABLE 22
AVERAGE DAILY BASIC CABLE CUME ANALYSIS
MON-FRI, 9:00am-11:00pm
PERSONS 12+

CHANNEL:	TELEPHONE RECALL 7-DAY UNAIDED	TELEPHONE RECALL 1-DAY AIDED	PERSONAL DIARY SCANNABLE DAYPART	PERSONAL DIARY SCANNABLE HALF-HOUR	HOUSEHOLD DIARY SCANNABLE DAYPART	HOUSEHOLD DIARY STANDARD NSI
18	6.1	7.5	16.7	16.3	16.2	9.4
19	4.9	6.1	8.5	6.4	5.8	3.6
20	4.4	5.5	10.3	9.4	7.2	3.8
21	4.2	5.4	8.9	8.9	5.4	3.1
22	3.6	5.3	7.9	7.9	5.2	2.4
23	3.4	10.7	11.9	11.7	11.1	3.9
24	3.1	2.7	8.9	8.2	6.2	3.7
25	2.8	0.4	9.0	9.8	5.5	4.0
26	2.3	1.2	3.8	2.6	2.6	2.3
27	1.9	3.0	9.0	7.9	8.7	4.5
28	1.6	2.1	5.4	4.8	3.2	3.1
29	1.0	1.1	4.0	2.6	3.3	1.1
30	0.7	0.4	3.0	1.6	1.4	0.7
31	0.6	0.5	2.8	1.8	1.9	0.4
32	0.1	---	3.8	1.9	1.3	1.9
Correlation to Average Audience	.71		.80	.74	.76	.77

-- The coefficient of concordance for this category is .84.

TABLE 23
AVERAGE DAILY PAY CABLE CUME ANALYSIS
MON-FRI, 9:00am-11:00pm
PERSONS 12+

CHANNEL:	TELEPHONE RECALL 7-DAY UNAIDED	TELEPHONE RECALL 1-DAY AIDED	PERSONAL DIARY SCANNABLE DAYPART	PERSONAL DIARY SCANNABLE HALF-HOUR	HOUSEHOLD DIARY SCANNABLE DAYPART	HOUSEHOLD DIARY STANDARD NSI
33	6.4	8.7	12.6	12.0	14.3	7.8
34	3.8	5.1	5.9	6.2	4.0	4.5
35	3.2	3.5	6.8	5.0	6.0	2.7
36	2.2	2.8	3.7	3.6	3.7	3.7
37	1.5	2.6	4.2	3.8	4.0	3.1

-- The coefficient of concordance for this category is .68.

VII. CONCLUSIONS

The study confirms that the use of multiple channels in a 30+ channel environment is difficult to measure accurately. While each of the methods tested performed well in one or more areas, none of these techniques simultaneously measured all four major programming categories adequately. The accuracy of each methodology varied by daypart, demographic group, and cable system. CAMS identified the trade-offs inherent in each method tested and lays the groundwork for further television methodology studies. The following are the overall conclusions derived from the CAMS study:

A. Measuring Program Categories

Although the coincidentals show viewing to cable chanels, recording or reporting this viewing for each of the methods tested is difficult for the respondent. While problems emerged in measuring network affiliate viewing, this program category showed greater measurement stability than the other three categories of programming. This is hypothesized to result from familiarity with channel numbers and call letters built up over years of exposure as well as audience size. Cable channels were one of the most difficult categories to measure, almost always being understated.

B. Nielsen Station Index (NSI) Standard Diary

The total household viewing levels reported from the NSI Diary were similar to the coincidentals for the Total Daypart while network affiliate viewing was overstated, and both basic and pay cable viewing were understated. Personal viewing data from the NSI diary revealed that Persons Using Television (PUT) levels were underreported for Total Persons 12+, Men 18+ and Teens. For Women 18+, PUT levels more closely matched the coincidental. The NSI PUT levels for network affiliates and independent stations had the least difference of all methods in comparison to the coincidentals. However, their shares were overstated due to the lower total viewing levels caused by underreported viewing to cable channels. Based on the CAMS data, NSI is going to test new versions of its standard diary to attempt to improve its ability to measure cable viewing accurately.

C. Telephone Recall

Personal viewing data from the One-day Aided Telephone Recall method revealed that Persons Using Television (PUT) levels were overreported for Total Persons 12+, Men 18+ and Women 18+. Teens were underreported.

For the Seven-day Unaided Telephone Recall method, PUT levels were underreported for Man 18+ and Teens. PUT levels for Total Persons 12+ and Women 18+ were similar to the coincidental.

When both telephone recall methods are compared against each other for PUT levels, the One-day Aided levels were higher than the Seven-day Unaided and Seven-day was closer to the coincidental.

C. Telephone Recall (cont'd)

Of the four methods tested, both telephone recall methods were the most accurate for determining how much the person was using TV (PUT) which suggests that the respondents could recall the times the television set was turned on. They were less able to recall accurately which channel they watched, apparently resulting in the underreporting of viewing to cable channels and overreporting to network affiliates.

The Unaided and Aided Telephone techniques used the same probes, but the One-day aided included an additional prompt for selected channels at the conclusion of the interview. The method used to aid recall in the telephone technique did not increase viewing levels as much as the aiding (rostering) technique used in the scannable diaries.

D. Personal Half-hour Diary

The Half-hour Personal Diary consistently overreported all viewing. In examining the PUT levels, the overstatement was, for the most part, in network affiliate viewing. However, this method was also the closest to the coincidental when measuring pay cable. The question raised is whether a recall stimulus can be found that increases the reporting of viewing to traditionally underreported program categories without causing overreporting to network affiliates.

E. Daypart Diaries

The Personal Daypart Diary and Household Daypart Diary were designed to report cumulative data. Both are rostered and scannable. There is no proven standard by which to validate personal cume data. However, observations were made based upon the results of the average audience comparisons in relation to cume results. These observations indicate that these methods show potential and warrant further investigation. One important application of this form of data is for making programming carriage decisions by cable systems.

F. Telephone Coincidental

The accuracy of the telephone coincidental for generating ratings and share information by program category and channel was confirmed. Where the data were available to make comparisons, QUBE and coincidental ratings agreed closely for each channel.

Although not capable of generating cumulative audience information, for the immediate future the coincidental technique can be used as a practical approach for generating accurate (though limited) information about total channel usage in a cable system.

G. Relative Costs of Methodologies Tested

Below are the estimated relative costs (expressed in indices) of the methodologies tested. The lowest cost methodology is 100.

Test Methodology	Cost Index
One-Day Aided 24-Hour Telephone Recall	260
Seven-day Unaided 24-Hour Telephone Recall	218
Standard NSI Household Diary	135
Half-hour Personal Scannable Diary	120
Daypart Household Scannable Diary	109
Daypart Personal Scannable Diary	100

The assumptions upon which this comparison was made were that the sample was from subscriber lists provided by the cable system measured, 250 households/persons would provide usable viewing data, incentives would be used for mail methodologies and that response rates would be similar to those achieved in this test. For one-day recall, 750 persons supplying usable viewing data would be required in order to equate the desired accuracy of this methodology with the other methods tested.

H. Next Steps:

The above conclusions resulted from an exhaustive analysis of CAMS data. Some of the questions which resulted from this study are:

1. What is the easiest way for a cable viewer to identify and report viewing, channel number or the name of the service on that channel.

2. What is the effect of different types of converters on the ability to correctly identify the channels being viewed.

3. The half-hour diary is overreporting. Is this a feature of the rostering or the ease of simply checking off boxes in the diary?

4. The telephone recall methods established good PUT levels. What would be the effect of different probes to reconstruct viewing activity?

The cable industry is determined to find answers to these and any other questions that can improve the accuracy of audience measurement. Preliminary observations were encouraging on the collection of cable audience viewing data using cumulative techniques. These results warrant further investigation. Work on an affordable electronic measurement device will also be pursued.

VIII. TECHNICAL APPENDIX

A. LIMITATIONS

The estimates which appear in this report apply only to the universe described in Section IV, Items L and M, subscribers to Gillcable in San Jose, California and the Warner Amex QUBE service in Columbus, Ohio.

1. Sampling Error

Since the estimates in this report are obtained from a sample of subscribers, they may differ from estimates based upon a complete census of subscribers using the same sampling frame, data collection and data processing procedures. The estimates are also subject to non-sampling variability. The achieved sample is not a perfect probability sample because information is not obtained from all households.

2. Non-Response Error

The use of households or persons providing usable viewing information as a tabulation base eliminates households or persons who did not participate in the survey or who provided unusable viewing data. The characteristics of non-cooperating households or persons may differ from those used in this report.

3. Viewing Characteristics

Some households or persons may not always accurately report their viewing or characteristics. Every effort was made in data collection instrument design to minimize such response error.

B. TREATMENT BY TEST CELL

EXHIBIT 1
TREATMENT BY TEST CELL

	24-HOUR TELEPHONE RECALL TEST CELLS		DIARY TEST CELLS			
TREATMENT	1-DAY AIDED	7-DAY UNAIDED	STANDARD NSI	HALF-HOUR PERSONAL	DAYPART PERSONAL	DAYPART HOUSEHOLD
RECRUITMENT CALL*.	NO	YES	YES	YES	YES	YES
CALL TO COLLECT VIEWING.....	YES	YES	NO	NO	NO	NO
PRE-DIARY WEEK LETTER.....	NO	NO	YES	YES	YES	YES
DIARY PACKS:						
ONE WEEK DIARY**	NO	NO	YES	YES	YES	YES
COVER LETTER....	NO	NO	YES	YES	YES	YES
PREPRINTED CHANNEL LIST....	NO	NO	NO	YES	YES	YES
ONE DOLLAR INCENTIVE.....	NO	NO	YES	YES	YES	YES
REMINDER POSTCARD AT START OF DIARY WEEK.....	NO	NO	YES	YES	YES	YES
REMINDER POSTCARD AT END OF DIARY WEEK.....	NO	NO	YES	YES	YES	YES

*Five attempts across three dayparts and two days were made to contact the household or randomly selected person.

**The standard NSI diary test cell households and the Daypart Household diary test cell households received one diary for each television set in the household.

C. Carriage by Cable System

EXHIBIT 2

WARNER AMEX QUBE
CHANNELS BY CATEGORY

BROADCAST NETWORKS

WCMN (NBC)
WTVN (ABC)
WBNS (CBS)
WOSU (PBS)

BROADCAST INDEPENDENTS

WXIX (Cincinati)
WUAB (Cleveland)

BASIC CABLE

CNN
ESPN
Nickelodeon/ARTS
MTV
USA Cable Network
WTBS
Horizon
QUBE Extras
Columbus Aliveo

PAY CABLE

Home Box Office
The Movie Channel
Pay-Per-View

OTHER

Alphanumeric
Local/Leased Access

EXHIBIT 3

GILLCABLE
CHANNELS BY CATEGORY

BROADCAST NETWORKS

KNTV (ABC)
KGO (ABC)
KPIX (CBS)
KRON (NBC)
KTEH (PBS)
KQED (PBS)

BROADCAST INDEPENDENTS

KTVU (Oakland)
KICU (San Jose)
KTSF (San Francisco)
KTZO (San Francisco)
KBHK (San Francisco)

BASIC CABLE

CNN
MTV
Nickelodeon/ARTS
Sports Channel (ESPN)
CBS Cable
Classic Movies
WTBS

PAY CABLE

Home Box Office
The Movie Channel
Showtime
Pay-Per-View

OTHER

KDTV (SIN/San Francisco)
KTXL (Sacramento)
KCSM (PBS/Santa Maria)
KSTS (San Jose)
KMST (CBS/Monterey)
Alphanumeric
Local Access

D. SAMPLE DISTRIBUTION AND RESPONSE RATES

Exhibit 4 on the following page shows the disposition of the predesignated sample by test cell, and also for the telephone coincidentals. The predesignated sample base is shown for each cell and the dispostion of the sample is expressed as a percentage of the predesignated sample. The response rate is the ratio of qualified households or persons providing usable viewing data to total qualified households or persons placed (minus post office returns where applicable).

EXHIBIT 4

SAMPLE DISPOSITION AND RESPONSE RATES BY TEST CELL

	24-HOUR TELEPHONE RECALL TEST CELLS		DIARY TEST CELLS				
	1-DAY AIDED	7-DAY UNAIDED	STANDARD NSI	HALF-HOUR PERSONAL	DAYPART PERSONAL	DAYPART HH	TELEPHONE COINCIDENTAL
Predesignated Sample.....	7,840	4,030	6,239	9,878	6,960	4,360	42,560
Unusable:							
Business.....	2%	1%	1%	2%	2%	1%	2%
Busy.....	-	-	-	-	-	-	2%
Disconnect/Not in Service.....	15%	15%	13%	13%	12%	13%	14%
No Answer.....	7%	11%	8%	9%	10%	9%	13%
Out of Sample*..	46%	45%	46%	46%	45%	47%	50%
Initial Refuse..	7%	8%	6%	10%	10%	6%	4%
TV Inoperative..	-	**	**	**	**	**	**
Household/persons agreeing to participate in survey.....	23%	21%	25%	20%	20%	24%	17%
Households providing unusable viewing data...	4%	4%	1%	2%	2%	1%	**
Households/persons providing usable viewing data...	19%	12%	13%	13%	15%	14%	17%
Response Rate***	84%	59%	50%	56%	63%	56%	100%

* Includes non-cable households, households without TV's, households with unlisted or non-published telephone numbers and HH's on cable systems other than Gillcable or Warner Amex QUBE.

** Less than 0.5%

*** Response Rate = $\frac{\text{USABLE HOUSEHOLDS/PERSONS}}{\text{Total HH's/Persons Placed - Post Office Returns (Where Applicable)}}$

E. COMPUTATION

1. Coincidental

Coincidental HUT's, PUT's, ratings and shares were computed separately for each system and daypart.

$$HUT = \frac{b}{n}$$

where b = estimated households with a set on

n = GILL or QUBE households

$$b = x_1 + \left(\frac{x_1}{x_1 + x_2}\right)(n_1)$$

$$n = x_1 + x_2 + n_1 + n_2$$

x_1 = households with sets on

x_2 = households with sets off

n_1 = coincidental busy and refuse households

n_2 = coincidental no answer households

HOUSEHOLD SHARE

$$\text{SHARE} = \frac{d}{x_1}$$

d = households tuned to the channel

Households with sets on to unidentified channels were allocated to channels in proportion to channels tuned among households providing channel information.

HOUSEHOLD RATING

RATING = SHARE X HUT

$$\text{PUT} = \frac{c}{a}$$

where c = estimated persons viewing

a = persons in GILL or QUBE households

$$a = a_1 + a_2$$

$$c = c + \left(\frac{c_1}{a_1}\right) \quad (a_2)$$

c_1 = persons viewing from coincidental call

a_1 = persons in households with a set on from coincidental call.

a_2 = estimated persons in coincidental busy and refuse households estimated to have a set on

PERSONS SHARE

$$\text{SHARE} = \frac{c_2}{c_1}$$

where c_2 = persons viewing the specified channel from the coincidental call.

c_1 = persons viewing from coincidental call

PERSONS RATING

RATING = SHARE X PUT

2. Seven Day Telephone Recall

Each person was assigned a weight equal to the number of persons 12 and over in the household. The average number of quarter-hours viewed in each daypart was computed for each person and multiplied by the person's weight. Daypart PUT and ratings were computed by summing the weighted quarter-hours viewed and dividing by the sum of the weights of all persons.

Cumes were computed by summing the weights for persons viewing during the daypart and dividing by the sum of the weights of all persons.

Audience estimates were computed separately for GILL and QUBE by week and averaged.

3. One Day Telephone Recall

PUT's, ratings and cumes were computed in the same manner as Seven Day Telephone Recall except PUT's, ratings and cumes were computed separately by day and averaged.

4. Standard NSI Diary

Average quarter-hours viewed per daypart were computed for each household and person. HUT's and PUT's and ratings were computed by summing average quarter-hours viewed and dividing by the total number of households or persons.

Cumes were computed by dividing the number of households or persons viewing during the daypart and dividing by the total number of households or persons.

Audience estimates were computed separately for GILL and QUBE by week and averaged.

5. Half-hour Personal Diary

Computed in the same way as Seven Day Telephone Recall except half-hours were used in place of quarter-hours.

6. Daypart Household Diary

Cumes were computed by summing the number of households and persons viewing and dividing by the total households and persons. Cumes were computed separately by week for GILL and QUBE and averaged.

7. Daypart Personal Diary

Each person was given a weight equal to the number of persons 12 and over in the household. Cumes were computed by summing the weights of persons viewing in a daypart and dividing by the sum of the weights of all persons. Cumes were computed separately by week for GILL and QUBE and averaged.

8. Sum of Absolute Differences

The coincidental results were used as the standard to evaluate the accuracy of the four test methods that yielded average quarter-hour or half-hour ratings and shares. The tables in this report provide a comparision of each test method to the coincidental for five channel groups, e.g., network affiliates. Since the accuracy of the test methods could vary by group and by channel within a group, the sum of the mean absolute difference* of the test method and the coincidental for each channel was used as a measure of appraising the accuracy of each test method for channel groups and for all channels as a single group. The sum of the absolute difference for a test method is defined as:

$$\sum_i \left| t_1 - c_i \right|$$

where t_i = test method rating (share) for the ith channel

c_i = coincidental rating (share) for the ith channel.

The absolute difference measures the agreement between the test method and the coincidental for a channel. The sum of the absolute differences for all channels in a group measures the agreement between the test method and the coincidental for the group. The lower the score, the higher the agreement.

*The absolute difference is the difference between the test method and coincidental ignoring the sign of the difference.

STANDARD ERROR ESTIMATES

Exhibits 58-92 in this appendix contain standard errors for the audience estimates in this report.

The samples used for this study consisted of ten independent replicates which were used to estimate standard errors.

1. Coincidental Standard Errors

   Standard errors for coincidental HUT's, PUT's, ratings and shares were computed using the formula

$$S = \sqrt{\frac{\sum_i x_i - x^2}{10(9)}}$$

where S = standard error estimate

x_i = audience estimate, e.g., rating for the ith replicate

x = audience estimate based on the total sample, i.e., the combined replicates.

2. Test Methods Standard Errors: Ratings and Shares

Standard errors for HUT's, PUT's, ratings and shares for the various test methods were computed separately for each system using the same formula used to compute coincidental standard errors. The standard error for the test method ratings and shares were computed from:

$$S = \tfrac{1}{2} \sqrt{S_G^2 + S_Q^2}$$

where S = standard error estimate

S_G = standard error estimate for GILL

S_Q = standard error estimate for QUBE

3. Test Methods Standard Errors: Cumes

Standard errors were computed separately for each week for each system using the formula

$$S = \sqrt{\frac{P\ (100-p)}{n}}$$

where S = standard error estimate

n = the appropriate sample size, i.e., households or persons 12+.

The standard error estimate for the cume estimates in this report were obtained using the formula

$$S = \tfrac{1}{4} \sqrt{S_{G1}^2 + S_{G2}^2 + S_{Q1}^2 + S_{Q2}^2}$$

4. Test Methods Standard Errors: Sum of Absolute Differences

Standard errors for the sum of absolute differences were computed for each system as follows:

$$D_{ij} = \left| T_{1-j-} - C_j \right|$$

where D_{ij} = absolute difference for the jth channel for the ith replicate

T_{ij} = Test method rating or share for the jth channel for the ith replicate

C_j = coincidental rating or share for the jth channel

$D_i = \sum_j D_{ij}$ = sum of absolute difference for the ith replicate for all channels in a channel system group, e.g., basic cable.

$$D = \frac{\sum D_i}{10}$$

$$S = \sqrt{\frac{D_i - D}{10(9)}}$$

S = standard error estimate of the sum of absolute differences for a system

The standard error estimate for the sum of the absolute differences for the two systems was computed from

$$S = \sqrt{S_G^2 + S_Q^2}$$

where S_G = standard error estimate for GILL

S_Q = standard error estimate for QUBE

5. Comparisons: Standard Errors of Differences

The standard error of the difference between a test method and the coincidental or two test methods may be obtained by computing the square root of the sum of the squares of the standard errors of the two items, i.e.,

$$S_d = \sqrt{S_1^2 + S_2^2}$$

where S_d = standard error of the difference between method 1 and method 2

S_1 = standard error for method 1

S_2 = standard error for method 2

The standard error of the difference can be used to determine the probability that the difference, based on a complete measurement, will exceed the difference computed from the sample results. For example, there is about a 67% chance the complete measurement difference will be less than the standard error of difference, and about a 95% chance it will be less than twice the standard error of difference.

The probabilities will be valid for a single difference. However, more than two methods can be compared and the chance that all differences will be less than one standard error is less than 67%, and the chance that all differences will be less than two standard errors is less than 95%. The chance that differences for all comparisons will be less than one or two standard errors depends on the number of comparisons that are made.

F. DEMOGRAPHIC CHARACTERISTICS

Exhibits 5-9 provide distributions of the demographic characteristics listed below--by test cell:

-- Age and sex of household members

-- Education of the male and female heads of the household . . . or respondent

-- Household income

-- Household size

-- Pay TV subscription by pay service

EXHIBIT 5
AGE/SEX DISTRIBUTION BY TEST CELL

	24-HOUR TELEPHONE RECALL TEST CELLS				DIARY TEST CELLS							
	1-DAY AIDED		7-DAY UNAIDED		STANDARD NSI		HALF-HOUR PERSONAL		DAYPART PERSONAL		DAYPART PERSONAL	
AGE GROUP	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
UNDER 2 YEARS	2%	1%	2%	1%	2%	1%	3%	2%	3%	4%	3%	2%
2-5 YEARS	4%	4%	4%	3%	5%	5%	6%	5%	6%	5%	5%	7%
6-11 YEARS	7%	8%	8%	7%	10%	9%	8%	10%	10%	8%	10%	10%
12-17 YEARS	12%	11%	13%	13%	12%	12%	11%	11%	12%	12%	13%	10%
18-24 YEARS	14%	12%	14%	12%	13%	12%	13%	12%	12%	11%	11%	11%
25-34 YEARS	20%	21%	18%	21%	18%	19%	17%	19%	17%	21%	16%	17%
35-44 YEARS	18%	18%	18%	20%	15%	16%	15%	16%	17%	17%	16%	17%
45-49 YEARS	6%	5%	7%	6%	5%	5%	6%	6%	6%	6%	7%	8%
50-54 YEARS	6%	6%	6%	6%	5%	6%	6%	6%	6%	5%	7%	6%
55-64 YEARS	8%	9%	7%	8%	10%	9%	10%	8%	7%	8%	8%	8%
65+ YEARS	5%	4%	3%	3%	4%	6%	4%	5%	4%	4%	4%	5%
BASE	2211	2159	712	714	2860	2742	1974	1978	1577	1594	1571	1663

NOTE: PERCENTAGES MAY NOT ADD TO 100 DUE TO ROUNDING.

EXHIBIT 6
EDUCATION OF MALE AND FEMALE HEADS OF HOUSEHOLD BY TEST CELL

	24-HOUR TELEPHONE RECALL TEST CELLS				DIARY TEST CELLS							
	1-DAY AIDED		7-DAY UNAIDED		STANDARD NSI		HALF-HOUR PERSONAL		DAYPART PERSONAL		DAYPART PERSONAL	
AGE GROUP	MHOH*	FHOH*	MHOH	FHOH	MHOH	FHOH	MHOH	FHOH	MHOH	FHOH	MHOH	FHOH
GRAMMER SCHOOL	3%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
SOME HIGH SCHOOL	5%	6%	2%	5%	7%	7%	6%	5%	4%	7%	4%	5%
HIGH SCHOOL GRADUATE	17%	32%	18%	31%	21%	29%	16%	33%	22%	30%	20%	35%
SOME COLLEGE	31%	33%	31%	33%	28%	32%	35%	31%	33%	30%	35%	31%
COLLEGE GRADUATE	25%	18%	27%	18%	23%	22%	26%	20%	23%	21%	22%	17%
POST COLLEGE GRADUATE	18%	10%	20%	11%	20%	9%	18%	10%	17%	11%	17%	11%
BASE**	561	653	172	224	1324	1369	453	585	374	476	835	923

*MHOH = MALE HEAD OF HOUSE AND FHOH = FEMALE HEAD OF HOUSE
**BASE EXCLUDES HOUSEHOLDS WITH NO MALE OR FEMALE HEAD OF HOUSE AND IT EXCLUDES HOUSEHOLDS WHICH DID NOT RESPOND TO THIS QUESTION.

EXHIBIT 7
HOUSEHOLD INCOME BY TEST CELL

INCOME GROUP	24-HOUR TELEPHONE RECALL TEST CELLS		DIARY TEST CELLS			
	1-DAY AIDED	7-DAY UNAIDED	STANDARD NSI	HALF-HOUR PERSONAL	DAYPART PERSONAL	DAYPART HOUSEHOLD
UNDER $10,000	4%	3%	*	5%	5%	3%
$10,000-$19,999	12%	12%	*	14%	13%	12%
$20,000-$29,999	21%	23%	*	24%	22%	21%
$30,000-$39,999	20%	23%	*	21%	23%	21%
$40,000-$49,999	12%	13%	*	14%	14%	13%
$50,000 OR MORE	14%	15%	*	15%	16%	21%
REFUSE	16%	11%	*	7%	7%	8%
BASE	1539	492	*	1312	1039	1002

*INCOME DATA WERE NOT COLLECTED IN THIS TEST CELL.

EXHIBIT 8
HOUSEHOLD SIZE BY TEST CELL

NUMBER OF PERSONS IN HOUSEHOLD	24-HOUR TELEPHONE RECALL TEST CELLS		DIARY TEST CELLS		
	1-DAY AIDED	7-DAY UNAIDED	HALF-HOUR PERSONAL	DAYPART PERSONAL	DAYPART HOUSEHOLD
ONE PERSON	12%	12%	12%	12%	7%
TWO PERESONS	38%	35%	31%	29%	28%
THREE PERSONS	22%	22%	21%	23%	24%
FOUR PERSONS	18%	19%	23%	19%	27%
FIVE OR MORE PERSONS	11%	12%	13%	16%	15%
BASE	1539	492	1312	1039	1002

EXHIBIT 9
PAY TV SUBSCRIPTION BY TEST CELL

PAY TV SERVICE	24-HOUR TELEPHONE RECALL TEST CELLS		DIARY TEST CELLS			
	1-DAY AIDED	7-DAY UNAIDED	STANDARD NSI	HALF-HOUR PERSONAL	DAYPART PERSONAL	DAYPART HOUSEHOLD
HOME BOX OFFICE	21%	23%	22%	19%	18%	19%
SHOWTIME	9%	9%	1Ø%	8%	8%	7%
THE MOVIE CHANNEL	29%	32%	33%	28%	27%	33%
BASE	1539	492	1478	1312	1Ø39	1ØØ2

EXHIBIT 10
PERSONS RATING AND SHARE ESTIMATES
PERSONS 12+
MONDAY-FRIDAY 9:00AM-11:00PM

TYPE OF SERVICE	COINCIDENTAL		24-HOUR TELEPHONE RECALL				DIARY			
			7-DAY UNAIDED		1-DAY AIDED		STANDARD NSI		PERSONAL SCANNABLE HALF-HOUR	
	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE
Broadcast Networks	10.1	52.7	12.0	63.6	12.4	61.3	9.9	65.1	19.7	63.5
Broadcast Independents	3.0	15.8	3.1	16.2	2.6	13.0	2.6	16.5	5.2	16.8
Basic Cable	3.1	16.4	1.8	9.3	2.5	12.2	1.4	9.3	4.4	14.3
Pay Cable	2.0	10.3	1.1	5.9	1.7	8.3	1.0	6.9	2.1	6.7
All Other	0.9	4.9	0.1	0.3	0.0	0.2	0.0	0.2	0.1	0.2
Total Persons 12+	19.1		18.9		20.2		15.4		31.0	

EXHIBIT 11

RATINGS ANALYSIS

PERSONS 12+

MONDAY-FRIDAY 9:00AM-11:00PM

CHANNEL SYSTEM	SUM OF ABSOLUTE DIFFERENCES 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY	SUM OF COINCIDENTAL RATINGS	RANK 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY
ALL CHANNELS	11.3	11.3	27.4	8.9	36.5	2.5	2.5	4	1
SYSTEM A	6.7	6.3	13.9	5.4	17.7	3	2	4	1
SYSTEM B	4.6	5.0	13.5	3.5	18.8	2	3	4	1
BROADCAST NETWORKS	4.9	6.0	19.1	1.6	20.2	2	3	4	1
SYSTEM A	2.9	3.0	10.7	.6	9.3	2	3	4	1
SYSTEM B	2.0	3.0	8.4	1.0	10.9	2	3	4	1
BROADCAST INDEP.	1.3	1.2	4.4	1.5	6.1	2	1	4	3
SYSTEM A	.4	.7	1.0	.7	1.9	1	2.5	4	2.5
SYSTEM B	.9	.5	3.4	.8	4.2	3	1	4	2
BASIC CABLE	3.2	3.0	3.3	3.8	6.2	2	1	3	4
SYSTEM A	2.3	2.0	2.0	3.0	4.4	3	1.5	1.5	4
SYSTEM B	.9	1.0	1.3	.8	1.8	2	3	4	1
PAY CABLE	1.9	1.1	.6	2.0	4.0	3	2	1	4
SYSTEM A	1.1	.6	.2	1.1	2.1	3.5	2	1	3.5
SYSTEM B	.8	.5	.4	.9	1.9	3	2	1	4

EXHIBIT 12

SHARES ANALYSIS

PERSONS 12+

MONDAY-FRIDAY 9:00AM-11:00PM

CHANNEL SYSTEM	SUM OF ABSOLUTE DIFFERENCES 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY	SUM OF COINCIDENTAL SHARES	RANK 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY
ALL CHANNELS	60.6	55.7	47.3	57.5	190.5	4	2	1	3
SYSTEM A	38.6	31.6	30.2	40.8	99.0	3	2	1	4
SYSTEM B	22.0	24.1	17.1	16.7	91.5	3	4	2	1
BROADCAST NETWORKS	26.0	26.4	22.4	25.1	105.2	3	4	1	2
SYSTEM A	16.5	12.6	15.0	19.1	51.8	3	1	2	4
SYSTEM B	9.5	13.8	7.4	6.0	53.4	3	4	2	1
BROADCAST INDEP.	7.1	7.6	5.2	6.7	30.8	3	4	1	2
SYSTEM A	2.6	4.3	.9	1.6	10.6	3	4	1	2
SYSTEM B	4.5	3.3	4.3	5.1	20.2	3	1	2	4
BASIC CABLE	17.9	16.5	11.9	17.3	33.7	4	2	1	3
SYSTEM A	13.6	11.6	9.2	14.8	24.7	3	2	1	4
SYSTEM B	4.3	4.9	2.7	2.5	9.0	3	4	2	1
PAY CABLE	9.6	5.2	7.8	8.4	20.8	4	1	2	3
SYSTEM A	5.9	3.1	5.1	5.3	11.9	4	1	2	3
SYSTEM B	3.7	2.1	2.7	3.1	8.9	4	1	2	3

EXHIBIT 13
PERSONS RATING AND SHARE ESTIMATES
MEN 18+
MONDAY-FRIDAY 9:00AM-11:00PM

TYPE OF SERVICE	COINCIDENTAL		24-Hour TELEPHONE RECALL				DIARY			
			7-DAY UNAIDED		1-DAY AIDED		STANDARD NSI		PERSONAL SCANNABL HALF-HOUR	
	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE
Broadcast Networks	8.1	46.9	8.7	53.5	9.7	53.3	7.5	59.2	16.1	57.1
Broadcast Independents	2.7	15.4	3.1	19.3	2.4	13.4	2.4	17.6	5.0	17.6
Basic Cable	3.6	20.8	2.6	15.9	2.5	14.0	1.4	11.5	4.9	17.4
Pay Cable	1.9	11.1	1.0	6.2	2.5	13.6	1.1	8.8	2.4	8.5
All Other	1.0	5.7	0.0	0.1	0.0	0.2	0.0	0.1	0.1	0.2
Total Men 18+	17.2		16.3		18.1		12.9		28.2	

EXHIBIT 14

RATINGS ANALYSIS

MEN 18+

MONDAY-FRIDAY 9:00AM-11:00PM

CHANNEL SYSTEM	SUM OF ABSOLUTE DIFFERENCES 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY	SUM OF COINCIDENTAL RATINGS	RANK 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY
ALL CHANNELS	11.8	12.8	26.0	9.8	32.3	2	3	4	1
SYSTEM A	6.1	6.9	12.0	5.8	15.9	2	3	4	1
SYSTEM B	5.7	5.9	14.0	4.0	16.4	2	3	4	1
BROADCAST NETWORKS	4.6	5.4	16.2	2.2	16.0	2	3	4	1
SYSTEM A	1.5	2.8	8.8	.6	7.1	2	3	4	1
SYSTEM B	3.1	2.6	7.4	1.6	8.9	3	2	4	1
BROADCAST INDEP.	2.4	2.0	4.5	1.5	5.4	3	2	4	1
SYSTEM A	.8	.8	.8	.5	1.7	3	3	3	1
SYSTEM B	1.6	1.2	3.7	1.0	3.7	3	2	4	1
BASIC CABLE	2.8	4.1	4.0	4.3	7.0	1	3	2	4
SYSTEM A	2.6	2.9	2.0	3.6	5.0	2	3	1	4
SYSTEM B	.2	1.2	2.0	.7	2.0	1	3	4	2
PAY CABLE	2.0	1.3	1.3	1.8	3.9	4	1.5	1.5	3
SYSTEM A	1.2	.4	.4	1.1	2.1	4	1.5	1.5	3
SYSTEM B	.8	.9	.9	.7	1.8	2	3.5	3.5	1

EXHIBIT 15

SHARES ANALYSIS

MEN 18+

MONDAY-FRIDAY 9:00AM-11:00PM

CHANNEL SYSTEM	SUM OF ABSOLUTE DIFFEERENCES				SUM OF COINCIDENTAL SHARES	RANK			
	7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY		7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY
ALL CHANNELS	73.1	70.0	51.7	67.4	189.0	4	3	1	2
SYSTEM A	42.1	39.5	35.6	48.5	99.0	3	2	1	4
SYSTEM B	31.0	30.5	16.1	18.9	90.0	4	3	1	2
BROADCAST NETWORKS	30.8	26.5	22.8	28.8	93.5	4	2	1	3
SYSTEM A	14.3	13.7	17.4	21.6	44.1	2	1	3	4
SYSTEM B	16.5	12.8	5.4	7.2	49.4	4	3	1	2
BROADCAST INDEP.	13.8	11.1	5.9	9.1	30.5	4	3	1	2
SYSTEM A	5.5	4.5	.8	2.4	10.6	4	3	1	2
SYSTEM B	8.3	6.6	5.1	6.7	19.9	4	2	1	3
BASIC CABLE	17.8	26.0	16.2	23.1	42.6	2	4	1	3
SYSTEM A	15.9	19.1	12.8	20.1	31.7	2	3	1	4
SYSTEM B	1.9	6.9	3.4	3.0	10.9	1	4	3	2
PAY CABLE	10.7	6.4	6.8	6.4	22.4	4	1.5	3	1.5
SYSTEM A	6.4	2.2	4.6	4.4	12.6	4	1	3	2
SYSTEM B	4.3	4.2	2.2	2.0	9.8	4	3	2	1

EXHIBIT 16
PERSONS RATING AND SHARE ESTIMATES
WOMEN 18+
MONDAY-FRIDAY 9:00AM-11:00PM

TYPE OF SERVICE	COINCIDENTAL		24-HOUR TELEPHONE RECALL				DIARY			
			7-DAY UNAIDED		1-DAY AIDED		STANDARD NSI		PERSONAL SCANNABLE HALF-HOUR	
	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE
Broadcast Networks	12.4	60.6	14.4	69.1	15.8	69.3	13.1	70.6	22.1	67.8
Broadcast Independents	3.2	15.4	3.1	14.7	2.8	12.5	2.9	14.7	5.1	15.5
Basic Cable	2.3	11.3	1.2	5.8	2.3	9.9	1.4	7.5	3.7	11.3
Pay Cable	1.6	8.0	1.2	5.6	1.0	4.3	0.9	5.2	1.7	5.3
All Other	1.0	4.7	0.1	0.3	0.1	0.2	0.0	0.1	0.1	0.2
Total Women 18+	20.5		20.8		22.8		18.7		32.6	

EXHIBIT 17

RATINGS ANALYSIS

WOMEN 18+

MONDAY-FRIDAY 9:00AM-11:00PM

CHANNEL SYSTEM	SUM OF ABSOLUTE DIFFERENCES				SUM OF COINCIDENTAL RATINGS	RANK			
	7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY		7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY
ALL CHANNELS	11.5	13.9	26.8	7.9	39.5	2	3	4	1
SYSTEM A	6.8	6.6	14.6	5.0	18.2	3	2	4	1
SYSTEM B	4.7	7.3	12.2	2.9	21.3	2	3	4	1
BROADCAST NETWORKS	5.7	8.3	19.4	2.4	25.0	2	3	4	1
SYSTEM A	3.8	3.8	11.5	1.8	11.4	2.5	2.5	4	1
SYSTEM B	1.9	4.5	7.9	.6	13.6	2	3	4	1
BROADCAST INDEP.	1.7	1.6	3.9	1.8	6.4	2	1	4	3
SYSTEM A	.7	.9	1.0	.7	1.9	1.5	3	4	1.5
SYSTEM B	1.0	.7	2.9	1.1	4.5	2	1	4	3
BASIC CABLE	3.0	2.5	2.8	2.1	4.7	4	2	3	1
SYSTEM A	1.9	1.4	1.9	1.8	3.4	3.5	1	3.5	2
SYSTEM B	1.1	1.1	.9	.3	1.3	3.5	3.5	2	1
PAY CABLE	1.1	1.5	.7	1.6	3.4	2	3	1	4
SYSTEM A	.4	.5	.2	.7	1.5	2	3	1	4
SYSTEM B	.7	1.0	.5	.9	1.9	2	4	1	3

EXHIBIT 18

SHARES ANALYSIS

WOMEN 18+

MONDAY-FRIDAY 9:00AM-11:00PM

CHANNEL SYSTEM	SUM OF ABSOLUTE DIFFERENCES 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY	SUM OF COINCIDENTAL SHARES	RANK 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY
ALL CHANNELS	51.2	57.7	36.9	47.6	191.5	3	4	1	2
SYSTEM A	29.6	27.5	17.7	31.1	99.0	3	2	1	4
SYSTEM B	21.6	30.2	19.2	16.5	92.5	3	4	2	1
BROADCAST NETWORKS	20.5	27.4	17.7	19.5	121.7	3	4	1	2
SYSTEM A	12.4	10.2	7.9	13.7	62.4	3	2	1	4
SYSTEM B	8.1	17.2	9.8	5.8	59.3	3	4	2	1
BROADCAST INDEP.	9.1	8.5	5.2	8.5	29.8	4	2.5	1	2.5
SYSTEM A	3.8	5.0	1.2	3.0	9.9	3	4	1	2
SYSTEM B	5.3	3.5	4.0	5.5	19.9	3	1	2	4
BASIC CABLE	15.6	13.4	8.4	11.9	24.1	4	3	1	2
SYSTEM A	11.1	8.6	5.7	10.4	18.6	4	2	1	3
SYSTEM B	4.5	4.8	2.7	1.5	5.5	3	4	2	1
PAY CABLE	6.0	8.4	5.6	7.7	15.9	2	4	1	3
SYSTEM A	2.3	3.7	2.9	4.0	8.1	1	3	2	4
SYSTEM B	3.7	4.7	2.7	3.7	7.8	2.5	4	1	2.5

EXHIBIT 19
PERSONS RATING AND SHARE ESTIMATES
TEENS
MONDAY-FRIDAY 9:00AM-11:00PM

TYPE OF SERVICE	COINCIDENTAL		24-HOUR TELEPHONE RECALL				DIARY			
			7-DAY UNAIDED		1-DAY AIDED		STANDARD NSI		PERSONAL SCANNABLE HALF-HOUR	
	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE
Broadcast Networks	9.8	44.1	13.5	67.5	10.5	55.0	7.3	57.8	22.3	64.8
Broadcast Independents	3.9	17.5	2.8	13.8	2.9	15.0	2.8	21.0	7.2	20.9
Basic Cable	4.4	19.9	1.3	6.5	3.5	18.4	1.4	11.3	6.6	19.2
Pay Cable	3.4	15.4	1.5	7.4	1.2	6.4	1.1	9.3	2.6	7.6
All Other	0.7	3.2	0.1	0.3	0.1	0.3	0.0	0.2	0.0	0.1
Total Teens	22.1		20.1		19.2		12.7		34.4	

EXHIBIT 20

RATINGS ANALYSIS

TEENS

MONDAY-FRIDAY 9:00AM-11:00PM

CHANNEL SYSTEM	SUM OF ABSOLUTE DIFFERENCES 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY	SUM OF COINCIDENTAL RATINGS	RANK 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY
ALL CHANNELS	23.3	17.7	39.7	18.6	43.0	3	1	4	2
SYSTEM A	16.1	10.8	20.3	12.4	23.5	3	1	4	2
SYSTEM B	7.2	6.9	19.4	6.2	19.5	3	2	4	1
BROADCAST NETWORKS	8.8	6.8	25.2	5.9	19.5	3	2	4	1
SYSTEM A	6.4	3.8	13.4	3.3	10.1	3	2	4	1
SYSTEM B	2.4	3.0	11.8	2.6	9.4	1	3	4	2
BROADCAST INDEP.	3.4	3.1	6.6	2.2	7.8	3	2	4	1
SYSTEM A	1.3	1.7	2.1	1.2	3.0	2	3	4	1
SYSTEM B	2.1	1.4	4.5	1.0	4.8	3	2	4	1
BASIC CABLE	6.9	3.5	6.1	6.0	8.9	4	1	3	2
SYSTEM A	5.2	2.7	3.7	4.5	5.7	4	1	2	3
SYSTEM B	1.7	.8	2.4	1.5	3.2	3	1	4	2
PAY CABLE	4.2	4.3	1.8	4.5	6.8	2	3	1	4
SYSTEM A	3.2	2.6	1.1	3.4	4.7	3	2	1	4
SYSTEM B	1.0	1.7	.7	1.1	2.1	2	4	1	3

EXHIBIT 21

SHARES ANALYSIS

TEENS

MONDAY-FRIDAY 9:00AM-11:00PM

CHANNEL SYSTEM	SUM OF ABSOLUTE DIFFERENCES 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY	SUM OF COINCIDENTAL SHARES	RANK 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY
ALL CHANNELS	111.7	78.9	85.2	70.0	193.9	4	2	3	1
SYSTEM A	71.5	44.6	52.3	46.5	99.4	4	1	3	2
SYSTEM B	40.2	34.3	32.9	23.5	94.5	4	3	2	1
BROADCAST NETWORKS	47.7	34.5	42.2	31.1	88.4	4	2	3	1
SYSTEM A	31.6	17.0	26.0	18.4	42.8	4	1	3	2
SYSTEM B	16.1	17.5	16.2	12.7	45.6	2	4	3	1
BROADCAST INDEP.	16.2	13.9	8.3	6.6	35.8	4	3	2	1
SYSTEM A	5.0	8.3	2.6	3.4	12.5	3	4	1	2
SYSTEM B	11.2	5.6	5.7	3.2	23.3	4	2	3	1
BASIC CABLE	30.1	12.6	19.9	20.6	39.4	4	1	2	3
SYSTEM A	21.7	9.6	14.0	16.1	23.9	4	1	2	3
SYSTEM B	8.4	3.0	5.9	4.5	15.5	4	1	3	2
PAY CABLE	17.7	17.9	14.8	11.7	30.3	3	4	2	1
SYSTEM A	13.2	9.7	9.7	8.6	20.2	4	2.5	2.5	1
SYSTEM B	4.5	8.2	5.1	3.1	10.1	2	4	3	1

EXHIBIT 22
PERSONS RATING AND SHARE ESTIMATES
PERSONS 12+
MONDAY-FRIDAY 9:00AM-4:00PM

TYPE OF SERVICE	COINCIDENTAL		24-HOUR TELEPHONE RECALL				DIARY			
			7-DAY UNAIDED		1-DAY AIDED		STANDARD NSI		PERSONAL SCANNABLE HALF-HOUR	
	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE
Broadcast Networks	6.5	60.3	6.3	70.3	6.6	67.6	5.0	74.6	12.3	68.5
Broadcast Independents	1.3	11.8	0.8	9.1	1.0	10.0	0.7	10.4	2.2	12.3
Basic Cable	1.9	17.6	1.0	11.4	1.1	11.2	0.7	10.4	2.7	15.1
Pay Cable	0.9	8.2	0.3	3.8	0.7	7.3	0.3	4.5	0.9	4.7
All Other	0.3	2.7	0.1	0.6	0.0	0.3	0.0	0.1	0.1	0.3
Total Persons 12+	10.8		8.9		9.8		6.7		18.0	

EXHIBIT 23

RATINGS ANALYSIS

PERSONS 12+

MONDAY-FRIDAY 9:00AM-4:00PM

CHANNEL SYSTEM	SUM OF ABSOLUTE DIFFERENCES				SUM OF COINCIDENTAL RATINGS	RANK			
	7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY		7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY
ALL CHANNELS	7.7	6.1	16.3	8.1	21.3	2	1	4	3
SYSTEM A	4.0	3.5	8.0	4.4	10.7	2	1	4	3
SYSTEM B	3.7	2.6	8.3	3.7	10.6	2.5	1	4	2.5
BROADCAST NETWORKS	3.1	2.3	11.5	3.3	13.1	2	1	4	3
SYSTEM A	1.3	1.2	5.8	1.3	6.2	2.5	1	4	2.5
SYSTEM B	1.8	1.1	5.7	2.0	6.9	2	1	4	3
BROADCAST INDEP.	1.0	.9	2.1	1.1	2.5	2	1	4	3
SYSTEM A	.7	.7	.3	.7	1.0	3	3	1	3
SYSTEM B	.3	.2	1.8	.4	1.5	2	1	4	3
BASIC CABLE	2.4	2.3	2.6	2.6	3.9	2	1	3.5	3.5
SYSTEM A	1.3	1.4	1.8	1.8	2.5	1	2	3.5	3.5
SYSTEM B	1.1	.9	.8	.8	1.4	4	3	1.5	1.5
PAY CABLE	1.2	.6	.1	1.1	1.8	3	2	1	4
SYSTEM A	.7	.2	.1	.6	1.0	4	2	1	3
SYSTEM B	.5	.4	.0	.5	.8	3.5	2	1	3.5

EXHIBIT 24

SHARES ANALYSIS

PERSONS 12+

MONDAY-FRIDAY 9:00AM-4:00PM

CHANNEL SYSTEM	SUM OF ABSOLUTE DIFFERENCES 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY	SUM OF COINCIDENTAL SHARES	RANK 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY
ALL CHANNELS	71.3	60.6	56.4	62.4	194.9	4	2	1	3
SYSTEM A	40.9	37.3	30.7	44.0	99.7	3	2	1	4
SYSTEM B	30.4	23.3	25.7	18.4	95.2	4	2	3	1
BROADCAST NETWORKS	35.4	26.8	26.1	29.4	120.4	4	2	1	3
SYSTEM A	17.9	15.4	12.3	21.1	57.8	3	2	1	4
SYSTEM B	17.5	11.4	13.8	8.3	62.6	4	2	3	1
BROADCAST INDEP.	7.8	8.4	7.5	6.5	23.4	3	4	2	1
SYSTEM A	5.9	5.8	2.2	4.6	9.3	4	3	1	2
SYSTEM B	1.9	2.6	5.3	1.9	14.1	1.5	3	4	1.5
BASIC CABLE	20.0	20.1	16.7	18.9	35.3	3	4	1	2
SYSTEM A	11.9	12.9	12.5	14.8	23.6	1	3	2	4
SYSTEM B	8.1	7.2	4.2	4.1	11.7	4	3	2	1
PAY CABLE	8.1	5.3	6.1	7.6	15.8	4	1	2	3
SYSTEM A	5.2	3.2	3.7	3.5	9.0	4	1	3	2
SYSTEM B	2.9	2.1	2.4	4.1	6.8	3	1	2	4

EXHIBIT 25
PERSONS RATING AND SHARE ESTIMATES
PERSONS 12+
MONDAY-FRIDAY 4:00PM-8:00PM

TYPE OF SERVICE	COINCIDENTAL		24-HOUR TELEPHONE RECALL				DIARY			
			7-DAY UNAIDED		1-DAY AIDED		STANDARD NSI		PERSONAL SCANNABLE HALF-HOUR	
	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE
Broadcast Networks	9.4	44.4	12.1	59.0	13.7	59.7	10.9	59.6	21.8	59.2
Broadcast Independents	5.7	26.7	4.9	23.8	3.9	17.0	4.5	24.6	8.7	23.5
Basic Cable	3.7	17.3	1.8	8.8	3.1	13.4	1.8	9.8	5.2	14.0
Pay Cable	1.6	7.4	0.8	3.8	1.1	4.8	0.9	4.9	1.8	4.8
All Other	0.9	4.2	0.1	0.2	0.1	0.3	0.0	0.2	0.1	0.1
Total Persons 12+	21.2		20.6		23.0		18.3		36.8	

EXHIBIT 26

RATINGS ANALYSIS

PERSONS 12+

MONDAY-FRIDAY 4:00PM-8:00PM

CHANNEL SYSTEM	SUM OF ABSOLUTE DIFFERENCES 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY	SUM OF COINCIDENTAL RATINGS	RANK 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY
ALL CHANNELS	16.8	19.2	36.5	14.0	40.7	2	3	4	1
SYSTEM A	7.9	10.1	18.2	8.3	18.9	1	3	4	2
SYSTEM B	8.9	9.1	18.3	5.7	21.8	2	3	4	1
BROADCAST NETWORKS	6.4	9.7	24.9	4.5	18.7	2	3	4	1
SYSTEM A	2.7	5.0	14.6	2.7	8.9	1.5	3	4	1.5
SYSTEM B	3.7	4.7	10.3	1.8	9.8	2	3	4	1
BROADCAST INDEP.	3.4	3.7	6.3	3.5	11.4	1	3	4	2
SYSTEM A	.9	1.7	.8	1.3	3.3	2	4	1	3
SYSTEM B	2.5	2.0	5.5	2.2	8.1	3	1	4	2
BASIC CABLE	4.2	3.8	3.1	3.8	7.4	4	2.5	1	2.5
SYSTEM A	2.7	2.3	2.0	2.9	4.6	3	2	1	4
SYSTEM B	1.5	1.5	1.1	.9	2.8	3.5	3.5	2	1
PAY CABLE	2.8	2.0	2.2	2.2	3.2	4	1	2.5	2.5
SYSTEM A	1.6	1.1	.8	1.4	2.1	4	2	1	3
SYSTEM B	1.2	.9	1.4	.8	1.1	3	2	4	1

EXHIBIT 27

SHARES ANALYSIS

PERSONS 12+

MONDAY-FRIDAY 4:00PM-8:00PM

CHANNEL SYSTEM	SUM OF ABSOLUTE DIFFERENCES 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY	SUM OF COINCIDENTAL SHARES	RANK 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY
ALL CHANNELS	78.9	83.9	65.9	77.5	192.5	3	4	1	2
SYSTEM A	42.8	47.8	41.8	50.2	99.7	2	3	1	4
SYSTEM B	36.1	36.1	24.1	27.3	92.8	3.5	3.5	1	2
BROADCAST NETWORKS	32.5	37.0	31.6	35.4	89.4	2	4	1	3
SYSTEM A	18.2	20.4	21.2	25.0	47.4	1	2	3	4
SYSTEM B	14.3	16.6	10.4	10.4	42.0	3	4	1.5	1.5
BROADCAST INDEP.	13.8	20.2	13.1	14.9	51.6	2	4	1	3
SYSTEM A	3.3	9.7	5.4	4.7	17.3	1	4	3	2
SYSTEM B	10.5	10.5	7.7	10.2	34.3	3.5	3.5	1	2
BASIC CABLE	19.7	16.7	10.8	17.0	36.2	4	2	1	3
SYSTEM A	13.5	11.6	8.5	13.8	24.4	3	2	1	4
SYSTEM B	6.2	5.1	2.3	3.2	11.8	4	3	1	2
PAY CABLE	12.9	10.0	10.4	10.2	15.3	4	1	3	2
SYSTEM A	7.8	6.1	6.7	6.7	10.6	4	1	2.5	2.5
SYSTEM B	5.1	3.9	3.7	3.5	4.7	4	3	2	1

EXHIBIT 28
PERSONS RATING AND SHARE ESTIMATES
PERSONS 12+
MONDAY-FRIDAY 8:00PM-11:00PM

TYPE OF SERVICE	COINCIDENTAL		24-HOUR TELEPHONE RECALL				DIARY			
			7-DAY UNAIDED		1-DAY AIDED		STANDARD NSI		PERSONAL SCANNABLE HALF-HOUR	
	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE
Broadcast Networks	19.2	53.9	25.2	63.1	24.2	59.1	20.1	63.8	34.1	63.1
Broadcast Independents	3.5	9.9	5.9	14.7	4.8	11.7	4.7	14.9	7.6	14.1
Basic Cable	5.3	15.0	3.4	8.6	4.9	11.9	2.6	8.4	7.5	13.9
Pay Cable	5.1	14.4	3.4	8.5	4.7	11.4	3.1	9.9	5.3	9.7
All Other	2.5	7.0	0.1	0.2	0.1	0.2	0.1	0.2	0.1	0.2
Total Persons 12+	35.6		39.9		41.0		31.5		54.0	

EXHIBIT 29

RATINGS ANALYSIS

PERSONS 12+

MONDAY-FRIDAY 8:00PM-11:00PM

CHANNEL SYSTEM	SUM OF ABSOLUTE DIFFERENCES 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY	SUM OF COINCIDENTAL RATINGS	RANK 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY
ALL CHANNELS	28.9	28.3	47.2	18.5	66.5	3	2	4	1
SYSTEM A	15.3	14.1	25.4	11.7	33.1	3	2	4	1
SYSTEM B	13.6	14.2	21.8	6.8	33.4	2	3	4	1
BROADCAST NETWORKS	14.2	13.8	29.6	4.9	38.5	3	2	4	1
SYSTEM A	8.0	6.6	16.5	2.9	17.1	3	2	4	1
SYSTEM B	6.2	7.2	13.1	2.0	21.4	2	3	4	1
BROADCAST INDEP.	5.1	4.3	8.3	2.5	7.0	3	2	4	1
SYSTEM A	.9	1.6	3.0	.4	2.2	2	3	4	1
SYSTEM B	4.2	2.7	5.3	2.1	4.8	3	2	4	1
BASIC CABLE	6.3	7.6	8.1	7.1	10.8	1	3	4	2
SYSTEM A	4.9	4.9	5.3	6.1	8.8	1.5	1.5	3	4
SYSTEM B	1.4	2.7	2.8	1.0	2.0	2	3	4	1
PAY CABLE	3.3	2.6	1.2	4.0	10.2	3	2	1	4
SYSTEM A	1.5	1.0	.6	2.3	5.0	3	2	1	4
SYSTEM B	1.8	1.6	.6	1.7	5.2	4	2	1	3

EXHIBIT 30

SHARES ANALYSIS

PERSONS 12+

MONDAY-FRIDAY 8:00PM-11:00PM

CHANNEL SYSTEM	SUM OF ABSOLUTE DIFFERENCES 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY	SUM OF COINCIDENTAL SHARES	RANK 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY
ALL CHANNELS	69.5	64.1	54.8	60.3	187.0	4	3	1	2
SYSTEM A	38.2	30.9	32.9	40.6	98.6	3	1	2	4
SYSTEM B	31.3	33.2	21.9	19.7	88.4	3	4	2	1
BROADCAST NETWORKS	27.9	25.3	18.6	22.2	107.5	4	3	1	2
SYSTEM A	14.8	9.0	11.6	16.1	50.8	3	1	2	4
SYSTEM B	13.1	16.3	7.0	6.1	56.7	3	4	2	1
BROADCAST INDEP.	11.3	10.2	9.0	9.7	19.4	4	3	1	2
SYSTEM A	2.5	4.0	2.9	1.9	6.6	2	4	3	1
SYSTEM B	8.8	6.2	6.1	7.8	12.8	4	2	1	3
BASIC CABLE	18.6	20.0	17.8	19.3	31.3	2	4	1	3
SYSTEM A	15.1	13.6	13.0	16.8	26.3	3	2	1	4
SYSTEM B	3.5	6.4	4.8	2.5	5.0	2	4	3	1
PAY CABLE	11.7	8.6	9.4	9.1	28.8	4	1	3	2
SYSTEM A	5.8	4.3	5.4	5.8	14.9	3.5	1	2	3.5
SYSTEM B	5.9	4.3	4.0	3.3	13.9	4	3	2	1

EXHIBIT 31
PERSONS RATING AND SHARE ESTIMATES
PERSONS 12+
SATURDAY-SUNDAY 9:ØØAM-4:ØØPM

TYPE OF SERVICE	COINCIDENTAL		24-HOUR TELEPHONE RECALL				DIARY			
			7-DAY UNAIDED		1-DAY AIDED		STANDARD NSI		PERSONAL SCANNABLE HALF-HOUR	
	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE
Broadcast Networks	5.6	38.1	4.1	41.Ø	5.1	4Ø.2	3.8	43.2	8.9	44.5
Broadcast Independents	2.7	18.4	2.4	23.7	1.2	9.8	2.Ø	22.5	4.2	2Ø.9
Basic Cable	3.5	23.6	1.8	18.3	3.5	27.4	1.6	18.2	5.Ø	24.9
Pay Cable	2.3	15.7	Ø.9	9.2	1.5	11.8	1.3	14.6	2.5	12.3
All Other	Ø.7	4.5	Ø.1	Ø.5	Ø.1	1.Ø	Ø.Ø	Ø.2	Ø.1	Ø.3
Total Persons 12+	14.8		1Ø.Ø		12.6		8.8		19.9	

EXHIBIT 32

RATINGS ANALYSIS

PERSONS 12+

SATURDAY & SUNDAY 9:00AM-4:00PM

CHANNEL SYSTEM	SUM OF ABSOLUTE DIFFERENCES 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY	SUM OF COINCIDENTAL RATINGS	RANK 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY
ALL CHANNELS	13.3	13.5	13.9	11.2	28.4	2	3	4	1
SYSTEM A	7.9	6.6	7.8	5.8	14.5	4	2	3	1
SYSTEM B	5.4	6.9	6.1	5.4	13.9	1.5	4	3	1.5
BROADCAST NETWORKS	3.5	3.1	6.5	3.6	11.2	2	1	4	3
SYSTEM A	1.4	1.1	3.8	1.4	5.2	2.5	1	4	2.5
SYSTEM B	2.1	2.0	2.7	2.2	6.0	2	1	4	3
BROADCAST INDEP.	2.1	3.1	2.9	1.9	5.6	2	4	3	1
SYSTEM A	1.1	1.4	.9	.7	2.0	3	4	2	1
SYSTEM B	1.0	1.7	2.0	1.2	3.6	1	3	4	2
BASIC CABLE	4.3	4.1	3.8	3.8	7.0	4	3	1.5	1.5
SYSTEM A	3.0	2.4	2.6	2.6	4.5	4	1	2.5	2.5
SYSTEM B	1.3	1.7	1.2	1.2	2.5	3	4	1.5	1.5
PAY CABLE	3.4	3.2	.7	1.9	4.6	4	3	1	2
SYSTEM A	2.4	1.7	.5	1.1	2.8	4	3	1	2
SYSTEM B	1.0	1.5	.2	.8	1.8	3	4	1	2

EXHIBIT 33

SHARES ANALYSIS

PERSONS 12+

SATURDAY & SUNDAY 9:00AM-4:00PM

CHANNEL SYSTEM	LINEAR DIFFERENCES 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY	SUM OF COINCIDENTAL SHARES	RANK 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY
ALL CHANNELS	92.0	94.5	50.2	54.4	191.8	3	4	1	2
SYSTEM A	60.0	47.2	28.9	35.3	97.3	4	3	1	2
SYSTEM B	32.0	47.3	21.3	19.1	94.5	3	4	2	1
BROADCAST NETWORKS	26.5	20.7	14.1	20.4	76.3	4	3	1	2
SYSTEM A	18.1	8.9	8.7	14.5	35.5	4	2	1	3
SYSTEM B	8.4	11.8	5.4	5.9	40.8	3	4	1	2
BROADCAST INDEP.	18.8	18.6	12.0	13.2	36.9	4	3	1	2
SYSTEM A	9.8	8.9	5.6	6.5	13.1	4	3	1	2
SYSTEM B	9.0	9.7	6.4	6.7	23.8	3	4	1	2
BASIC CABLE	25.3	30.8	16.7	16.8	47.3	3	4	1	2
SYSTEM A	15.7	18.4	10.1	12.3	30.0	3	4	1	2
SYSTEM B	9.6	12.4	6.6	4.5	17.3	3	4	2	1
PAY CABLE	21.4	24.4	7.4	4.0	31.3	3	4	2	1
SYSTEM A	16.4	11.0	4.5	2.0	18.7	4	3	2	1
SYSTEM B	5.0	13.4	2.9	2.0	12.6	3	4	2	1

EXHIBIT 34
HOUSEHOLD RATING AND SHARE ESTIMATES
MONDAY-FRIDAY 9:00AM-11:00PM

TYPE OF SERVICE	COINCIDENTAL RATING	COINCIDENTAL SHARE	STANDARD NSI RATING	STANDARD NSI SHARE
Broadcast Networks	17.6	53.1	21.5	66.0
Broadcast Independents	6.2	18.7	6.0	18.5
Basic Cable	5.4	16.3	3.4	10.4
Pay Cable	3.0	9.1	1.9	5.8
All Other	1.4	4.2	0.1	0.2
HUT	33.2		32.6	

EXHIBIT 35
RATINGS AND SHARES ANALYSIS
HOUSEHOLDS
MONDAY-FRIDAY 9:00AM-11:00PM

CHANNEL SYSTEM	RATINGS		SHARES	
	SUM OF ABSOLUTE DIFFERENCES NSI DIARY	SUM OF COINCIDENTAL RATINGS	SUM OF ABSOLUTE DIFFERENCES NSI DIARY	SUM OF COINCIDENTAL SHARES
ALL CHANNELS	16.8	64.5	55.4	194.5
SYSTEM A	12.1	29.4	38.4	99.3
SYSTEM B	4.7	35.1	17.0	95.2
BROADCAST NETWORKS	7.8	35.2	26.4	105.9
SYSTEM A	6.7	15.4	19.1	52.0
SYSTEM B	1.1	19.8	7.3	53.9
BROADCAST INDEP.	1.9	12.4	6.3	35.9
SYSTEM A	.3	3.6	1.3	12.0
SYSTEM B	1.6	8.8	5.0	23.9
BASIC CABLE	4.6	10.7	15.7	34.5
SYSTEM A	3.9	7.4	13.7	25.2
SYSTEM B	.7	3.3	2.0	9.3
PAY CABLE	2.5	6.2	7.0	18.2
SYSTEM A	1.2	3.0	4.3	10.1
SYSTEM B	1.3	3.2	2.7	8.1

EXHIBIT 36
HOUSEHOLD RATING AND SHARE ESTIMATES
MONDAY-FRIDAY 9:00AM-4:00PM

TYPE OF SERVICE	COINCIDENTAL RATING	COINCIDENTAL SHARE	STANDARD NSI RATING	STANDARD NSI SHARE
Broadcast Networks	13.1	57.1	14.0	72.1
Broadcast Independents	3.4	14.6	2.6	13.4
Basic Cable	4.4	19.0	2.0	10.2
Pay Cable	1.6	6.9	0.8	4.0
All Other	0.7	3.2	0.0	0.2
HUT	23.1		19.4	

EXHIBIT 37

RATINGS AND SHARES ANALYSIS

HOUSEHOLDS

MONDAY-FRIDAY 9:00AM-4:00PM

CHANNEL SYSTEM	RATINGS		SHARES	
	SUM OF ABSOLUTE DIFFERENCES NSI DIARY	SUM OF COINCIDENTAL RATINGS	SUM OF ABSOLUTE DIFFERENCES NSI DIARY	SUM OF COINCIDENTAL SHARES
ALL CHANNELS	12.8	45.1	64.6	194.6
SYSTEM A	7.7	21.0	42.4	100.0
SYSTEM B	5.1	24.1	22.2	94.6
BROADCAST NETWORKS	4.0	26.3	31.6	113.1
SYSTEM A	2.6	11.5	20.5	54.9
SYSTEM B	1.4	14.8	11.1	58.2
BROADCAST INDEP.	1.8	6.8	5.1	28.2
SYSTEM A	.4	2.0	1.8	9.5
SYSTEM B	1.4	4.8	3.3	18.7
BASIC CABLE	5.4	8.8	21.2	39.3
SYSTEM A	4.0	5.9	17.2	27.9
SYSTEM B	1.4	2.9	4.0	11.4
PAY CABLE	1.6	3.2	6.7	14.0
SYSTEM A	.7	1.6	2.9	7.7
SYSTEM B	.9	1.6	3.8	6.3

EXHIBIT 38
HOUSEHOLD RATING AND SHARE ESTIMATES
MONDAY-FRIDAY 4:00PM-8:00PM

TYPE OF SERVICE	COINCIDENTAL RATING	COINCIDENTAL SHARE	STANDARD NSI RATING	STANDARD NSI SHARE
Broadcast Networks	16.5	44.6	22.5	59.2
Broadcast Independents	10.7	29.1	9.9	26.0
Basic Cable	6.0	16.3	4.3	11.2
Pay Cable	2.8	7.7	1.6	4.3
All Other	1.3	3.6	0.1	0.2
HUT	36.9		38.1	

EXHIBIT 39
RATINGS AND SHARES ANALYSIS
HOUSEHOLDS
MONDAY-FRIDAY 4:00PM-8:00PM

CHANNEL SYSTEM	RATINGS		SHARES	
	SUM OF ABSOLUTE DIFFERENCES NSI DIARY	SUM OF COINCIDENTAL RATINGS	SUM OF ABSOLUTE DIFFERENCES NSI DIARY	SUM OF COINCIDENTAL SHARES
ALL CHANNELS	24.3	72.2	64.7	196.1
SYSTEM A	15.2	31.7	43.0	99.4
SYSTEM B	9.1	40.5	21.7	96.7
BROADCAST NETWORKS	12.2	32.9	29.9	90.0
SYSTEM A	8.8	15.0	21.5	47.2
SYSTEM B	3.4	17.9	8.4	42.8
BROADCAST INDEP.	4.8	21.5	13.4	55.7
SYSTEM A	1.2	6.1	4.9	19.1
SYSTEM B	3.6	15.4	8.5	36.6
BASIC CABLE	4.2	12.1	12.5	34.4
SYSTEM A	3.5	7.5	11.0	23.4
SYSTEM B	.7	4.6	1.5	11.0
PAY CABLE	3.1	5.7	8.9	16.0
SYSTEM A	1.7	3.1	5.6	9.7
SYSTEM B	1.4	2.6	3.3	6.3

EXHIBIT 40
HOUSEHOLD RATING AND SHARE ESTIMATES
MONDAY-FRIDAY 8:00PM-11:00PM

TYPE OF SERVICE	COINCIDENTAL RATING	COINCIDENTAL SHARE	STANDARD NSI RATING	STANDARD NSI SHARE
Broadcast Networks	29.9	57.3	37.8	67.2
Broadcast Independents	6.8	13.0	8.9	15.8
Basic Cable	7.0	13.5	5.5	9.7
Pay Cable	6.6	12.6	4.9	8.8
All Other	2.9	5.6	0.1	0.2
HUT	52.1		56.3	

EXHIBIT 41
RATINGS AND SHARES ANALYSIS
HOUSEHOLDS
MONDAY-FRIDAY 8:00PM-11:00PM

CHANNEL SYSTEM	RATINGS		SHARES	
	SUM OF ABSOLUTE DIFFERENCES NSI DIARY	SUM OF COINCIDENTAL RATINGS	SUM OF ABSOLUTE DIFFERENCES NSI DIARY	SUM OF COINCIDENTAL SHARES
ALL CHANNELS	31.6	101.0	52.5	193.4
SYSTEM A	22.2	46.8	36.0	98.5
SYSTEM B	9.4	54.2	16.5	94.9
BROADCAST NETWORKS	16.5	59.8	21.8	113.9
SYSTEM A	13.4	25.3	16.5	53.4
SYSTEM B	3.1	34.5	5.3	60.5
BROADCAST INDEP.	4.5	13.7	7.4	25.3
SYSTEM A	1.3	3.9	1.8	8.2
SYSTEM B	3.2	9.8	5.6	17.1
BASIC CABLE	7.0	14.3	15.5	28.8
SYSTEM A	5.5	11.3	12.9	23.7
SYSTEM B	1.5	3.0	2.6	5.1
PAY CABLE	3.6	13.2	7.8	25.4
SYSTEM A	2.0	6.3	4.8	13.2
SYSTEM B	1.6	6.9	3.0	12.2

EXHIBIT 42
HOUSEHOLD RATING AND SHARE ESTIMATES
SATURDAY-SUNDAY 9:00AM-4:00PM

TYPE OF SERVICE	COINCIDENTAL RATING	COINCIDENTAL SHARE	STANDARD NSI RATING	STANDARD NSI SHARE
Broadcast Networks	11.8	43.8	9.7	46.9
Broadcast Independents	5.0	18.4	4.5	21.9
Basic Cable	5.9	21.8	3.5	17.0
Pay Cable	4.0	14.8	2.5	12.3
All Other	1.3	4.7	0.1	0.2
HUT	27.0		20.6	

A.C. NIELSEN COMPANY

EXHIBIT 43
RATINGS AND SHARES ANALYSIS
HOUSEHOLDS
SATURDAY & SUNDAY 9:00AM-4:00PM

CHANNEL SYSTEM	RATINGS		SHARES	
	SUM OF ABSOLUTE DIFFERENCES NSI DIARY	SUM OF COINCIDENTAL RATINGS	SUM OF ABSOLUTE DIFFERENCES NSI DIARY	SUM OF COINCIDENTAL SHARES
ALL CHANNELS	16.0	53.6	53.3	197.6
SYSTEM A	7.7	26.9	29.2	98.7
SYSTEM B	8.3	26.7	24.1	98.9
BROADCAST NETWORKS	4.5	23.9	18.7	87.6
SYSTEM A	1.6	11.3	10.9	41.3
SYSTEM B	2.9	12.6	7.8	46.3
BROADCAST INDEP.	2.9	10.1	11.9	37.0
SYSTEM A	.9	3.5	4.0	12.6
SYSTEM B	2.0	6.6	7.9	24.4
BASIC CABLE	5.8	11.7	16.1	43.5
SYSTEM A	3.6	7.2	10.4	26.7
SYSTEM B	2.2	4.5	5.7	16.8
PAY CABLE	2.8	7.9	6.6	29.5
SYSTEM A	1.6	4.9	3.9	18.1
SYSTEM B	1.2	3.0	2.7	11.4

EXHIBIT 44
PERSONS 12+ RATING AND SHARE ESTIMATES
FOR UNAIDED VS. AIDED 24-HOUR TELEPHONE RECALL
THURSDAY 9:00AM-11:00PM

TYPE OF SERVICE	UNAIDED RATING	UNAIDED SHARE	AIDED RATING	AIDED SHARE
Broadcast				
Channel A	2.6	11.9	2.7	12.8
Channel B	2.8	12.8	3.3	15.6
Channel C	0.4	1.8	0.7	3.3
Basic Cable				
Channel D	0.3	1.4	0.6	2.8
Channel E	0.6	2.8	0.9	4.3
Channel F	0.7	3.2	0.5	2.4
Channel G	0.2	0.9	0.5	2.4
Pay Cable				
Channel H	0.3	1.4	0.5	2.4
PUT	21.8	-	21.1	-

EXHIBIT 45
PERSONS 12+ RATING AND SHARE ESTIMATES
FOR UNAIDED VS. AIDED 24-HOUR TELEPHONE RECALL
THURSDAY 9:00AM-4:00PM

TYPE OF SERVICE	UNAIDED RATING	UNAIDED SHARE	AIDED RATING	AIDED SHARE
Broadcast				
Channel A	0.6	5.6	1.2	10.9
Channel B	1.3	12.1	1.7	15.5
Channel C	0.2	1.9	0.1	0.9
Basic Cable				
Channel D	0.3	2.8	0.4	3.6
Channel E	-	-	0.2	1.8
Channel F	-	-	-	-
Channel G	0.1	0.9	0.3	2.7
Pay Cable				
Channel H	0.1	0.9	0.4	3.6
PUT	10.7	-	11.0	-

EXHIBIT 46
PERSONS 12+ RATING AND SHARE ESTIMATES
FOR UNAIDED VS. AIDED 24-HOUR TELEPHONE RECALL
THURSDAY 4:00PM-8:00PM

TYPE OF SERVICE	UNAIDED RATING	UNAIDED SHARE	AIDED RATING	AIDED SHARE
Broadcast				
Channel A	4.9	19.3	4.6	18.7
Channel B	2.3	9.1	3.0	12.2
Channel C	0.4	1.6	0.6	2.4
Basic Cable				
Channel D	0.1	0.4	0.8	3.3
Channel E	1.1	4.3	1.0	4.1
Channel F	0.3	1.2	0.1	0.4
Channel G	0.3	1.2	0.5	2.0
Pay Cable				
Channel H	0.2	0.8	0.4	1.6
PUT	25.4	-	24.6	-

EXHIBIT 47
PERSONS 12+ RATING AND SHARE ESTIMATES
FOR UNAIDED VS. AIDED 24-HOUR TELEPHONE RECALL
THURSDAY 8:00PM-11:00PM

TYPE OF SERVICE	UNAIDED RATING	UNAIDED SHARE	AIDED RATING	AIDED SHARE
Broadcast				
Channel A	4.1	9.6	3.4	8.5
Channel B	7.1	16.6	7.5	18.7
Channel C	1.0	2.3	2.2	5.5
Basic Cable				
Channel D	0.5	1.2	0.9	2.2
Channel E	1.2	2.8	2.3	5.7
Channel F	2.7	6.3	2.3	5.7
Channel G	0.4	0.9	0.7	1.7
Pay Cable				
Channel H	1.2	2.8	1.1	2.7
PUT	42.8	-	40.2	-

EXHIBIT 48
PERSONS 12+ CUMULATIVE AUDIENCE ESTIMATES
MONDAY-FRIDAY 9:00AM-11:00PM

TYPE OF SERVICE	24-HR. TELE. RECALL 7-DAY UNAIDED	PERSONAL DIARY SCANNABLE DAYPART	PERSONAL DIARY SCANNABLE HALF-HOUR	HOUSEHOLD DIARY SCANNABLE DAYPART	HOUSEHOLD DIARY STANDARD NSI
Broadcast					
Channel A	76.5	81.7	84.4	79.7	68.8
Channel B	74.8	82.4	84.6	74.9	64.9
Channel C	53.7	71.0	74.3	60.7	56.6
Channel D	13.7	26.4	25.6	19.1	14.5
Basic Cable					
Channel E	8.2	20.8	21.5	16.9	8.4
Channel F	10.6	20.2	19.7	14.4	8.1
Channel G	7.3	13.7	10.8	7.1	7.3
Channel H	12.4	28.0	26.5	23.6	13.6
Pay Cable					
Channel I	35.3	62.5	59.1	48.8	40.0

A.C. NIELSEN COMPANY

EXHIBIT 49

PERSONS 12+ CUMULATIVE AUDIENCE ESTIMATES
MONDAY-FRIDAY 9:00AM-4:00PM

TYPE OF SERVICE	24-HR. TELE. RECALL 7-DAY UNAIDED	PERSONAL DIARY SCANNABLE DAYPART	PERSONAL DIARY SCANNABLE HALF-HOUR	HOUSEHOLD DIARY SCANNABLE DAYPART	HOUSEHOLD DIARY STANDARD NSI
Broadcast					
Channel A	23.8	32.8	35.1	29.2	22.3
Channel B	16.1	29.5	31.4	21.9	15.2
Channel C	14.6	24.2	26.1	15.6	14.0
Channel D	2.2	7.1	6.5	4.0	2.6
Basic Cable					
Channel E	2.8	8.4	9.8	5.8	3.3
Channel F	1.4	6.7	4.7	3.8	1.2
Channel G	-	2.8	1.2	1.3	0.8
Channel H	3.3	9.8	9.1	6.1	3.5
Pay Cable					
Channel I	5.5	16.2	17.4	9.0	8.9

EXHIBIT 50
PERSONS 12+ CUMULATIVE AUDIENCE ESTIMATES
MONDAY-FRIDAY 4:00PM-8:00PM

TYPE OF SERVICE	24-HR. TELE. RECALL 7-DAY UNAIDED	PERSONAL DIARY SCANNABLE DAYPART	PERSONAL DIARY SCANNABLE HALF-HOUR	HOUSEHOLD DIARY SCANNABLE DAYPART	HOUSEHOLD DIARY STANDARD NSI
Broadcast					
Channel A	43.8	49.5	54.7	48.2	37.5
Channel B	37.6	52.4	57.3	43.6	38.0
Channel C	18.9	34.7	39.3	26.5	26.3
Channel D	6.7	12.3	11.8	8.3	5.4
Basic Cable					
Channel E	4.7	11.1	11.6	9.0	4.7
Channel F	5.0	11.1	10.0	8.1	4.1
Channel G	3.1	3.1	2.6	1.6	1.5
Channel H	5.6	14.7	13.1	12.0	6.0
Pay Cable					
Channel I	8.2	28.7	27.4	18.8	13.6

EXHIBIT 51
PERSONS 12+ CUMULATIVE AUDIENCE ESTIMATES
SATURDAY-SUNDAY 9:00AM-4:00PM

TYPE OF SERVICE	24-HR. TELE. RECALL 7-DAY UNAIDED	PERSONAL DIARY SCANNABLE DAYPART	PERSONAL DIARY SCANNABLE HALF-HOUR	HOUSEHOLD DIARY SCANNABLE DAYPART	HOUSEHOLD DIARY STANDARD NSI
Broadcast					
Channel A	9.6	23.6	23.5	17.5	13.2
Channel B	16.9	25.9	27.9	19.7	16.0
Channel C	8.1	19.6	20.7	12.7	8.8
Channel D	1.5	5.8	6.6	2.2	2.2
Basic Cable					
Channel E	2.5	6.9	8.9	6.5	2.8
Channel F	3.4	7.2	7.8	5.0	2.7
Channel G	0.4	1.5	1.0	1.0	0.5
Channel H	3.0	11.5	10.1	7.6	5.6
Pay Cable					
Channel I	12.8	22.7	23.5	9.5	12.0

EXHIBIT 52
PERSONS 12+ CUMULATIVE AUDIENCE ESTIMATES
MONDAY-SUNDAY 8:00PM-11:00PM

TYPE OF SERVICE	24-HR. TELE. RECALL 7-DAY UNAIDED	PERSONAL DIARY SCANNABLE DAYPART	PERSONAL DIARY SCANNABLE HALF-HOUR	HOUSEHOLD DIARY SCANNABLE DAYPART	HOUSEHOLD DIARY STANDARD NSI
Broadcast					
Channel A	66.7	73.2	76.5	69.6	60.2
Channel B	71.1	74.4	74.9	66.1	57.3
Channel C	53.2	64.2	66.8	58.6	50.5
Channel D	11.3	20.2	18.0	15.2	12.8
Basic Cable					
Channel E	4.6	13.6	13.7	12.2	4.0
Channel F	8.2	14.9	17.1	12.4	6.7
Channel G	6.7	10.8	9.6	7.5	6.7
Channel H	7.7	19.0	18.2	15.9	8.4
Pay Cable					
Channel I	41.8	59.9	64.3	52.1	46.6

EXHIBIT 53
HOUSEHOLD CUMULATIVE AUDIENCE ESTIMATES
MONDAY-FRIDAY 9:00AM-11:00PM

TYPE OF SERVICE	HOUSEHOLD DIARY SCANNABLE DAYPART	HOUSEHOLD DIARY STANDARD NSI
Broadcast		
Channel A	92.1	89.6
Channel B	88.7	87.2
Channel C	77.4	79.8
Channel D	35.6	30.5
Basic Cable		
Channel E	26.0	16.2
Channel F	24.9	15.4
Channel G	11.6	13.4
Channel H	36.5	26.8
Pay Cable		
Channel I	64.4	58.0

EXHIBIT 54
HOUSEHOLD CUMULATIVE AUDIENCE ESTIMATES
MONDAY-FRIDAY 9:00AM-4:00PM

TYPE OF SERVICE	HOUSEHOLD DIARY SCANNABLE DAYPART	HOUSEHOLD DIARY STANDARD NSI
Broadcast		
Channel A	49.7	45.1
Channel B	38.3	33.9
Channel C	30.1	31.3
Channel D	15.6	10.7
Basic Cable		
Channel E	11.2	7.2
Channel F	7.8	2.5
Channel G	2.3	1.4
Channel H	12.5	9.0
Pay Cable		
Channel I	17.8	20.6

EXHIBIT 55
HOUSEHOLD CUMULATIVE AUDIENCE ESTIMATES
MONDAY-FRIDAY 4:00AM-8:00PM

TYPE OF SERVICE	HOUSEHOLD DIARY SCANNABLE DAYPART	HOUSEHOLD DIARY STANDARD NSI
Broadcast		
Channel A	64.2	58.8
Channel B	59.4	58.3
Channel C	41.0	44.7
Channel D	17.4	13.6
Basic Cable		
Channel E	14.6	8.9
Channel F	15.8	8.7
Channel G	2.7	3.7
Channel H	20.2	12.7
Pay Cable		
Channel I	27.5	25.3

EXHIBIT 56
HOUSEHOLD CUMULATIVE AUDIENCE ESTIMATES
SATURDAY-SUNDAY 9:00AM-4:00PM

TYPE OF SERVICE	HOUSEHOLD DIARY SCANNABLE DAYPART	HOUSEHOLD DIARY STANDARD NSI
Broadcast		
Channel A	33.7	29.2
Channel B	35.9	31.0
Channel C	24.7	20.0
Channel D	7.3	6.5
Basic Cable		
Channel E	11.5	5.4
Channel F	9.6	5.0
Channel G	1.6	1.1
Channel H	11.9	9.5
Pay Cable		
Channel I	16.0	21.2

EXHIBIT 57
HOUSEHOLD CUMULATIVE AUDIENCE ESTIMATES
MONDAY-SUNDAY 8:00PM-11:00PM

TYPE OF SERVICE	HOUSEHOLD DIARY SCANNABLE DAYPART	HOUSEHOLD DIARY STANDARD NSI
Broadcast		
Channel A	83.5	81.2
Channel B	80.0	80.3
Channel C	73.4	70.9
Channel D	23.0	20.6
Basic Cable		
Channel E	18.9	7.8
Channel F	19.5	12.9
Channel G	11.7	12.3
Channel H	11.9	9.5
Pay Cable		
Channel I	63.4	59.7

EXHIBIT 58
PERSONS RATING AND SHARE ESTIMATES
STANDARD ERRORS
PERSONS 12+
MONDAY-FRIDAY 9:00AM-11:00PM

TYPE OF SERVICE	COINCIDENTAL		24-HOUR TELEPHONE RECALL				DIARY			
			7-DAY UNAIDED		1-DAY AIDED		STANDARD NSI		PERSONAL SCANNABLE HALF-HOUR	
	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE
Broadcast Networks	0.24	1.48	0.48	1.96	0.51	1.72	0.37	0.89	0.57	0.95
Broadcast Independents	0.17	0.90	0.15	0.67	0.25	1.21	0.05	0.56	0.10	0.44
Basic Cable	0.24	1.07	0.27	1.41	0.21	1.07	0.08	0.52	0.17	0.65
Pay Cable	0.24	1.14	0.13	0.71	0.14	0.70	0.09	0.54	0.15	0.48
All Other	0.14	0.64	0.02	0.08	0.01	0.06	0.00	0.01	0.00	0.01
PUT	0.39		0.41		0.43		0.42		0.49	

EXHIBIT 59
SUM OF ABSOLUTE DIFFERENCES
STANDARD ERROR TABLES

PERSONS 12+

MONDAY-FRIDAY 9:00AM-11:00PM

CHANNEL SYSTEM	RATINGS 7-DAY UNADIDED	1-DAY AIDED	PERS. HOUR DIARY	HALF- DIARY	NSI	SHARES 7-DAY UNAIDED	1-DAY AIDED	PERS. HOUR DIARY	HALF- DIARY	NSI
ALL CHANNELS	.88	.88	1.11	.43		4.59	3.72	1.76	2.48	
SYSTEM A	.74	.50	.77	.27		3.79	2.44	1.20	2.01	
SYSTEM B	.47	.72	.80	.34		2.59	2.81	1.29	1.46	
BROADCAST NETWORKS	.77	.60	.99	.35		3.49	2.51	1.56	1.81	
SYSTEM A	.62	.39	.68	.23		2.46	1.57	.79	1.37	
SYSTEM B	.45	.46	.72	.26		2.47	1.96	1.35	1.18	
BROADCAST INDEP.	.19	.40	.28	.13		1.00	1.62	.67	.89	
SYSTEM A	.12	.14	.09	.10		.55	.70	.19	.53	
SYSTEM B	.15	.38	.27	.09		.84	1.46	.64	.71	
BASIC CABLE	.34	.37	.29	.16		1.68	1.82	.55	.98	
SYSTEM A	.32	.27	.21	.11		1.59	1.46	.34	.84	
SYSTEM B	.10	.26	.20	.11		.54	1.09	.43	.50	
PAY CABLE	.16	.20	.11	.14		.92	1.04	.63	.73	
SYSTEM A	.12	.15	.07	.11		.75	.85	.47	.59	
SYSTEM B	.10	.13	.08	.09		.54	.60	.42	.43	

EXHIBIT 60
PERSONS RATING AND SHARE ESTIMATES
STANDARD ERRORS
MEN 18+
MONDAY-FRIDAY 9:00AM-11:00PM

			24-HOUR TELEPHONE RECALL				DIARY			
			7-DAY UNAIDED		1-DAY AIDED		STANDARD NSI		PERSONAL SCANNABLE HALF-HOUR	
TYPE OF SERVICE	COINCIDENTAL RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE
Broadcast Networks	0.26	1.92	0.77	3.31	0.65	1.50	0.27	0.77	0.70	1.38
Broadcast Independents	0.14	1.01	0.24	1.59	0.34	1.87	0.08	0.36	0.24	0.70
Basic Cable	0.30	1.33	0.59	3.22	0.33	1.41	0.07	0.62	0.31	1.09
Pay Cable	0.26	1.38	0.18	1.27	0.16	0.99	0.10	0.78	0.24	0.88
All Other	0.23	1.13	0.01	0.05	0.01	0.05	0.00	0.02	0.01	0.03
PUT	0.45		0.68		1.11		0.36		0.86	

EXHIBIT 61
SUM OF ABSOLUTE DIFFERENCES
STANDARD ERROR TABLES

MEN 18+

MONDAY-FRIDAY 9:00AM-11:00PM

CHANNEL SYSTEM	RATINGS 7-DAY UNADIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY	SHARES 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY
ALL CHANNELS	1.37	1.11	1.49	.49	7.15	4.48	2.77	2.83
SYSTEM A	1.03	.75	1.19	.36	6.73	3.89	2.12	2.60
SYSTEM B	.90	.82	.90	.33	2.42	2.23	1.79	1.13
BROADCAST NETWORKS	1.02	.68	1.38	.38	5.02	3.92	1.91	1.99
SYSTEM A	.50	.56	1.12	.27	4.32	3.33	1.62	1.57
SYSTEM B	.89	.39	.81	.27	2.56	2.06	1.02	1.23
BROADCAST INDEP.	.42	.38	.46	.15	2.10	2.11	1.33	1.12
SYSTEM A	.19	.32	.24	.08	1.26	1.85	.68	.41
SYSTEM B	.38	.21	.39	.13	1.68	1.02	1.14	1.04
BASIC CABLE	.83	.46	.39	.15	3.70	2.08	1.11	1.20
SYSTEM A	.80	.20	.19	.13	3.54	1.24	.99	1.11
SYSTEM B	.23	.41	.34	.08	1.07	1.67	.50	.46
PAY CABLE	.15	.32	.29	.16	.97	1.60	.85	1.03
SYSTEM A	.12	.18	.17	.12	.77	1.02	.65	.74
SYSTEM B	.09	.26	.23	.11	.59	1.23	.55	.71

EXHIBIT 62
PERSONS RATING AND SHARE ESTIMATES
STANDARD ERRORS
WOMEN 18+
MONDAY-FRIDAY 9:ØØAM-11:ØØPM

			24-HOUR TELEPHONE RECALL				DIARY			
			7-DAY UNAIDED		1-DAY AIDED		STANDARD NSI		PERSONAL SCANNABLE HALF-HOUR	
TYPE OF SERVICE	COINCIDENTAL RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE
Broadcast Networks	Ø.33	1.17	Ø.83	2.35	1.ØØ	2.Ø2	Ø.49	1.Ø4	Ø.77	1.38
Broadcast Independents	Ø.24	1.13	Ø.49	1.79	Ø.41	1.87	Ø.11	Ø.78	Ø.31	1.ØØ
Basic Cable	Ø.27	1.18	Ø.18	Ø.92	Ø.22	Ø.97	Ø.Ø9	Ø.46	Ø.16	Ø.58
Pay Cable	Ø.21	Ø.97	Ø.15	Ø.64	Ø.23	Ø.88	Ø.12	Ø.53	Ø.13	Ø.44
All Other	Ø.12	Ø.49	Ø.Ø2	Ø.1Ø	Ø.Ø1	Ø.Ø6	Ø.ØØ	Ø.Ø2	Ø.Ø1	Ø.Ø3
PUT	Ø.51		1.1Ø		1.2Ø		Ø.57		Ø.59	

EXHIBIT 63
SUM OF ABSOLUTE DIFFERENCES
STANDARD ERRORS

WOMEN 18+

MONDAY-FRIDAY 9:00AM-11:00PM

CHANNEL SYSTEM	RATINGS 7-DAY UNADIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY	SHARES 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIAR
ALL CHANNELS	1.48	1.49	1.30	.74	5.80	5.91	2.18	2.4
SYSTEM A	.99	.99	.73	.64	5.28	4.42	1.68	1.9
SYSTEM B	1.10	1.11	1.08	.38	2.41	3.92	1.39	1.3
BROADCAST NETWORKS	1.08	1.21	1.40	.64	4.55	4.96	2.26	1.8
SYSTEM A	.89	.81	.84	.54	4.12	3.76	1.46	1.3
SYSTEM B	.61	.90	1.12	.35	1.92	3.24	1.72	1.2
BROADCAST INDEP.	.55	.60	.51	.13	1.48	1.72	.97	.8
SYSTEM A	.12	.14	.24	.09	.66	.76	.30	.4
SYSTEM B	.54	.58	.45	.10	1.32	1.54	.92	.7
BASIC CABLE	.30	.36	.26	.17	1.37	1.80	1.03	.9
SYSTEM A	.22	.28	.20	.13	1.10	1.27	.81	.7
SYSTEM B	.20	.23	.16	.11	.81	1.27	.64	.5
PAY CABLE	.20	.25	.14	.16	.73	1.12	.68	.6
SYSTEM A	.16	.21	.08	.12	.54	.98	.54	.4
SYSTEM B	.12	.14	.11	.11	.49	.54	.41	.4

EXHIBIT 64
PERSONS RATING AND SHARE ESTIMATES
STANDARD ERRORS
TEENS
MONDAY-FRIDAY 9:ØØAM-11:ØØPM

TYPE OF SERVICE	COINCIDENTAL		24-HOUR TELEPHONE RECALL				DIARY			
			7-DAY UNAIDED		1-DAY AIDED		STANDARD NSI		PERSONAL SCANNABLE HALF-HOUR	
	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE
Broadcast Networks	Ø.87	3.68	2.25	5.56	2.31	3.62	Ø.74	2.65	2.37	3.61
Broadcast Independents	Ø.6Ø	1.86	Ø.56	3.35	Ø.65	2.82	Ø.29	2.59	Ø.67	2.23
Basic Cable	Ø.68	2.66	Ø.27	4.2Ø	Ø.79	3.49	Ø.2Ø	2.Ø6	Ø.73	2.15
Pay Cable	Ø.57	2.18	Ø.37	1.81	Ø.33	3.56	Ø.15	1.11	1.22	3.24
All Other	Ø.18	Ø.74	Ø.Ø3	Ø.3Ø	Ø.Ø1	Ø.Ø9	Ø.Ø1	Ø.Ø5	Ø.Ø1	Ø.Ø2
PUT	1.38		3.16		4.12		Ø.73		2.44	

EXHIBIT 65
SUM OF ABSOLUTE DIFFERENCES
STANDARD ERROR TABLES

TEENS

MONDAY-FRIDAY 9:00AM-11:00PM

CHANNEL SYSTEM	RATINGS 7-DAY UNADIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY	SHARES 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY
ALL CHANNELS	1.59	1.20	5.45	1.47	7.03	12.70	9.98	8.27
SYSTEM A	.98	.91	4.71	.90	4.78	6.35	7.85	6.40
SYSTEM B	1.25	.78	2.75	1.16	5.15	11.00	6.17	5.24
BROADCAST NETWORKS	1.36	.81	4.26	1.04	6.72	8.38	6.00	6.63
SYSTEM A	.84	.50	3.91	.54	3.64	3.59	4.68	4.47
SYSTEM B	1.07	.64	1.69	.89	5.65	7.57	3.75	4.90
BROADCAST INDEP.	.38	.25	1.66	.35	2.64	4.77	2.90	3.13
SYSTEM A	.28	.18	1.08	.22	1.24	1.89	1.61	1.84
SYSTEM B	.26	.18	1.26	.27	2.33	4.38	2.41	2.53
BASIC CABLE	.39	.44	1.14	.29	3.87	3.46	4.30	2.64
SYSTEM A	.15	.41	.75	.15	1.66	2.97	4.05	1.90
SYSTEM B	.36	.15	.86	.25	3.50	1.77	1.43	1.83
PAY CABLE	.48	.43	1.46	.40	2.92	3.38	3.47	2.43
SYSTEM A	.24	.42	.46	.33	1.83	1.90	1.73	2.09
SYSTEM B	.41	.08	1.39	.22	2.28	2.79	3.01	1.24

EXHIBIT 66
PERSONS RATING AND SHARE ESTIMATES
STANDARD ERRORS
PERSONS 12+
MONDAY-FRIDAY 9:00AM-4:00PM

TYPE OF SERVICE	COINCIDENTAL		24-HOUR TELEPHONE RECALL				DIARY			
			7-DAY UNAIDED		1-DAY AIDED		STANDARD NSI		PERSONAL SCANNABLE HALF-HOUR	
	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE
Broadcast Networks	0.36	2.43	0.63	4.77	0.52	3.66	0.35	1.78	0.80	2.12
Broadcast Independents	0.24	2.05	0.14	1.59	0.22	1.87	0.05	0.83	0.08	0.85
Basic Cable	0.25	2.21	0.29	3.56	0.21	1.70	0.07	1.22	0.15	1.19
Pay Cable	0.15	1.20	0.08	0.98	0.18	1.90	0.03	0.42	0.13	0.56
All Other	0.08	0.66	0.02	0.18	0.02	0.18	0.00	0.02	0.01	0.04
PUT	0.51		0.62		0.76		0.35		0.71	

EXHIBIT 67
SUM OF ABSOLUTE DIFFERENCES
STANDARD ERRORS

PERSONS 12+

MONDAY-FRIDAY 9:00AM-4:00PM

CHANNEL SYSTEM	RATINGS 7-DAY UNADIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI HALF-DIARY	SHARES 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI HALF-DIARY
ALL CHANNELS	.72	.79	1.37	.53	7.35	7.39	3.48	5.04
SYSTEM A	.55	.45	.96	.41	5.77	4.45	1.23	4.21
SYSTEM B	.46	.65	.98	.33	4.55	5.90	3.26	2.77
BROADCAST NETWORKS	.70	.63	1.24	.42	6.08	6.01	3.06	4.20
SYSTEM A	.56	.35	.90	.31	5.37	3.15	1.53	3.57
SYSTEM B	.42	.52	.85	.29	2.85	5.12	2.65	2.22
BROADCAST INDEP.	.13	.32	.23	.07	2.44	3.19	1.07	.89
SYSTEM A	.06	.17	.13	.04	.80	1.37	.44	.68
SYSTEM B	.11	.27	.19	.06	2.30	2.88	.97	.57
BASIC CABLE	.35	.32	.29	.12	3.41	2.38	1.47	2.50
SYSTEM A	.29	.16	.23	.10	2.24	1.83	1.36	2.14
SYSTEM B	.19	.28	.18	.07	2.57	1.52	.57	1.30
PAY CABLE	.14	.18	.14	.09	1.88	3.80	.57	1.05
SYSTEM A	.09	.17	.11	.07	1.19	3.70	.45	.83
SYSTEM B	.11	.07	.08	.05	1.45	.88	.35	.64

EXHIBIT 68
PERSONS RATING AND SHARE ESTIMATES
STANDARD ERRORS
PERSONS 12+
MONDAY-FRIDAY 4:00PM-8:00PM

TYPE OF SERVICE	COINCIDENTAL		24-HOUR TELEPHONE RECALL				DIARY			
			7-DAY UNAIDED		1-DAY AIDED		STANDARD NSI		PERSONAL SCANNABLE HALF-HOUR	
	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE
Broadcast Networks	0.61	2.02	0.78	2.72	0.74	2.24	0.57	1.44	0.40	0.68
Broadcast Independents	0.20	1.45	0.35	1.40	0.38	1.47	0.13	1.06	0.32	0.85
Basic Cable	0.38	1.46	0.30	1.42	0.39	1.61	0.08	0.69	0.45	1.23
Pay Cable	0.32	1.35	0.22	0.95	0.13	0.57	0.09	0.44	0.19	0.53
All Other	0.39	1.34	0.02	0.09	0.01	0.03	0.00	0.02	0.01	0.01
PUT	1.11		0.77		0.80		0.59		0.49	

EXHIBIT 69
SUM OF ABSOLUTE DIFFERENCES
STANDARD ERRORS

PERSONS 12+

MONDAY-FRIDAY 4:00PM-8:00PM

CHANNEL SYSTEM	RATINGS 7-DAY UNADIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY	SHARES 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY
ALL CHANNELS	1.40	1.55	1.27	.84	6.06	5.81	3.30	4.12
SYSTEM A	1.10	.84	.99	.73	4.58	3.89	2.39	3.68
SYSTEM B	.87	1.30	.79	.41	3.97	4.32	2.27	1.85
BROADCAST NETWORKS	1.20	1.15	1.06	.66	4.47	4.42	2.00	2.71
SYSTEM A	1.02	.67	.88	.61	3.69	3.56	1.54	2.42
SYSTEM B	.64	.93	.59	.24	2.53	2.62	1.27	1.23
BROADCAST INDEP.	.61	.57	.73	.26	2.51	2.07	1.76	1.55
SYSTEM A	.19	.18	.21	.17	.94	.95	.56	.96
SYSTEM B	.58	.54	.70	.20	2.33	1.84	1.67	1.22
BASIC CABLE	.37	.64	.52	.21	2.23	2.16	.86	1.11
SYSTEM A	.34	.38	.45	.12	2.17	1.41	.78	.85
SYSTEM B	.14	.51	.27	.17	.51	1.63	.36	.71
PAY CABLE	.35	.24	.23	.16	1.29	1.01	.70	.87
SYSTEM A	.13	.15	.16	.14	.65	.80	.60	.80
SYSTEM B	.32	.19	.17	.07	1.11	.62	.36	.33

EXHIBIT 70
PERSONS RATING AND SHARE ESTIMATES
STANDARD ERRORS
PERSONS 12+
MONDAY-FRIDAY 8:00PM-11:00PM

TYPE OF SERVICE	COINCIDENTAL		24-HOUR TELEPHONE RECALL				DIARY			
			7-DAY UNAIDED		1-DAY AIDED		STANDARD NSI		PERSONAL SCANNABLE HALF-HOUR	
	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE
Broadcast Networks	0.67	2.24	1.66	1.95	1.96	2.57	0.46	1.40	0.70	1.00
Broadcast Independents	0.49	1.32	0.49	1.12	0.62	1.75	0.16	0.43	0.23	0.42
Basic Cable	0.83	1.78	0.57	1.31	0.53	1.28	0.28	0.76	0.31	0.59
Pay Cable	0.72	1.81	0.49	1.25	0.80	1.77	0.34	1.00	0.36	0.68
All Other	0.51	1.44	0.02	0.06	0.02	0.05	0.01	0.03	0.01	0.01
PUT	1.07		1.57		2.00		0.63		0.61	

EXHIBIT 71
SUM OF ABSOLUTE DIFFERENCES
STANDARD ERRORS

PERSONS 12+

MONDAY-FRIDAY 8:00PM-11:00PM

CHANNEL SYSTEM	RATINGS 7-DAY UNADIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY	SHARES 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY
ALL CHANNELS	2.62	3.09	1.64	1.03	4.52	4.66	2.39	2.68
SYSTEM A	2.42	2.45	1.34	.82	4.24	4.13	1.78	2.24
SYSTEM B	1.00	1.88	.94	.63	1.56	2.15	1.60	1.48
BROADCAST NETWORKS	2.28	2.51	1.42	.70	3.09	3.58	1.67	1.43
SYSTEM A	1.93	2.05	1.04	.56	2.02	2.56	1.29	1.12
SYSTEM B	1.22	1.45	.97	.42	2.34	2.50	1.06	.89
BROADCAST INDEP.	.94	1.18	.58	.29	1.74	2.02	.98	.92
SYSTEM A	.62	.71	.36	.19	1.32	1.06	.44	.62
SYSTEM B	.71	.94	.46	.22	1.14	1.72	.88	.68
BASIC CABLE	.51	1.08	.64	.51	2.01	3.25	1.14	1.60
SYSTEM A	.47	.95	.52	.47	1.94	3.10	.95	1.52
SYSTEM B	.21	.51	.38	.19	.53	.99	.63	.50
PAY CABLE	.35	1.27	.36	.33	1.06	2.15	.97	1.06
SYSTEM A	.26	.47	.29	.26	.85	1.12	.69	.85
SYSTEM B	.24	1.18	.22	.21	.63	1.84	.68	.64

EXHIBIT 72
PERSONS RATING AND SHARE ESTIMATES
STANDARD ERRORS
PERSONS 12+
MONDAY-FRIDAY 9:00AM-4:00PM

TYPE OF SERVICE	COINCIDENTAL		24-HOUR TELEPHONE RECALL				DIARY			
			7-DAY UNAIDED		1-DAY AIDED		STANDARD NSI		PERSONAL SCANNABLE HALF-HOUR	
	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE	RATING	SHARE
Broadcast Networks	0.33	1.92	0.52	3.46	0.91	4.50	0.21	1.70	0.37	1.24
Broadcast Independents	0.25	1.61	0.35	3.97	0.23	1.76	0.22	2.14	0.24	1.12
Basic Cable	0.29	2.01	0.46	3.41	0.51	3.86	0.12	1.13	0.33	1.45
Pay Cable	0.24	1.36	0.15	1.48	0.34	2.45	0.13	1.22	0.27	1.35
All Other	0.14	0.87	0.02	0.18	0.04	0.33	0.00	0.05	0.01	0.04
PUT	0.43		0.84		1.57		0.44		0.49	

EXHIBIT 73
SUM OF ABSOLUTE DIFFERENCES
STANDARD ERRORS

PERSONS 12+

SATURDAY & SUNDAY 9:00AM-4:00PM

CHANNEL SYSTEM	RATINGS 7-DAY UNADIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY	SHARES 7-DAY UNAIDED	1-DAY AIDED	PERS. HALF-HOUR DIARY	NSI DIARY
ALL CHANNELS	.91	2.38	1.21	.50	9.14	11.22	3.49	5.54
SYSTEM A	.86	2.06	1.03	.36	7.28	6.05	2.43	4.17
SYSTEM B	.30	1.19	.64	.34	5.52	9.45	2.51	3.65
BROADCAST NETWORKS	.59	1.32	.74	.30	5.69	8.59	1.54	3.83
SYSTEM A	.50	1.02	.59	.21	4.96	4.49	1.33	3.30
SYSTEM B	.32	.83	.45	.21	2.78	7.32	.78	1.95
BROADCAST INDEP.	.27	.41	.38	.19	3.54	2.89	2.49	2.96
SYSTEM A	.15	.18	.18	.10	2.11	1.25	1.43	2.68
SYSTEM B	.22	.37	.33	.16	2.84	2.61	2.04	1.26
BASIC CABLE	.49	1.21	.46	.19	3.68	6.31	1.92	1.90
SYSTEM A	.39	1.18	.36	.11	2.75	5.44	1.53	1.60
SYSTEM B	.29	.26	.29	.15	2.45	3.19	1.16	1.02
PAY CABLE	.26	.55	.42	.21	2.42	4.42	1.50	2.20
SYSTEM A	.24	.24	.38	.18	2.21	1.61	1.27	1.59
SYSTEM B	.11	.50	.17	.11	.98	4.12	.79	1.52

EXHIBIT 74
HOUSEHOLD RATING AND SHARE ESTIMATES
STANDARD ERRORS
MONDAY-FRIDAY 9:ØØAM-11:ØØPM

TYPE OF SERVICE	COINCIDENTAL RATING	COINCIDENTAL SHARE	STANDARD NSI RATING	STANDARD NSI SHARE
Broadcast Networks	Ø.51	1.23	Ø.65	Ø.91
Broadcast Independents	Ø.28	Ø.76	Ø.16	Ø.57
Basic Cable	Ø.34	Ø.83	Ø.21	Ø.67
Pay Cable	Ø.23	Ø.66	Ø.14	Ø.42
All Other	Ø.13	Ø.36	Ø.ØØ	Ø.Ø1
HUT	Ø.75		Ø.67	

EXHIBIT 75
SUM OF ABSOLUTE DIFFERENCES
STANDARD ERRORS
HOUSEHOLDS
MONDAY-FRIDAY 9:ØØAM-11:ØØPM

CHANNEL SYSTEM	STANDARD NSI RATING	SHARE
ALL CHANNELS	Ø.Ø7	Ø.15
SYSTEM A	Ø.Ø6	Ø.13
SYSTEM B	Ø.Ø3	Ø.Ø7
BROADCAST NETWORKS	Ø.27	Ø.41
SYSTEM A	Ø.26	Ø.37
SYSTEM B	Ø.Ø7	Ø.18
BROADCAST INDEP.	Ø.Ø9	Ø.26
SYSTEM A	Ø.Ø7	Ø.2Ø
SYSTEM B	Ø.Ø5	Ø.16
BASIC CABLE	Ø.Ø4	Ø.13
SYSTEM A	Ø.Ø3	Ø.11
SYSTEM B	Ø.Ø3	Ø.Ø7
PAY CABLE	Ø.Ø7	Ø.19
SYSTEM A	Ø.Ø6	Ø.17
SYSTEM B	Ø.Ø4	Ø.Ø9

EXHIBIT 76
HOUSEHOLD RATING AND SHARE ESTIMATES
STANDARD ERRORS
MONDAY-FRIDAY 9:ØØAM-4:ØØPM

TYPE OF SERVICE	COINCIDENTAL RATING	COINCIDENTAL SHARE	STANDARD NSI RATING	STANDARD NSI SHARE
Broadcast Networks	Ø.59	1.75	Ø.76	1.69
Broadcast Independents	Ø.46	1.75	Ø.18	Ø.97
Basic Cable	Ø.51	1.73	Ø.19	1.14
Pay Cable	Ø.2Ø	1.ØØ	Ø.Ø7	Ø.39
All Other	Ø.19	Ø.75	Ø.ØØ	Ø.Ø2
HUT	1.Ø7		Ø.7Ø	

EXHIBIT 77
SUM OF ABSOLUTE DIFFERENCES
STANDARD ERRORS
HOUSEHOLDS
MONDAY-FRIDAY 9:ØØAM-4:ØØPM

CHANNEL SYSTEM	STANDARD NSI RATING	SHARE
ALL CHANNELS	Ø.Ø4	Ø.21
SYSTEM A	Ø.Ø3	Ø.17
SYSTEM B	Ø.Ø3	Ø.13
BROADCAST NETWORKS	Ø.16	Ø.8Ø
SYSTEM A	Ø.14	Ø.71
SYSTEM B	Ø.Ø7	Ø.36
BROADCAST INDEP.	Ø.Ø5	Ø.3Ø
SYSTEM A	Ø.Ø5	Ø.24
SYSTEM B	Ø.Ø2	Ø.18
BASIC CABLE	Ø.Ø4	Ø.23
SYSTEM A	Ø.Ø2	Ø.14
SYSTEM B	Ø.Ø3	Ø.18
PAY CABLE	Ø.Ø5	Ø.27
SYSTEM A	Ø.Ø4	Ø.23
SYSTEM B	Ø.Ø3	Ø.15

EXHIBIT 78
HOUSEHOLD RATING AND SHARE ESTIMATES
STANDARD ERRORS
MONDAY-FRIDAY 4:ØØPM-8:ØØPM

TYPE OF SERVICE	COINCIDENTAL RATING	COINCIDENTAL SHARE	STANDARD NSI RATING	STANDARD NSI SHARE
Broadcast Networks	Ø.86	1.8Ø	Ø.8Ø	1.43
Broadcast Independents	Ø.4Ø	Ø.99	Ø.33	Ø.87
Basic Cable	Ø.37	Ø.89	Ø.25	Ø.75
Pay Cable	Ø.25	Ø.62	Ø.15	Ø.39
All Other	Ø.33	Ø.79	Ø.Ø1	Ø.Ø2
HUT	1.11		Ø.76	

EXHIBIT 79
SUM OF ABSOLUTE DIFFERENCES
STANDARD ERRORS
HOUSEHOLDS
MONDAY-FRIDAY 4:00PM-8:00PM

CHANNEL SYSTEM	STANDARD NSI RATING	SHARE
ALL CHANNELS	Ø.Ø8	Ø.21
SYSTEM A	Ø.Ø7	Ø.18
SYSTEM B	Ø.Ø3	Ø.1Ø
BROADCAST NETWORKS	Ø.3Ø	Ø.65
SYSTEM A	Ø.29	Ø.62
SYSTEM B	Ø.Ø8	Ø.21
BROADCAST INDEP.	Ø.16	Ø.48
SYSTEM A	Ø.14	Ø.44
SYSTEM B	Ø.Ø8	Ø.19
BASIC CABLE	Ø.Ø7	Ø.16
SYSTEM A	Ø.Ø3	Ø.Ø7
SYSTEM B	Ø.Ø6	Ø.14
PAY CABLE	Ø.Ø9	Ø.26
SYSTEM A	Ø.Ø9	Ø.25
SYSTEM B	Ø.Ø3	Ø.Ø7

EXHIBIT 8Ø
HOUSEHOLD RATING AND SHARE ESTIMATES
STANDARD ERRORS
MONDAY-FRIDAY 8:ØØPM-11:ØØPM

TYPE OF SERVICE	COINCIDENTAL RATING	COINCIDENTAL SHARE	STANDARD NSI RATING	STANDARD NSI SHARE
Broadcast Networks	1.12	2.25	Ø.9Ø	1.31
Broadcast Independents	Ø.64	1.1Ø	Ø.35	Ø.62
Basic Cable	Ø.52	1.Ø9	Ø.49	Ø.78
Pay Cable	Ø.82	1.4Ø	Ø.49	Ø.85
All Other	Ø.24	Ø.41	Ø.Ø2	Ø.Ø3
HUT	1.22		Ø.95	

EXHIBIT 81
SUM OF ABSOLUTE DIFFERENCES
STANDARD ERRORS
HOUSEHOLDS
MONDAY-FRIDAY 8:ØØPM-11:ØØPM

CHANNEL SYSTEM	STANDARD RATING	NSI SHARE
ALL CHANNELS	Ø.1Ø	Ø.14
SYSTEM A	Ø.Ø9	Ø.12
SYSTEM B	Ø.Ø4	Ø.Ø7
BROADCAST NETWORKS	Ø.33	Ø.41
SYSTEM A	Ø.31	Ø.38
SYSTEM B	Ø.12	Ø.15
BROADCAST INDEP.	Ø.25	Ø.37
SYSTEM A	Ø.24	Ø.36
SYSTEM B	Ø.Ø8	Ø.1Ø
BASIC CABLE	Ø.Ø9	Ø.15
SYSTEM A	Ø.Ø7	Ø.12
SYSTEM B	Ø.Ø5	Ø.Ø9
PAY CABLE	Ø.15	Ø.29
SYSTEM A	Ø.14	Ø.27
SYSTEM B	Ø.Ø6	Ø.11

EXHIBIT 82
HOUSEHOLD RATING AND SHARE ESTIMATES
STANDARD ERRORS
SATURDAY-SUNDAY 9:ØØAM-4:ØØPM

TYPE OF SERVICE	COINCIDENTAL RATING	COINCIDENTAL SHARE	STANDARD NSI RATING	STANDARD NSI SHARE
Broadcast Networks	Ø.79	2.29	Ø.46	1.7Ø
Broadcast Independents	Ø.32	1.Ø8	Ø.33	1.74
Basic Cable	Ø.42	1.54	Ø.22	Ø.91
Pay Cable	Ø.2Ø	Ø.69	Ø.26	1.Ø6
All Other	Ø.17	Ø.6Ø	Ø.Ø1	Ø.Ø5
HUT	Ø.63		Ø.68	

EXHIBIT 83
SUM OF ABSOLUTE DIFFERENCES
STANDARD ERRORS
HOUSEHOLDS
SATURDAY-SUNDAY 9:ØØAM-4:ØØPM

CHANNEL SYSTEM	STANDARD RATING	NSI SHARE
ALL CHANNELS	Ø.Ø5	Ø.26
SYSTEM A	Ø.Ø4	Ø.19
SYSTEM B	Ø.Ø3	Ø.18
BROADCAST NETWORKS	Ø.12	Ø.85
SYSTEM A	Ø.1Ø	Ø.77
SYSTEM B	Ø.Ø6	Ø.37
BROADCAST INDEP.	Ø.1Ø	1.Ø7
SYSTEM A	Ø.Ø9	1.Ø6
SYSTEM B	Ø.Ø4	Ø.17
BASIC CABLE	Ø.Ø5	Ø.22
SYSTEM A	Ø.Ø2	Ø.12
SYSTEM B	Ø.Ø5	Ø.18
PAY CABLE	Ø.1Ø	Ø.46
SYSTEM A	Ø.Ø9	Ø.39
SYSTEM B	Ø.Ø5	Ø.24

EXHIBIT 84
PERSONS 12+ RATING AND SHARE ESTIMATES
FOR UNAIDED VS. AIDED 24-HOUR TELEPHONE RECALL
STANDARD ERRORS
THURSDAY 9:ØØAM-11:ØØPM

TYPE OF SERVICE	COINCIDENTAL RATING	COINCIDENTAL SHARE	STANDARD NSI RATING	STANDARD NSI SHARE
Broadcast Networks	Ø.65	2.94	Ø.75	2.13
Broadcast Independents	Ø.32	1.57	Ø.25	Ø.87
Basic Cable	Ø.47	1.9Ø	Ø.32	1.49
Pay Cable	Ø.27	1.47	Ø.26	1.21
All Other	Ø.Ø4	Ø.16	Ø.Ø2	Ø.Ø7
HUT	Ø.87		1.Ø3	

EXHIBIT 85
PERSONS 12+ RATING AND SHARE ESTIMATES
FOR UNAIDED VS. AIDED 24-HOUR TELEPHONE RECALL
STANDARD ERRORS
THURSDAY 9:ØØAM-4:ØØPM

TYPE OF SERVICE	COINCIDENTAL RATING	COINCIDENTAL SHARE	STANDARD NSI RATING	STANDARD NSI SHARE
Broadcast Networks	1.Ø1	6.Ø8	Ø.75	2.92
Broadcast Independents	Ø.18	2.38	Ø.25	2.Ø9
Basic Cable	Ø.73	4.67	Ø.26	2.32
Pay Cable	Ø.21	1.19	Ø.25	2.Ø5
All Other	Ø.Ø3	Ø.25	Ø.Ø2	Ø.2Ø
HUT	1.35		1.ØØ	

EXHIBIT 86
PERSONS 12+ RATING AND SHARE ESTIMATES
FOR UNAIDED VS. AIDED 24-HOUR TELEPHONE RECALL
STANDARD ERRORS
THURSDAY 4:ØØAM-8:ØØPM

TYPE OF SERVICE	COINCIDENTAL RATING	COINCIDENTAL SHARE	STANDARD NSI RATING	STANDARD NSI SHARE
Broadcast Networks	1.38	3.36	Ø.71	2.82
Broadcast Independents	Ø.59	2.5Ø	Ø.56	1.69
Basic Cable	Ø.42	1.63	Ø.62	1.88
Pay Cable	Ø.25	Ø.98	Ø.42	1.41
All Other	Ø.Ø4	Ø.16	Ø.Ø1	Ø.Ø7
HUT	1.25		1.6Ø	

EXHIBIT 87
PERSONS 12+ RATING AND SHARE ESTIMATES
FOR UNAIDED VS. AIDED 24-HOUR TELEPHONE RECALL
STANDARD ERRORS
THURSDAY 8:ØØPM-11:ØØPM

TYPE OF SERVICE	COINCIDENTAL RATING	COINCIDENTAL SHARE	STANDARD NSI RATING	STANDARD NSI SHARE
Broadcast Networks	2.3Ø	4.32	1.66	2.82
Broadcast Independents	1.1Ø	2.54	Ø.78	1.99
Basic Cable	Ø.73	1.85	1.15	2.33
Pay Cable	1.12	2.71	Ø.79	2.33
All Other	Ø.15	Ø.26	Ø.Ø2	Ø.Ø6
HUT	2.26		1.81	

EXHIBIT 88
PERSONS 12+ CUMULATIVE AUDIENCE ESTIMATES
STANDARD ERRORS
MONDAY-FRIDAY 9:ØØAM-11:ØØPM

TYPE OF SERVICE	24-HR. TELE. RECALL-7-DAY UNAIDED	PERSONAL DIARY SCANNABLE DAYPART	PERSONAL DIARY SCANNABLE HALF-HOUR	HOUSEHOLD DIARY SCANNABLE DAYPART	HOUSEHOLD DIARY STANDARD NSI
Broadcast					
Channel A	4.6Ø	3.2Ø	2.81	4.1Ø	3.13
Channel B	4.57	3.19	2.79	4.Ø4	3.Ø6
Channel C	4.13	3.1Ø	2.78	3.82	2.96
Channel D	1.99	2.ØØ	1.73	2.17	1.53
Basic Cable					
Channel E	1.75	1.98	1.73	2.3Ø	1.24
Channel F	1.84	1.75	1.47	1.86	1.13
Channel G	1.Ø7	Ø.94	Ø.66	1.ØØ	Ø.66
Channel H	1.86	2.Ø6	1.74	2.49	1.45
Pay Cable					
Channel I	1.53	1.34	1.21	1.57	1.27

EXHIBIT 89
PERSONS 12+ CUMULATIVE AUDIENCE ESTIMATES
STANDARD ERRORS
MONDAY-FRIDAY 9:ØØAM-4:ØØPM

TYPE OF SERVICE	24-HR. TELE. RECALL-7-DAY UNAIDED	PERSONAL DIARY SCANNABLE DAYPART	PERSONAL DIARY SCANNABLE HALF-HOUR	HOUSEHOLD DIARY SCANNABLE DAYPART	HOUSEHOLD DIARY STANDARD NSI
Broadcast					
Channel A	3.46	2.56	2.4Ø	3.16	2.29
Channel B	2.86	2.47	2.24	2.75	1.84
Channel C	2.49	2.19	2.Ø1	2.3Ø	1.76
Channel D	Ø.79	1.Ø7	Ø.89	Ø.96	Ø.68
Basic Cable					
Channel E	Ø.96	1.28	1.14	1.34	Ø.75
Channel F	Ø.54	Ø.93	Ø.69	Ø.9Ø	Ø.43
Channel G	Ø.ØØ	Ø.44	Ø.23	Ø.48	Ø.26
Channel H	Ø.75	1.17	1.Ø3	1.26	Ø.74
Pay Cable					
Channel I	Ø.66	Ø.66	Ø.57	Ø.64	Ø.53

EXHIBIT 90
PERSONS 12+ CUMULATIVE AUDIENCE ESTIMATES
STANDARD ERRORS
MONDAY-FRIDAY 4:00AM-8:00PM

TYPE OF SERVICE	24-HR. TELE. RECALL-7-DAY UNAIDED	PERSONAL DIARY SCANNABLE DAYPART	PERSONAL DIARY SCANNABLE HALF-HOUR	HOUSEHOLD DIARY SCANNABLE DAYPART	HOUSEHOLD DIARY STANDARD NSI
Broadcast					
Channel A	3.81	2.74	2.62	3.54	2.65
Channel B	3.76	2.85	2.62	3.48	2.57
Channel C	2.76	2.35	2.26	2.84	2.24
Channel D	1.36	1.40	1.19	1.40	0.95
Basic Cable					
Channel E	1.19	1.47	1.23	1.66	0.89
Channel F	1.11	1.19	1.02	1.36	0.81
Channel G	0.59	0.41	0.32	0.44	0.26
Channel H	1.26	1.50	1.24	1.81	0.99
Pay Cable					
Channel I	0.64	0.73	0.72	0.87	0.68

EXHIBIT 91
PERSONS 12+ CUMULATIVE AUDIENCE ESTIMATES
STANDARD ERRORS
SATURDAY-SUNDAY 9:00AM-4:00PM

TYPE OF SERVICE	24-HR. TELE. RECALL-7-DAY UNAIDED	PERSONAL DIARY SCANNABLE DAYPART	PERSONAL DIARY SCANNABLE HALF-HOUR	HOUSEHOLD DIARY SCANNABLE DAYPART	HOUSEHOLD DIARY STANDARD NSI
Broadcast					
Channel A	2.45	2.30	2.03	2.68	1.94
Channel B	3.02	2.42	2.22	2.93	2.11
Channel C	2.16	2.14	1.92	2.35	1.62
Channel D	1.02	1.24	1.13	1.05	0.80
Basic Cable					
Channel E	1.48	1.41	1.38	1.79	0.97
Channel F	1.42	1.34	1.25	1.46	0.91
Channel G	0.39	0.46	0.32	0.48	0.29
Channel H	1.34	1.73	1.41	1.88	1.24
Pay Cable					
Channel I	1.30	1.09	0.97	1.00	0.95

EXHIBIT 92
PERSONS 12+ CUMULATIVE AUDIENCE ESTIMATES
STANDARD ERRORS
MONDAY-SUNDAY 8:00PM-11:00PM

TYPE OF SERVICE	24-HR. TELE. RECALL-7-DAY UNAIDED	PERSONAL DIARY SCANNABLE DAYPART	PERSONAL DIARY SCANNABLE HALF-HOUR	HOUSEHOLD DIARY SCANNABLE DAYPART	HOUSEHOLD DIARY STANDARD NSI
Broadcast					
Channel A	3.91	2.81	2.54	3.56	2.73
Channel B	3.93	2.79	2.49	3.43	2.59
Channel C	3.43	2.53	2.34	3.16	2.41
Channel D	1.50	1.39	1.20	1.64	1.18
Basic Cable					
Channel E	1.04	1.37	1.08	1.65	0.70
Channel F	1.41	1.32	1.17	1.45	0.84
Channel G	0.89	0.72	0.54	0.81	0.52
Channel H	1.34	1.36	1.13	1.67	0.92
Pay Cable					
Channel I	1.52	1.21	1.10	1.48	1.28