

TRACKING NETWORK RATINGS IN YOUR MARKETS

Ready-made charts provide a simple way to investigate affiliate ratings across the LPM markets

The fight for ratings across the broadcast networks is more competitive than ever. Keeping track of the winners and losers is hard work. But, knowing the rating shifts in your markets is critical to servicing clients. To keep you informed of network trends, the Media Trends team has launched a new dashboard that automatically trends ratings performance.

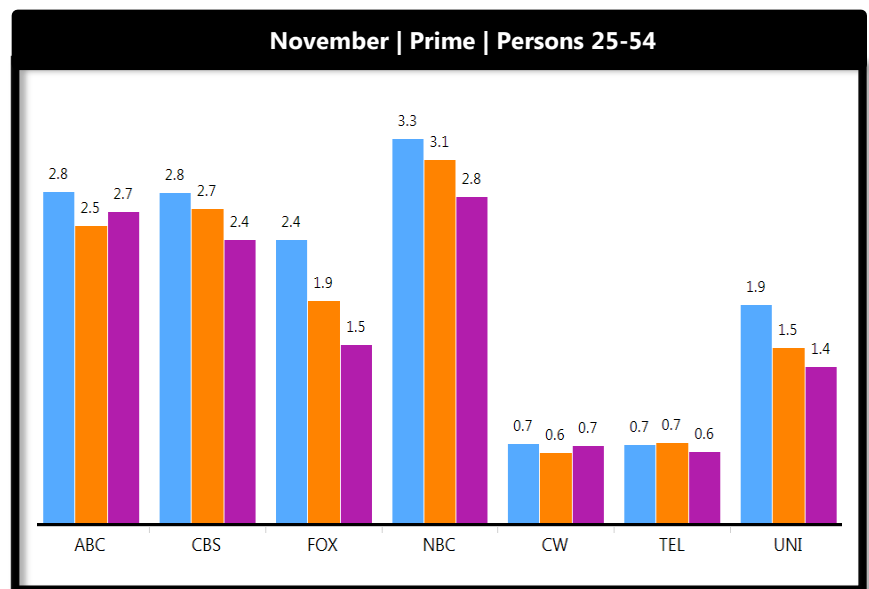
This comprehensive tool features weighted average monthly rating trends as well as individual market comparisons. Year-over-year differences are automatically calculated to help you identify viewing shifts.

1 WEIGHTED AVERAGE RATINGS

How are networks performing on average across the LPM markets?

Use this dashboard to see how broadcast ratings are trending on average year over year.

A variety of key dayparts and demographics are available to help investigate viewing changes.



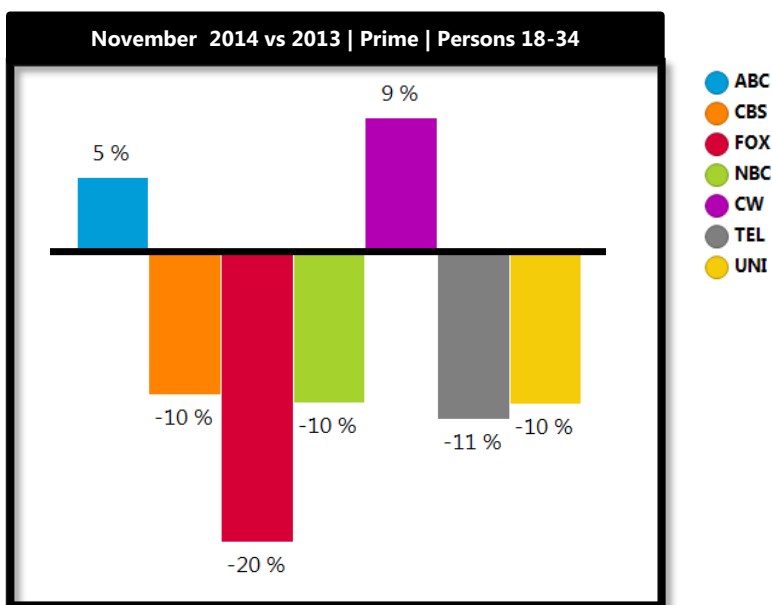
● 2012 ● 2013 ● 2014

2 WEIGHTED AVERAGE YOY DIFFERENCES

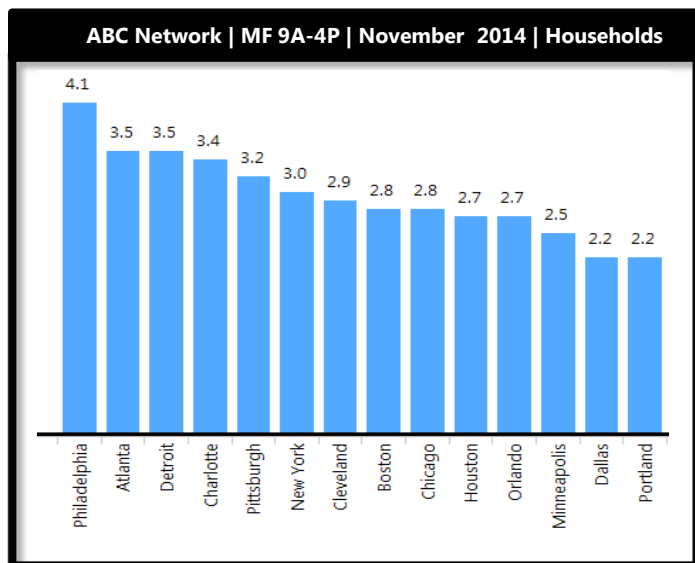
See which affiliates gained and lost

This analysis provides a year-over-year percentage indicator of ratings gains and losses by broadcast network on average across the 25 LPM markets.

In addition, these charts illustrate multi-market trends that can be useful to answer local affiliate inquiries.



3 MARKET RANKING ANALYSIS



What is the most-watched ABC market? Where does my market fall compared to others?

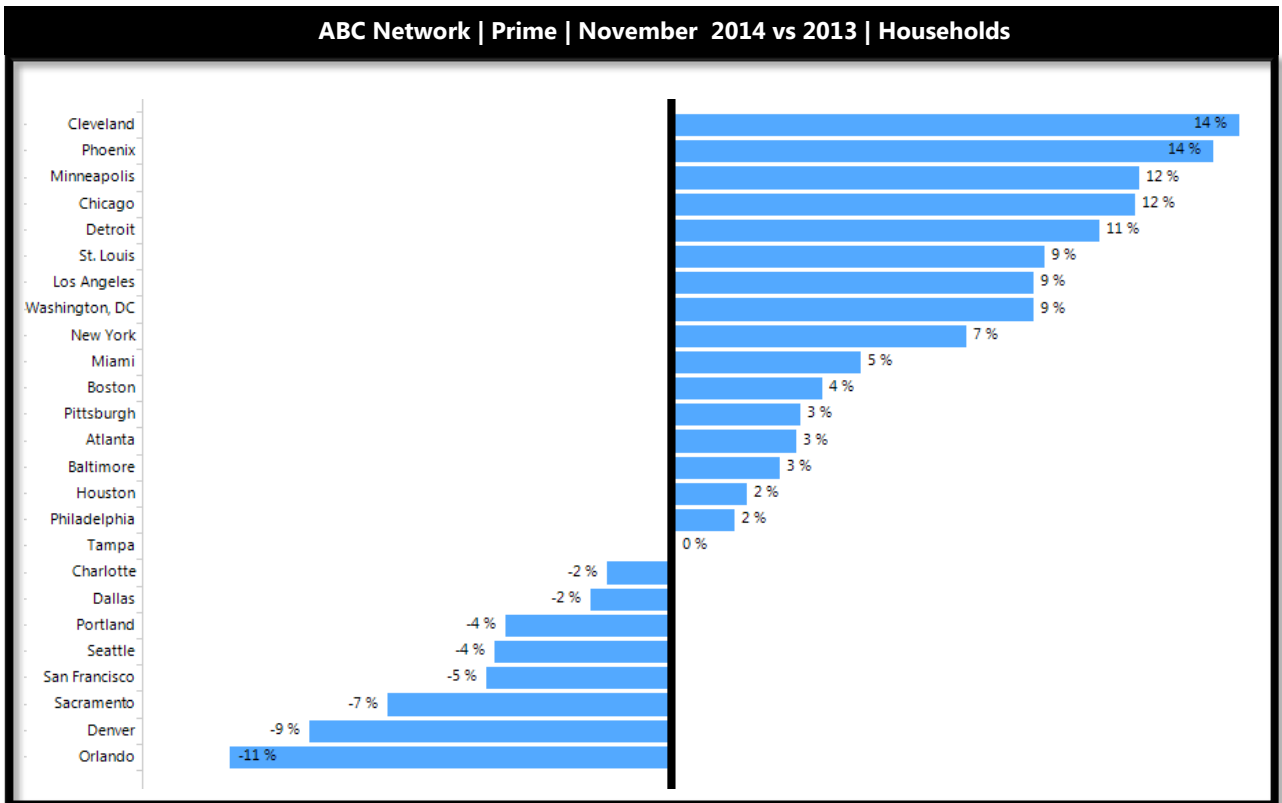
This analysis allows you to view affiliate ratings by market, ranked from highest to lowest. You can easily see the top markets for a network based on the demographic and daypart selected.

4 YOY DIFFERENCES BY MARKET

Instantly see which markets saw rating increases and decreases compared to prior year

This analysis calculates year-over-year percentage rating differences and displays all markets in one view for comparison.

The below chart is useful for providing a cross-market view of affiliate performance when responding to client inquiries.





ACCESSING THE TOOL

To access the dashboard featured in this document, please visit our [Media Trends iShare site](#). Within the "Rating-Share Analyses" folder, click on the "LPM Monthly Network Ratings" link.

Enter your Enterprise ID and password at the log-in screen. If you have questions, please contact the [Media Trends Team](#).

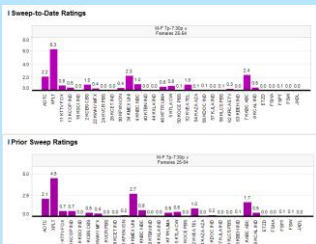
CHART EXPORTING TIPS

All charts featured in this dashboard are available for export into PPT and E-mail.

To do this, right-click on the chart you'd like to copy and select 'Export Visualization'. Right-click on the pop-up window, select 'Copy', and then paste into your PPT deck or E-mail message.

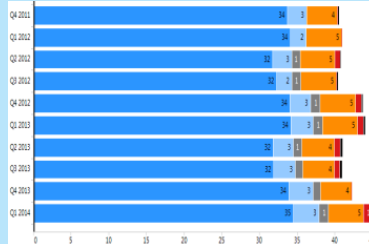
RELATED ANALYSES YOU MAY ALSO LIKE

LOCAL PAT



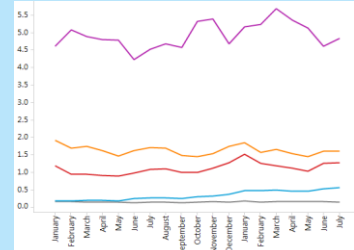
Access daily overnights, 90-day trends and sweep averages for the 56 metered market affiliates. Includes HUT/PUT, Rating and Share metrics.

LOCAL CROSS PLATFORM



Trends monthly time spent using Traditional TV and other platforms (Video Game, Time-shifting, Over-the-Top, etc.)

DEVICE PENETRATION



Trends device ownership across the 56 metered markets. Views include monthly and yearly breakouts, as well as market rankings.