

NIELSEN RATINGS FOR PBS

Any program that is delivered to local PBS stations as part of our National Program Service (NPS) is measured. PBS ratings can be accessed through NPower in the Nielsen National TV Toolbox. Ratings may be run by program or by time period.

TO RUN A RATINGS ANALYSIS PROGRAM REPORT

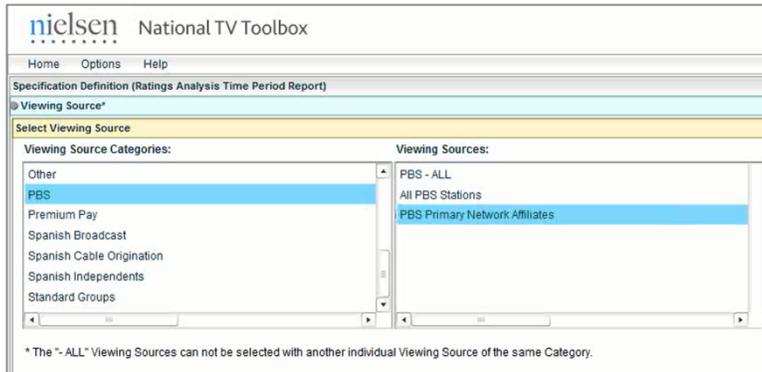


When running a ratings analysis for a program or series, select "SYNDICATION" as "Originator Type" and "PBS" as "Originator."

Most PBS programs that are fed in primetime as part of the National Program Service on a common carriage basis will be displayed with an episode number and/or name. These names sometime include codes to convey additional information about a program.

R = repeat - program was a replay of a telecast that has previously aired
OCW = open carriage window -there is no set common carriage time associated with the program
PL = pledge - program was specially packaged content delivered to local PBS station for on-air fundraising
ST = stacked - program was originally fed as a single multi-hour program, but it is likely that the program would be fed in the future as separate episodes

TO RUN A TIME PERIOD REPORT THAT INCLUDES PBS:



The screenshot shows the Nielsen National TV Toolbox interface. At the top, it says 'nielsen National TV Toolbox'. Below that are navigation links: 'Home', 'Options', and 'Help'. The main section is titled 'Specification Definition (Ratings Analysis Time Period Report)'. Underneath, there's a 'Viewing Source*' section. It has two columns: 'Viewing Source Categories' and 'Viewing Sources'. In the 'Viewing Source Categories' column, 'PBS' is selected. In the 'Viewing Sources' column, 'PBS Primary Network Affiliates' is selected. A note at the bottom states: '* The ~ "ALL" Viewing Sources can not be selected with another individual Viewing Source of the same Category.'

Select "PBS" from the list of "Viewing Source Categories." On the list of "Viewing Sources," selecting "PBS Primary Network Affiliates" generates time period ratings based on the primary PBS channel in each market. Selecting "All PBS Stations," generates time period ratings for all PBS channels (e.g., including sub-channels like Create and V-me).

SOME IMPORTANT THINGS TO KEEP IN MIND:

What's included in a program rating - Although much of PBS' primetime schedule is aired on a "common carriage" basis, local PBS stations have the ability to air the programs that PBS feeds at *any time* within 7 days of the initial feed date and *as many times* as they see fit. For that reason, PBS program ratings include multiple airings of a program credited within a "merged week." To accommodate the merged weeks, the report date for the program in the system will be 7 days after the original air date, and the data won't be available until approximately two weeks after the air date. So, for example, if you were looking for an episode of *Downton Abbey* that aired on January 4, the *report date* for this episode would be January 11, and this report would not be available until approximately January 18.

Program ratings prior to the 2013-2014 Season - From October 2010 to September 2013, PBS reported as a *broadcast* network. So, if you were looking for program ratings from this period, you would select "BROADCAST" as "Originator Type." Prior to October 2010, PBS reported as a "retro-coded" broadcast network, with program data provided weekly in a PBS PocketPiece report.

Ratings for PBS Kids - PBS Kids series are not merged but measured as a strip. For more information on how to run Kids ratings, see the special one-sheeter "How to run PBS Kids Ratings."