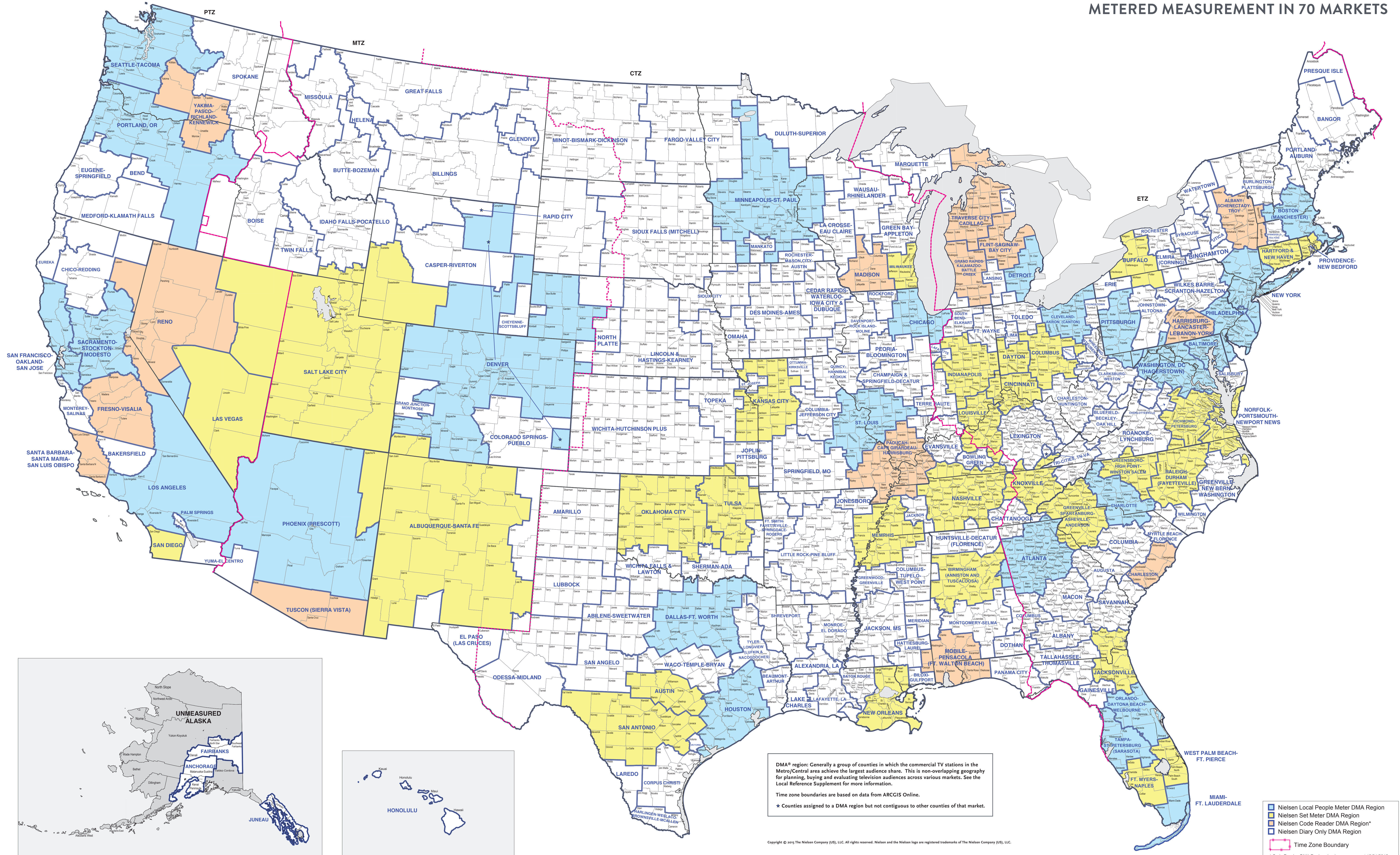


METERED MEASUREMENT IN 70 MARKETS



DMA® region: Generally a group of counties in which the commercial TV stations in the Metro/Central area achieve the largest audience share. This is non-overlapping geography for planning, buying and evaluating television audiences across various markets. See the Local Reference Supplement for more information.

Time zone boundaries are based on data from ARCCIS Online.

* Counties assigned to a DMA region but not contiguous to other counties of that market.

- Nielsen Local People Meter DMA Region
 - Nielsen Set Meter DMA Region
 - Nielsen Code Reader DMA Region*
 - Nielsen Diary Only DMA Region
 - Time Zone Boundary
- * Code Reader DMA Regions begin measurement 12/31/2015.