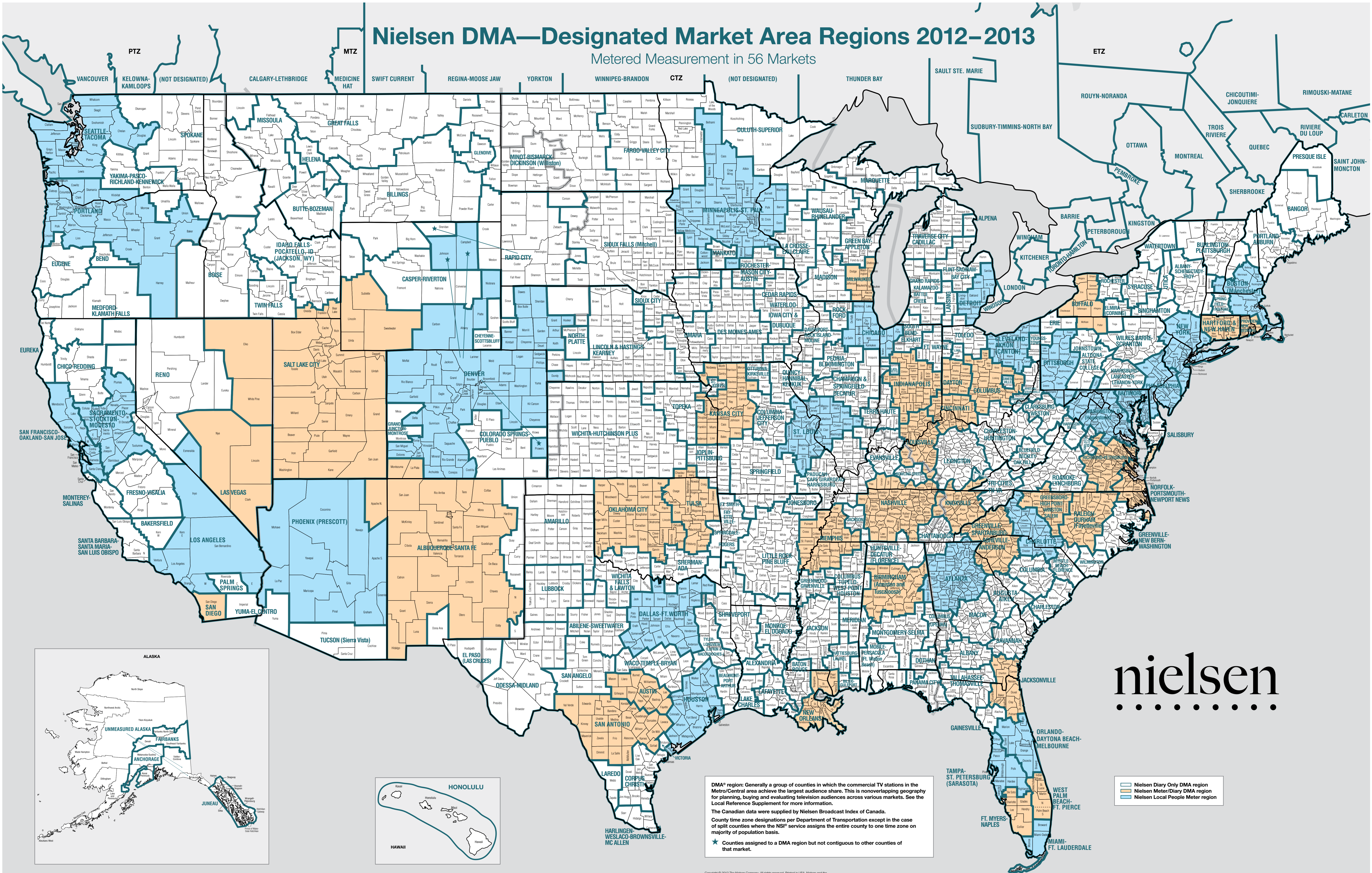


Nielsen DMA—Designated Market Area Regions 2012–2013

Metered Measurement in 56 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 nonoverlapping geography for planning, buying and evaluating television audiences across various markets. See the Local Reference Supplement for more information.

The Canadian data were supplied by Nielsen Broadcast Index of Canada.

County time zone designations per Department of Transportation except in the case of split counties where the NSI[®] service assigns the entire county to one time zone on majority of population basis.

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

■ Nielsen Diary Only DMA region
■ Nielsen Meter/Diary DMA region
■ Nielsen Local People Meter region