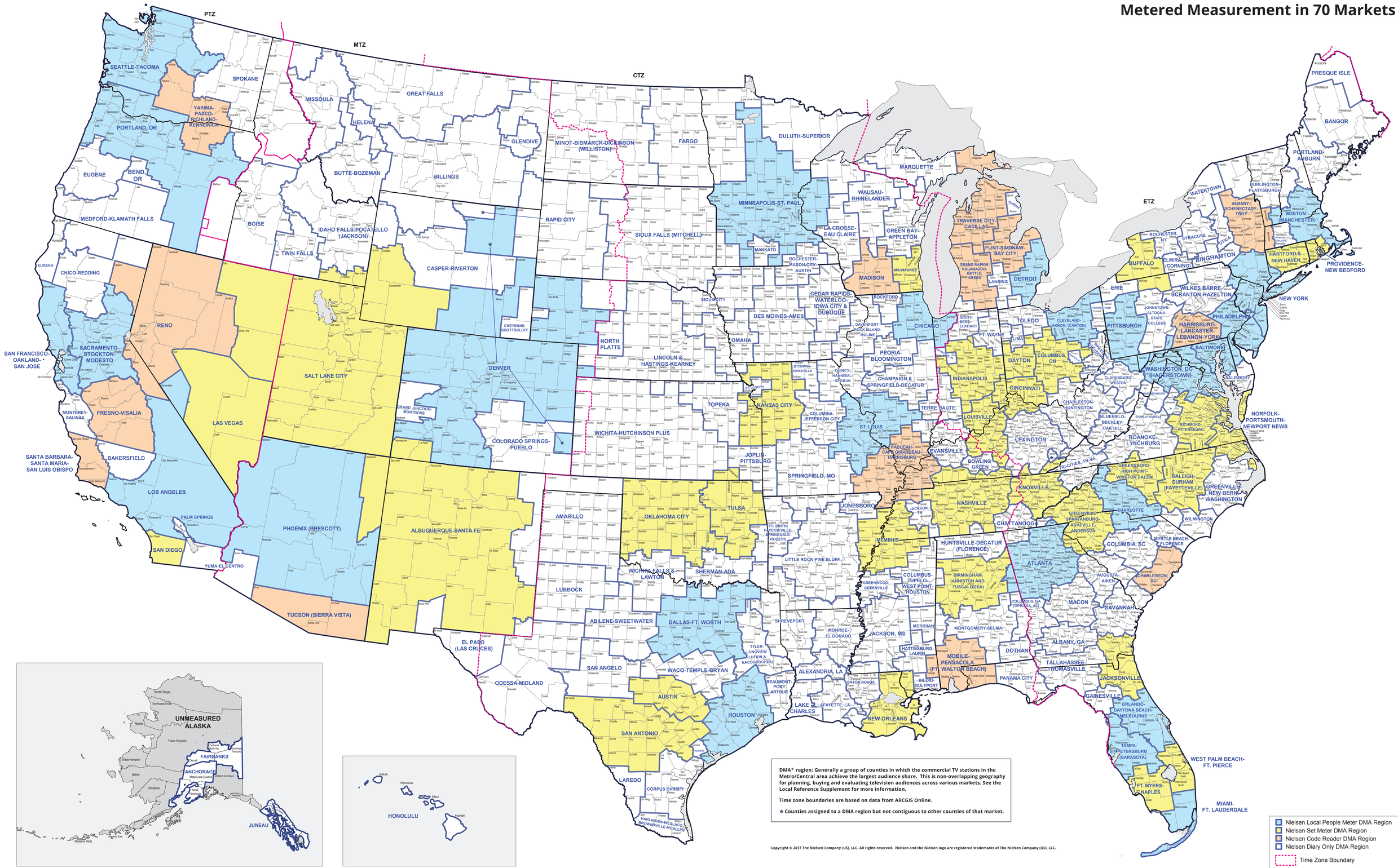
nielsen

NIELSEN DMA—DESIGNATED MARKET AREA REGIONS 2017–2018

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 ARCGIS 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

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