



The Nielsen Company  
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## Client Communication

October 21, 2008

### **Revised Local Market Survey Dates for April and May 2009**

On May 16, 2008, Nielsen issued a Client Communication announcing its planned Local survey dates for the 2008-2009 television season. In order to provide four-week reporting periods for all surveys, including LPM-only market surveys, we included Memorial Day (May 25, 2009) in the May 2009 survey instead of a three-week LPM-only survey period for April 2009.

Upon further review, Nielsen will move the May 2009 survey period back by one week to April 23–May 20, 2009, thereby excluding Memorial Day in the May 2009 survey period. Accordingly, the April 2009 LPM-only market survey will become a three-week survey period, April 2 – April 22, 2009, and there will be an additional non-reported week May 21–May 27, 2009.

The revised 2008–2009 Local survey dates are included with this communication.

Please contact your Nielsen representative if you have any questions.



**Revised Local Survey Dates for the 2008–2009 Television Season**  
**Issued October 21, 2008**

<b>Survey</b>	<b>Survey Dates</b>	<b>Markets</b>
<b>September 2008</b>	August 28 – September 24, 2008	<i>LPM Markets Only (4 wks)</i>
<b>Non-reported Week</b> <sup>(1)</sup>	<i>September 25 – October 1, 2008</i>	--
<b>October 2008</b>	October 2 – October 29, 2008	26 Markets (4 wks)
<b>November 2008</b> <sup>(2) (3)</sup>	October 30 – November 26, 2008	210 Markets (4 wks)
<b>Non-reported Week</b>	<i>November 27 – December 3, 2008</i>	--
<b>December 2008</b> <sup>(4)</sup>	December 4 – December 31, 2008	<i>LPM Markets Only (4 wks)</i>
<b>Non-reported Week</b> <sup>(5)</sup>	<i>January 1 – January 7, 2009</i>	--
<b>January 2009</b> <sup>(5)</sup>	January 8 – February 4, 2009	26 Markets (4 wks)
<b>February 2009</b> <sup>(6)</sup>	No Local Survey	--
<b>March 2009</b> <sup>(7) (8)</sup>	March 5 – April 1, 2009	210 Markets (4 wks)
<b>April 2009</b>	April 2 – April 22, 2009	<i>LPM Markets Only (3 wks)</i>
<b>May 2009</b> <sup>(9)</sup>	April 23 – May 20, 2009	210 Markets (4 wks)
<b>Non-reported Week</b>	<i>May 21 – May 27, 2009</i>	
<b>June 2009</b>	May 28 – June 24, 2009	<i>LPM Markets Only (4 wks)</i>
<b>Non-reported Week</b>	<i>June 25 – July 1, 2009</i>	--
<b>July 2009</b> <sup>(10)</sup>	July 2 – July 29, 2009	207 Markets (4 wks)
<b>August 2009</b>	July 30 – August 26, 2009	<i>LPM Markets Only (4 wks)</i>
<b>September 2009</b>	August 27 – September 23, 2009	<i>LPM Markets Only (4 wks)</i>
<b>Non-reported Week</b> <sup>(11)</sup>	<i>September 24 – September 30, 2009</i>	--
<b>October 2009</b>	October 1 – October 28, 2009	30 Markets (4 wks)
<b>November 2009</b> <sup>(12) (13)</sup>	October 29 – November 25, 2009	210 Markets (4 wks)
<b>Non-reported Week</b>	November 26 – December 2, 2009	--
<b>December 2009</b> <sup>(14)</sup>	December 3 – December 30, 2009	<i>LPM Markets Only (4 wks)</i>

**Footnotes**  
**2008-2009 Television Season**  
**Local Survey Dates**

- (1) The local market Model Year Change is scheduled for Saturday, September 27, 2008, and will not be included in any ViP survey.
- (2) Daylight Saving Time ends Sunday, November 2, 2008, and will be included in the November 2008 survey.
- (3) Thanksgiving Day is Thursday, November 27, 2008, and will not be included in the November 2008 survey.
- (4) Christmas Day is Thursday, December 25, 2008, and will be included in the December 2008 survey.
- (5) New Year's Day is Thursday, January 1, 2009, and will not be included in the January 2009 survey.
- (6) The FCC mandated Analog to Digital Transition occurs at 12:00 midnight (local time) on February 17, 2009. As a result, the 1st Quarter 2009 local ratings all-DMA sweep period will be moved from February 2009 to March 2009.
- (7) Daylight Saving Time begins Sunday, March 8, 2009, and will be included in the March 2009 survey.
- (8) All DMAs will be measured during the March 2009 survey.
- (9) Memorial Day will be observed on Monday, May 25, 2009, and will not be included in the May 2009 survey.
- (10) Independence Day will be observed on Saturday, July 4, 2009, and will be included in the July 2009 survey.
- (11) The local market Model Year Change is scheduled for Saturday, September 26, 2009, and will not be included in any ViP survey.
- (12) Daylight Saving Time ends Sunday, November 1, 2009, and will be included in the November 2009 survey.
- (13) Thanksgiving Day is Thursday, November 26, 2009, and will not be included in the November 2009 survey.
- (14) Christmas Day is Friday, December 25, 2009, and will be included in the December 2009 survey.