

MarketBreaks® & NPOWER®

Last Updated: October 2015

Live+SD includes Live Only

Data Delivery Schedule

National & Hispanic Sample

TV/Internet Data Fusion

* Some data are released over the weekends, however the commitment for this data is on Monday by 8AM ETZ.

Data Source	Monday *	Tuesday	Wednesday	Thursday	Friday
Time Period Viewing Sources	(Live+SD) Data for previous Wednesday 3:00am - 6:00am	(Live+SD) Data for previous Saturday 3:00am - 6:00am	(Live+SD) Data for previous Sunday 3:00am - 6:00am	(Live+SD) Data for previous Monday 3:00am - 6:00am	(Live+SD) Data for previous Tuesday 3:00am - 6:00am
	and previous Thursday and Friday 6:00am - 6:00am	and previous Sunday 6:00am - 3:00am	and previous Monday 6:00am - 3:00am	and previous Tuesday 6:00am - 3:00am	and previous Wednesday 6:00am - 3:00am
	and previous Saturday 6:00am - 3:00am				
	(Live+7) Data for Monday - Sunday two weeks prior				
Universe Estimates	Data for previous Thursday, Friday, and Saturday	Data for previous Sunday	Data for previous Monday	Data for previous Tuesday	Data for previous Wednesday
Cable Programs	(Live+SD) Data for previous Thursday	(Live+SD) Data for previous Friday, Saturday, and Sunday	(Live+SD) Data for previous Monday	(Live+SD) Data for previous Tuesday	(Live+SD) Data for previous Wednesday
	(Live+7) Data for Monday - Sunday two weeks prior				
Broadcast Programs Preliminary Daily Prime Time Preliminary Weekly Broadcast Programs Weekly Broadcast Programs	(Live+SD) Data for previous Thursday	(Live+SD) Data for previous Friday	(Live+SD) Data for previous Saturday, Sunday, and Monday	(Live+SD) Data for previous Tuesday	(Live+SD) Data for previous Wednesday
			(Live+SD) Data for previous Monday-Friday only Early Fringe Daypart		(Live+SD) Data for Monday-Sunday of previous week (all other dayparts)
	(Live+7) Data for Monday - Sunday two weeks prior				
Preliminary Live+3 (+75 hours) TV & DTVR Broadcast Prime and Cable Programs/Time Period 6am - 6am	(Live+3) Data for previous Monday, Tuesday, and Wednesday	(Live+3) Data for previous Thursday	(Live+3) Data for previous Friday	(Live+3) Data for previous Saturday	(Live+3) Data for previous Sunday
Commercial Ratings/Advertising Spots	All advertisement program data will be available two weeks from the program's initial release.				
Syndicated Programs	(Live+7) Data for Monday - Sunday two weeks prior		(Live+SD) Data for Monday - Sunday two weeks prior		
Cross-Platform VOD / Non-Linear Programs				(Live) Data for the previous Monday - Sunday (TV)	(Live) Data for the previous Monday - Sunday (XPVOD)
DTVR/CTVR/MTVR Live+7	(Live+7) Data for Monday-Sunday two weeks prior				
Data Fusion - NPM Internet	TV/Internet Data Fusion will be available two months after the end of the reported data month. For example, June TV/Internet Fusion would be released by the end of the calendar month of August.				

Saturday	Sunday	Monday
(Live+SD) Data for previous Wednesday 3:00am - 6:00am	(Live+SD) Data for previous Thursday 3:00am - 6:00am	(Live+SD) Data for previous Wednesday 3:00am - 6:00am
(Live+SD) Data for previous Thursday 6:00am - 3:00am	(Live+SD) Data for previous Friday 6:00am - 3:00am	(Live+SD) Data for previous Saturday 3:00am - 6:00am
	(Live+7) Data for Monday - Sunday two weeks prior	
Data for previous Thursday	Data for previous Friday	Data for previous Saturday
(Live+SD) Data for previous Thursday		
	(Live+7) Data for Monday - Sunday two weeks prior	
(Live+SD) Data for previous Thursday		
	(Live+7) Data for Monday - Sunday two weeks prior	
(Live+3) Data for previous Monday	(Live+3) Data for previous Tuesday	(Live+3) Data for previous Wednesday
	All advertisement program data will be available two weeks from the program's initial release.	
	(Live+7) Data for Monday - Sunday two weeks prior	
	(Live+7) Data for Monday - Sunday two weeks prior	
	TV/Internet Data Fusion will be available two months after the end of the reported data month. For example, June TV/Internet Fusion would be released by the end of the calendar month of August.	

As additional TSV data are loaded, previous Live, Live+SD and Live+3 estimates are restated.
 Recently Telecast VOD (RTVOD) delivers with the existing TV schedules.
 Prelim Live+3 for DTVR is only applicable for program data.
 DTVR launched on 9/21/2015, a list of participating networks is available within the National Report Library.