

**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
<b>Time Period Viewing Sources</b>	(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				
<b>Universe Estimates</b>	Data for previous Thursday, Friday, and Saturday	Data for previous Sunday	Data for previous Monday	Data for previous Tuesday	Data for previous Wednesday
<b>Cable Programs</b>	(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				
<b>Broadcast Programs</b>  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				
<b>Preliminary Live+3 (+75 hours) TV &amp; DTVR</b>  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
<b>Commercial Ratings/Advertising Spots</b>	All advertisement program data will be available two weeks from the program's initial release.				
<b>Syndicated Programs</b>	(Live+7) Data for Monday - Sunday two weeks prior		(Live+SD) Data for Monday - Sunday two weeks prior		
<b>Cross-Platform VOD / Non-Linear Programs</b>				(Live) Data for the previous Monday - Sunday (TV)	(Live) Data for the previous Monday - Sunday (XPVOD)
<b>DTVR/CTVR/MTVR Live+7</b>	(Live+7) Data for Monday-Sunday two weeks prior				
<b>Data Fusion - NPM Internet</b>	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.

DTVRLaunched on 9/21/2015, a list of participating networks is available within the National Report Library.