

Total Audience Measure Index



- Total Exposures to a Particular Episode
 - Includes duplication
- Contribution of Individual Platforms
 - Network (original broadcast airing and repeats), cable repurpose, online episode streams, downloads, VOD, mobile, etc
 - Multiple data sources
- Trending Over Time
 - Please note that all platforms experience data delivery lags. For example, earlier episodes have 2-7 day time-shifted data and are available longer on alternative platforms and therefore, can accumulate more exposures.

TAMi Platforms



Mobile
Total streams to episode

MOBILE

Rentrak
Total downloads to episode

VOD

iTunes / Amazon Unbox
Total downloads to episode

DOWNLOADS

**NBC.com / Hulu.com /
NBC Direct**
Total episode streams

INTERNET STREAMING VIDEO

Nielsen Live + TSV
P2+ TA Impressions (NBC)
P2+ AA Impressions
(NBCU Cable)

TELEVISION

TAMi: Chuck

Exposures by Episode

	Episode: 1	Episode: 2	Episode: 3	Episode: 4	Episode: 5	SEASON-TO-DATE RUNNING TOTAL
TOTAL	12,621,597	10,105,567				22,727,164
Mobile	N/A	N/A				N/A
VOD	23,804	0				23,804
Downloads	N/A	N/A				N/A
Internet Streaming Vid	1,825,793	1,061,567				2,887,360
Television	10,772,000	9,044,000				19,816,000
NBC Air Dates	9/29/08	10/06/08				

Please note that all platforms experience data delivery lags. For example, earlier episodes have 2-7 day time-shifted data and are available longer on alternative platforms and therefore, can accumulate more exposures.

Sources:

Television: TV ROCS; NBC broadcast data is based on Nielsen P2+ TA Impressions using Live + TSV (L7: 9/15/08-9/28/08; LS: 9/29/08-10/12/08). NBCU Cable data is based on Nielsen P2+ Average Audience impressions using Live + TSV (L7: 9/15/08-9/28/08; LS: 9/29/08-10/12/08).

Internet Streaming Video: [1] NBC.com/Omniture: A stream is counted at the beginning of a clip/segment. A single episode is the sum of these clips/segments, typically six for an hour long show. If a user watches all six clips/segments of a given episode, that will generate six streams (STD-10/12/08); [2] Hulu.com data is counted based on a 1 stream to 1 episode relationship and does not count individual chapters (STD through 10/12/08).

[3] NBC Direct: Total # of downloads (STD 10/14/08).

Downloads: iTunes (Apple); Microsoft Zune, Microsoft XBOX, and Amazon (Rentrak). Total # of downloads per episode through 10/14/08.

VOD: Rentrak; Total order #s per episode through 10/14/08; complete data for some episodes will not premiere in Rentrak until 4 days after the start of window date; Certain VOD titles (Lipstick Jungle, Chuck, Knight Rider, Kath & Kim, Life) were posted pre-Premiere week on FOD which means they have been available for a longer window period (which is why their numbers may appear high).

Mobile: Starcut (9/22/08-10/01/08); Omniture (10/2/08-10/12/08).

TAMi: Heroes

Exposures by Episode

						SEASON-TO-DATE RUNNING TOTAL
TOTAL	32,802,182	16,934,527	14,405,235			64,141,944
Mobile	26,162	16,984	18,306			61,452
VOD	44,167	19,438	5,627			69,232
Downloads	58,886	19,780	15,306			93,972
Internet Streaming Vid	8,144,967	4,023,325	3,117,996			15,286,288
Television	24,528,000*	12,855,000	11,248,000			48,631,000
Episode:	1	2	3	4	5	
NBC Air Dates	9/22/08	9/29/08	10/06/08			
	* Two-hour telecast + Broadcast replay					

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Television: TV ROCS; NBC broadcast data is based on Nielsen P2+ TA Impressions using Live + TSV (L7: 9/15/08-9/28/08; LS: 9/29/08-10/12/08).

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Downloads: iTunes (Apple); Microsoft Zune, Microsoft XBOX, and Amazon (Rentrak). Total # of downloads per episode through 10/14/08.

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Mobile: Starcut (9/22/08-10/01/08); Omniture (10/2/08-10/12/08).

TAMi: The Biggest Loser

Exposures by Episode

						SEASON-TO-DATE RUNNING TOTAL
TOTAL	16,343,628	15,592,795	14,361,026	10,998,540	10,021,020	67,307,009
Mobile	N/A	N/A	N/A	N/A	N/A	N/A
VOD	N/A	N/A	N/A	N/A	N/A	N/A
Downloads	1,340	1,097	844	540	20	3,841
Internet Streaming Vid	376,288	209,698	177,182	0	0	763,168
Television	15,966,000	15,382,000	14,183,000	10,998,000*	10,021,000*	66,540,000
Episode:	1	2	3	4	5	
NBC Air Dates	9/16/08	9/23/08	9/30/08	10/07/08	10/08/08	
				* One-hour telecast	* One-hour telecast	

Please note that all platforms experience data delivery lags. For example, earlier episodes have 2-7 day time-shifted data and are available longer on alternative platforms and therefore, can accumulate more exposures.

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Television: TV ROCS; NBC broadcast data is based on Nielsen P2+ TA Impressions using Live + TSV (L7: 9/15/08-9/28/08; LS: 9/29/08-10/12/08).

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[3] NBC Direct: Total # of downloads (STD 10/14/08).

Downloads: iTunes (Apple); Microsoft Zune, Microsoft XBOX, and Amazon (Rentrak). Total # of downloads per episode through 10/14/08.

VOD: Rentrak; Total order #s per episode through 10/14/08; complete data for some episodes will not premiere in Rentrak until 4 days after the start of window date; Certain VOD titles (Lipstick Jungle, Chuck, Knight Rider, Kath & Kim, Life) were posted pre-Premiere week on FOD which means they have been available for a longer window period (which is why their numbers may appear high).

Mobile: Starcut (9/22/08-10/01/08); Omniture (10/2/08-10/12/08).

TAMi: Knight Rider

Exposures by Episode

	1	2	3	4	5	SEASON-TO-DATE RUNNING TOTAL
TOTAL	21,164,047	20,105,937	15,942,185			57,212,169
Mobile	5,327	5,166	2,575			13,068
VOD	60,635	4,063	1,285			65,983
Downloads	90,843	4,383	2,095			97,321
Internet Streaming Vid	1,296,242	692,325	393,230			2,381,797
Television	19,711,000*	19,400,000*	15,543,000*			54,654,000
Episode:	1	2	3	4	5	
NBC Air Dates	9/24/08	10/01/08	10/08/08			
	* Includes broadcast replays	* Includes broadcast replays	* Includes broadcast replays			

Please note that all platforms experience data delivery lags. For example, earlier episodes have 2-7 day time-shifted data and are available longer on alternative platforms and therefore, can accumulate more exposures.

Sources:

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Internet Streaming Video: [1] NBC.com/Omniture: A stream is counted at the beginning of a clip/segment. A single episode is the sum of these clips/segments, typically six for an hour long show. If a user watches all six clips/segments of a given episode, that will generate six streams (STD-10/12/08); [2] Hulu.com data is counted based on a 1 stream to 1 episode relationship and does not count individual chapters (STD through 10/12/08).

[3] NBC Direct: Total # of downloads (STD 10/14/08).

Downloads: iTunes (Apple); Microsoft Zune, Microsoft XBOX, and Amazon (Rentrak). Total # of downloads per episode through 10/14/08.

VOD: Rentrak; Total order #s per episode through 10/14/08; complete data for some episodes will not premiere in Rentrak until 4 days after the start of window date; Certain VOD titles (Lipstick Jungle, Chuck, Knight Rider, Kath & Kim, Life) were posted pre-Premiere week on FOD which means they have been available for a longer window period (which is why their numbers may appear high).

Mobile: Starcut (9/22/08-10/01/08); Omniture (10/2/08-10/12/08).

TAMi: Lipstick Jungle

Exposures by Episode

						SEASON-TO-DATE RUNNING TOTAL
TOTAL	12,927,845	9,184,580	8,066,284			30,178,709
Mobile	4,357	4,732	2,195			11,284
VOD	37,400	8,534	3,108			49,042
Downloads	33,920	3,822	2,337			40,079
Internet Streaming Vid	1,302,168	1,165,492	744,644			3,212,304
Television	11,550,000	8,002,000	7,314,000			26,866,000
Episode:	1	2	3	4	5	
NBC Air Dates	9/24/08	10/01/08	10/08/08			

Please note that all platforms experience data delivery lags. For example, earlier episodes have 2-7 day time-shifted data and are available longer on alternative platforms and therefore, can accumulate more exposures.

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Internet Streaming Video: [1] NBC.com/Omniture: A stream is counted at the beginning of a clip/segment. A single episode is the sum of these clips/segments, typically six for an hour long show. If a user watches all six clips/segments of a given episode, that will generate six streams (STD-10/12/08); [2] Hulu.com data is counted based on a 1 stream to 1 episode relationship and does not count individual chapters (STD through 10/12/08).

[3] NBC Direct: Total # of downloads (STD 10/14/08).

Downloads: iTunes (Apple); Microsoft Zune, Microsoft XBOX, and Amazon (Rentrak). Total # of downloads per episode through 10/14/08.

VOD: Rentrak; Total order #s per episode through 10/14/08; complete data for some episodes will not premiere in Rentrak until 4 days after the start of window date; Certain VOD titles (Lipstick Jungle, Chuck, Knight Rider ,Kath & Kim, Life) were posted pre-Premiere week on FOD which means they have been available for a longer window period (which is why their numbers may appear high).

Mobile: Starcut (9/22/08-10/01/08); Omniture (10/2/08-10/12/08).

TAMi: My Name is Earl

Exposures by Episode

						SEASON-TO-DATE RUNNING TOTAL
TOTAL	11,842,067	12,006,752	9,111,847			32,960,666
Mobile	N/A	N/A	N/A			N/A
VOD	N/A	N/A	N/A			N/A
Downloads	N/A	N/A	N/A			N/A
Internet Streaming Vid	562,067	524,752	124,847			1,211,666
Television	11,280,000*	11,482,000*	8,987,000			31,749,000
Episode:	1	2	3	4	5	
NBC Air Dates	9/25/08	10/02/08	10/09/08			
	* One-hour telecast	* One-hour telecast				

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Internet Streaming Video: [1] NBC.com/Omniture: A stream is counted at the beginning of a clip/segment. A single episode is the sum of these clips/segments, typically six for an hour long show. If a user watches all six clips/segments of a given episode, that will generate six streams (STD-10/12/08); [2] Hulu.com data is counted based on a 1 stream to 1 episode relationship and does not count individual chapters (STD through 10/12/08).

[3] NBC Direct: Total # of downloads (STD 10/14/08).

Downloads: iTunes (Apple); Microsoft Zune, Microsoft XBOX, and Amazon (Rentrak). Total # of downloads per episode through 10/14/08.

VOD: Rentrak; Total order #s per episode through 10/14/08; complete data for some episodes will not premiere in Rentrak until 4 days after the start of window date; Certain VOD titles (Lipstick Jungle, Chuck, Knight Rider, Kath & Kim, Life) were posted pre-Premiere week on FOD which means they have been available for a longer window period (which is why their numbers may appear high).

Mobile: Starcut (9/22/08-10/01/08); Omniture (10/2/08-10/12/08).

TAMi: Kath & Kim

Exposures by Episode



SEASON-TO-DATE
RUNNING TOTAL

	1	2	3	4	5	SEASON-TO-DATE RUNNING TOTAL
TOTAL	10,182,234					10,182,234
Mobile	1,232					1,232
VOD	36,151					36,151
Downloads	34,056					34,056
Internet Streaming Vid	131,795					131,795
Television	9,979,000					9,979,000
Episode:	1	2	3	4	5	
NBC Air Dates	10/09/08					

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 Downloads: iTunes (Apple); Microsoft Zune, Microsoft XBOX, and Amazon (Rentrak). Total # of downloads per episode through 10/14/08.
 VOD: Rentrak; Total order #s per episode through 10/14/08; complete data for some episodes will not premiere in Rentrak until 4 days after the start of window date; Certain VOD titles (Lipstick Jungle, Chuck, Knight Rider, Kath & Kim, Life) were posted pre-Premiere week on FOD which means they have been available for a longer window period (which is why their numbers may appear high).
 Mobile: Starcut (9/22/08-10/01/08); Omniture (10/2/08-10/12/08).

TAMi: The Office

Exposures by Episode

						SEASON-TO-DATE RUNNING TOTAL
TOTAL	22,489,222	12,774,213				35,263,435
Mobile	37,775	11,104				48,879
VOD	33,389	7,070				40,459
Downloads	37,515	14,648				52,163
Internet Streaming Vid	6,919,543	1,854,391				8,773,934
Television	15,461,000*	10,887,000				26,348,000
Episode:	1	2	3	4	5	
NBC Air Dates	9/25/08	10/09/08				
	* One-hour telecast					

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Mobile: Starcut (9/22/08-10/01/08); Omniture (10/2/08-10/12/08).

TAMi: SNL Thursday

Exposures by Episode

						SEASON-TO-DATE RUNNING TOTAL
TOTAL	13,979,085					13,979,085
Mobile	7,816					7,816
VOD	N/A					N/A
Downloads	N/A					N/A
Internet Streaming Vid	311,269					311,269
Television	13,660,000					13,660,000
Episode:	1	2	3	4	5	
NBC Air Dates	10/09/08					

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VOD: Rentrak; Total order #s per episode through 10/14/08; complete data for some episodes will not premiere in Rentrak until 4 days after the start of window date; Certain VOD titles (Lipstick Jungle, Chuck, Knight Rider, Kath & Kim, Life) were posted pre-Premiere week on FOD which means they have been available for a longer window period (which is why their numbers may appear high).

Mobile: Starcut (9/22/08-10/01/08); Omniture (10/2/08-10/12/08).

TAMi: ER



Exposures by Episode

	Episode: 1	Episode: 2	Episode: 3	Episode: 4	Episode: 5	SEASON-TO-DATE RUNNING TOTAL
TOTAL	13,994,529	12,981,583				26,976,112
Mobile	N/A	N/A				N/A
VOD	N/A	N/A				N/A
Downloads	N/A	N/A				N/A
Internet Streaming Vid	806,529	194,583				1,001,112
Television	13,188,000	12,787,000				25,975,000
NBC Air Dates	9/25/08	10/09/08				

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Mobile: Starcut (9/22/08-10/01/08); Omniture (10/2/08-10/12/08).

TAMi: Life

Exposures by Episode

						SEASON-TO-DATE RUNNING TOTAL
TOTAL	10,825,557	8,818,253	8,391,180	7,787,752		35,822,742
Mobile	1,773	1,985	1,456	1,533		6,747
VOD	24,208	5,922	2,291	115		32,536
Downloads	41,305	2,984	2,276	1,409		47,974
Internet Streaming Vid	815,271	609,362	438,157	204,695		2,067,485
Television	9,943,000	8,198,000	7,947,000	7,580,000		33,668,000
Episode:	1	2	3	4	5	
NBC Air Dates	9/29/08	10/03/08	10/06/08	10/10/08		

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