

Digital Characteristics in NLTV

- Digital characteristics are accessible through two reports:
 - Time Period Standard Analysis
 - Program Standard Analysis
- **Data Availability:**
 - LPM markets - October 2015 survey
 - SM+PPM, SM+RPD and CR+RPD Markets - Feb 2017 survey
 - RPD+markets - April 2020 survey
- Only participating stations will show numbers for the digital characteristics, but all NLTV users will be able to see those numbers.

Category	SubCategory	Value
<input type="checkbox"/> All TV Households	TV Households	TV Households
<input type="checkbox"/> All TV Households	TV Households/TV+Digital	TV Households/TV+Digital
<input type="checkbox"/> Cable Status	Cable	Yes
<input type="checkbox"/> Computer	Computer	Computer Only
<input type="checkbox"/> Computer	Computer	TV+Computer
<input type="checkbox"/> Digital	Digital	Digital Only
<input type="checkbox"/> Digital	Digital	TV+Digital
<input type="checkbox"/> Hispanic Identity	Hispanic Identity	Yes
<input type="checkbox"/> Mobile (Census)	Mobile	TV+Mobile
<input type="checkbox"/> Mobile (Census)	Mobile	Mobile Only
<input type="checkbox"/> Mobile (Census)	Mobile	Tablet
<input type="checkbox"/> Mobile (Census)	Mobile	Smartphone
<input type="checkbox"/> Mobile (Census)	Mobile	Portable Media Player
<input type="checkbox"/> Race	African American	Yes

- Reportable for Total DMA. Not available for Metros, Hispanic, Wired Cable or African American sub-samples.
- Digital viewing only contributes to Persons data and will not contribute to intabs, HUT/PUT or station totals. VPVH will not be reported for digital only characteristics.

NLTV

- If data is excluded for television, then digital data will also be excluded for the same date(s).
- It is possible for digital, mobile or computer data to be excluded, while the corresponding television data is released. Digital exclusions will be flagged as follows:
 - Digital specific exclusions will be flagged with a “d” in the indicator column
 - Computer specific exclusions will be flagged with a “p” in the indicator column
 - Mobile specific exclusions will be flagged with an “e” in the indicator column
- The TV Households characteristic will only include eligible viewing from traditional television, all digital viewing is excluded.

NLTV DIGITAL CHARACTERISTICS

CHARACTERISTIC	DEFINITION
TV Households/TV+Digital (Default)	Includes aggregated eligible viewing across traditional television and digital devices.
TV+Computer	Includes aggregated eligible viewing across traditional television and computer browsers.
Digital Only	Includes aggregated eligible viewing across computer browsers and mobile devices.
TV+Mobile	Includes eligible aggregated viewing across traditional television and eligible mobile devices.
Mobile Only	Includes eligible viewing from eligible mobile devices only. (Tablet, Smartphone & Portable Media Player Devices)
Tablet	Includes eligible mobile viewing captured via eligible tablets.
Smartphone	Includes eligible mobile viewing captured via eligible smartphones.
Portable Media Player	Includes eligible mobile viewing captured via eligible portable media players such as an iPod Touch.