



# NIELSEN

ADDITIONAL VIEWING SOURCES  
2014

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OF THE CONSUMER™

## LISTING: ADDITIONAL VIEWING SOURCES

**NOTE** – In addition to the stations/cable networks available for selection, users can also report data for the viewing buckets and alternative, non-reportable viewing sources known as **pseudos**.

### VIEWING BUCKETS

A bucket receives credit for TV use that is not assigned to a specific station, feed or network.

#### AOI ALL OTHER INTERACTIVE

The bucket that captures tuning to sources deemed as interactive which can include channels that ask you to enter something on your remote control to see the weather, play a game, etc.

#### AOTC ALL OTHER TUNING COMBINED

The bucket representing all the tuning captured by an A/P Meter that could not be assigned to a distributor because the viewed distributor (station/cable net) was not monitored or encoded. This includes streaming the Internet directly through a Smart TV.

#### DIGITAL TIME ZONES

These buckets include all non-simulcast and non-self reporting digital sub channels. All markets contain at least one bucket and there is one for each of these time zones: Eastern, ETZD; Central, CTZD; Mountain, MTZD; and Pacific, PTZD.

#### VCR VCR PLAYBACK

The bucket representing VCR playback mode.

#### VOD ALL OTHER VOD

The bucket representing all the activity that was assigned to video on demand, VOD services.

#### VTUN VCR TUNING CODE

The bucket representing when a VCR is in tuning mode.

#### XBOX XBOX LIVE

The bucket representing when a viewer is utilizing the Xbox menu and set up screen but does not include game playing time. When a user begins to play the game, the meter will change to VIDG.

#### XDVD DVD PLAYBACK

The bucket representing when a DVD is being played.

#### XPLO NON-CREDITED DVR PLAYBACK

The bucket representing DVR Playback for content playback greater than 7 days after the live date.

#### XPLT DVR PLAYBACK BUCKET

The bucket representing DVR playback at the time of occurrence. DVR playback is defined as playback of DVR content credited at the actual time and day of the playback regardless of how old the content is or what is being played back. The DVR playback bucket will therefore include playback greater than 7 days and trick mode. Tuning and viewing to the DVR playback bucket will not contribute to HUT/PUT computations and should not be used in share calculations.

#### XTRK TRICK MODE

The bucket representing the use of DVD or DVR pause, fast forward, rewind, slow motion, etc.

#### XXXT CHANNEL SURFING

The bucket representing multiple adjacent channel changes also known as Channel Surfing.

#### XXXU NON-CATV UNID HH

The bucket representing unidentified content such as a non-encoded station like an local over the air community station.

## LISTING: ADDITIONAL VIEWING SOURCES

### PSEUDO VIEWING SOURCES

A pseudo represents TV use that comes from an alternative device such as a video game or DVD player.

#### AOVO AUDIO/VIDEO ONLY

The pseudo viewing source representing when a non-HUT device such as a memory stick, camera, or portable/handheld game is in use. This includes usage when the following devices are connected to and viewing occurs through the television: Computers, Laptops, Smartphones, Tablets, (and any other PC-like devices), Karaoke Machines, Video Camcorders, Security/Digital Cameras

#### VIDG VIDEO GAMES

The pseudo viewing source representing a TV being used with a video game. VIDG includes any type of gaming system and could be PS3, N64, Xbox, Kinect, Sega, etc. with the exception of those that are connected through AV ports such as Plug n' Play game systems.

#### XSAT PSEUDO SATELLITE

The pseudo viewing source representing obsolete broadcast satellite feeds, black screen satellite channel, or channels that are not received or purchased.

#### XWWW INTERNET

The pseudo viewing source representing when the TV is being used to browse or connect to the internet. This includes use of an Over-The-Top (OTT) device, such as Apple TV, Roku, or Google Chromecast, through the television

#### XXXD FIELD REP IN HOUSEHOLD

The pseudo viewing source representing a time when a Nielsen Field Representative is in the household.

#### XXXH TV SET OFF

The pseudo viewing source representing when the TV set is off.

#### XXXM BLANK OR UNKNOWN

The pseudo viewing source representing Unidentified Tuning in which no data was collected from the meter.

## ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

For more information, visit [www.nielsen.com](http://www.nielsen.com).

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