

Reporting Specialty Network National Programs Based on Local Market Time

Borealis reports the local market times of National English Specialty and Pay network programs when the request contains only one of the following DMA or CMA market definitions: Toronto, Calgary, and Vancouver. This affects the following broadcasters:

Aboriginal Television	Country Music Television	M Escape	MuchMusic	Space	Vision	Peachtree TV
BNN Business News Net	CTV Newsnet	M Excess	MuchMoreMusic	Sportsnet Nat	W Network	Spike TV
Bravo	Discover	M Fest	Outdoor Life	Star	Weather	
CBC Newsworld	Family	M Fun	Playhouse Disney	Teletoon E	YTV	
CBC Newsworld 2	Food Canada	M More	Score	Treehouse	A&E	
CDN Learning Channel	HGTV	MTV	Showcase	TSN	CNN	
Comedy	History	TMN	Slice	Tvtropolis	Learning Channel	

If more than one market is selected in the request, the reported times will default to Eastern for all National Network Broadcasters and all selected markets.

Module Id: TV Analyzer
Request Name: LOCAL MARKET TIME

Households: Total
Dates: Ttl 2008/05/12-2008/05/18
Broadcasters: Discovery

Market: Total Canada

Days	Start_Time	Program_TimePeriod
MTWTF.S	19:00	DAILY PLANET
M.....	20:00	MYTH BUSTERS
M.....	21:00	DIRTY JOBS
M.....	22:00	CDA'S WORST HANDYMAN

Module Id: TV Analyzer
Request Name: LOCAL MARKET TIME

Households: Total
Dates: Ttl 2008/05/12-2008/05/18
Broadcasters: Discovery

Market: Calgary

Days	Start_Time	Program_TimePeriod
MTWTF.S	17:00	DAILY PLANET
M.....	18:00	MYTH BUSTERS
M.....	19:00	DIRTY JOBS
M.....	20:00	CDA'S WORST HANDYMAN

Module Id: TV Analyzer
Request Name: LOCAL MARKET TIME

Households: Total
Dates: Ttl 2008/05/12-2008/05/18
Broadcasters: Discovery

Market: Toronto DMA

Days	Start_Time	Program_TimePeriod
MTWTF.S	19:00	DAILY PLANET
M.....	20:00	MYTH BUSTERS
M.....	21:00	DIRTY JOBS
M.....	22:00	CDA'S WORST HANDYMAN

Module Id: TV Analyzer
Request Name: LOCAL MARKET TIME

Households: Total
Dates: Ttl 2008/05/12-2008/05/18
Broadcasters: Discovery

Market: Vancouver Victoria DMA

Days	Start_Time	Program_TimePeriod
MTWTF.S	16:00	DAILY PLANET
M.....	17:00	MYTH BUSTERS
M.....	18:00	DIRTY JOBS
M.....	19:00	CDA'S WORST HANDYMAN

Borealis adjusts program times to reflect time zone changes for single or multi-feed stations. This provides an accurate reflection of the competitive landscape of the broadcast schedule at the local market level.

To report local market program times, the request must contain only one of the following CMA or DMA market definitions: Toronto, Calgary or Vancouver.

Discovery Channel is a single feed network originating in Toronto, Eastern Standard Time. In the example, Dirty Jobs reflects EST for both National (default) and Toronto at 9:00pm (21:00) but adjusts for local time in Calgary at 7:00pm and Vancouver at 6:00pm.