

# Great Free Resources on Cable Ratings!

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A. There is nothing like the Television Bureau of Advertising ([www.tvb.org](http://www.tvb.org)). Pull all the local DMA information you can. You can also pull the weekly cable and broadcast ratings at <http://tvbythenumbers.com/2009>. Always good to offer a snapshot using the dates in question or recent dates.

B. Nielsen offers free data in its reports:  
<http://en-us.nielsen.com/rankings/insights/rankings/television>  
[http://en-us.nielsen.com/tab/measurement/tv\\_research](http://en-us.nielsen.com/tab/measurement/tv_research)

Check the press release area. Nielsen often files comment on media use with the FCC. Be sure and search [www.fcc.gov](http://www.fcc.gov) to find information.

Easy Nielsen ratings tutorial for your staff:  
<http://www.frankwbaker.com/ratingsshare.htm>

C. Don't forget about the federal government ([www.fcc.gov](http://www.fcc.gov)). Use the information offered by the Media Bureau and the Wireline Bureau for broadband. Cable database is also good for mining information.

D. Use Radio Advertising Bureau ([www.rab.com](http://www.rab.com)). Good if you run a community radio station.

E. To understand new media trends use the Pew Internet and American Life project's website. Updated several times a year with television and internet habits, social media networking and technology ownership. [www.pewinternet.org](http://www.pewinternet.org).

F. CTAM is a great resource within the cable television industry. It conducts universal studies and reports. Always check their press release. I like to go to my local group's meeting. ([www.ctam.com](http://www.ctam.com)).

G. The NCTA can provide a good understanding of what's important to the cable industry. Cable Facts,

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