

**KANTAR Daypart definitions:**

<b>Daypart Name</b>	<b>Daypart Definition</b>
Early Morning 1	M-F 5:00AM-6:59AM
Early Morning 2	M-F 7:00AM-8:59AM
Morning Daytime 1	M-F 9:00AM-9:59AM
Morning Daytime 2	M-F 10:00AM-11:59AM
Afternoon Daytime 1	M-F 12:00PM-12:59PM
Afternoon Daytime 2	M-F 1:00PM-3:59PM/1:00PM-2:59PM
Early Fringe 1	M-F 4:00PM-4:29PM (Time Zone Adjusted)
Early Fringe 2	M-F 4:30PM-5:59PM (Time Zone Adjusted)
Early News 1	M-F 6:00PM-6:29PM (Time Zone Adjusted)
Early News 2	M-F 6:30PM-6:59PM (Time Zone Adjusted)
Prime Access 1	M-F 7:00PM-7:29PM (TZ Adj) ABC, CBS, FOX, NBC, PAX, UPN, WB, CW, MNTV, Cable
Prime Access 2	M-F 7:30PM-7:59PM (TZ Adj) ABC, CBS, FOX, NBC, PAX, UPN, WB, CW, MNTV, Cable
Prime	M-Sa 8:00-10:59PM/Su 7:00-10:59PM (TZ Adj) ABC, CBS, NBC, PAX, Cable M-Sa 8:00-9:59PM/Su 7:00-9:59PM (TZ Adj) FOX, UPN, WB, CW, MNTV M-Su 7:00-10:59PM (TZ Adj) TEL, IND
Prime Non-net	M-Sa 8:00-9:59PM/Su 7:00-9:59PM (TZ Adj) IND
Late News	M-F 11:00-11:29PM (TZ Adj) ABC, CBS, NBC, PAX, TEL, UNI, Cable M-F 10:00-10:59PM (TZ Adj) FOX, UPN, WB, CW, MNTV, IND
Weekend Late News	Sa-Su 11:00-11:29PM (TZ Adj) ABC, CBS, NBC, PAX, TEL, UNI, Cable Sa-Su 10:00-10:59PM (TZ Adj) FOX, UPN, WB, CW, MNTV, IND
Late Fringe	M-F 11:30-12:59AM (TZ Adj) ABC, CBS, NBC, PAX, TEL, UNI, Cable M-F 11:00-12:59AM (TZ Adj) FOX, UPN, WB, CW, MNTV, IND
Weekend Late Fringe	Sa-Su 11:30-12:59AM (TZ Adj) ABC, CBS, NBC, PAX, TEL, UNI, Cable Sa-Su 11:00-12:59AM (TZ Adj) FOX, UPN, WB, CW, MNTV, IND
Overnight	M-Su 1:00AM-4:59AM/12:00AM-4:59AM
Saturday Morning	Sa 5:00AM-12:59PM/5:00AM-11:59AM
Saturday Afternoon	Sa 1:00PM-4:29PM (Time Zone Adjusted)
Saturday Early Fringe 1	Sa 4:30PM-5:59PM (Time Zone Adjusted)
Saturday Early Fringe 2	Sa 6:00PM-7:29PM (Time Zone Adjusted)
Saturday Prime Access	Sa 7:30PM-7:59PM (Time Zone Adjusted)
Sunday Morning	Su 5:00AM-12:59PM/5:00AM-11:59AM
Sunday Afternoon	Su 1:00PM-4:29PM (Time Zone Adjusted)
Sunday Early Fringe 1	Su 4:30PM-5:59PM (Time Zone Adjusted)
Sunday Early Fringe 2	Su 6:00PM-6:59PM (Time Zone Adjusted)