

## **GRACENOTE IMPORTANT NOTICE - 2019 DMA Rank Changes**

### **Who Should Read this Notice?**

All customers that have dependencies based on DMA ranking. This change will be made at the database level, and all products that contain or reference DMA ranks will be affected. Please distribute this information as needed across your teams.

### **Release Availability Date:**

The revised rankings will be effective in data delivered starting **Tuesday, October 29, 2019.**

**If you have questions or concerns relating to this release, please respond by Tuesday, October 15, 2019.**

### **What's Changing?**

Gracenote will be updating Designated Market Area (DMA) rankings for the 2019-2020 television season.

- There are no DMA name changes.
- There are 2 markets with the same rank of 178.
  1. Alexandria, LA
  2. Elmira (Corning)
- The revised rankings will be effective in data delivered on **Tuesday, October 29, 2019.**

### **What You Need to Do:**

- ✓ Review this change and adjust your processes, business logic or technology that may be affected by DMA rank changes.
- ✓ If you are unsure whether this change affects your products, please contact your dedicated Customer Care Representative or the Customer Care Team.

### **Schemas Affected:**

No schemas or specifications are changing.

### **Output Files Affected:**

All products that contain or reference DMA ranks will be affected. **The table below lists standard, national file products only.**

<b>Product</b>	<b>File Name</b>	<b>Markets</b>
On TV Schedules	on_usa_tv_sources*_yyyymmdd.xml	US
On Lineups	on_usa_lineups*_yyyymmdd.xml	US
Channel lineups (ASCII)	(*)headend.fsf	US
TV Schedules (ASCII)	(*)statrec.txt	US

**Please distribute this information as needed across your team.**

**Questions? We're here to help.** You can reach the Customer Care team at: [gn.customercare@nielsen.com](mailto:gn.customercare@nielsen.com) or **800.833.9581** or **518.792.9914.**

We are committed to the highest quality products and services and appreciate your business. Thank you for doing business with Gracenote.