Nielsen IMS
Training Catalog:
Course Descriptions
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Nielsen IMS Training Available in the U.S.
**Nielsen Clear Decisions**

This revolutionary new software platform analyzes media and marketing data and has been designed to work the way you do. Learn how drag and drop coding, visual editing and enhanced investigative techniques will allow you to mine the data for insight far more quickly. In addition, see how custom report templates and hundreds of chart options allow you to create presentation-ready reports customized for your business needs.

**Nielsen Print Reach and Frequency (R & F)**

Nielsen IMS is the leading innovator of reach and frequency programs and the most prolific writer of reach and frequency algorithms fitted to specific media. So it’s not surprising that Nielsen Print Reach and Frequency is a core application with sophisticated user benefits seamlessly integrated into its system. For instance, nestled within Nielsen Print R&F, is a powerful optimization program that created best schedule scenarios based on user specific goals, such as budget or reach.

**Nielsen Crosstab BASIC**

This course is recommended for new users and for those who have recently entered the media industry. It teaches users how to use the basic features of the program including understanding of how to join data together using various operators as well as how to interpret the final report.

For advanced Nielsen Crosstab training, please contact your Nielsen Account Manager directly.

**Nielsen TeleCume**

From the leader in reach and frequency systems, this state-of-the-art national television reach and frequency system uses Nielsen’s most current Persons Cume Study. Nielsen TeleCume offers access to respondent-level data and a personal probability model for your television planning needs. Nielsen TeleCume is packed with features that make it easy to customize your analysis for maximum utility and insight. A powerful optimization module is available to enhance research and planning tools.

*View the Schedule and register online today*
Nielsen MarketMate Radio

Loaded with features and customization options that help make the most of the data and your time, this local market radio planning system is easy to use. With Nielsen MarketMate Radio, you can define coverage area by Nielsen DMA - Designated Market Area or by Arbitron MSA—creating a level playing field when mixing plans. To evaluate your plan in the overall media context, use the direct link to Nielsen MediaMix and combine various media schedules to achieve one overall reach and frequency for total media activity. Focus on specific markets and ethnic groups—Nielsen IMS has Hispanic and African-American data for those who subscribe.

Nielsen MarketMate TV

This local market TV planning system uses Nielsen IMS generic or Nielsen Station Index data to generate market-sensitive reach and frequency analysis. Easy to use and loaded with unbeaten customization features, Nielsen MarketMate TV empowers you to analyze campaigns and schedules.

Nielsen MediaMix

Experience the advantages of seamlessly integrated multimedia planning with Nielsen MediaMix—the multimedia tool with live links to most Nielsen IMS programs. This powerful system eliminates the two-step process of creating a plan in one program and then importing it into another. Simply open Nielsen MediaMix and use the live link to Nielsen MarketMate TV, Nielsen MarketMate Radio, Nielsen TeleCume, Nielsen Optimax and other Nielsen IMS programs.

WebRF®

The first comprehensive reach and frequency planning tool for Internet audience data. Our software incorporates the complete Internet planning process—from identifying appropriate websites and schedule building, through to optimizations and frequency distribution analysis.

PAL Overview

PAL is a national media planning system. It takes into account market by market differences in media delivery for network TV, syndicated TV, cable TV and magazines and can be used in difference ways. It evaluates market by market performance of national media schedules in terms of gross rating points (GRPs) and/or budgets. PAL can help define your marketing objectives by using BDI or sales data, along with selected spot weight.
Nielsen IMS Training Available in Canada
Nielsen Clear Decisions
Crosstab

This revolutionary new software platform analyzes media and marketing data and has been designed to work the way you do. Learn how drag and drop coding, visual editing and enhanced investigative techniques will allow you to mine the data for insight far more quickly. In addition, see how custom report templates and hundreds of chart options allow you to create presentation-ready reports customized for your business needs.

Nielsen Clear Decisions
ADVANCED


Prerequisite:
Working knowledge of basic coding and Nielsen Crosstab.

Nielsen Viewpoints

This course outlines the features of our quadrant mapping software. You will learn how to export data from Nielsen Crosstab to illustrate the distribution of variables when compared across two criteria.

Reach & Frequency Products

Nielsen Clear Decisions
RandF

Learn to generate schedule results with minimal effort, identify insights from our new suite of reports and create presentation ready charts and graphs from one screen. Perform R & F analyses using Nielsen Clear Decisions state of the art capabilities; get to the answers faster.
Nielsen CHAID Explorer

This market-segmentation tool allows users to identify specific consumer groups. Learn to identify the characteristics that influence a market using this software. In addition you will learn how this tool will give you valuable insight into the consumer groups.

Nielsen Cluster

Learn to create proprietary clusters using this segmentation tool. This course will provide the skills to utilize any variable within most databases accessed through Nielsen Clear Decisions.

Nielsen Correspondence

Learn how to complete multi-variant analysis and graphically display the results. Using the sophisticated algorithm housed in Nielsen Correspondence, you will be able to analyze the discriminating attributes of a market or category.

Nielsen FasTrack

Recommended for research and media planners this course will show you how to isolate potential advertisers, compare brand placement and analyze advertisers/categories against competitive magazines. With this hands on training learn how to export data through numerous reporting options—ranking, trending and market share.

View the Schedule and register online today
Nielsen MediaMix

This multimedia R & F analysis program uses random duplication to determine the delivery of schedules from multiple media. Learn how to import schedules directly from Nielsen RandF and input schedules from any source. Nielsen MediaMix graphic capabilities, the charting of frequency distributions or differences between schedule options, are also taught.

Prerequisite:
Familiarity with reach/frequency scheduling.

Print Measurement Bureau Medical Media Study (PMB MMS)

This course is for clients using the PMB MMS. It covers the basics of Nielsen Crosstab, Nielsen Cost Ranking and Nielsen RandF.

NADbank

This course is presented jointly with NADbank who begins by providing insight into their data collection and technical information. This is followed by a review of the NADbank database within Nielsen Crosstab, Nielsen Cost Ranking and Nielsen RandF software.

View the Schedule and register online today