

Nielsen U Course Listing

Audience Watch: Overview Instructor-Led Session

Duration: 60 minutes

In this session we will conduct a general overview of the software. In this session, you will learn how to:

- Select demographic groups
- Create Program Lists based on programs and advertising
- Execute standard analyses
- Add columns of ratings data to your list

Click here to enroll.

Audience Watch: Ad Database Instructor-Led Session

Duration: 30 minutes

In this session, we will explore using data from a commercial monitoring database in Audience Watch. In this session, you will learn to:

- Utilize several types of advertising data such as Brand, Company, Network, Promo, Local, etc.
- Report data for cost, creative, ad length, pod position, pod number, ratings, reach, etc.

Note – You can use data from Monitor Plus (Ad*Views) and/or Kantar (formerly TNS & CMR).

Click here to enroll.

Audience Watch: Commercial Ratings

Instructor-Led Session **Duration: 30 minutes**

In this session, we will look at the types of rating calculations available with the All-Minute Data. In this session, you will learn to:

- Second Weighted Average Commercial Ratings for Program, Pod and Ad
- Required steps to achieve “C3” Ratings
- Minute Qualified Commercial Ratings (Define Commercial Minute using second qualifier)

Click here to enroll.

Audience Watch: Co-Viewing Instructor-Led Session

Duration: 30 minutes

In this session, you will learn to:

- What is co-viewing?
- How to specify primary and secondary co-viewing groups
- How to interpret the measurements of co-viewing
- Possible uses of co-viewing analysis

Click here to enroll.

Audience Watch: Reallocation Instructor-Led Session

Duration: 30 minutes

Reallocation can make advertising and promotion planning more efficient. In this session, you will learn to:

- Process of identifying the best possible set of programs for ad or promotion placement.
- Achieve the intended result (such as reach) while considering constraints (like budget limitations). For example, maximize Effective Reach (1+, 2+, etc.) at a given cost or GRP level.

Click here to enroll.

Audience Watch: Ratings Instructor-Led Session

Duration: 30 minutes

Learn how to report the many kinds of ratings available:

- Minute Ratings
- Average Program & Quarter Hour Ratings
- Second Weighted Average Commercial Rating for Ad, Pod & Program
- Cumulative Ratings
- Nielsen PocketPiece® Statistics

Click here to enroll.

Audience Watch: Viewing Groups

Instructor-Led Session **Duration: 30 minutes**

In this session, we will look at filtering the sample based on demographic characteristics and viewing behavior.

- Create a target Viewing Group
- Use this group in the Ad and/or Promo analysis

Click here to enroll.

For assistance, please call the Nielsen Solutions Center at 1-800-423-4511.

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