

Comparison Guide

Both Audience Watch and NPOWER feature respondent level reporting, TV ratings and custom analyses. Below are grids showing comparisons between Audience Watch and NPOWER to help you decide which software best suits your needs.

System Comparison	Audience Watch	NPOWER
Software Access	Desktop -based and only accessible on installed computers	Web-based and accessible on any PC with internet access
Job Type	Interactive Jobs run locally, but can tie up PC	Batch Jobs run behind the scenes
Data Management	User responsible for data upload upon availability	Nielsen automatically loads data upon availability
Data Delivery Schedule	3 Weeks All media types and streams loaded at one time, based on All Minute Delivery Schedule	Next, Next Day Live & Live+SD, Viewing Source, Time Period, Broadcast Prime
Format	Graphical, Data Grid & Excel	Excel
Wizard	No , Three step process: Select demographic, Select programming and Run analysis	Yes
Reprocessing	Minimal , original data load is the only file currently available	Yes , any changes to programs, or Monitor-Plus will be made

Calculation Differences	Audience Watch	NPOWER
Application Usage	Decision support	C3 Currency
Unification	Simple	Re-Weighted
Data Level	Respondent / Building Block	Respondent
Co-Viewing Analysis	Multi-Processed	Tuner Level
Source & Destination Analysis	Graphical & Data Grid	Excel

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

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Audience Watch & NPOWER

Standard Reporting Options

Audience Watch	Audience Watch	NPOWER
Audience Flow	Reporting Options	Ratings Analysis
Demographic Distribution	Not Available in NPOWER	Unification
Program Environment	Optimization	Reach & Frequency Schedules
Program Trends	Reallocation	Reach & Frequency Reports
Cumulative Analysis	Ad / Pod Positions	Segmentation
Reach Analysis	Loyalty	Source & Destination
Audience Tracking		Universe Estimate
Network Analysis		Co-Viewing
Network Exposure Analysis		Length of Tune
Standard Audience Valuation		PowerPlay
Full Program Analysis		Upload Lists
Scatter Plot		Shared Reports
Duplication Matrix		
Only Only Both		
Pivot Tables		

Data Options	Audience Watch	NPOWER
Program Level	✓	✓
Time Period Level	✗	✓
Multi-Processed	✓	✓
Tuner	✗	✓
AA	✓	✓
GAA	✗	✓
CVG AA (Standard & Custom)	✗	✓
Claritas PRIZM	✓	✓
LPM - National	✓	✓
Monitor-Plus	✓	✓
Kantar	✓	✗
Fusion / List Match	✓	✓

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