

AUDIENCE WATCH: OVERVIEW TRAINING AGENDA

This session demonstrates usage based on All-Minute Respondent Level Data (RLD) and Monitor-Plus advertising data.

USEFUL LINKS

[Audience Watch page](#) on Client Learning Site

[Overview Training Guide](#)

[Complete Audience Watch User Guide](#)

OVERVIEW TRAINING	TIME
<p>BASICS</p> <ul style="list-style-type: none"> • Software information / NPOWER comparison • Analysis Steps <ol style="list-style-type: none"> 1.) Select a primary Demographic Group 2.) Select Programming or Advertising in a Program List 3.) Execute a standard Analysis or Add Columns of Data 	5 MINUTES
<p>NAVIGATION</p> <ul style="list-style-type: none"> • Demographic Settings window and Sample %/Count window • Data Sources Tab and Aux Data options • Select Primary Demographic group, Review options for Age/Gender, Time-Shifted Viewing 	10 MINUTES
<p>PROGRAM LIST CREATION</p> <ul style="list-style-type: none"> • Use Program List button and Add Rows to Program List button, By Show tab options • Required selections for Program criteria, Dates, Dayparts, Network Selection, and Timing options (use Start Time) 	10 MINUTES
<p>REACH & FREQUENCY ANALYSIS</p> <ul style="list-style-type: none"> • Effective Reach Analysis and Data Window • Effective Reach by Sorted Column option to plot data, e.g. by Network • Plot multiple Demographics 	10 MINUTES

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OVERVIEW TRAINING – CONTINUED

TIME

ADD COLUMNS OF DATA TO PROGRAM LIST

- For **Minute Rating**, choose Exposure – Time > Rating
- For **Program Rating**, choose Exposure – Average > Rating Program
- For **Cumulative Rating**, choose Exposure – Cumulative > Program Cume Rating
 - Check View > Options > Exposure tab >>Program Exposure area and set to desired percentage or minute threshold

5 MINUTES

PROGRAM LIST USING ADVERTISING DATA

- Use **Program List** button, expand files/folders to display **Database** tab, then conduct a Brand search
 - Hover over desired brand and click entry to load advertising activity
 - Check **View > Options > Misc** tab to check selected Ad Types, then **Options** tab to limit list to **Current Daypart Only**
 - **Add Columns of Data > Standard...**, choose Ad Length, Pod Number, Pod Position
 - **Add Columns of Data > Ad Details...**, choose Ad Type, Advertiser, Brand, Creative
 - **Add Columns of Data > Commercials...**, choose Ad Seconds in Minute, Pod, Program
- COST** Choose an option based on your needs either actual length or 30 second standard
- **Add Columns of Data > Cost Based on Ad Length**, choose Unit Cost
 - **Add Columns of Data > Cost for 30 Second Ad**, choose Unit Cost
 - Add columns of ratings data or use a standard analysis like Reach as indicated above
 - Conduct a **NETWORK** search to locate all spots airing on a specific network
 - Conduct a **PROMO** search to locate promotional spots

15 MINUTES

C3 RATINGS DATA

- 1.) Set time-shifting viewing to **LIVE+3D+3H** in demo settings window
- 2.) Set Full Program button to **ON**
 - Confirm these settings are active in View > Options window:
- 3.) On **Misc** tab, set Ad Types to **COMMERCIAL** and **DIRECT RESPONSE**
- 4.) On **Ratings** tab, set Average Type to **SECOND WEIGHTED AVERAGE**
- 5.) On **Ratings** tab, set Ratings Adjustments to **VCR** and **VISITORS**
- 6.) On **Ratings** tab, set Commercial Minute Data Source to **NIELSEN**
- 7.) Load Program List and add desired columns of data.

When the settings above are active, the C3 Rating statistic:
EXPOSURE – AVERAGE > SECOND WGT AVG COMM RATING PROGRAM

 - Additional columns to add include: Pod Number, Pod Position, Ad Length, and Commercials... > Ad Seconds in Minute

5 MINUTES