

Overview Training

This guide demonstrates usage based on **All-Minute respondent level data** and **Monitor-Plus advertising data**.

Audience Watch is a Data Merging System

- Nielsen Respondent Level Data: All-Minute (AMRLD), Mid-Minute (MMRLD) or Set-Top Box (STB)
- Advertising Data: Nielsen Monitor-Plus or Kantar
- Auxiliary Data: Claritas Prizm, Simmons BehaviorGraphics, MRI Fusion, JD Power, and more

Toolbar



Program Selection buttons on left section of toolbar.

Select Program criteria like dates, dayparts and networks using these icons.



Analysis Buttons in center section of toolbar.

Programs must first be selected for these buttons to become active.

Sample 43.6%
Count 21799

All NTI Wgt Live+7 MF 18-49

Demographic selection on right section of toolbar.
Tools to select and refine the Demographic selection.

Three General Steps for Analysis

- 1.) Select a primary demographic group.
- 2.) Load a Program List of either programs or advertising.
- 3.) Execute a standard analysis or add columns of data.

1.) Select a primary demographic group.

Click on the **Demographic Settings** button  from the toolbar which opens the Demographic Settings window.

- Each tab represents a demographic option: Ethnicity, Age/Gender, Income, etc.
- Tabs can also be added for Auxiliary Data like LPM (Local People Meter), Adults (Behavior Graphics), MRI Fusion, etc.
- There is also a tab for setting Time-Shifted Viewing called **Viewing**
 - With All-Minutes data, enhanced options such as Live +3 day playback available
 - The current selected demo will be displayed on the toolbar

Example: On March 9th, 2012, the demo of MF 18-49 is represented by 43.6% of the sample or 21,799 people in the sample.

Sample 43.6%
Count 21799

All NTI Wgt Live+7 MF 18-49

Mar 5, 2012 Prime time
Mar 9, 2012

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2.) Load a Program List of either programs or advertising.

A program list displays programs in a table or list format with two ways to load a list: By Program or By Advertiser. The left-half of the Program List window displays directory structure for folders and list of files. All Program List file names have a suffix of .pgm and program list files can be created, saved, copied, edited, shared, etc.

Open the Program List window by clicking on the **Program List** icon  in the toolbar.

Click the **Add Rows to Program List** button  from the Program List window or use to add additional rows.

There are five tabs available for adding programs to a program list. We will cover two of them in the **Add to Program List** dialog box.

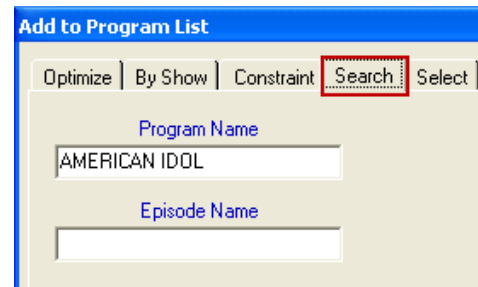
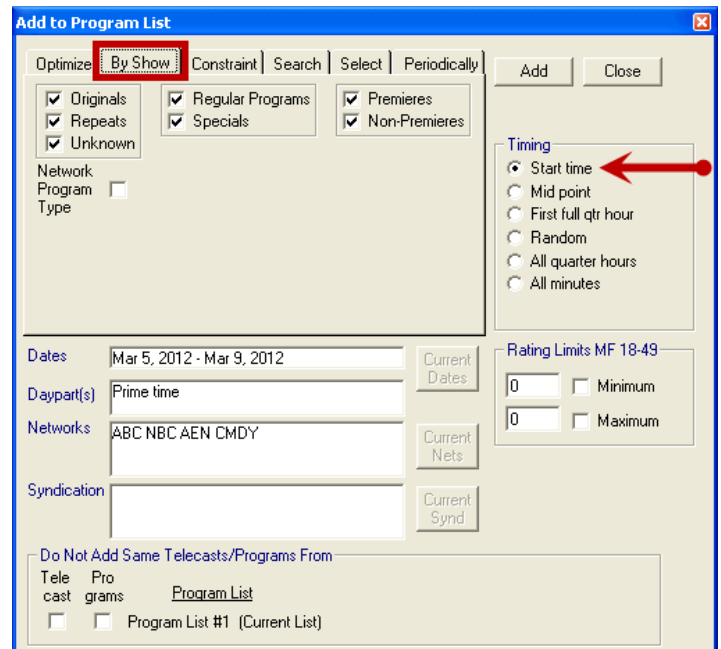
- **By Show** (pictured right) – Creates a list of ALL programs within defined Dates, Dayparts and Networks.
- **Search** (pictured below) – Creates a list of programs that match the program name or the episode name within the user-defined Dates and Networks. Use partial or full name.

To Add Program Rows to a Program List

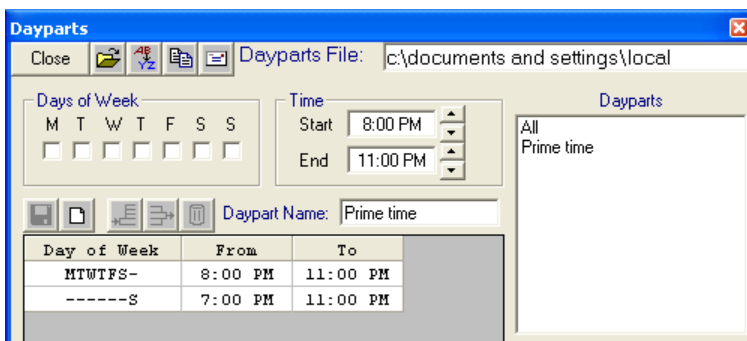
Select **By Show** tab and check the desired selection criteria. Be sure that at least one item in each box is selected. You can choose between Originals, Repeats, or Unknown but all three cannot be unchecked or the **Add** button disappears.

Next, make your selections in the following areas:

- Select **Date(s)** by clicking in the date field. Click a date to select start date and then click to select end date.



- Select a **Daypart** from the Dayparts list.



Click the new  icon to create a custom daypart.

Select the desired days of week and start/end times.

Click the Add Row  icon to include your selections.

You can add multiple daypart rows to your daypart.

Name the daypart in the Daypart Name field.

Click the Save  icon to store the new daypart.

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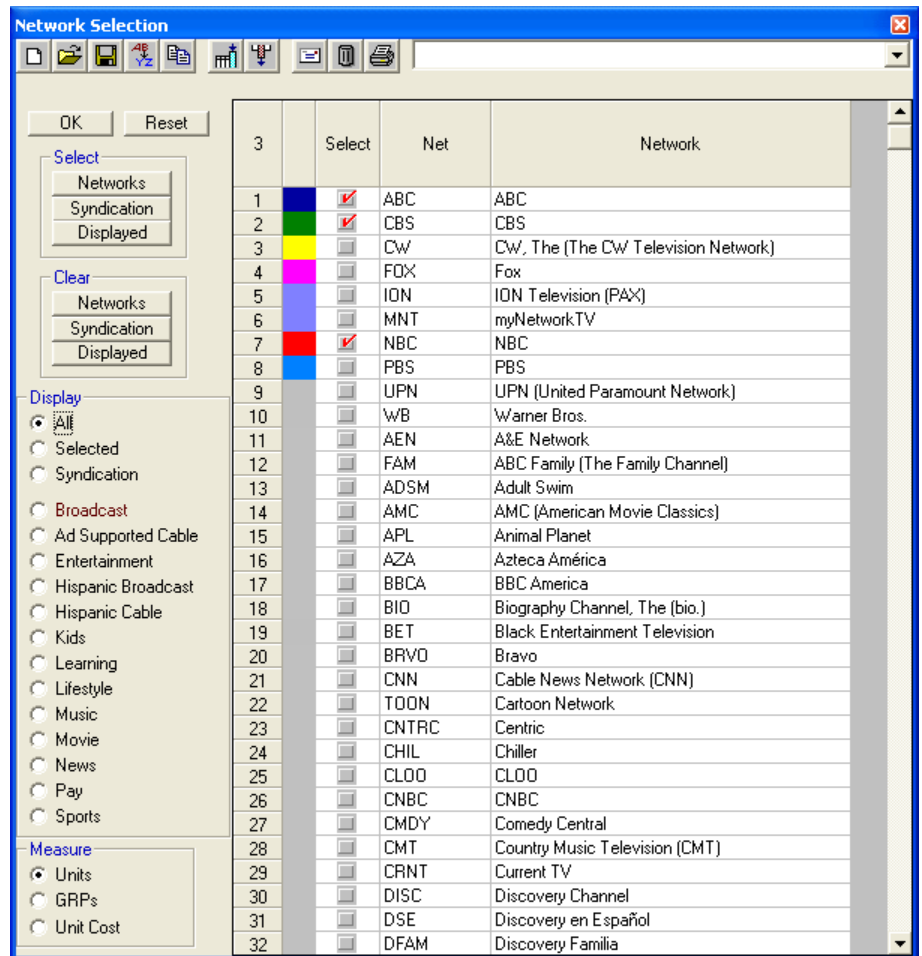
- Select **Network(s)** by using appropriate checkbox next to desired network.

The number of currently selected networks is displayed at the top left of the table.

Use **Select** area buttons to select all Networks, all Syndication or all currently displayed networks.

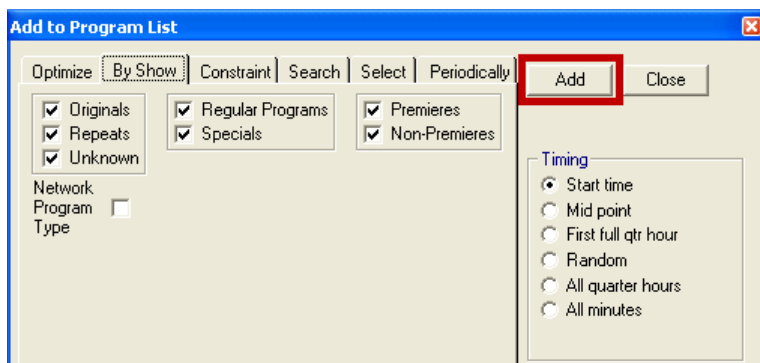
Use **Clear** area buttons to deselect all Networks, all Syndication or all currently displayed networks

The **Display** area provides shortcuts to display all networks, all currently selected networks or specific groups of networks like Broadcast and Ad Supported Cable.



- **Timing** – adds programs by Start Time, Random Program time, Midpoint in the program time, Every quarter Hour, All minutes, etc. To display one row for each program included, use the **Start Time** option. To display one row for every minute of every program in your list, use the **All Minutes** option.
- **Rating limits** for.... (selected demographic group) - controls the range of ratings of added programs.

Click the **Add** button at the top right of the window to create a program list using the current selections.



Program names in a program list indicate the type of program based on how the text is displayed.

REGULAR programs are displayed in regular black text.

REPEAT programs are displayed in **red** text.

SPECIAL programs are displayed in *italicized* text.


REPEATED SPECIAL programs are displayed in **red italicized** text.


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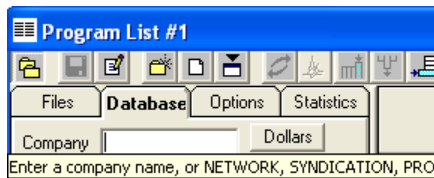
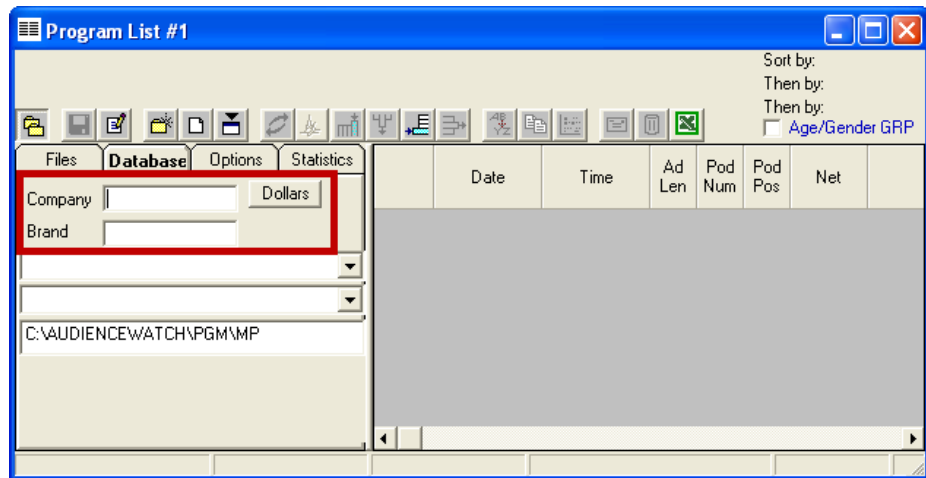
To Add Advertising Rows to a Program List

Select **Dates, Dayparts and Network(s)** as shown above or using the buttons    from the Audience Watch toolbar.

Open the **Program List** window by clicking on the **Program List** icon  in the toolbar. Audience Watch is a program-based software and a list comprised of either programs or advertising activity is considered a Program List.

Use the **Database** tab to locate advertising by brand name using the **Brand** field. Or use the **Company** field to access advertising by company name. You may need to display the Database tab using the Display/Hide  button.

- Type the name of a brand in the **Brand** field and a list appears of available brands. Click the desired brand to add it to the Program List on the right.
- Type the name of a company, either parent company or subsidiary, in the **Company** field and a list appears of available companies. Click the desired company to add it to the Program List on the right.

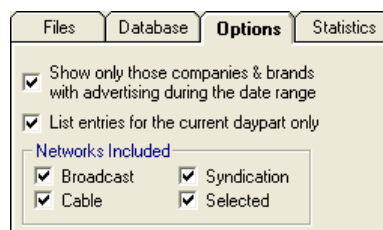


The **Company** field can also be used to locate advertising activity by **Network, Syndication, Promo, Public Service Announcement (PSA), Direct Response (DR), and Local** activity. If you hover the mouse over the **Company** field, a note appears (shown left) to remind you of the options you can type in the field.

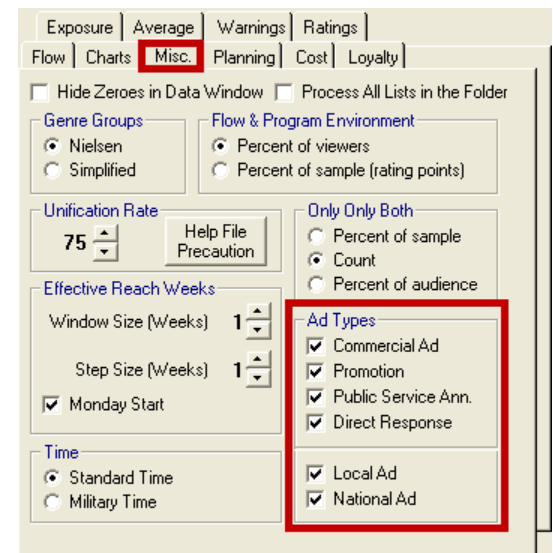
You may encounter software notifications when selecting an item to create a Program List based on advertising activity. Review the selections in the **Options** tab, adjacent to the database tab.

If the **Options** tab has **List entries for current daypart only** checked, then the list will only display activity for the selected daypart and not all activity.

If any selections are unchecked in the **Networks Included** area, a notification will alert you as all networks may not be included.



From the Audience Watch toolbar, go to **View > Options, Misc** tab (shown right) to confirm you have selected the advertising types corresponding to your current request. Check or uncheck ad types as required by your reporting needs.



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3.) Execute a standard analysis or add columns of data.



Once you have loaded a program list, you can choose an analysis from the analysis buttons, or add columns of data to your list.

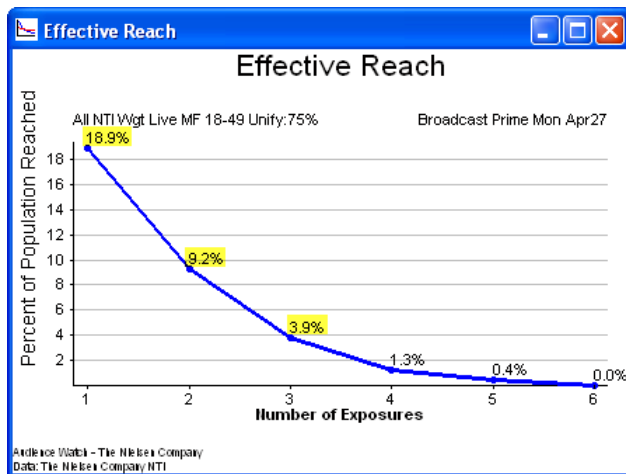
Each Analysis button represents a family of analyses like Reach Analysis .

When a Program List is loaded, the analysis buttons become active.



Effective Reach Analysis plots the unduplicated reach of the Program List at different levels of exposure.

- Right-click on the Reach Analysis button  and the Reach Analysis menu appears.
- Left-click on a type of Reach Analysis, for example, select **Effective Reach**.
- Left-click on the Reach Analysis button , and an Effective Reach curve will generate.



This Effective Reach window shows the percent of the MF 18-49 population reached at different levels of exposure for the programs in the Program List.

Of M/F 18-49:

18.9% saw one or more of the minutes in this Program List.

9.2% saw two or more of the minutes.

3.9% saw at least three of the minutes, etc.

A Data window will appear minimized at the bottom-left of the screen.



Maximize the data window (displayed at right) to view the data plotted in this Effective Reach chart. The **Formula** column (C) displays row numbers used to calculate values in column (D).

To change the type of data displayed, right-click in the table and select **Reach** or **Frequency**; **Weighted** or **UnWeighted**; and **Sample Count**, **Percent** or **Projection**. Re-run the Reach Analysis to reflect these new settings.

- Reach
- Frequency
- UnWeighted
- Weighted
- Sample Count
- Percent
- Projection

Note



The Effective Reach chart, like all plots in Audience Watch, can be saved as a file using File > Save As or copied "Ctrl-c" as an image and pasted "Ctrl-v" into Windows or PowerPoint. Also, Program List data and table data can be copied "Ctrl-c" and pasted "Ctrl-v" into Excel.

	B	C	D
1		Formula	Broadcast Prime Mon Apr27 All NTI Wgt Live MF 18-49 Unify:75%
2	Number of Entries		13
3	Unification Rate		75%
4	Universe		
5	Universe (Age/gender)		131,970,000
6	Universe (Mkt Break)		
7	Universe Demo/Viewing Group		131,970,000
8	Unified Sample Size		
9	Unified Sample Size UnWgt		19,802
10	Unified Sample Size Wgt		131,969,658
11	Unified Sample Viewing		
12	Full Program		No
13	Exposure Setting		
14	Sample Viewing - UnWgt		6,512
15	Sample Viewing - Wgt		44,406,660
16	Unified Sample Reach		
17	1+ Sample Reach UnWgt		3,627
18	1+ Sample Reach Wgt		24,907,830
19	Effective Sample Reach UnWgt		
20	Effective Sample Reach Wgt		
21	Effective Expos Level		1+
22	Projected Delivery		
23	1+ Reach	18 * 7 / 10	24,907,891
24	Effective Reach	20 * 7 / 10	
25	Gross Impressions	15 * 7 / 10	44,406,779
26	Percent Reach		
27	Percent 1+ Reach UnWgt	17 / 9	18.32%

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Full-Program

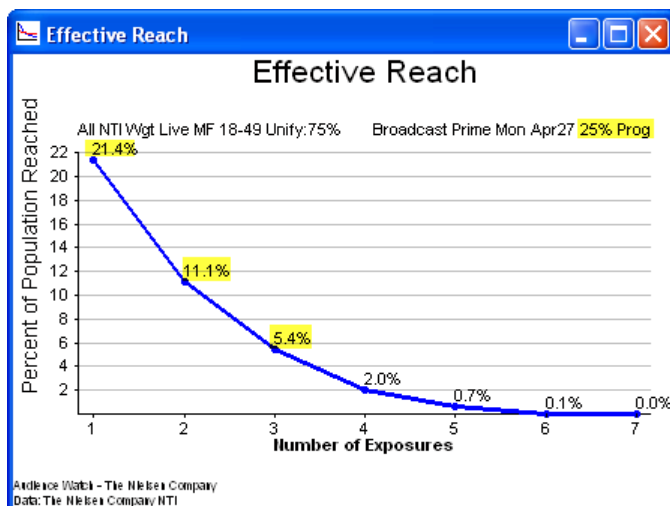
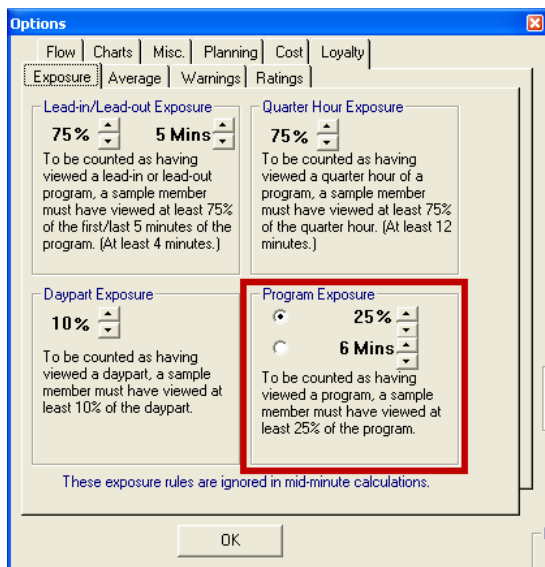
The Program List contains only the Start Time for each program. Let's look at viewing data for the entire program duration.

- Click the Full-Program  button found on the Audience Watch toolbar. Full-Program includes all minutes or all quarter hours of the program in the analysis.
- Left-click on the Reach Analysis button  to execute a new Effective Reach.

Program Exposure

To be counted as having viewed a program, a sample member must have viewed a certain percent or number of minutes of a program.

To change this qualifier, from the Audience Watch toolbar, go to **View >Options, Exposure** tab and the Program Exposure area.



This Effective Reach plot shows, of M/F 18-49:



- 21.4% saw at least **25% of one or more** of the programs in this list.
- 11.1% saw at least **25% of two or more** of the programs.
- 5.4% saw at least **25% of three or more** of the programs, etc.

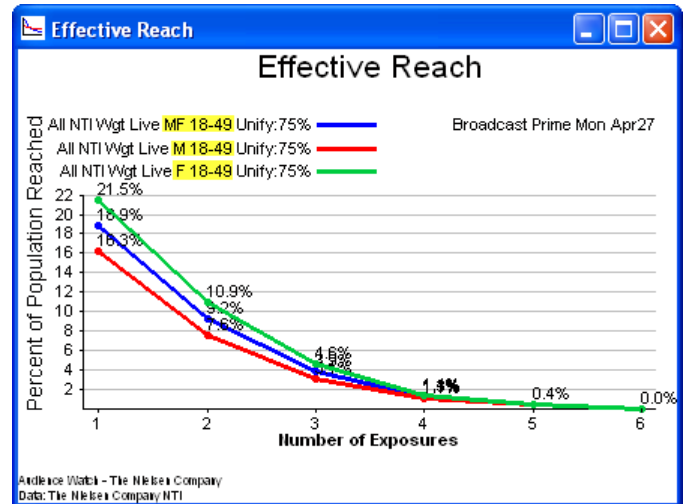
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Multiple Plots in One Chart

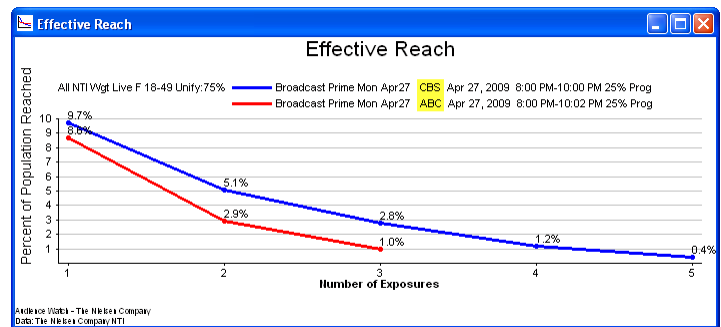
Plot different demo groups on the same chart

- With the previous Effective Reach plot still open, go to the Demographic settings button , then the Age/Gender tab.
- Select Male 18-49.
- Left-click on the Reach Analysis button  again and the plot for the M 18-49 demo will be added to the original MF 18-49 plot.
- Repeat for Female 18-49.



Plot different rows of programming from the Program List


- Close all open Effective Reach plots.
- Select some programs from the list by pressing the **Ctrl** key and clicking the row number to select a program.
- Left-click on the Reach Analysis button .
- With the Effective Reach plot still open, select a different group of programming. Right-click on the list to choose selection options like programs from the same network.
- Left-click on the Reach Analysis button  again.
- The plot for both groups of selected rows of programming will appear on the same plot.



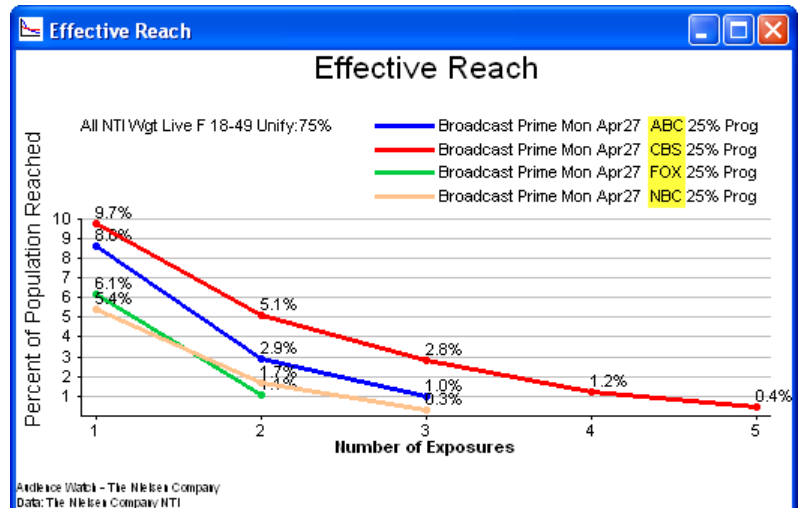
Plot rows of programming from the Program List by the sorted column

- Close all open Effective Reach plots.
- Left-click on the **Net** column title to sort the list by Network.

13	Date	Time	Net	Name
1	04/27/2009	8:00 PM	ABC	DANCING WITH THE STARS
2	04/27/2009	9:32 PM	ABC	SURVIVING SUBURBIA
3	04/27/2009	10:02 PM	ABC	CASTLE
4	04/27/2009	8:00 PM	CBS	BIG BANG THEORY, THE
5	04/27/2009	8:30 PM	CBS	HOW I MET YOUR MOTHER

- Right-click on the Reach Analysis button  and choose **Effective Reach By Sorted Column**
- Left-click on the Reach Analysis button.

The plot will now contain lines for each of the networks included in the list.




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Add columns of data to a Program List

Once you have loaded a program list, you can choose to add columns of data to your list.

Rating Types

Exposure - Time provides the rating for the selected minute

Add column of data  button, choose **Exposure-Time**, then **Rating**

5	Date	Day	Time	Net	Name	Rating (VCR, Vis) All NTI Live MF 18-49
1	05/26/2010	Wed	8:00 PM	FOX	AMERICAN IDOL-WEDNESDAY	3.1
2	05/26/2010	Wed	8:01 PM	FOX	AMERICAN IDOL-WEDNESDAY	3.7
3	05/26/2010	Wed	8:02 PM	FOX	AMERICAN IDOL-WEDNESDAY	3.8
4	05/26/2010	Wed	8:03 PM	FOX	AMERICAN IDOL-WEDNESDAY	4.2
5	05/26/2010	Wed	8:04 PM	FOX	AMERICAN IDOL-WEDNESDAY	4.2

Of M/F 18-49 viewing *American Idol* on Fox:

3.1% saw the 8:00 minute

3.7% saw the 8:01 minute

3.8% saw the 8:02 minute

Exposure - Average provides the average rating for a time range, or the average rating of all minutes (or seconds) in a program. This type is only available with All-Minutes and Set-Top Box data.

Add column of data  button, choose **Exposure-Average**, then **Rating Qtr Hr**

Add column of data  button, choose **Exposure-Average**, then **Rating Program**

4	Date	Day	Time	Net	Name	Rating Qtr Hr (VCR, Vis) All NTI Live MF 18-49	Rating Program (VCR, Vis) All NTI Live MF 18-49
1	05/24/2010	Mon	8:00 PM	ABC	DANCING WITH THE STARS	2.7	3.3
2	05/24/2010	Mon	8:00 PM	CBS	HOW I MET YOUR MOTHER	2.3	2.5
3	05/24/2010	Mon	8:00 PM	FOX	24	1.8	1.9
4	05/24/2010	Mon	8:00 PM	NBC	CHUCK	1.3	1.4

Of M/F 18-49:

(Row 1) *Dancing With the Stars* on ABC:

The **average minute rating for every minute** in the 8:00-8:14p **Quarter Hour** was **2.7**.

The **average minute rating for every minute** in the **Program** was **3.3**.

(Row 2) *How I Met Your Mother* on CBS:

The **average rating for every minute** in the 8:00-8:14p **Quarter Hour** for was **2.3**.

The **average minute rating for every minute** in the **Program** was **2.5**.

Notes

- Only displays in the Add Columns of Data  menu if All Minutes or STB data is being used.

- There is NO % of Program or % of Qtr Hour viewed qualifier used in the calculation of **Exposure-Average Rating Qtr Hour** or **Program** values. If a sample member viewed even one minute of a program, that minute of viewing will contribute to average rating calculations.

- To average the values in the Program List, use the **Pivot Table**.


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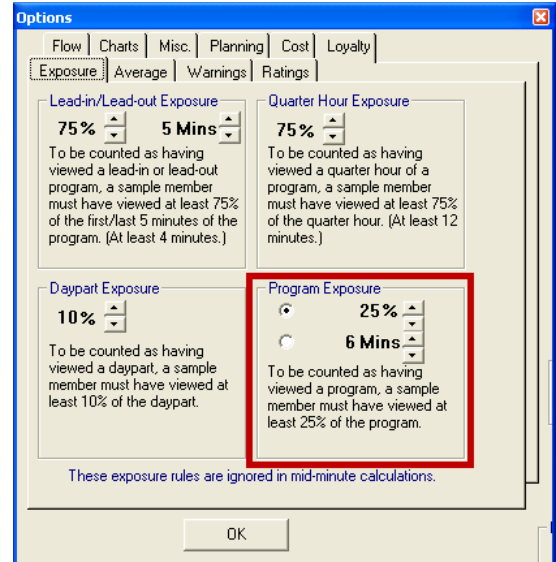
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Exposure – Cumulative provides the unduplicated rating of the entire program. The percent of people who saw at least a user-defined portion of the program

From the Audience Watch toolbar, go to **View > Options, Exposure** tab and the **Program Exposure** area.

Set the Program Exposure as either a percentage or number of minutes.

Add column of data , choose **Exposure-Cumulative**, then **Program Cume Rating (Calculated)**.



This Program List shows Cumulative Rating using All-Minutes data:

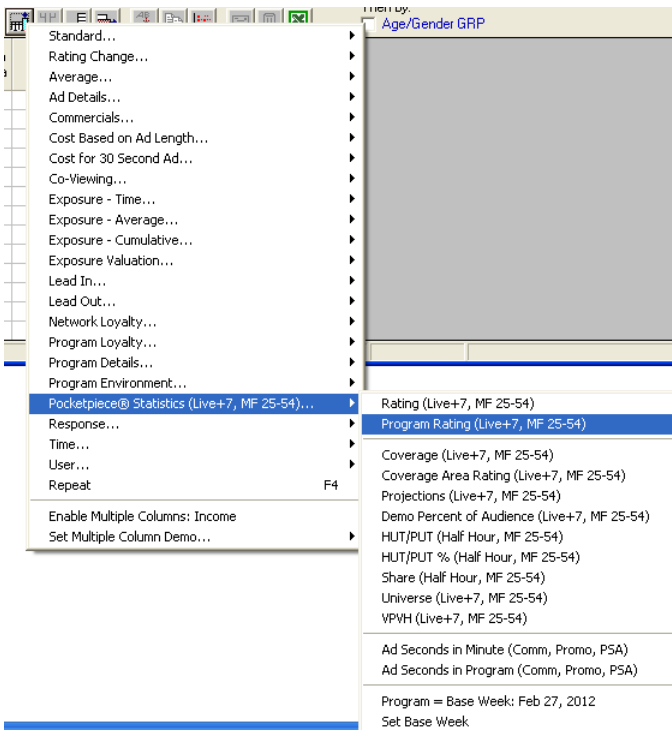
5	Date	Day	Time	Net	Type	Name	Program Cume Rating (Calculated) All NTI Wgt Live MF 18-49 10% Prog	Program Cume Rating (Calculated) All NTI Wgt Live MF 18-49 25% Prog	Program Cume Rating (Calculated) All NTI Wgt Live MF 18-49 50% Prog
1	04/27/2009	Mon	8:00 PM	ABC	Partic	DANCING WITH THE STARS	6.35	5.08	3.53
2	04/27/2009	Mon	8:00 PM	CBS	SitCom	BIG BANG THEORY, THE	3.80	3.10	2.50
3	04/27/2009	Mon	8:00 PM	FOX	Drama	HOUSE	4.87	4.10	3.47
4	04/27/2009	Mon	8:00 PM	NBC	Drama	CHUCK	2.58	2.07	1.67
5	04/27/2009	Mon	8:30 PM	CBS	SitCom	HOW I MET YOUR MOTHER	4.08	3.36	2.72

Of M/F 18-49:


5.2% viewed at least **10%** of any portion of *Dancing with the Stars* at 8 pm on ABC.


4.2% viewed at least **25%** of any portion of *Dancing with the Stars* at 8 pm on ABC.

3.2% viewed at least **50%** of any portion of *Dancing with the Stars* at 8 pm on ABC.



Nielsen Pocketpiece® or Cable MIT ratings, based on Age/Gender only and calculated by using Person by Person or Set-Top Box (STB) Data.

Add column of data , choose **Pocketpiece® Statistics (Demo Group)**, then **Set Base Week**.

Add column of data , choose **Pocketpiece® Statistics (Demo Group)**, then **Rating** or **Program Rating**.

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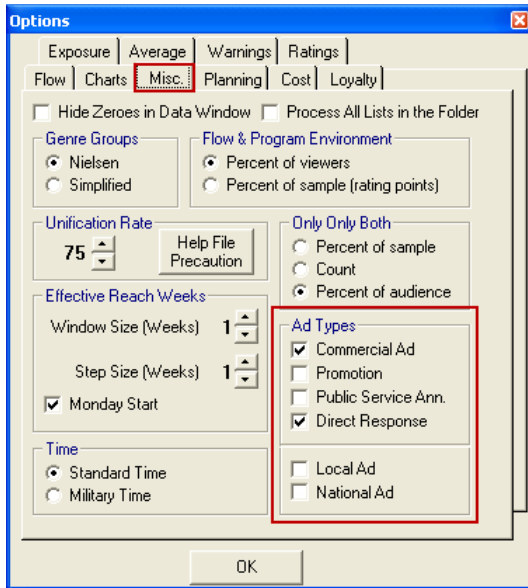
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A "C3" rating provides the average rating of all commercial minutes in a program within the Live+75 hours stream.

1.) Set Full Program setting to ON.

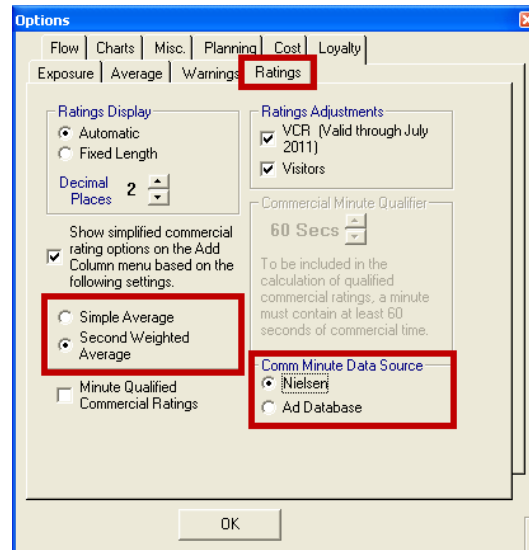


2.) From the Audience Watch toolbar, go to **View > Options** and on **Misc** tab, set **Ad Types** to **Commercial, Direct Response**

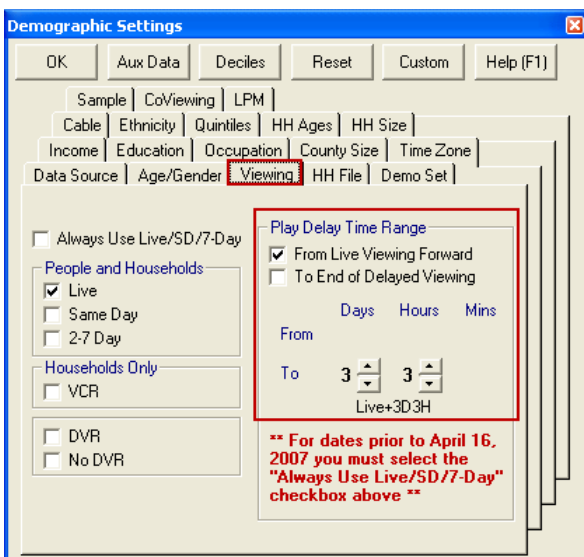



3.) On **Ratings** tab, set **Average Type** to **Second Weighted Average**

- set **Ratings Adjustments** to **VCR** and **Visitors**
- set **Commercial Minute Data Source** to **Nielsen**



4.) From the Demographic Settings, go to **Viewing** tab and select **Live +3 Day +3 Hour** playback



5.) Load a Program List comprised of advertising and then use the **Add Columns of Data**  button.

When all these options have been set, add this rating:
Exposure–Average > Second Wgt Avg Comm Rating Program

This rating option reports the "C3" statistic, only with the combination of options stated on this page. Otherwise, it is not a "C3" rating.

Other column options you can include:

Exposure–Average > then Second Wgt Avg Comm Rating Pod

Exposure–Average > then Second Wgt Avg Comm Rating Ad
(using a list of advertising)

Commercials > Ad Seconds in Minute, Pod, and Program

Standard > Pod Number, Pod Position and Ad Length columns