

nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™

GRABIX

ONLINE COURSE LISTING
2017



To register for any of the live, online learning sessions, go to:
<http://en-us.nielsen.com/sitelets/cls/localcalendar.html>

LEVEL 1 - FUNDAMENTALS

Grabix: Level 1 - Local Reports for Local Television

This class will cover reports that are available to local broadcast clients only. Grabix.com 101 will include the basics for understanding Grabix.

Sections covered will include:

- Grabix analysis – see program content alongside minute by minute ratings with source and destination flow analysis
- Search function – search for on-air closed captioned mentions or by time period

You will have an opportunity for hands-on practice exercises during the class

LEVEL 2 - BEGINNER

Grabix: Level 2 - General Analysis Reports for Local Television

This class will cover the general analysis report section for local broadcast clients.

- General analysis – view up to 10 telecasts on a screen, create averages or trends for up to 50 programs, new analysis views

You will have an opportunity for hands-on practice exercises during the class

LEVEL 3 – INTERMEDIATE

Grabix: Level 3 - Segmentation

Learn Grabix segmentation to separate your programs by each segment of program content to determine audience flow. Grabix 201 will cover:

- Creating a segmentation project in Grabix

- How to manage your segmentation project
- Use segment analyzer to view, save, share and analyze user-created segments

ABOUT NIELSEN

Nielsen N.V. (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. By integrating information from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90% of the world's population. For more information, visit www.nielsen.com.