

NIELSEN NATIONAL TV VIEW

ADVANCED
ATTENDEE GUIDE
2015



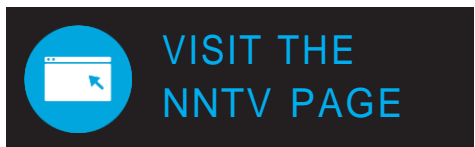
AN UNCOMMON SENSE
OF THE CONSUMER™

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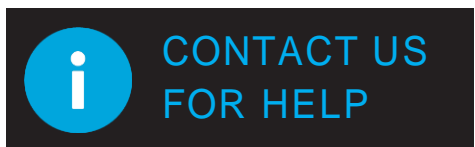
Nielsen National TV View (NNTV) is the overnight and pre-summarized trending and tracking TV analysis tool on Nielsen MediaView. The data source is the National People Meter (NPM) single sample which includes the Hispanic sub-sample. The software provides time period, program and commercial (where available) audience estimates for broadcast, cable and syndication. Nielsen National TV View may be accessed through the Nielsen Answers Portal.

BASICS

- 1.) NIELSEN NATIONAL TV VIEW (NNTV) software page provides access to all learning materials: <http://en-us.nielsen.com/sitelets/cls/nntv.html>.



- 2.) For technical assistance, call the Nielsen Solutions Center at 1-800-423-4511, or send an email to prodhelpline@nielsen.com.



LOGIN

- 1.) Visit <https://answers.nielsen.com/>.
- 2.) Enter your email address and password.
- 3.) If you do not know your password, click Forgotten Password? Link, type in your email address and follow the instructions in the email you receive.
- 4.) After logging into the portal, select **Nielsen National TV View** from the My Tools menu or the box on the home page.

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AGENDA

TOPIC	TIME
INTRODUCTION	2 minutes
DATE SELECTION	4 minutes total
• Date Increment (Daily, Weekly, Quarterly, etc.)	2 minutes
• Date Exclusions in a Date Range	2 minutes
PROGRAM NAME GROUPS	5 minutes
PROGRAM AVERAGES	18 minutes total
• Report on Premiere	2 minutes
• Report Repeats separately	2 minutes
• Report Breakouts separately	2 minutes
• Report Specials separately	2 minutes
• Strict Daypart	8 minutes
• Quarter-hour levels	2 minutes
CONCLUSION	1 minutes



NOTES



ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

For more information, visit www.nielsen.com.

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