



# TRACK NATIONAL RATINGS WITH OVERNIGHT PROGRAM & TIME PERIOD REPORTS

## WITH NIELSEN NATIONAL TV VIEW (NNTV)

### WHAT IS IT?

NNTV is a web-based reporting software application that offers the industry overnight National tracking and trending analysis. Clients can access data for Broadcast, Cable and Syndication alongside commercial viewing. Reports available include:

**Program Reports**—Analyze originators, programs, episodes and telecasts individually, in groups or by season. Overnight Program Reports are available for next day insights.

**Time Period Reports**—Interested in a daypart, day, week, month or season? NNTV provides reporting capabilities by time period. Overnight Time Period Reports also available.

Looking for more? Further insights include Commercial data available for all data streams.

### HOW WE DO IT

Electronic and proprietary metering technology is at the heart of Nielsen's audience measurement. In addition to capturing what channels viewers are watching on each television set in the home, our meters can identify who is watching and when, including "time-shifted" viewing—the watching of recorded programming up to seven days after an original broadcast.

### INSIGHTS ACROSS PLATFORMS

Today, viewing video is a social and mobile experience, where content can be consumed anytime and anywhere. NNTV data includes TV, computer and mobile viewing as one combined metric for those networks that have enabled Digital in TV Ratings measurement. Nielsen delivers a constant stream of information, revealing tuning behavior during programs and commercials.

### KEY FACTS & FEATURES

- Data includes Broadcast, Cable and Syndication originators
- Available data streams: Live, Live+SD, Live+3, Live+7
- Available commercial streams: Live, Live+SD, Live+3, Live+7
- Data source: National People Meter (NPM) and set meter single sample which includes the Hispanic sub-sample
- Includes viewing from TV, computer & mobile devices
- Next Day Broadcast Prime & Cable Total Day
- Next-Next Day Broadcast Total Day
- Customize reports by creating report layout, custom dayparts & more
- Easy export to Microsoft Excel & CSV
- Save time by scheduling recurring reports

### ALREADY A CLIENT?

Learn more about the product through a series of introductory courses on our [Client Learning Site](#).

For more information contact your Nielsen representative or visit [www.nielsen.com](http://www.nielsen.com)