NPOWER

COURSE LISTING
MARCH 2015

nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™

CLICK A BLUE LINK TO NAVIGATE DIRECTLY TO ANY OF THE COURSE LISTINGS.
In order to be successful, you will need access to NPOWER on your computer.

LEARNING TYPES

LEARNING PATH

An organized collection of self-guided and instructor-led sessions intended to guide users through training offerings for a specific skill level and/or client type.

INSTRUCTOR-LED SESSION

These sessions are facilitated by an instructor in a virtual classroom.

CLASS PARTICIPATION REQUIRES
- a computer
- a high-speed internet connection
- a telephone or audio headset
- access to the software

GoTo Training login information with teleconferencing number and audio passcode will be emailed to clients registered for the class approximately 24 hours prior to the session start time.

You will have an opportunity for a hands-on practice exercise during the class, so be sure you are logged into to the software prior to the training session.

RECORDED SESSION

These sessions are taken at your own pace anytime and are presented in a movie-like format including audio with chapter navigation, user controls and session notes. If you are connecting to this learning event via VPN or low speed internet you may experience pauses in the streaming of the video. To optimize the audio portion, please use a high quality headset (with the volume set to low) or your computer's speaker.

LEARNING LEVELS

GETTING STARTED

BEGINNER-LEVEL USERS

These courses will give you the foundation you need to get an understanding of how the data is gathered, recommended uses, and how to run basic reports.

BEYOND THE BASICS

INTERMEDIATE-LEVEL USERS

These courses will cover additional reporting options, and concepts.

MAXIMIZING NPOWER

ADVANCED-LEVEL USERS

These courses will cover advanced uses of the software and require several prerequisities. Not for beginners.

LEARN MORE

NPOWER PAGE ON CLIENT LEARNING SITE

Online resource for available training materials and links to register for upcoming classes:
http://en-us.nielsen.com/sitelets/cls/npower.html

CLICK A BLUE LINK TO REGISTER FOR A CLASS.

GETTING STARTED

NPOWER: SOFTWARE OVERVIEW

RECORDED SESSION – 10 MINUTES

New to NPOWER? This is a great place to start. Learn about the features, available data and general basics.

- Access the software
- Navigate through NPOWER
- Create a report template
- Set up user preferences
- Create groups and share reports
- Gain time-saving tips

PREREQUISITES
- *General understanding of National Ratings Data*
- *National Computations 101*
- *What TV Ratings Really Mean*

NPOWER: RATINGS ANALYSIS

INSTRUCTOR-LED CLASS – 90 MINUTES

This class shows how to run the basic reports and is designed for new NPOWER users. Attend this class if you want to:

- Run Ratings Analysis reports by Program or Time Period
- Generate C3 Ratings (Commercial Live+3 Ratings, the currency standard for National data)
- Examine Sample Sizes by specific demographic, market break, or coverage area
- Learn how to interpret the data generated by these analyses

PREREQUISITES
- *NPOWER: Software Overview (Recorded Session)*
- *NPOWER: Report Overview (Recorded Session)*

NPOWER: TSV VS PLAYBACK DATA

RECORDED SESSION – 6 MINUTES

Do you need to include Time Shifted Viewing, TSV or Playback in your reports? As television viewing habits evolve, many homes rely on their DVRs to record and playback programming they want to watch. As a result, Time Shifted Viewing, TSV estimates have become an important part of the media landscape. NPOWER offers reporting on three streams of data. This recorded session covers:

- What does Time Shifted Viewing mean?
- What is Playback data?
- How to create reports that will allow you to analyze both within NPOWER

PREREQUISITES
- *NPOWER: Software Overview (Recorded Session)*
- *NPOWER: Report Overview (Recorded Session)*
- *NPOWER: Ratings Analysis (Instructor-Led Class)*

NPOWER: SCHEDULING AND SEASON PREMIERE TO DATE

RECORDED SESSION – 4 MINUTES

NPOWER has some great scheduling features that allow you to receive regularly needed reports simply and in an automated fashion. This recorded session covers:

- How to schedule a report to run in NPOWER (or MarketBreaks)
- How to run a report using Season Premiere To Date and Premiere to Date logic

PREREQUISITES
- *NPOWER: Software Overview (Recorded Session)*
- *NPOWER: Report Overview (Recorded Session)*
- *NPOWER: Ratings Analysis (Instructor-Led Class)*

NPOWER: C3 RATINGS

RECORDED SESSION – 5 MINUTES

In recognition of the evolution of television viewing habits, including time shifting, the vast majority of our industry now transacts advertising based on C3 estimates. This recorded session covers:

- The difference between a C3 rating and an Average Commercial Minute (ACM) rating
- How to create a report template that will generate a C3 rating within NPOWER

PREREQUISITES
- *NPOWER: Software Overview (Recorded Session)*
- *NPOWER: Report Overview (Recorded Session)*
- *NPOWER: Ratings Analysis (Instructor-Led Class)*

NPOWER: COVERAGE AREA

RECORDED SESSION – 4 MINUTES

Learn why you'd want to look at coverage area ratings as well as how to build them, a must for any cable network. This recorded session covers:

- Coverage Area Ratings
- How to use them in NPOWER

PREREQUISITES
- *NPOWER: Software Overview (Recorded Session)*
- *NPOWER: Report Overview (Recorded Session)*
- *NPOWER: Ratings Analysis (Instructor-Led Class)*

NPOWER: LPM OVERVIEW

RECORDED SESSION – 7 MINUTES

Get tips and tricks on drilling in to the Local People Meter, LPM markets within NPOWER. Learn the discrete differences you'll make to accurately reflect local market information. This recorded session covers:

- A conceptual overview of this data
- How to understand a local market
- The step by step process for running and viewing the analysis

PREREQUISITES
- *NPOWER: Software Overview (Recorded Session)*
- *NPOWER: Report Overview (Recorded Session)*
- *NPOWER: Ratings Analysis (Instructor-Led Class)*

CLICK A BLUE LINK TO REGISTER FOR A CLASS.

BEYOND THE BASICS

NPOWER: UNIFICATION OVERVIEW

RECORDED SESSION — 6 MINUTES

What is Unification and why is it an important step in running most NPOWER reports? This recorded session covers:

* Unification
* When and why you would utilize Unification
* How to create Unification reports in NPOWER

PREREQUISITES
* *NPOWER: Software Overview (Recorded Session)*
* *NPOWER: Report Overview (Recorded Session)*
* *NPOWER: Ratings Analysis (Instructor-Led Class)*

NPOWER: REACH AND FREQUENCY OVERVIEW

RECORDED SESSION — 10 MINUTES

Unduplicated audience, Average Audience, AA ratings, frequency...what does it all mean and how can I pull these measures? This recorded session covers:

* Concepts of frequency and duplication
* What Reach and Frequency reports provide
* How reach is different from Average Audience Ratings
* Why you would use and how to create them

PREREQUISITES
* *NPOWER: Ratings Analysis (Instructor-Led Class)*
* *NPOWER: Unification Overview (Recorded Session)*

NPOWER: REACH AND FREQUENCY 101

INSTRUCTOR-LED CLASS — 90 MINUTES

Reach and Frequency (R&F) is one of the most utilized report suites in NPOWER. The R&F report is used to provide unduplicated audience estimates and frequency of viewing estimates for one or more schedules for various market breaks and demographics. In this session, you will learn:

* The three steps needed to create an R&F report - Unification, Creating Schedules and running the report
* How to create schedules based on program, time period and advertising data
* How to use the Reach and Frequency report template to find out how many HHLDs or Persons you reached with your schedules and how often you reached them
* How to use the Duplication report template to look at pairs of schedules to assess only/only/both scenarios and the duplicative qualities between your different schedule pairs

PREREQUISITES
* *NPOWER: Ratings Analysis (Instructor-Led Class)*
* *NPOWER: Unification Overview (Recorded Session)*
* *NPOWER: Reach & Frequency Overview (Recorded Session)*

NPOWER: ONE-STEP REACH AND FREQUENCY

INSTRUCTOR-LED CLASS — 60 MINUTES

Reach and Frequency (R&F) is one of the most utilized report suites within NPOWER. Reach and Frequency Program Report and Reach and Frequency Time Period Report take the traditional 3 steps involved in R&F Reports down to just one! In this session, you will learn how to:

* The difference between the one step R&F and the traditional three step R&F
* How to create a one-step R&F report to find out how many Households or Persons you reached with your time period and/or program(s).
* How to create weekly/monthly/quarterly average reaches.

PREREQUISITES
- *NPOWER: Ratings Analysis (Instructor-Led Class)*
- *NPOWER: Unification Overview (Recorded Session)*
- *NPOWER: Reach & Frequency Overview (Recorded Session)*
- Optional – *NPOWER: Reach & Frequency 101 (Instructor-Led Class)*

NPOWER: SEGMENTATION OVERVIEW

RECORDED SESSION – 9 MINUTES

Learn how to analyze a sub-sample, based on viewing. This recorded session covers:

- An overview of what Segmentation reports deliver
- Different types of Segmentation that can be run with NPOWER: Number of Minute, NTiles and Quads
- How to create a Segmentation report

PREREQUISITES
- *NPOWER: Ratings Analysis (Instructor-Led Class)*
- *NPOWER: Unification Overview (Recorded Session)*

NPOWER: SEGMENTATION 101

INSTRUCTOR-LED CLASS – 90 MINUTES

Segmentation reports allow you to organize groups of viewers based on specific viewing thresholds that you set. Segmentation 101 will provide a thorough overview of Segmentation Reports that can be run using NPOWER.

- Learn about different types of Segmentation
- See how to build NTILE, Number of Minutes, and Quad Segmentations, as well as how to profile them
- Interpret the data these reports generate, such as how many viewers fall into each segment as well as details such as average minutes and average telecasts viewed

PREREQUISITES
- *NPOWER: Ratings Analysis (Instructor-Led Class)*
- *NPOWER: Unification Overview (Recorded Session)*
- *NPOWER: Segmentation Overview (Recorded Session)*

NPOWER: POWERPLAY FUNDAMENTALS

INSTRUCTOR-LED CLASS – 60 MINUTES

PowerPlay is a desktop research tool used in conjunction with NPOWER to analyze large data sets. You can use PowerPlay to change report layouts and apply filters, as well as average, summarize, and index data. In this session, you will learn how to:

- Use the PowerPlay report templates for program and time period to run large sets of data within NPOWER
- Import your analysis into the PowerPlay desktop tool
- Customize your report output using the dimensions and flexible formatting within PowerPlay

PREREQUISITES
- *NPOWER: Software Overview (Recorded Session)*
- *NPOWER: Report Overview (Recorded Session)*
- *NPOWER: Ratings Analysis (Instructor-Led Class)*

NPOWER: CO-VIEWING OVERVIEW

RECORDED SESSION – 6 MINUTES

Want to find where pairs of viewers are watching TV together? Co-Viewing Program reports allow you to examine viewing occurring together, or alone, by demographic. This recorded session covers:

- Conceptual overview of Co-Viewing
- How to use NPOWER to create a Co-Viewing report
- Making selections and exporting the report

PREREQUISITES
- *NPOWER: Software Overview (Recorded Session)*
- *NPOWER: Report Overview (Recorded Session)*
- *NPOWER: Ratings Analysis (Instructor-Led Class)*

CLICK A BLUE LINK TO REGISTER FOR A CLASS.

BEYOND THE BASICS

NPOWER: LENGTH OF TUNE/ LENGTH OF VIEW OVERVIEW

RECORDED SESSION — 8 MINUTES

What is the difference between tuning and viewing? Learn how each term is defined and when to use NPOWER to create Length of Tune and Length of View reports. This recorded session covers:

- A conceptual overview of these reports
- How to make selections to run the report
- Exporting and reading the reports

PREREQUISITES
- *NPOWER: Software Overview (Recorded Session)*
- *NPOWER: Report Overview (Recorded Session)*
- *NPOWER: Ratings Analysis (Instructor-Led Class)*

NPOWER: SOURCE AND DESTINATION

INSTRUCTOR-LED CLASS — 60 MINUTES

Trying to determine Audience Flow? Source and Destination reports can provide insights on audience gains, losses, and retention by program or time period. In this session, you will learn how to:

- Run Source and Destination ratings and distributions
- Interpret the data generated by Source and Destination reports such as minute level ratings, audience gains, losses and retention
- Find out how to maximize the value of the Source and Destination reports you run

PREREQUISITES
- *NPOWER: Software Overview (Recorded Session)*
- *NPOWER: Report Overview (Recorded Session)*
- *NPOWER: Ratings Analysis (Instructor-Led Class)*

NPOWER: NON LINEAR VIDEO ON DEMAND

INSTRUCTOR-LED CLASS — 60 MINUTES

With growing viewership to Video On Demand (VOD), growing interest in the habits of that VOD viewing have arisen. NPOWER offers the ability to further analyze VOD viewing by demographic and marketbreak, along with other customization options. Learn more about the NPOWER's capabilities specific to VOD. In this session, you will learn how to:

- VOD reporting features
- Program and Episode Report
- End of Flight Report

NOTE – Some network's VOD data is now available externally, however, some network's VOD data is proprietary. If you do not subscribe, your data access will be limited to those networks that are externally reportable.

PREREQUISITE
- *NPOWER: Ratings Analysis (Instructor-Led Class)*

MAXIMIZING NPOWER

NPOWER: REACH AND FREQUENCY 201

INSTRUCTOR-LED CLASS — 60 MINUTES

With a solid foundation on running Reach & Frequency reports, the next step is to bring these reports to life with advanced analytics. This session examines progressive applications for the Reach and Frequency Report Suite. In this session, you will learn how to:

- Edit your schedules to modify what is included
- Use a Progressive Cume to analyze what you have gained in reach, frequency and GRPs with each unit a person or HHLD is exposed to within your schedule
- Pull segmented viewers into your R&F reports to gain a better understanding of how many persons within your segment you are reaching with your schedules

PREREQUISITES
- *NPOWER: Unification Overview (Recorded Session)*
- *NPOWER: Reach & Frequency 101 (Instructor-Led Class)*

NPOWER: SEGMENTATION 201

INSTRUCTOR-LED CLASS — 60 MINUTES

With a solid foundation in running Segmentation reports, the next step is to bring these reports to life with advanced analytics. This session examines progressive applications for the Segmentation Report Suite. In this session, you will learn how to:

- Pull Segmentations into other reports for further analysis
- Gain valuable information about audiences, such as what programs rate highest amongst a specific Segment of Viewers, or whether heavy viewers of a particular program are also heavy viewers of TV in general
- Interpret the data generated by these reports so you can walk away with insights you can use

PREREQUISITES
- *NPOWER: Unification Overview (Recorded Session)*
- *NPOWER: Segmentation 101 (Instructor-Led Class)*

NPOWER: INTERNET SOURCE SEARCH

RECORDED SESSION — 7 MINUTES

For subscribers of cross-platform reporting capabilities either via the Cross Platform Service - Single Source or TV/Internet Data Fusion. This recorded session covers:

- Nielsen Online audience measurement methodology
- Overview on how sites are categorized and how to search and make selections

PREREQUISITE
- *NPOWER: Ratings Analysis (Instructor-Led Class)*

NPOWER: CROSS PLATFORM SERVICE-SINGLE SOURCE

INSTRUCTOR-LED CLASS — 90 MINUTES

The course is designed for subscribers of Cross Platform Service – Single Sample. It covers the reporting capabilities available via the Cross Platform Service – Single Sample within the National Panel. In this session you will learn:

- The differences between Cross Platform Service – Single Sample and Cross Platform Service – TV/Internet Fusion
- To Search for Internet content within NPOWER using the Parent, Brand, Channel hierarchy
- How to create an Internet schedule
- How to pull Reach and Frequency for a website, a TV network, and a combination of the two
- To Segment your Internet users using the Number of Seconds/Page view Segmentation Report and/or the Internet NTILE Segmentation Report
- To use your Internet Segments to find out additional information such as what programs they watch, how many of them were reached by an ad campaign, etc.

PREREQUISITES
- *NPOWER: Ratings Analysis (Instructor-Led Class)*
- *NPOWER: Reach & Frequency 101 (Instructor-Led Class)*
- *NPOWER: Segmentation 101 (Instructor-Led Class)*
  NPOWER: Internet Source Search (Recorded Session)

NPOWER: MRI FUSION DATA

INSTRUCTOR-LED CLASS – 60 MINUTES

For subscribers of MRI Fusion data within NPOWER, this session offers a detailed understanding of fusion data and how to navigate NPOWER to access the targets you want to analyze. In this session, you will learn how to:

- Use the MRI Data Dictionary to identify how your MRI feeds are categorized within NPOWER
- Find and apply your MRI characteristics within the NPOWER report templates
- Use MRI data within NPOWER to analyze competitive sets for your intended target consumer

PREREQUISITES
- *NPOWER: Ratings Analysis (Instructor-Led Class)*
- *NPOWER: Reach & Frequency 101 (Instructor-Led Class)*

NPOWER: CROSS PLATFORM SERVICE-TV/INTERNET FUSION

INSTRUCTOR-LED CLASS – 60 MINUTES

For subscribers of cross-platform reporting capabilities via the TV/Internet Data Fusion. This class offers a detailed review of the cross-platform reporting capabilities in NPOWER. In this session, you will learn:

- The differences between Cross Platform Service – Single Sample and Cross Platform Service – TV/Internet Fusion
- To Search for Internet content within NPOWER using the Parent, Brand, Channel hierarchy
- How to create an Internet schedule
- How to pull Reach and Frequency for a website, a TV network, and a combination of the two

- To Segment your Internet users using the Number of Seconds/Page view Segmentation Report and/or the Internet NTILE Segmentation Report
- To use your Internet Segments to find out additional information such as what programs they watch, how many of them were reached by an ad campaign, etc.

PREREQUISITES
- *NPOWER: Ratings Analysis (Instructor-Led Class)*
- *NPOWER: Reach & Frequency 101 (Instructor-Led Class)*
- *NPOWER: Segmentation 101 (Instructor-Led Class)*
- *NPOWER: Internet Source Search (Recorded Session)*

NPOWER: IN-DEPTH SERIES

Check the NPOWER page for an updated list of In-Depth classes. New classes are added Quarterly. Previous classes include:

NPOWER: IN-DEPTH – TRACKING YOUR AUDIENCE

INSTRUCTOR-LED CLASS – 45 MINUTES

Want to track your audiences' other viewing patterns? Have ratings slipped for one of your programs? Find out how to track the specific viewers who were viewing your program, and no longer are, to see what has drawn them away from your program.

- In this session you'll take your Segmentation reports to the next level using Boolean logic to define viewer segments that can be analyzed and help you develop strategies to regain your audience.

PREREQUISITE
- *NPOWER: Segmentation 101 (Instructor-Led Class)*

NPOWER: IN-DEPTH –
AUDIENCE COMPOSITION

INSTRUCTOR-LED CLASS – 60 MINUTES

Need to better understand who your audience is? Age, income, employment, and a multitude of other demographics and Marketbreaks can be added to further analyze your Segmentation reports.

For instance, of your heaviest 18-34 viewers, how many are 18-24 vs. 25-34 or men vs. women. Do your lightest viewers have low or high household incomes? See how you can take your Segmentation reports to the next level using Profile Demographics and Marketbreaks.

PREREQUISITES
* *NPOWER: Segmentan 101 (Instructor-Led Class)*
* *NPOWER: Segmentan 201 (Instructor-Led Class)*

NPOWER: IN-DEPTH –
REALLOCATION

INSTRUCTOR-LED CLASS – 60 MINUTES

If you're looking to demonstrate how adding your network to an advertisers schedule can increase reach and frequency, this is the session for you. Learn how to examine the reach and frequency of an advertiser's actual schedule, and remove inefficient spots in their existing schedule, replacing them with additional spots on your network to increase campaign effectiveness. You can also utilize this concept with promotion schedules for your network. In this session we will create and edit schedules to demonstrate reallocation.

PREREQUISITES
* *NPOWER: Reach & Frequency 101 (Instructor-Led Class)*
* *NPOWER: Reach & Frequency 201 (Instructor-Led Class)*

NPOWER: IN-DEPTH –
SIMULTANEOUS USAGE

INSTRUCTOR-LED CLASS – 60 MINUTES

If you want to pull the Simultaneous Usage of TV and Internet, this is the class for you. Learn how to seamlessly pull this data, utilizing the Cross Platform panel within NPOWER, and the Reach and Frequency Duplication Report. Learn the nuances to pulling this data, which will save you lots of time in the future. In this session, we will build Unification, TV and Internet Schedules, and a Duplication Report utilizing the Cross Platform Panel. Internet Schedules are available on a subscription basis.

PREREQUISITES
* *NPOWER: Reach & Frequency 101 (Instructor-Led Class)*
* *NPOWER: Reach & Frequency 201 (Instructor-Led Class)*

NPOWER: IN-DEPTH –
TIME SPENT WITH TV AND INTERNET

Are you interested in seeing how much time is spent with TV and Internet? Do you want to examine time spent with your website and TV network? Perhaps you're interested to know about time spent with Broadcast TV, compared to Ad Supported Cable, and Social Networking sites compared to News sites. Look no further, you will learn how to do just that in this session. Utilizing Segmentation reports within NPOWER, we will walk through some examples of how to analyze this on a broad or narrow level, so you will walk away with usable insights. Attendees must be familiar with Segmentation and Cross Platform data within NPOWER.

PREREQUISITES
* *NPOWER: Segmentation 101 (Instructor-Led Class)*

Must complete one of these two classes:
* *NPOWER: Cross Platform Service – Single Source (Instructor-Led Class)*
* *NPOWER: Cross Platform Service – TV/Internet Fusion (Instructor-Led Class)*

NPOWER: IN-DEPTH –
RESPONSE EFFECT

INSTRUCTOR-LED CLASS – 60 MINUTES

What effect is a TV campaign having on website traffic? What effect is an online campaign having on TV viewership? Find out how to pull such analyses in this session. Learn the reports to run, to see the difference in behavior between those that saw a campaign, and those that did not. Attendees must be familiar with Segmentation, Reach and Frequency, and Cross Platform data within NPOWER.

PREREQUISITES
- *NPOWER: Segmentation 101 (Instructor-Led Class)*
- *NPOWER: Segmentation 201 (Instructor-Led Class)*
- *NPOWER: Reach & Frequency 101 (Instructor-Led Class)*
- *NPOWER: Reach & Frequency 201 (Instructor-Led Class)*

Must complete one of these two classes:
- *NPOWER: Cross Platform Service – Single Source (Instructor-Led Class)*
- *NPOWER: Cross Platform Service – TV/Internet Fusion (Instructor-Led Class)*

NPOWER: IN-DEPTH –
TRACKING YOUR AUDIENCE

INSTRUCTOR-LED CLASS – 45 MINUTES

Want to track your audiences' other viewing patterns? Have ratings slipped for one of your programs? Find out how to track the specific viewers who were viewing your program, and no longer are, to see what has drawn them away from your program.

- In this session, you'll take your Segmentation reports to the next level using Boolean logic to define viewer segments that can be analyzed and help you develop strategies to regain your audience.

PREREQUISITES
- *NPOWER: Segmentation 101 (Instructor-Led Class)*
- *NPOWER: Segmentation 201 (Instructor-Led Class)*

NPOWER: IN-DEPTH –
3-4-5 WAY OOB

INSTRUCTOR-LED CLASS – 45 MINUTES

Have you ever wanted to compare the audience of more than two schedules? Traditional Reach and Frequency Duplication allows us compare two schedules. It will identify the exclusive portion of both schedules as well as the overlap between the two audience groups.

- In this session, we will walk through 3-4-5 Way "Only-Only-Both" (OOB) Template that will enable us to show overlap against three, four, or five schedules.
- Our focus will be on step-by-step instructions for pulling a three schedule OOB, but these principles can be easily applied to the four and five-way OOB's as well.

Attendees must be comfortable with pulling Reach and Frequency program, time period, and advertiser schedules as well as Reach and Frequency Duplication reports.

PREREQUISITES
- *NPOWER: Reach & Frequency 101 (Instructor-Led Class)*
- *NPOWER: Reach & Frequency 201 (Instructor-Led Class)*

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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.

nielsen   AN UNCOMMON SENSE OF THE CONSUMER™