

NPOWER

GRID: GUIDE TO REPORTS

REPORT	WHAT	WHY
Ratings Analysis - Program	<ul style="list-style-type: none"> • Produces Average Audience ratings based on program data. • Generates C3 ratings, Time-Shifted, Extended Screen, and Video on Demand data 	<ul style="list-style-type: none"> • What are the Average Audience ratings (Time-Shifted or C3) for a particular program on Linear or Non-Linear media? • What are the Average Audience ratings for specific demos, market breaks, viewing streams, measurement intervals, custom segments, etc.?
Ratings Analysis - Time Period	<ul style="list-style-type: none"> • Produces Average Audience ratings based on time period data 	<ul style="list-style-type: none"> • What are the Average Audience ratings for a particular time period? • What are the Average Audience ratings for specific demos, market breaks, viewing streams, measurement intervals, custom segmentations, etc.?
Universe Estimate	<ul style="list-style-type: none"> • Provides sample size and weighted universe estimates 	<ul style="list-style-type: none"> • What is the sample size or universe estimate for a particular demographic and/or market break for a specific measurement interval or for a specific coverage area?
Co-Viewing Program	<ul style="list-style-type: none"> • Examine pairs of viewers who watched the same program on the same TV at the same time (simultaneously) or alone. 	<ul style="list-style-type: none"> • What program would best pairs of viewers viewing together. For Example, which programs would reach Children watching with Adults, or Males watching with Females? Or, what program would best reach those watching alone.
Length of Tune Time Period	<ul style="list-style-type: none"> • Produces averages and distributions for “Tuning Events” of varying lengths by viewing source. • A “Viewing Event” is considered as any remote activity, excluding volume adjustment. • A new event occurs with any of the following: change of channel or any DVR activity (FF/Rew/Play/Pause, etc). 	<ul style="list-style-type: none"> • How long are the “Tuning Events” for a specific daypart?

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Length of View Program	<ul style="list-style-type: none"> • Produces averages and distributions for viewing events of various lengths to a program • A “Viewing Event” is considered as any remote activity, excluding volume adjustment. • A new event occurs with any of the following: change of channel or any DVR activity (FF/Rew/Play/Pause, etc). 	<ul style="list-style-type: none"> • How long are the “Viewing Events” for a specific program?
Source & Destination	<ul style="list-style-type: none"> • Produce source and destination ratings and/or distributions based on selected programs or time periods 	<ul style="list-style-type: none"> • Where did your viewers come from before viewing a particular program or network and where did they go after?
Reach & Frequency	<ul style="list-style-type: none"> • Provides unduplicated audience estimates and frequency of viewing for a schedule for various market breaks and demographics • R&F Duplication – Analyzes the viewing of schedule pairs and determines the exclusivity and duplication between the two, as well as their individual reach 	<ul style="list-style-type: none"> • What is the reach of an advertising campaign? • How many unique people tuned in to a particular program or Viewing Source in a specified measurement interval? • How many people tuned in to the promo’s for a particular program, and also watched that program? • How many of my viewers also tuned in to my competitor? Or, how much duplication existed between the viewers of my programs?
Segmentation	<ul style="list-style-type: none"> • Produces reports that rank and classify viewers of selected programs or time periods • Organizes viewers into various segments based on frequency and duration of viewing: Number of minutes, NTile, Quad • Custom created Segmentations can be further analyzed in other reports 	<ul style="list-style-type: none"> • Who are my loyal viewers? • Who are my heavy, medium and light viewers? • What other programs, dayparts, or viewings sources do my custom segmentations or non-viewer’s watch?
PowerPlay	<ul style="list-style-type: none"> • Desktop research tool used to analyze large data sets • Interactive pivot table that allows you to change layouts, apply filters and create instant averages. • Generates C3 ratings 	<ul style="list-style-type: none"> • What are the season to date ratings for all programs airing on broadcast networks?
MarketBreaks (Additional Subscription Required)	<ul style="list-style-type: none"> • Research tool to Trend data over time. • Generates C3 ratings 	<ul style="list-style-type: none"> • How are Average Audience ratings trending over time?