



NPOWER

TRACKING YOUR AUDIENCE

2014

nielsen
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AN UNCOMMON SENSE
OF THE CONSUMER™

NPOWER: TRACKING YOUR AUDIENCE

WHAT WERE YOUR VIEWERS WATCHING INSTEAD OF YOUR PROGRAM?

The example below is utilizing a Time Period Ratings Report, to see what the viewers of the first two telecasts, who didn't view the third telecast, were watching during the third telecast of our program.

REPORTS YOU NEED TO RUN

- 1.) Unification
- 2.) Segmentation for program or time period A
- 3.) Segmentation for program or time period B
- 4.) Ratings Analysis

THINGS TO REMEMBER

Select Statistics – Choose **Display Custom Projections** on the standard statistics tab, and **Sum of Sources Distribution % (SOV)** on the advanced tab.

Select Demographics - Select the appropriate unification from the drop-down menu in the Segmentation tab. For this example, select the top minute viewers of the first two telecasts and the Non-Viewers of the third telecast. Utilize Boolean logic to create **Viewed the first two telecasts and Non-Viewer of the third telecast**.



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REPORT RESULTS

The example below is utilizing a Time Period Ratings Report, to see what the viewers of the first two telecasts, who didn't view the third telecast, were watching during the third telecast of our program.

Demographic	Interval	Viewing Source	Daypart	Playback Period	MC US AA%	MC US AA Proj(000)	Sum of Sources Distribution%	Avg Scaled Intab	
P2-17 who watched 6+ minutes of first two telecasts of any program but did not watch third telecast	7/26/2014	DVD Playback	SU	8:00 PM - 9:00 PM	Live	2.67	104	16.65	256
		Cable Network A				2.18	85	13.60	256
		Broadcast Affiliate B				1.77	69	11.08	256
		Video Games				1.61	63	10.04	256
		DVR Playback				1.51	59	9.44	256

HOW TO READ

DEMOGRAPHIC – Segmentation of viewers who watched 6+ minutes of the first two telecasts combined with segmentation of non-viewers of the third telecast.

INTERVAL AND DAYPART – match that of the Third Telecast.

AA% – 2.67% of P2-17 who watched 6+ minutes of the first two telecasts but didn't view the third telecast were viewing a DVD during the third telecast of my program.

AA PROJ (000) – 104,000 P2-17 who watched 6+ minutes of the first two telecasts but didn't view the third telecast were viewing a DVD during the third telecast of my program.

SUM OF SOURCES DISTRIBUTION % – P2-17 who viewed 6+ minutes of first two telecasts but didn't view the third telecast spent 16.65% of their time during the third telecast of my program, among the viewing sources included in my report, viewing a DVD.

Keep an eye on the **AVG SCALED INTAB** to make sure you have an adequate sample size.

REFERENCE

If you're interested in learning more about Segmentation, please attend our Segmentation 101 or 201 course. To register for instructor-led classes, visit the [NPOWER](#) page of the Client Learning Site.

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.

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