

Nielsen EVIP

How to Read Reports Guide

How to read a Time Period report

The Time Period Report allows users to select individual dayparts to report time period average regardless of program aired.

TIME PERIOD	VIEWING SOURCE	AFFL.	DOM PGM NAME	HH				P 18+		
				RTG	SHR	IMP(Units)	STN TOT(00)	RTG	SHR	IMP(Un
M-F 12:00PM-4:00PM	AAA	CABLE	Various	0.4	1	29,444		0.2	1	
		CABLE	Various	0.5	2	34,598		0.3	2	
		CABLE	Various	0.4	1	25,233		0.2	1	
M-F 4:00PM-5:00PM		CABLE	Various	0.3	1	23,570		0.1	1	
		CABLE	Various	0.5	1	32,035		0.2	1	
		CABLE	Various	0.4	1	25,857		0.2	1	

Interpreting a Time Period Report

Rating (RTG) – Estimated percentage of the universe of TV households tuned to a viewing source during the average quarter hour for the reported time period and demographic. RTG may also be reported for HUT/PUT if selected by user.

Share (SHR) – TV households tuned to a specific station during the reported time period and demographic as a percent of the TV households with a set turned on. SHR may also be reported for HUT/PUT if selected by user.

Impressions (IMP) – The estimated number of viewers in the DMA tuned to a viewing source during the average quarter hour for the reported time period. IMP may also be reported for HUT/PUT if selected by user.

Station Total (STN TOT) – Impressions based on viewing data obtained from counties, both within and outside the market's Nielsen Station Index (NSI) Area for a station that originates in the reported DMA. Station Totals are not reported for cable stations.

These metrics represent averages for the reported measurement period and will reflect the precision as selected on the options screen by the user.

Example: Viewing source 'AAA' has an estimated .4% of the universe of TV households tuned to it at the reported time (RTG), while an estimated 1% of households watching television tuned into viewing source 'AAA' (SHR). The estimated number of viewers totals 29,444 (IMP).

How to read a Time Period Trend report

The Time Period Report Trend allows users to compare a measurement period to the same measurement period from the previous year.

TIME PERIOD	VIEWING SOURCE	AFFL.	HH									
			RTG				SHR				II	
			Jul 2018	Jul 2017	% Diff	Actual Diff	Jul 2018	Jul 2017	% Diff	Actual Diff	Jul 2018	Jul 20
M-F 12:00PM-4:00PM	BBB	CABLE	0.2	0.3	-33.3%	-0.1	1	1	0%	0	11,459	18
		CABLE	0.4	0.2	100.0%	0.2	1	1	0%	0	29,444	16
		CABLE	0.5	0.6	-16.7%	-0.1	2	2	0%	0	34,598	44

Interpreting a Time Period Trend Report

Percentage Difference (% Diff) – The difference in terms of percentage change between the selected month and the associated trend period. % Diff may also be reported for HUT/PUT if selected by user.

Actual Difference (Actual Diff) – The difference in terms of percentage points between the selected month and the associated trend period. Actual Diff may also be reported for HUT/PUT if selected by user.

These metrics apply to the RTG, SHR, IMP, and STN TOT, and will reflect the precision as selected on the options screen by the user.

Example: Viewing source 'BBB's' rating decreased by 33.3% between June 2018 and June 2017 (% Diff) which is an actual difference of .1 percentage points.

How to read a Reach Report

The Reach/Cume Report allows users to compare an average week to a 4 week average

TIME PERIOD	VIEWING SOURCE	AFFL.	HH				P 18+			
			RTG		IMP(Units)		RTG		IMP(Units)	
			4WK	AVG WK	4WK	AVG WK	4WK	AVG WK	4WK	AVG WK
M-F 12:00PM-4:00PM	AAA	CABLE	6.9	2.3	486,161	162,984	3.9	1.3	595,727	189,738
		CABLE	11.5	4.8	810,156	337,521	6.7	2.7	1,016,500	403,144
		CABLE	9.2	3.8	652,358	270,666	5.4	2.0	816,949	298,404

Interpreting a Reach/Cume Report

4 Week Average Rating (RTG - 4WK) – The unduplicated percentage of Households or Persons that watched the reported time period within the four weeks. 4WK may also be reported for HUT/PUT if selected by user.

Average Week Rating (RTG - AVG WK) – The unduplicated percentage of Households or Persons that watched the reported time period during an average week. AVG WK may also be reported for HUT/PUT if selected by user.

4 Week Average Impression (IMP - 4WK) – The unduplicated number of Households or Persons that watched the reported time period within the four weeks. 4WK may also be reported for HUT/PUT if selected by user.

Average Week Impression (IMP - AVG WK) – The unduplicated number of Households or Persons that watched the reported time period during an average week. AVG WK may also be reported for HUT/PUT if selected by user.

These metrics will reflect the precision as selected on the options screen by the user.

Example: Within four weeks, 'AAA' reaches 486,161 unique viewers, or 6.9% of the households or persons TV universe unduplicated. In an average week, 'AAA' reaches 162,984 unique viewers, or 2.3% of the households or persons TV universe unduplicated.

How to read a Program Report

The Program Report allows users to either see all of the programs reported within a daypart, or an individual program as selected by the user.

TIME PERIOD	VIEWING SOURCE	AFFL.	PROGRAM	TRACKAGE	DAYS OF WEEK	START TIME	END TIME	DUR (QH)	# TC	RTG	SHR	HH IMP(Units)
M-F 5:00AM-6:00AM	BBB	CABLE	ABCD	ABCD1	M.....	5:00a	6:00a	4	1	0.4	3	29,425
		CABLE			M.....	5:00a	6:00a	12	3	0.1	1	5,090
		CABLE			.TuWThF..	5:00a	6:00a	64	16	0.2	1	10,905

Interpreting a Program Report

Days of Week – The days of week included in the average.

Start and End Time – Reported based upon the program's start times and end times as provided to Nielsen by media outlets.

Duration in Quarter Hours (Dur (QH)) – The total number of quarter hours the program was telecast.

Number of Telecasts (#TC) – The number of telecasts the program aired.

Rating (RTG) – Estimated percentage of the universe of TV households tuned to a program during the average quarter hour for the reported time period and demographic. RTG may also be reported for HUT/PUT if selected by user.

Share (SHR) – TV households tuned to a specific program during the reported time period and demographic as a percent of the TV households with a set turned on. SHR may also be reported for HUT/PUT if selected by user.

Impressions (IMP) – The estimated number of viewers in the DMA tuned to a program during the average quarter hour for the reported time period. IMP may also be reported for HUT/PUT if selected by user.

Station Total (STN TOT) – Impressions based on viewing data obtained from counties, both within and outside the market's Nielsen Station Index (NSI) Area for a program that originates in the reported DMA. Station Totals are not reported for cable stations.

These metrics will reflect the precision as selected on the options screen by the user.

EXAMPLE: Program 'BBB' has an estimated .4% (RTG) of the universe of TV households tuned to it during the average quarter hour for the reported program, while an estimated 3% (SHR) of households or persons using television who are tuned to the reported program. The estimated number of viewers in the DMA tuned to 'BBB' during the average quarter hour from the reported program totals 29,425 (IMP).

Station Total (STN TOT) – Impressions based on viewing data obtained from counties, both within and outside the market’s Nielsen Station Index (NSI) Area for a program that originates in the reported DMA. Station Totals are not reported for cable stations.

These metrics will reflect the precision as selected on the options screen by the user.

Example: Program ‘BBB’ has an estimated .4% (RTG) of the universe of TV households tuned to it during the average quarter hour for the reported program, while an estimated 3% (SHR) of households or persons using television who are tuned to the reported program. The estimated number of viewers in the DMA tuned to ‘BBB’ during the average quarter hour from the reported program totals 29,425 (IMP).

Interpreting a Program Averages

Program Averages are average quarter-hour audience estimates of multiple telecasts of the same program name within contiguous or overlapping quarter-hours. Program Averages provide household and persons audience estimates are based on the start time of the program. If the user has requested the Program within Daypart(s) option, all programs that have a start time within the requested daypart will be provided. Each program will include telecasts with start times that begin within the requested daypart and include all quarter-hours for the entire telecast, even if the telecast ended outside of the daypart.

Daypart (Local Time)	Program	Air Times	Include in Report	Comments
M-F 9a-4p	Today-NBC	M 5:00a-10:00a	No	Program did not start within daypart
M-F 9a-4p	Regis & Kelly	M 9:00a-11:00a	Yes	Program started within daypart
M-F 9a-4p	Eyewitness News	M 10:00a-2:00p	Yes	Program started within daypart
M-F 9a-4p	Oprah	M 4:00p-5:00p	No	Program did not start within daypart
M-F 9a-4p	Dr. Phil	M 3:00p-7:00p	Yes	Program started within daypart

For additional assistance, please contact your Nielsen trainer or email

Local.Training@nielsen.com

Nielsen Solutions Center:

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