

Nielsen eViP - FAQs

Overview

Q: What is Nielsen eViP?

A: Nielsen's eViP is the official browser application for Nielsen's Local TV Audience Estimates for subscribing Nielsen clients. Nielsen eViP is found on My Tools within the [Nielsen Portal](#).

Q: What are the key benefits of Nielsen eViP?

A: Nielsen eViP is a fluid, customizable way to view Nielsen's Local TV Audience Estimates. Some of the key benefits are: simple, easily accessible, simplified data views, greater utility by allowing the user to specify data stream, dayparts/programs, viewing sources, demographics, and metrics and precision, with output via a branded PDF export.

Q: What are the specifications for Nielsen eViP reports?

A:

Nielsen eViP

- User defined precision
- Live+SD, Live+3, Live+7
- Viewing sources w/2.5 cume or higher
- Expanded demographic list
- Standard and custom dayparts
- Customized daypart breakouts
- Household & persons 4 wk & avg wk cumes
- Trend on any metric; current v. yr ago
- Broadcast and cable program averages
- DMA maps

Data availability - access

Q: What measurement periods are available in Nielsen eViP? Will Nielsen eViP have historical data?

A: Nielsen eViP began with the June 2018 measurement. All historical data prior to the June 2018 measurement will remain available via the [Nielsen Portal](#) in eReports.

Q: Can I add additional users to Nielsen eViP?

A: Yes, clients can add additional users by sending a request to their Client Services rep.

Reporting

Q: What reports are available on Nielsen eViP?

A: Time period, time period trend, reach, and program.

Q: What is the difference between each of the reports?

A:

- **Time period** allows you to report individual dayparts to report time period average regardless of program aired.
- **Time period trend** allows you to compare a measurement period to the same measurement period from the previous year.
- **Reach** allows you to compare an average week to a 4 week average.
- **Program** allows you to either see all of the programs reported within a daypart, or an individual program.

Q: Can I save my reports?

A: Yes. In order to save a report, click the “save” button. You are able to save the report with a unique name and determine if you’d like that shared report to be private or shared.

Q: How do I create a new report?

A: There are a few ways to create a new report. If this is your first time logging into the Nielsen eViP, you will simply select the “get started” button which will direct you to a new report. If it is not your first time logging into the Nielsen eViP, you will select the “new report” button in the top right corner of your Report Manager screen. If you are currently in a report and want to create a new report, you will select the “new” button in the top right corner of your screen.

Q: Can I share my reports?

A: Yes. In order to share a report, when saving a report, click the “shared” option. This will share the report with anyone in your same Business Entity ID.

Q: Am I able to create a PDF?

A: Yes, user controls PDF content based on report selections, and can choose to email to their email address on record.

Technical requirements

Q: What browsers are compatible with Nielsen eViP?

A: Google Chrome, Firefox, Safari, and Internet Explorer

Q: How does eViP differ from NLTV, and Arianna?

A: The following table summarizes the different capabilities each one of our local TV products offer.

	eViP	NLTV	Arianna
Product capability	User defined PDF deliverable of the ViP	Customizable application with ability to drill to the county and zip code level	Desktop application for LPM and SM markets
Impact data	No	Yes	No
Customization	Yes (DMA level)	Yes	Yes (DMA level)
Report output	PDF	Excel	Excel, CSV, HTML
Data streams	Live+SameDay, Live+3, Live+7, Live+24	Live, Live+SameDay, Live+1-7, Live+24	Live, Live+SameDay, Live+3, Live+7
Reporting	Time period, reach, time period trend, program	TP (custom & standard), program (custom & standard), MxM flow, MxM rating, quarter-hour flow, reach and frequency, promotion optimizer, length of tuning, viewing households analysis	Daily and multi-day grid, daypart rank, program rank, TV items, trend, multi-market comparisons, competition reports
Ranking	No	Yes	Yes
Ability to graph	No	No	Yes
Delivery	Monthly	Next, next day, and monthly	Overnight
Data views	Measurement period	Days, weeks, months, measurement periods	Days, weeks, months, measurement periods
Access capability	Browser	Browser	Desktop
Sharing capability	Yes	Yes	Yes
Data availability	June 2018/forward	Varies by report type	Varies by market

Other

Q: Why does my eViP reach report look different than my NLTV reach report?

A: For eViP, the reach report uses standard unification rules, where in NLTV, the reach report uses custom unification rules. The numbers will end up being close, but slightly different.

Q: When running a program report, what does 'trackage' mean?

A: Trackage displays the trackage name of the program. The trackage name is a unique identifier given by the client to track each telecast. For instance, the trackage name helps you differentiate the program BBT that aired on viewing source 'AA' at 10:00 a.m. and the same program that was telecast again at 12:00 p.m.

Viewing source	Program name	Air time	Trackage name
AA	BBT	10AM	10AMNEW
AA	BBT	12PM	12PMOLD

Note: Trackage is an optional field and only appears for the programs that aired on cable networks.

Q: For the Los Angeles and Miami market, how does my 'Hispanic' report differ from my 'total DMA' report?

A:

- Viewing source screen & table in market data: Reportable stations are based on Hispanic cumes.
- Reported households by county table in market data: Based on Hispanic sample intabs and UE's.
- Special notes in market data: Specific to Hispanic sample.

For more information please contact your Nielsen Representative.