

COURSE CATALOG (click title to register)

[Scarborough Methodology 101](#)

This training session, which is part of the Nielsen Knowledge Series, will review the overall basics of Scarborough Methodology. This session includes the modifications to the methodology over the recent years.

[Prime Lingo: Quick Reports](#)

Need a quick report using Scarborough data? Prime Lingo Quick Reports guides users through the simple, time saving wizard-driven reports. Users will learn how to build and analyze all of the Go Guide! reports including the Opportunity Report. This session will also show how to create a Quick View Reports - ready to print one-sheets complete in less than 5 minutes!

[Prime Lingo: Introduction to Report Builder 2](#)

This class provides an introduction to Report Builder 2, PRIME Lingo's custom reporting module. This course will focus on how to create Profile and Crosstab reports as well as how to build On-The-Fly Custom Definitions.

[Prime Lingo: Advanced Features in Report Builder 2](#)

This class is for users who have already taken the Intro to Report Builder 2 class. This advanced session provides an overview of PRIME Lingo Tools including building trend reports, maps, dayparts and custom trade areas.

[Prime Lingo: Means, Medians and Totals](#)

Want to find the average age of a station's viewers? Want to see how much people plan to spend on a new car, furniture, home remodeling and more? Means, Medians and Totals in Prime Lingo allows users showcase data beyond population and percentages. This class will showcase the database's extensive Means, Medians and Totals options as well as building and reading the data.

[Prime Lingo: Reach Analysis](#)

Reach Analysis allows users to create multi-media schedules using a qualitative target. Learn how to create a targeted schedule using just one station or across all available media types.

[Prime Lingo: NSI Profiler](#)

NSI Profiler combines Nielsen TV Ratings with Scarborough Indices to show the power of a station by using Qualitative Ratings. In this course, users will learn how to create Qualitative Ratings and demonstrate the power of a station's ratings in combination with Scarborough data.