

# Schedule Detail

The Schedule Detail provides a unit by unit listing of all spots in the schedule.

**Nielsen Local TV View**  
**Schedule Detail Report**

**REPORT NAME:** Reach and Frequency (5922201)  
**REPORT PERIOD:** 02/14/2022 - 02/16/2022

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SCHEDULE	GEOGRAPHY	CHARACTERISTIC	DEMOGRAPHIC	TIMESHIFTING	VIEWING SOURCE	DAY OF WEEK	DATE	QH	REACH%	UNIFIED INTAB
Schedule01	Anytown	(TV Households)	HH	Live+Same Day	WAAA	MON	02/14/22	6:00p	4.1	768
Schedule01	Anytown	(TV Households)	HH	Live+Same Day	WAAA	MON	02/14/22	6:15p	4.1	768
Schedule01	Anytown	(TV Households)	HH	Live+Same Day	WAAA	TUE	02/15/22	6:00p	3.2	768
Schedule01	Anytown	(TV Households)	HH	Live+Same Day	WAAA	TUE	02/15/22	6:15p	3.5	768
Schedule01	Anytown	(TV Households)	HH	Live+Same Day	WAAA	WED	02/16/22	6:00p	3.4	768
Schedule01	Anytown	(TV Households)	HH	Live+Same Day	WAAA	WED	02/16/22	6:15p	3.3	768

Using the first data row in the above report as an example, a Schedule Detail report can be interpreted as follows:

- 1) REACH % - An estimated 4.1% of Households in Anytown viewed WAAA during the 6:00pm quarter-hour on 02/14/22. This quarter-hour unit is part of the schedule named, Schedule01. A person had to watch at least five minutes during the quarter-hour to be included in the reach value.
- 2) UNIFIED SAMPLE SIZE - There are a total of 768 Households that met the unification criteria for this report.

# Reach and Frequency

Reach and Frequency Reports provide the reach and average frequency for each requested schedule as a whole.

**Nielsen Local TV View**  
**Reach and Frequency Report**

**REPORT NAME:** Reach and Frequency (5922496)  
**REPORT PERIOD:** 02/14/2022 - 02/18/2022



REACH TYPE	SCHEDULE	GEOGRAPHY	CHARACTERISTIC	DEMOGRAPHIC	TIMESHIFTING	REACH%	AVG FREQ	GRP%	# SPOTS	UNIFIED INTAB
TOTAL	Sched 1	Anytown	(TV Households)	HH	Live+Same Day	15.2	5.5	82.9	20	817
TOTAL	Sched 2	Anytown	(TV Households)	HH	Live+Same Day	7.8	2.5	19.6	10	817

Using the first data row in the above report as an example, a Reach and Frequency report can be interpreted as follows:

- 1) REACH % – An estimated 15.2% of all Households were exposed to Sched 1 at least one time.
- 2) AVG FREQ – On average, Households reached by this schedule were exposed 5.5 times.
- 3) GRP% – Sched 1 delivered a total of 82.9 GRPs. The GRP is the sum of the individual unit reach% for each quarter hour in the schedule.
- 4) # SPOTS: Sched 1 contains a total of 20 spots (quarter-hours).
- 5) UNIFIED INTAB: There are a total of 817 Households that met the unification criteria for this report.

# Frequency Distribution

Frequency Distribution Reports indicate the reach of a schedule at particular frequencies or number of exposures. Frequency can be based on the number of quarter hours or the number of days the household or person was exposed to the content of the schedule.

**Nielsen Local TV View**  
**Frequency Distribution Report**

REPORT NAME: Reach and Frequency (5922546)  
 REPORT PERIOD: 02/14/2022 - 02/18/2022

REACH TYPE	SCHEDULE	GEOGRAPHY	CHARACTERISTIC	DEMOGRAPHIC	TIMESHIFTING	DIST TYPE	METRIC							# SPOTS	UNIFIED INTAB
								1	2	3	4	5	6 to 10		
TOTAL	Sched 1	Anytown	(TV Households)	HH	Live+Same Day	# of Spots	REACH%	1.7	3.9	1.6	1.8	1.4	3	10	817
TOTAL	Sched 1	Anytown	(TV Households)	HH	Live+Same Day	# of Spots	REACH SHR	13	29	12	14	11	22	10	817
TOTAL	Sched 1	Anytown	(TV Households)	HH	Live+Same Day	# of Spots	N+ REACH %	13.5	11.7	7.9	6.2	4.4	3	10	817
TOTAL	Sched 2	Anytown	(TV Households)	HH	Live+Same Day	# of Spots	REACH%	2.6	2.4	1	0.8	0.3	0.6	10	817
TOTAL	Sched 2	Anytown	(TV Households)	HH	Live+Same Day	# of Spots	REACH SHR	34	31	13	11	4	8	10	817
TOTAL	Sched 2	Anytown	(TV Households)	HH	Live+Same Day	# of Spots	N+ REACH %	7.8	5.2	2.8	1.8	0.9	0.6	10	817

Using the first data row in the above report as an example, a Frequency Distribution report can be interpreted as follows:

- 1) REACH % – Sched 1 reached an estimated 1.7% of the Households in Anytown exactly one time. 3.9% of the audience was reached exactly two times.
- 2) REACH SHR – Of all of the Households exposed to Sched 1 in Anytown, an estimated 13% were exposed exactly once, 29% were exposed exactly twice, 12% were exposed exactly three times, etc. The sum of the Reach Share across all frequencies will equal 100%.
- 3) N+ REACH – Sched 1 reached an estimated 13.5% of the Households in Anytown at least one time. 11.7% of the audience was reached at least two times, etc.
- 4) # SPOTS – Sched 1 contains a total of 10 spots (quarter-hours).
- 5) UNIFIED INTAB – There are a total of 817 Households that met the unification criteria for this report.

## Only Only Both

**Only-Only-Both Reports compare two schedules to determine the percentage of the audience that was exposed to only the first schedule, only the second schedule, or both schedules.**

### Nielsen Local TV View Only-Only-Both Report

**REPORT NAME:** How to Read Reach and Frequency (5922833)  
**GEOGRAPHY:** Anytown  
**REACH TYPE:** AVG WK  
**CHARACTERISTIC:** (TV Households)  
**DEMOGRAPHIC:** HH  
**TIMESHIFTING:** Live+Same Day  
**UNIFIED INTAB:** 817

**REPORT PERIOD:** 02/14/2022 - 02/18/2022

CHART	SCHEDULE NAME	REACH%
A Reach	Sched 1_Austin	13.5
B Reach	Sched 2_Austin	5.7
A+B Reach	SCHEDULE A & SCHEDULE B	16.5
Only A		10.8
Only B		3.0
Both A+B		2.7



**Using the first data row in the above report as an example, an Only-Only-Both report can be interpreted as follows:**

- UNIFIED INTAB – There are a total of 817 Households that met the unification criteria for this report.
- A REACH – Sched 1 reached an estimated 13.5% of TV Households.
- B REACH – Sched 1 reached an estimated 5.7% of TV Households in Anytown.
- A+B REACH – The combined reach of Sched 1 and Sched 2 is 16.5%, meaning that an estimated 16.5% of TV Households were exposed to at least one spot in at least one of the schedules.
- ONLY A – An estimated 10.8% of the audience was exposed to Sched 1, but not Sched 2.
- ONLY B – An estimated 3.0% of the audience was exposed to Sched 2, but not Sched 1.
- BOTH A&B – An estimated 2.7% of the audience was exposed to both Sched 1 and Sched 2.

For additional assistance, please contact your Nielsen trainer or email [Local.Training@nielsen.com](mailto:Local.Training@nielsen.com)

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