



NLTV Reach and Frequency

IMPORTING GUIDE



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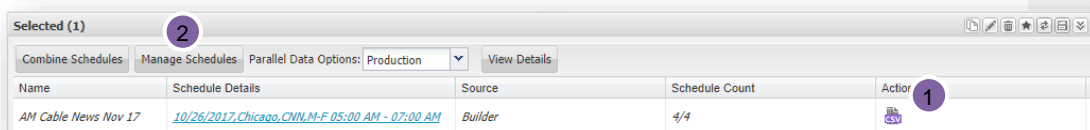
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EXPORT A SCHEDULE FROM NLTV REACH AND FREQUENCY

Do you have an existing schedule and need to make a few minor modifications to the dates, geography, cable headend, interconnect or group, viewing source, or dayparts? Rather than building a new schedule, you can export your existing schedule to make those modifications.

TO EXPORT A SCHEDULE

Click the (1) CSV icon in the Actions column to export a schedule. If multiple child schedules are listed under a single parent, use the Manage Schedules (2) button to export schedules individually. Manage Schedules allows you to not only export each child schedule, individually from the parent, but users can also toggle each schedule on/off as desired. Manage Schedules also allows each child schedule to be given a custom name.



UPDATE EXPORTED SCHEDULE

Exporting Schedules will convert the information into a .csv file. Once in this format, you can make any necessary modifications such as changes to viewing source(s) to eliminate or replace certain stations, start time, end time, date changes, as well as geography and cable changes. This is also helpful if you want to see an example of an acceptable import file type. Once your changes are complete, resave the file as a .csv file to import.

Schedule Name	Geography Type	Boundary	Geography	Start Date	End Date	Viewing Source	Start Time	End Time
AM Cable News Nov 17_Chicago_AAA	DMA		Chicago	10/27/2017	10/27/2017	AAA	05:00AM	07:00AM
AM Cable News Nov 17_Chicago_AAA	DMA		Chicago	11/6/2017	11/6/2017	AAA	05:00AM	07:00AM
AM Cable News Nov 17_Chicago_AAA	DMA		Chicago	11/13/2017	11/13/2017	AAA	05:00AM	07:00AM
AM Cable News Nov 17_Chicago_BBB	DMA		Chicago	11/2/2017	11/2/2017	BBB	05:00AM	07:00AM
AM Cable News Nov 17_Chicago_BBB	DMA		Chicago	11/22/2017	11/22/2017	BBB	05:00AM	07:00AM
AM Cable News Nov 17_Chicago_CCC	DMA		Chicago	10/30/2017	10/30/2017	CCC	05:00AM	07:00AM
AM Cable News Nov 17_Chicago_CCC	DMA		Chicago	11/9/2017	11/9/2017	CCC	05:00AM	07:00AM
AM Cable News Nov 17_Chicago_CCC	DMA		Chicago	11/17/2017	11/17/2017	CCC	05:00AM	07:00AM
AM Cable News Nov 17_Chicago_DDD	DMA		Chicago	11/3/2017	11/3/2017	DDD	05:00AM	07:00AM
AM Cable News Nov 17_Chicago_DDD	DMA		Chicago	11/16/2017	11/16/2017	DDD	05:00AM	07:00AM
AM Cable News Nov 17_Chicago_AAA	DMA		Chicago	11/1/2017	11/1/2017	AAA	05:00AM	07:00AM
AM Cable News Nov 17_Chicago_AAA	DMA		Chicago	11/16/2017	11/16/2017	AAA	05:00AM	07:00AM
AM Cable News Nov 17_Chicago_BBB	DMA		Chicago	11/6/2017	11/6/2017	BBB	05:00AM	07:00AM
AM Cable News Nov 17_Chicago_BBB	DMA		Chicago	11/10/2017	11/10/2017	BBB	05:00AM	07:00AM

REQUIREMENTS FOR IMPORTING A SCHEDULE INTO NLTV REACH AND FREQUENCY

NLTV's Reach and Frequency module allows users to import files to provide post-log delivery data from past dates. Common imports are:

- Ad Intel Brand Schedules
- Avail system post-logs
- NLTV Program Custom exports

These imports will benefit users who are looking to do the following:

- Run comparisons against other stations based on an actual schedule that previously aired.
- Compare geography or characteristic delivery level of schedules (such as Reach within a certain county or within a specific income bracket).
- Run Reach and Frequency data against Program Level data (great for sports programming!)

In order to import any schedule into NLTV, the report must meet the following criteria:

1. Must not contain any rows above column headers or footer rows.
2. Be saved as .CSV file.
3. Contain *at least* the four columns shown below in no particular order (see column variations section of this guide).
 - a. With the following columns in your report, all of your data will be aggregated. To create multiple schedules with one file import, see column variations section below.

	A	B	C	D
1	Geography	Viewing Source	Date	Time
2	Anytown, USA	KAAA	2/6/2017	6:24:04 PM
3	Anytown, USA	KAAA	2/6/2017	6:26:40 PM
4	Anytown, USA	KAAA	2/6/2017	6:26:50 PM
5	Anytown, USA	KAAA	2/7/2017	6:05:09 PM
6	Anytown, USA	KAAA	2/7/2017	6:07:33 PM
7	Anytown, USA	KAAA	2/8/2017	6:15:23 PM
8	Anytown, USA	KAAA	2/8/2017	6:42:18 PM
9	Anytown, USA	KAAA	2/8/2017	6:51:33 PM

4. If using Custom Geographies, they must be created and saved prior to importing.
 - a. Geographies listed must character match exactly with saved NLTV Custom Geographies (for example: *Denver Remainder Counties* will not match with *Denver Rem. Counties*).

FILE IMPORT VARIATIONS

Multiple import variations exist creating a broader analysis of your data. Additional columns can be added to provide more detailed schedule imports. Here are four common examples of importing variations:

SCHEDULE BY GEOGRAPHY

By adding in a schedule column and naming each schedule as the specific geographical area, this report provides an analysis of unduplicated reach among these various regions within the DMA.

Imported Report:

	A	B	C	D	E
1	Schedule	Geography	Viewing Source	Date	Time
2	Anytown DMA	Anytown, USA	KAAA	2/6/2017	6:24:04 PM
3	Anytown DMA	Anytown, USA	KAAA	2/6/2017	6:26:40 PM
4	Anytown DMA	Anytown, USA	KAAA	2/6/2017	6:26:50 PM
5	Anytown DMA	Anytown, USA	KAAA	2/6/2017	10:48:41 PM
6	East Anytown	East Anytown	KAAA	2/6/2017	6:24:04 PM
7	East Anytown	East Anytown	KAAA	2/6/2017	6:26:40 PM
8	East Anytown	East Anytown	KAAA	2/6/2017	6:26:50 PM
9	East Anytown	East Anytown	KAAA	2/6/2017	10:48:41 PM
10	North Anytown	East Anytown	KAAA	2/6/2017	6:24:04 PM
11	North Anytown	North Anytown	KAAA	2/6/2017	6:26:40 PM
12	North Anytown	North Anytown	KAAA	2/6/2017	6:26:50 PM
13	North Anytown	North Anytown	KAAA	2/6/2017	10:48:41 PM

Report Output:

Nielsen Local TV View Reach and Frequency Report

REPORT NAME: Reach Comparison by Geography
REPORT PERIOD: 02/06/2017 - 02/06/2017

REACH TYPE	SCHEDULE	GEOGRAPHY	CHARACTERISTIC	DEMOGRAPHIC	TIMESHIFT	REACH%	AVG FREQ	GRP%	# SPOTS	UNIFIED INTAB
TOTAL	Anytown DMA	Anytown, USA	(TV Households)	HH	Live+Same Da	6.1	3.1	9	4	235
TOTAL	East Anytown	East Anytown	(TV Households)	HH	Live+Same Day	6.7	2.6	3	4	132
TOTAL	North Anytown	North Anytown	(TV Households)	HH	Live+Same Day	5.0	3.2	13.4	4	115

- 1) KAAA reaches 6.1% of the TV Households in the DMA an average of 3.1 times.
- 2) However, KAAA reaches a larger percentage of TV Households in East Anytown but a fewer amount of times.
- 3) And KAAA has the highest frequency in North Anytown but reaches the fewest amount of household.

SCHEDULE BY STATION

By adding in a schedule column and naming each schedule as the specific station(s), this report provides an analysis of unduplicated reach comparisons by station.

Imported Report:

	A	B	C	D	E
1	Schedule	Geography	Viewing Source	Date	Time
2	Arby's KAAA	Anytown, USA	KAAA	2/6/2017	6:24:04 PM
3	Arby's KAAA	Anytown, USA	KAAA	2/7/2017	6:26:40 PM
4	Arby's KAAA	Anytown, USA	KAAA	2/8/2017	6:26:50 PM
5	Arby's KAAA	Anytown, USA	KAAA	2/10/2017	6:48:41 PM
6	Arby's KBBB	Anytown, USA	KBBB	2/7/2017	6:05:09 PM
7	Arby's KBBB	Anytown, USA	KBBB	2/7/2017	6:07:33 PM
8	Arby's KBBB	Anytown, USA	KBBB	2/8/2017	6:12:55 PM
9	Arby's KBBB	Anytown, USA	KBBB	2/9/2017	6:36:16 PM
10	Arby's KCCC	Anytown, USA	KCCC	2/6/2017	6:13:09 PM
11	Arby's KCCC	Anytown, USA	KCCC	2/7/2017	6:46:18 PM
12	Arby's KCCC	Anytown, USA	KCCC	2/8/2017	6:15:23 PM
13	Arby's KCCC	Anytown, USA	KCCC	2/10/2017	6:51:33 PM

Report Output:

Nielsen Local TV View Reach and Frequency Report

REPORT NAME: Reach Comparison by Station

REPORT PERIOD: 02/06/2017 - 02/10/2017

REACH TYPE	SCHEDULE	GEOGRAPHY	CHARACTERISTIC	DEMOGRAPHIC	TIMESHIFTING	REACH%	AVG FREQ	GRP%	# SPOTS	UNIFIED INTAB
TOTAL	Arby's KAAA	Anytown, USA	(TV Households)	HH	Live+Same Day	11.7	1.9	21.9	4	235
TOTAL	Arby's KBBB	Anytown, USA	(TV Households)	HH	Live+Same Day	10.4	1.8	18.2	4	235
TOTAL	Arby's KCCC	Anytown, USA	(TV Households)	HH	Live+Same Day	4.0	1.7	6.8	4	235

- 1) Arby's schedule for the week of 2/6 had the highest reach on KAAA and the highest frequency as compared to the competition.

SCHEDULE BY DATE RANGE

By adding in a schedule column and naming each schedule as date range, this report provides an analysis of unduplicated reach by date range.

Imported Report:

	A	B	C	D	E
1	Schedule	Geography	Viewing Source	Date	Time
2	Arby's Week of 2.6.17	Anytown, USA	KAAA	2/6/2017	6:24:04 PM
3	Arby's Week of 2.6.17	Anytown, USA	KAAA	2/7/2017	6:26:40 PM
4	Arby's Week of 2.6.17	Anytown, USA	KAAA	2/9/2017	6:26:50 PM
5	Arby's Week of 2.6.17	Anytown, USA	KAAA	2/10/2017	6:48:41 PM
6	Arby's Week of 2.13.17	Anytown, USA	KAAA	2/13/2017	6:05:09 PM
7	Arby's Week of 2.13.17	Anytown, USA	KAAA	2/14/2017	6:07:33 PM
8	Arby's Week of 2.13.17	Anytown, USA	KAAA	2/16/2017	6:12:55 PM
9	Arby's Week of 2.13.17	Anytown, USA	KAAA	2/17/2017	6:36:16 PM
10	Arby's Week of 2.20.17	Anytown, USA	KAAA	2/21/2017	6:13:09 PM
11	Arby's Week of 2.20.17	Anytown, USA	KAAA	2/22/2017	6:46:18 PM
12	Arby's Week of 2.20.17	Anytown, USA	KAAA	2/23/2017	6:15:23 PM
13	Arby's Week of 2.20.17	Anytown, USA	KAAA	2/25/2017	6:51:33 PM

Report Output:

Nielsen Local TV View

Reach and Frequency Report

REPORT NAME: Reach Comparison by Week

REPORT PERIOD: 02/06/2017 - 02/25/2017

REACH TYPE	SCHEDULE	GEOGRAPHY	CHARACTERISTIC	DEMOGRAPHIC	TIMESHIFTIN	ACH%	AVG FREQ	GRP%	# SPOTS	UNIFIED INTAB
TOTAL	Arby's Week of 2.6.17	Anytown, USA	(TV Households)	HH	Live+Same Day	12.6	1.6	20.7	4	169
TOTAL	Arby's Week of 2.13.17	Anytown, USA	(TV Households)	HH	Live+Same Day	11.8	1.4	16.3	4	169
TOTAL	Arby's Week of 2.20.17	Anytown, USA	(TV Households)	HH	Live+Same Day	10.8	1.6	16.8	4	169

- 1) Arby's schedule for the week of 2/6 had the highest reach throughout their schedule.
- 2) While the week of 2/20 had the lowest reach, this week delivered a higher reach than the week prior.

IMPORT SCHEDULE FROM PROGRAM ANALYSIS EXPORT

By exporting a Program Analysis with Start Time and End Time data, the Reach and Frequency schedule will analyze unduplicated viewership for the exact program-level data.

Notes for importing from NLTV Program Analysis:

- The demographic and characteristic data items you choose in your Program report are irrelevant and will not be part of your imported data. You will build those data items into your Reach and Frequency report.
- Program and Episode data columns are not necessary. The Reach and Frequency importing tool will eliminate the unnecessary columns.
- You MUST run your report by Telecast.
- You MUST add Start Time and End Time in your Program Report in your report prior to exporting (unless it is built into a saved layout).
- You can include a Schedule column to break out into multiple schedules as seen above.

Imported Report:

	A	B	C	D	E
1	Geography	Viewing Source	Dates	Start Time	End Time
2	Anytown, USA	Anytown Sports Network	11/25/2016	7:30 PM	10:00 PM
3	Anytown, USA	Anytown Sports Network	11/27/2016	1:00 PM	3:30 PM
4	Anytown, USA	Anytown Sports Network	11/29/2016	8:00 PM	10:30 PM
5	Anytown, USA	Anytown Sports Network	12/1/2016	8:00 PM	10:45 PM
6	Anytown, USA	Anytown Sports Network	12/2/2016	8:00 PM	10:30 PM
7	Anytown, USA	Anytown Sports Network	12/5/2016	7:30 PM	10:15 PM
8	Anytown, USA	Anytown Sports Network	12/7/2016	8:00 PM	10:30 PM
9	Anytown, USA	Anytown Sports Network	12/9/2016	7:30 PM	9:45 PM
10	Anytown, USA	Anytown Sports Network	12/10/2016	7:30 PM	10:00 PM
11	Anytown, USA	Anytown Sports Network	12/13/2016	7:00 PM	9:30 PM

Nielsen Local TV View Reach and Frequency Report

REPORT NAME: Reach Analysis for Sports Season
REPORT PERIOD: 11/25/2016 - 04/12/2017

REACH TYPE	SCHEDULE	GEOGRAPHY	CHARACTERISTIC	DEMOGRAPHIC	TIMESHIFTING	REACH%	AVG FREQ	GRP%	# SPOTS	UNIFIED INTAB
TOTAL	2016-2017 NBA Reg Season	Anytown, USA	(TV Households)	HH	Live+Same Day	41.3	97.9	4039.1	600	521

Report Output:

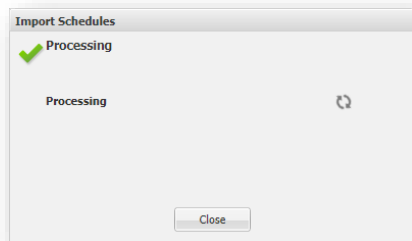
- 1) The NBA season reached 41.3% of the TV Households in Anytown an average of 97.9 times. Not only did they have high viewership, they had a very loyal audience.

HOW TO IMPORT A SCHEDULE

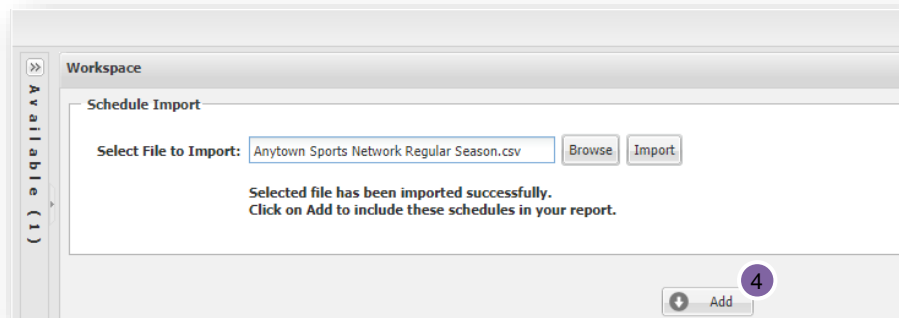
To import the modified .csv file, open the Schedules Workspace and use the drop-down menu at the top right to select (1) Import Schedule. (2) Browse for the modified .csv file and click the (3) Import button.



An import progress screen appears during schedule processing.



Once imported, you can save the schedule for future use or use it one time only in your report(s). When you're finished importing schedules, click the Add button (4).



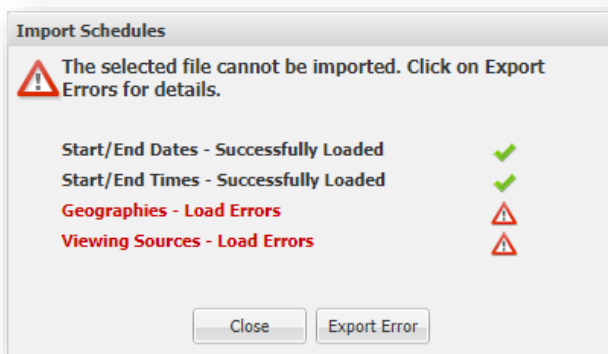
NOTE – Nielsen Local TV View interprets data based on a 3a-3a broadcast day. If the source you are importing from also uses a 3a-3a reporting day, then the dates will align automatically between systems. If,

however, the other system uses a different day definition, the dates in the import file will need to be adjusted accordingly.

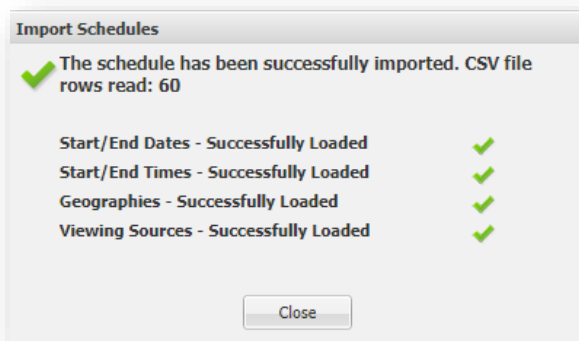
As an example, Ad Intel reporting is based on a 6a-6a broadcast day. If an Ad Intel report indicates that a spot aired between 5a and 6a on 3/15/17, this date is actually 3/16/17 in Nielsen Local TV View. As a result, the user would need to change the date in the source file before importing.

ERRORS AND WARNINGS IN SCHEDULE IMPORT

Once imported, you will receive the status of the import and information as to any warnings. If there are warnings, you can view them by clicking the Export Errors button. In this example, an export warning displayed because there is an issue with the geographies and viewing sources. If a schedule failed to upload rows, please verify the file has the necessary columns and acceptable column headers and row values. Review the original file export to familiarize yourself with the acceptable column headers and row values.



If there aren't any warnings, as in the below example, you can use this schedule in your analysis. Once imported, click the Close button in your Import Schedules window. Then click the Add button to finishing adding the schedule to your report.



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