

Only-Only Both TriPLICATION

Software Tip

For assistance with building a Reach and Frequency report, visit the Reach and Frequency area of the Nielsen Local TV View (NLTV) page of the Client Learning Site

View Shared Audience amongst three time periods

Begin by building the following Reach analysis in Nielsen Local TV View (NLTV). In this example, we'll show a triPLICATION between WAAA 6pm news time period, WBBB 6pm news time period and WCCC 6pm news time period where you would generate reach values for the various NLTV schedules:

- Station WAAA reach (A REACH) = WAAA 6pm news time period
- Station WBBB (B REACH) = WBBB 6pm news time period
- Station WCCC (C REACH) = WCCC 6pm news time period
- WAAA + WBBB reach (A + B) = WAAA and WBBB 6pm time period combined
- WAAA + WCCC reach (A + C) = WAAA and WCCC 6pm time period combined
- WBBB + WCCC reach (B + C) = WBBB and WCCC 6pm time period combined
- WAAA + WBBB + WCCC reach (A + B + C) = all 3 schedules combined

When you're done your schedule should look similar to image below.

Name	Schedule Details	Source	Schedule Count	Actions
WAAA News	10/13/2014, Anytown USA, WAAA, M-F...	Builder	1/1	
WBBB News	10/13/2014, Anytown USA, WBBB, M-F...	Builder	1/1	
WCCC News	10/13/2014, Anytown USA, WCCC, M-F...	Builder	1/1	
Combined WAAA + WBBB	10/13/2014, Anytown USA, Combined...	Combined	1/1	
Combined WAAA + WCCC	10/13/2014, Anytown USA, Combined...	Combined	1/1	
Combined WBBB + WCCC	10/13/2014, Anytown USA, Combined...	Combined	1/1	
Combined WAAA + WBBB + WCCC	10/13/2014, Anytown USA, Combined...	Combined	1/1	

On the Metrics page, check Reach (IMP) and change the drop-down to Thousands (000). Complete other Nielsen Local TV View selections and submit report.

Metric	Format
<input checked="" type="checkbox"/> Reach (IMP)	Thousands (000)
<input type="checkbox"/> Reach %	Tenths (x.x)
<input type="checkbox"/> Unified Sample Size	Units

Open the exported NLTV report in Excel. Then, click to open the Only-Only-Both TriPLICATION Computation Excel file. Click on the first Formulas tab in the Excel file above. Enter your Reach % or Reach Impressions from the Reach and Frequency tab in the NLTV report into the blue cells on the formula tab. If data is excluded for television, then digital data will also be excluded for the same date(s).

Nielsen Local TV View							
Reach and Frequency Report							
REPORT NAME: TriPLICATION (854048)							
REPORT PERIOD: 10/13/2014 - 10/17/2014							
REACH TYPE	SCHEDULE	GEOGRAPHY	CHARACTERISTIC	DEMOGRAPHIC	TIMESHIFTING	REACH%	REACH (000)
TOTAL	WAAA News	Anytown	(TV Households)	P25-54	Live+Same Day	13.0	236
TOTAL	WBBB News	Anytown	(TV Households)	P25-54	Live+Same Day	11.0	199
TOTAL	WCCC News	Anytown	(TV Households)	P25-54	Live+Same Day	9.6	173
TOTAL	WAAA + WBBB News	Anytown	(TV Households)	P25-54	Live+Same Day	21.2	383
TOTAL	WAAA + WCCC News	Anytown	(TV Households)	P25-54	Live+Same Day	21.3	385
TOTAL	WBBB + WCCC News	Anytown	(TV Households)	P25-54	Live+Same Day	18.5	335
TOTAL	WAAA + WBBB + WCCC News	Anytown	(TV Households)	P25-54	Live+Same Day	28.2	511

3-WAY ONLY-ONLY-BOTH COMPUTATION	
	PERCENT OR (000)
STATION 1 REACH	13
STATION 2 REACH	11
STATION 3 REACH	9.6
1 + 2 REACH	21.2
1 + 3 REACH	21.3
2 + 3 REACH	18.5
1 + 2 + 3 REACH	28.2

ENTER VALUES

The results will appear in the yellow cells.

		COMPUTATION FORMULAS
1 ONLY	9.7	(1 + 2 + 3 REACH) - (2 + 3 REACH)
2 ONLY	6.9	(1 + 2 + 3 REACH) - (1 + 3 REACH)
3 ONLY	7	(1 + 2 + 3 REACH) - (1 + 2 REACH)
1 + 2 ONLY (Both 1 + 2)	2	(1 + 2 + 3 REACH) - (3 REACH) - (1 ONLY) - (2 ONLY)
1 + 3 ONLY (Both 1 + 3)	0.5	(1 + 2 + 3 REACH) - (2 REACH) - (1 ONLY) - (3 ONLY)
2 + 3 ONLY (Both 1 + 2)	1.3	(1 + 2 + 3 REACH) - (1 REACH) - (2 ONLY) - (3 ONLY)
1 + 2 + 3 ONLY (Both 1 + 2 + 3)	0.8	(1 + 2 + 3 REACH) - (1 ONLY) - (2 ONLY) - (3 ONLY) - (1 + 2 ONLY) - (1 + 3 ONLY) + (2 + 3 ONLY)

Triplication Graph or Three-Way Venn Diagram

The Only-Only-Both Triplication Computation Excel file will only produce Venn diagrams for the % columns. However, it will still calculate your three-way shared audience for impressions. Lastly, this file will only calculate the shared audience for up to seven demos at one time.

CLIENT:	STATION WAAA		
DMA:	Anytown		
CYCLE:	November 2012		
		HOUSEHOLDS	HOUSEHOLDS
		%	000
A REACH-	WAAA M-F 6p-6:30pm	13.0	236
B REACH-	WBBB M-F 6p-6:30pm	11.0	199
C REACH-	WCCC M-F 6p-6:30pm	9.6	173

- 1.) Change the appropriate labels (orange boxes).
- 2.) Update the demographic column labels (green boxes).
- 3.) Enter your reach percentage and impressions in the appropriate columns (yellow boxes).

Graph

The Only-Only-Both Triplication Computation Excel will only graph the reach percent columns in Sheet 1. The data in Column C is Graph 1, the data in Column E is Graph 2 etc. Click on the Tab Graph 1 to examine your data.

