

COURSE CATALOG

[Beginner](#)

[Intermediate](#)

[Advanced](#)

[NLTV Report Overview](#)

Nielsen Local TV View is a comprehensive software with modules ranging from beginner to advanced. This quick class will describe all the reports available and highlight the benefits of each one. This class does not include navigation of software.

[Intro to NLTV Featuring Standard Reports](#)

This class will take you through the basics of building standard reports in NLTV and cover basic navigation fundamentals. This is a beginner level course and great for anyone new to the software or wanting to get a refresher on the software.

[NLTV Custom Reports Featuring Time Period](#)

This class will build on the content covered in the Intro to NLTV course. Time Period Custom will go more in depth, explaining how to create reports looking at custom geographies, characteristics and more while focusing on daypart-level reporting.

[NLTV Program Custom Reports](#)

This class will cover how to create program-based reports in NLTV using the Program Custom module. You will learn how to search for program names, genres and events as well as how to create averages in the final report.

[Automating Reports in NLTV](#)

This session will review how to set up reports in our Time Period and Program Modules to run daily and/or weekly. Attendees must be with the NLTV software. Prerequisite sessions: NLTV: Intro to NLTV featuring Standard Reports or NLTV: Time Period featuring Custom Reports

[NLTV Reach & Frequency Basics](#)

This class will cover the basics of creating Reach & Frequency and Only Only Both reports. You will be able to analyze Reach and Frequency by custom geography, cable headend or interconnect, characteristic, or demographic; study Frequency Distribution - down to the spot level; see individual quarter hour ratings for each spot in a schedule; and examine duplication between schedules.

[NLTV Reach & Frequency Importing](#)

This session will review how to import a formatted .csv document into the NLTV software in order to run a Reach and Frequency.

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[NLTV Length of Tuning*](#)

This session will quickly walk through how to build the Length of Tuning (L-O-T) report that will help you identify how long and how often your viewers are watching a specific daypart.

[NLTV Viewing Household Analysis*](#)

NLTV Viewing Household Analysis is a tool to analyze and diagnose viewership changes from one report period to another. This is done by creating a sub-sample of viewers within the metered households that viewed at least one quarter-hour during one time period and what they viewed in another time period.

[NLTV Quarter Hour Flow](#)

This class will teach you how to create flow reports using the Quarter Hour Flow module within NLTV. You will learn how to build reports to find where your audience is going to or coming from between quarter hours as well as audience retention, as well as a deep-dive into how to read these reports.

[NLTV Minute by Minute Reports*](#)

In this class, you will learn how to create minute-level rating reports in addition to flow reporting to understand where your audience is coming from or going to.

[NLTV Promo Optimizer](#)

This class allows users to look at duplicated audience between Source dayparts and Destination dayparts. In this class you will learn how to maximize your promotional reach; analyze audience reach between sub-geographies and look at potential reach among desired characteristics.

** This report is not available in RPD+ markets.*