

LEARNING PATH: BROADCAST AND CABLE CLIENTS

This path is intended for Broadcast and Cable clients who are new to the industry and/or new to the Nielsen Ad Intel application. These courses will give the foundation needed to get an understanding of how to navigate the system, recommended uses for the different report types available, and how to run basic reports.

In order to complete the Nielsen Ad Intel: Broadcast and Cable Learning Path, complete the following list of learning activities.

Click a purple link to register for a course.

[NIELSEN AD INTEL: OVERVIEW](#) – RECORDED SESSION

[NIELSEN AD INTEL INTRO: SUMMARY REPORTS](#) – INSTRUCTOR-LED SESSION

[NIELSEN AD INTEL: CUSTOM REPORTS PART 1 FOR NATIONAL BROADCASTERS AND CABLE NETWORK CLIENTS](#) – INSTRUCTOR-LED SESSION

[PRODUCT SEARCH](#) – RECORDED SESSION

[NIELSEN AD INTEL: CUSTOM REPORTS PART 2 FOR NATIONAL BROADCASTERS AND CABLE NETWORK CLIENTS](#) – INSTRUCTOR-LED SESSION

Register below only if your company subscribes to Digital medium

[NIELSEN AD INTEL DIGITAL FOR NATIONAL BROADCASTERS AND CABLE NETWORK CLIENTS](#) – INSTRUCTOR-LED SESSION

For access to all Nielsen Ad Intel learning materials, and to register for upcoming classes, visit the [Nielsen Ad Intel page of the Client Learning Site](#).