



# Nielsen Television Index Household Tracking Report

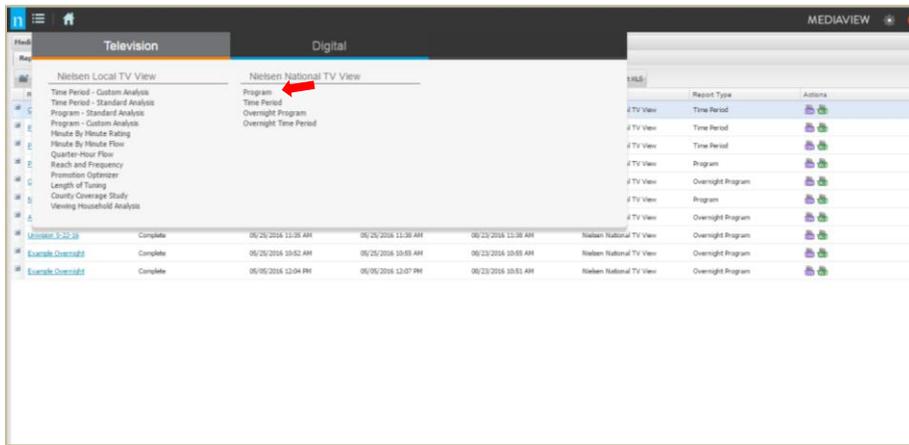
NIELSEN NATIONAL TV VIEW (NNTV)  
REPORT GUIDE



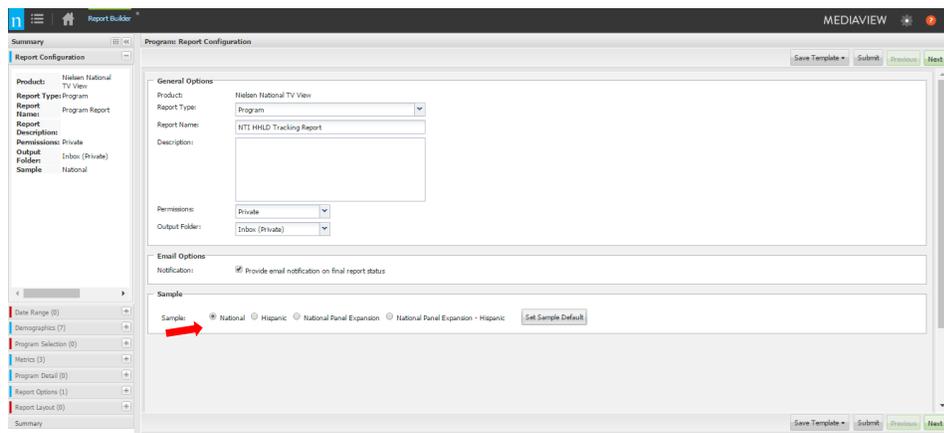
The NTI HOUSEHOLD TRACKING REPORT is intended to provide subscribers with a convenient source of estimates of television network program per-telecast audience trends and supplement the NTI Persons Tracking Report.

To pull the NTI Household Tracking Report in Nielsen National TV View (NNTV) take the following steps:

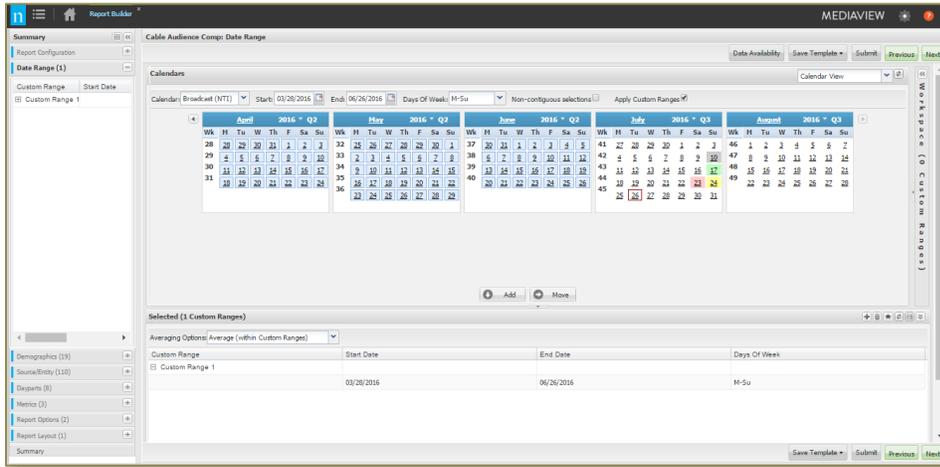
Open NNTV from the My Tool tab in Nielsen Answers. <https://answers.nielsen.com>  
Once the application is open select the Program Report template from the Product Selector.



**Report Configuration:** Name your report and select the National Sample if it is not already selected then select NEXT at the top or the bottom of the page.

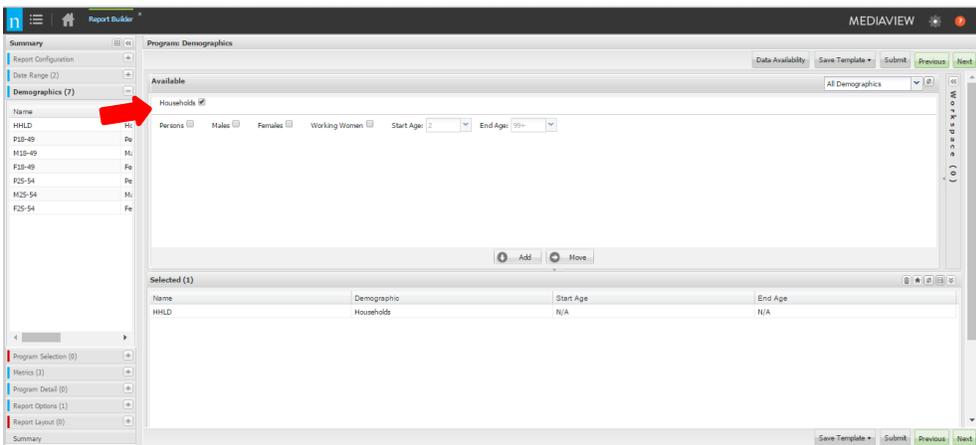


**Date Range:** Traditionally, each Household Tracking Report includes ratings averages for each month during the current report year to date. Select the month you would like to focus on. There are several ways to select the dates. You can select the first and last date of the Month you wanted to add or click on the Month name to highlight the date range then select ADD to bring the dates into the SELECTED area of the report template. Then select NEXT.

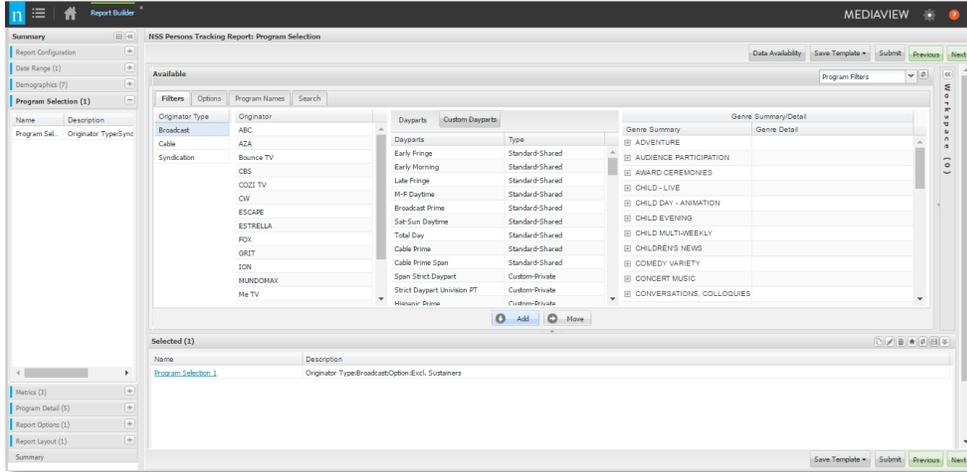


*Note: The original reports posted on Answers, included the previous year's monthly level data as well as quarterly averages. If you would still like to see that type of data make adjustments to your report accordingly. You may have to run the previous year's data in a separate report depending on report size. You can use the same report template you used to run this data, just swap out the data for the month or months you would like to see. Then re-submit.*

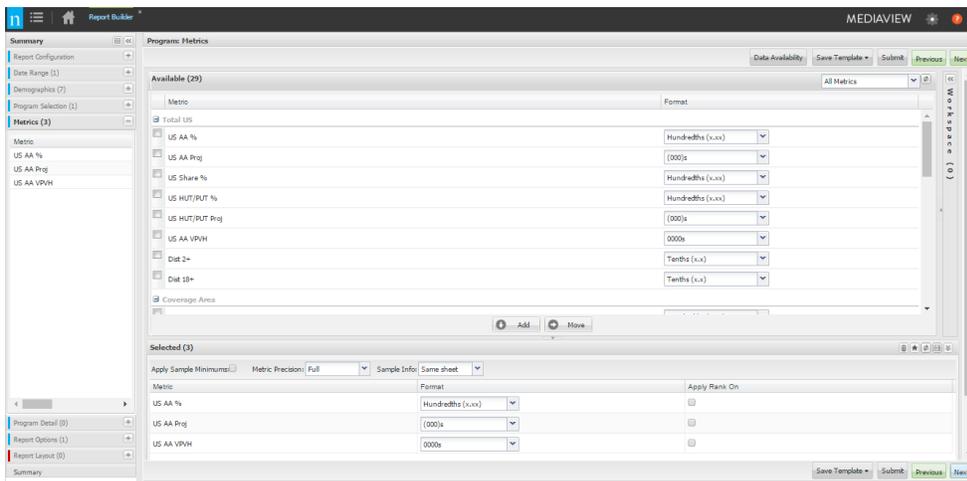
**Demographics:** Select Households as the demographic then ADD it to the Selected area of the report template. Click Next.



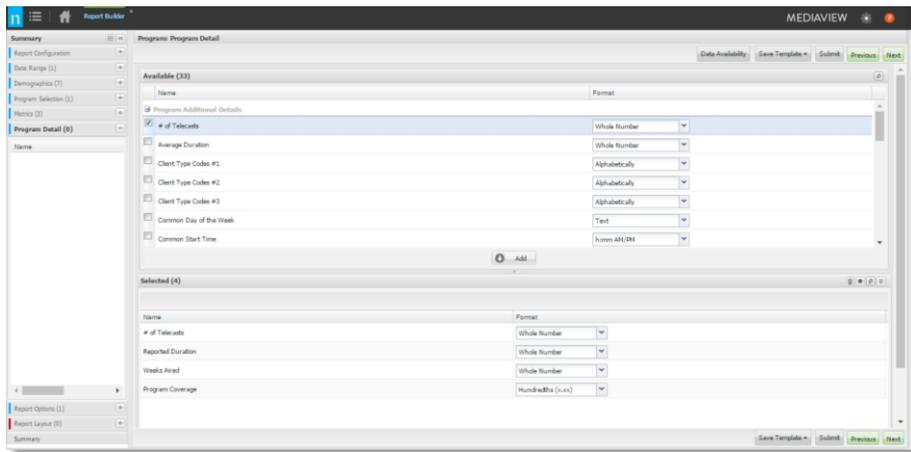
**Programs:** Select the desired programs for your report. To include all Broadcast programs, select Broadcast under the Originator Type filter column then just click ADD. If you would like look at only specific originators, programs, program types, etc, you can use the additional filter options to select specific networks and/or programs.



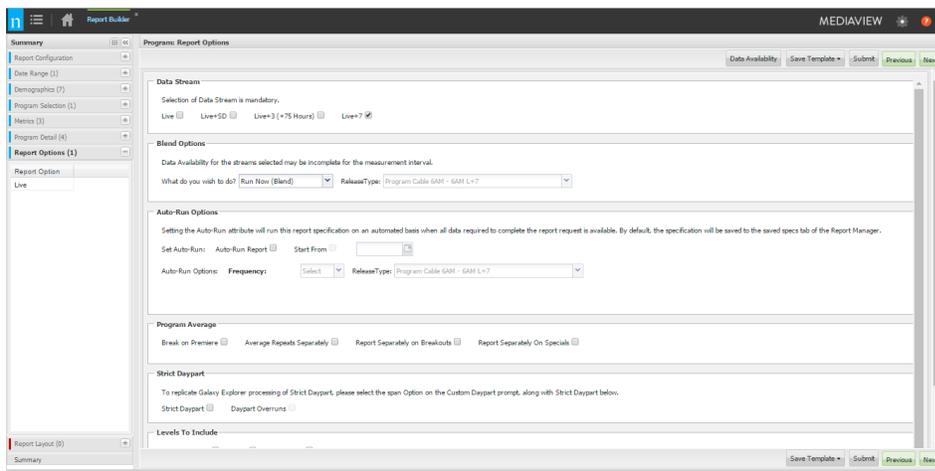
**Metrics:** Select the check off boxes for US AA%, US AA Projections, and US AA VPVH then ADD them into the Selected area of the report template. Then click Next.



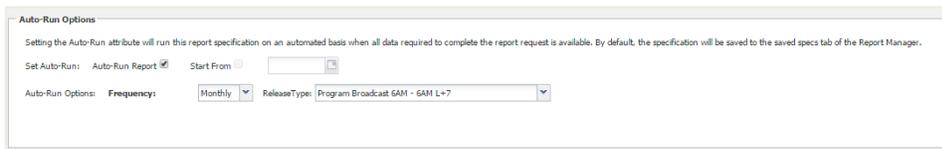
**Program Details:** Check off # of Telecasts, Reported Duration, Weeks Aired, and Program Coverage then ADD into the Selected area of the report template. Then click NEXT.



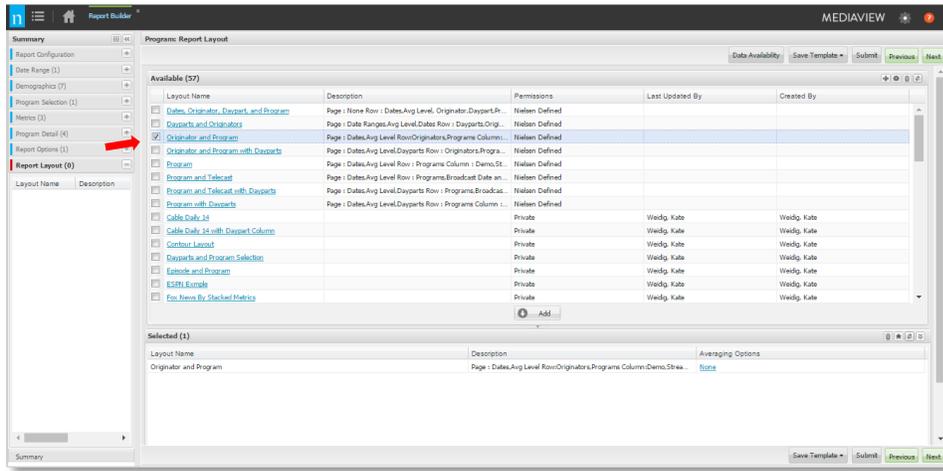
**Report Options:** Select the Data Stream desired. Traditionally, this report is run using Live+7. Click NEXT.



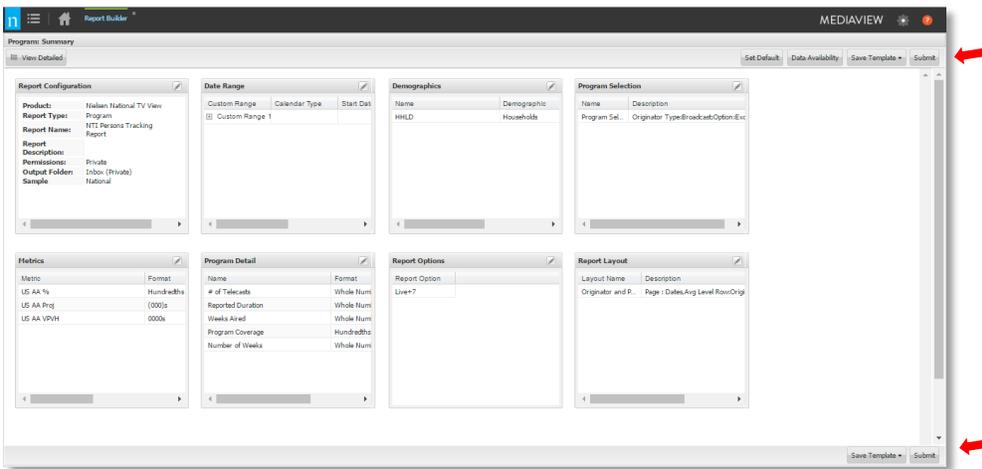
*Tip: You can use the Auto Run Option to run each month as it becomes available throughout the year. Just check off the Auto Run Report box. Select Monthly as the Frequency and Program Broadcast 6am-6am Live + 7 as your release type. You will also have to change your measurement interval to include dates into the future.*



**Layout:** Select and ADD the Originator and Program layout.



Now your report template is complete. You can review your selections from the Summary View page. Once you have done that, hit SUBMIT at the top or bottom of the page.



You will see your report listed on your homepage of NNTV. From here you can monitor its status and open it up into Excel once it is complete.

*Tip: To save your report template so that you can reuse the same template each Quarter to run the most recent data click on the SAVE TEMPLATE button at the bottom or top of the page. Then select SAVE AS and name the report template NSS Persons Tracking. You will find the template on the Template tab on the Homepage.*