



# NIELSEN NATIONAL TV VIEW

PROGRAM REPORT  
ATTENDEE GUIDE  
2015



AN UNCOMMON SENSE  
OF THE CONSUMER™

## NIELSEN NATIONAL TV VIEW: ATTENDEE GUIDE

Nielsen National TV View (NNTV) is the overnight and pre-summarized trending and tracking TV analysis tool on Nielsen MediaView. The data source is the National People Meter (NPM) single sample which includes the Hispanic sub-sample. The software provides time period, program and commercial (where available) audience estimates for broadcast, cable and syndication. Nielsen National TV View may be accessed through the Nielsen Answers Portal.

### BASICS

- 1.) NIELSEN NATIONAL TV VIEW (NNTV) software page provides access to all learning materials: <http://en-us.nielsen.com/sitelets/cls/nntv.html>.



- 2.) For technical assistance, call the Nielsen Solutions Center at 1-800-423-4511, or send an email to [prodhelpline@nielsen.com](mailto:prodhelpline@nielsen.com).



### LOGIN

- 1.) Visit <https://answers.nielsen.com/>.
- 2.) Enter your email address and password.
- 3.) If you do not know your password, click Forgotten Password? link, type in your email address and follow the instructions in the email you receive.
- 4.) After logging into the portal, select Nielsen National TV View from the My Tools menu or the box on the home page.

### FEATURES

- Reports Program titles for Broadcast, Cable and Syndication originators
- User-defined measurement period of television viewing data
- 6am-6am measurement day
- Available Viewing Streams
  - Live
  - Live+SD
  - Live+3 (75 hrs)
  - Live+7 (168 hrs)
  - C3

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### AGENDA

TOPIC	TIME
INTRODUCTION	5 minutes
MEDIAVIEW	5 minutes total
• Accessing the Application	1 minute
• MediaView vs. Nielsen National TV View	1 minute
• Product Selector, Home & Refresh buttons	1 minute
• Home Page Features - Report Tab, Report Template Tab, and Search Tab	2 minutes
PROGRAM REPORT (SOFTWARE + EXERCISES)	37 minutes total
• Report Configuration/Sample	1 minute
• Date Range	3 minutes
• Demographics	4 minutes
• Program Selection	6 minutes
• Metrics	4 minutes
• Program Detail	1 minute
• Report Options	1 minute
• Review Layout	5 minutes
• Review Report Summary	1 minute
Practice Exercise #1	5 minutes
• Analyze Report Output	6 minutes
ADVANCED PROGRAM SEARCH (SOFTWARE + EXERCISES)	11 minutes total
• Home/Report Tab	1 minute
• Program Selection	5 minutes
Practice Exercise #2	5 minutes
CONCLUSION	2 minutes

## PRACTICE EXERCISES

### PRACTICE EXERCISE 1

#### PROGRAM REPORT

What was the #1 rated program on AMC and BRVO during cable primetime for the 2nd week of January 2015 among P25-54 based on Live+SD CVG AA% data?

- A.) AMC – ACTION MONTH
- B.) BRAVO – THICKER THAN WATER
- C.) BRAVO – BRAVO MOVIE

### PRACTICE EXERCISE 2

#### ADVANCED PROGRAM SEARCH

Using the report you created in Exercise 1, use Program Search to identify how many episodes of THICKER THAN WATER aired on BRAVO?

- A.) Telecast – 4 or 12?
- B.) Episodes – 4 or 12?

# NOTES

## ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

For more information, visit [www.nielsen.com](http://www.nielsen.com).

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