



NIELSEN NATIONAL TV VIEW

TIME PERIOD REPORT
ATTENDEE GUIDE
2015



AN UNCOMMON SENSE
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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.



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

- Provides Viewing source data for Broadcast and Cable based on time of day
- 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)

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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
TIME PERIOD REPORT (SOFTWARE + EXERCISES)	37 minutes total
• Report Configuration/Sample	1 minute
• Date Range	3 minutes
• Demographics	4 minutes
• Source/Entity	6 minutes
• Daypart	1 minute
• Metrics	4 minutes
• Report Options	1 minute
• Review Layout	5 minutes
• Review Report Summary	1 minute
Practice Exercise #1	5 minutes
• Analyze Report Output	6 minutes
CUSTOM DAYPART (SOFTWARE + EXERCISES)	11 minutes total
• Home/Report Tab	1 minute
• Source/Entity	1 minute
• Daypart	3 minutes
• Report Layout	1 minute
Practice Exercise #2	5 minutes
CONCLUSION	2 minutes



PRACTICE EXERCISES

PRACTICE EXERCISE 1

TIME PERIOD REPORT

What were ABC's and A&E's Live US AA% Household ratings for Total day for the most completed week?

PRACTICE EXERCISE 2

CUSTOM DAYPART

Which Quarter Hour of Cable Primetime had the highest HHLD LIVE CVG US AA% for Comedy Central the week of January 5-11, 2015?

- A.) 8:00-8:14 PM
- B.) 8:30-8:44 PM
- C.) 10:00-10:14 PM

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.

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