ANALYZING TIME SPENT VIEWING?
WHICH STATISTIC IS RIGHT FOR YOU?

Want to find out how long viewers are viewing? There are several statistics available in NPOWER to answer this question. The key is to know which statistic you’re really after.

RATINGS ANALYSIS

WANT TO KNOW HOW MANY MINUTES WERE VIEWED ON AVERAGE?

Ratings Analysis reports offer an Average Minutes Viewed statistic, on the Advanced tab within the statistics selection screen. This calculation is simply Duration x Rating / 100. Since it factors in all people or households in the universe, using the rating statistic, this number will be lower than the other options mentioned below.

Total Duration 60 minutes x 3.1 MC US AA RTG% / 100 = 1.86, which rounds to 2 minutes viewed on average by Persons 18-49.

WANT TO KNOW HOW LONG YOUR HEAVIEST VIEWERS TUNE IN FOR, COMPARED TO YOUR LIGHTEST VIEWERS?

Run a Segmentation report to analyze the Average Minutes Per Telecast Tuned, for any of your Segmented Viewers. Since you’re segmenting your audience, this will provide the Average Minutes Tuned Per Telecast just for those that meet the criteria you specify (Number Of Minutes, NOM; NTILE; QUAD Segmentation). The heaviest viewers of this program viewed an average 2.21 telecasts, and 39 minutes per telecast tuned.

WANT TO KNOW HOW LONG PEOPLE VIEWED WHEN THEY DID TUNE IN, AND HOW OFTEN THEY TUNE IN?

Reach and Frequency or Length of Tune/Length of View reports will answer these questions.
REACH AND FREQUENCY

Reach and Frequency reports provide **Average Minutes Viewed** for the qualified audience, as well as **Average Frequency**. Persons 18-49 who viewed 6 or more minutes of this Program, viewed an average of **33.46 minutes** and tuned in to an average of **1.55 telecasts**.

To have the frequency reference unique telecasts viewed, which will exclude all duplicate viewing, select the **Apply Distinct Processing** option on the statistics page.

LENGTH OF VIEW/LENGTH OF TUNE

Length of View/Length of Tune reports provide the Average Minutes Viewed per viewing or tuning event. An **event** is considered any remote activity, such as change of channel or DVR activity (FF/Rew/Play/Pause, etc.), excluding volume adjustment.

Persons 18-49 that viewed this program, viewed an average of **15 minutes** per viewing event. Persons 18-49 that viewed this program, viewed an average of **2.14 events**. This is **not** the same as Frequency.
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.

Copyright © 2014 The Nielsen Company. All rights reserved. Nielsen and the Nielsen logo are trademarks or registered trademarks of CZT/ACN Trademarks, L.L.C. Other product and service names are trademarks or registered trademarks of their respective companies.