



NPOWER

CROSS PLATFORM
REPORT GUIDE
2014

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.....

AN UNCOMMON SENSE
OF THE CONSUMER™



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WHAT WEBSITES DO YOUR VIEWERS VISIT?

PROFILE YOUR VIEWERS AND LOOK AT THE WEBSITES THEY VISIT.

In this report, we're analyzing the Social Network Sites visited by Network A's Primetime viewers. Persons 2+ who viewed Network A during Primetime were more likely to visit Social Site A, than Persons 2+ overall, with **49.8%** of Network A's primetime viewers visiting Social Site A, compared to **45.5%** of Persons 2+ overall. Network A's primetime viewers visited Social Site A an average of **9.95** days during this 30 day measurement interval, and spent an average of **726** minutes on Social Site A during the same 30 day period. **34.92%** of Network A's Primetime viewers visited Social Site A 3+ days during the month.

Demographic	Schedule Name	Playback Period	Units	AA Reach %	AA Reach Proj(000)	AA Average Frequency	AA Average Minutes	AA Effective Reach(3+)
Persons 2 - 99 Network A Primetime Viewers	Social Site A (30, 43200)	Live TV	30	49.80	49,762	9.95	726.46	34.92
Persons 2 - 99	Social Site A (30, 43200)	Live TV	30	45.48	108,778	9.61	770.88	31.52

REPORTS NEEDED TO CREATE THIS ANALYSIS

- Unification report on Cross Platform Home sample for desired measurement interval.
- Segmentation of your viewers, using the Cross Platform Home sample, and utilizing a **one minute** threshold. However, depending on user preference the threshold could be raised.
- Internet schedule for websites you're interested in seeing usage for, within the Cross Platform Home sample. You can pick a category of websites if you're not certain of the specific sites themselves, for instance search engines, sports, or entertainment websites, or you could pick the specific sites you're interested in seeing as we did. Keep in mind website classifications may vary at the brand and parent level, and can change classifications monthly, so search and select accordingly.
- Reach and Frequency Report using Cross Platform Home sample, pulling in Internet schedule. Select your Segmentation on the demographics page. Also include the broader age/sex demo as a reference point if you want to make a comparison of viewers compared to the overall demo. For instance, do your P18-49 Viewers visit a particular website at a higher or lower rate than all P18-49?

INSTRUCTOR-LED SESSIONS

[REACH AND FREQUENCY 201](#) for pulling segmentations into Reach and Frequency reports.

[CROSS PLATFORM SERVICE - SINGLE SOURCE](#) or [CROSS PLATFORM SERVICE - TV/INTERNET FUSION](#) for building Internet Schedules.

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WHAT DO VISITORS OF YOUR WEBSITE WATCH ON TV?

PROFILE YOUR VIEWERS AND LOOK AT THE WEBSITES THEY VISIT.

Network A has a 1.55 Live+7 Prime Time Rating during this measurement interval, among Visitors of Your Website.

Of the networks included in this report, 7.36% of your website visitor's time was spent tuned to Network A.

Demographic	Interval	Viewing Source	Daypart	Playback Period	MC US AA %	MC US AA Proj (000)	Sum Of Sources Distribution %
Persons 2 + Visitors of Your Website	06/27/2011 - 07/31/2011	Network A	M-Su 8:00 PM - 11:00 PM	Live+7 Days	1.55	485	7.36
Persons 2 + Visitors of Your Website	06/27/2011 - 07/31/2011	Network B	M-Su 8:00 PM - 11:00 PM	Live+7 Days	1.26	392	5.96
Persons 2 + Visitors of Your Website	06/27/2011 - 07/31/2011	Regional Sports Networks	M-Su 8:00 PM - 11:00 PM	Live+7 Days	0.95	296	4.49

REPORTS NEEDED TO CREATE THIS ANALYSIS

- Unification report on Cross Platform Home sample for desired measurement interval.
- Number of Seconds Segmentation for website(s) desired. Keep the measurement interval selection within a calendar month for consistency among website definitions.
- Ratings Analysis report for TV viewing desired, with Segmentation pulled in as the demographic. The Sum of Sources Distribution statistic is a helpful addition here, and can be added on the Statistics page.

INSTRUCTOR-LED SESSIONS

[SEGMENTATION 201](#) for pulling segmentations into Ratings Analysis reports.

[CROSS PLATFORM SERVICE - SINGLE SOURCE](#) or

[CROSS PLATFORM SERVICE - TV/INTERNET FUSION](#) for building Internet Schedules.

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WHAT IS THE UNDUPLICATED REACH BETWEEN YOUR TV AND WEB PROPERTIES?

SHOW THE VALUE OF YOUR TV AND WEB VISITORS.

News Network C reaches 17% of Men 25-54 on TV, 12% on their websites, and 26% across their TV or web properties.

Demographic	Primary Schedule Name	Secondary Schedule Name	Primary Reach%	Primary Reach Proj(000)	Secondary Reach%	Secondary Reach Proj(000)	Combined Reach%	Combined Reach Proj(000)
Males 25 - 54	News Net A	News Net A Website	17.55	10,503	12.36	7,399	26.98	16,146
Males 25 - 54	News Net B	News Net B Website	15.23	9,116	9.04	5,409	22.61	13,530
Males 25 - 54	News Net C	News Net C Website	17.54	10,495	17.98	10,760	31.19	18,669

NOTE – You can also use this report to analyze how many TV viewers visit your website, which is explained on the next page.

REPORTS NEEDED TO CREATE THIS ANALYSIS

- Unification report on Cross Platform Home sample for desired measurement interval.
- TV Schedule for viewing of TV program(s) or time period(s) within Cross Platform Home sample.
- Internet schedule for website(s) you're interested in seeing usage for, within the Cross Platform Home sample.
- Reach and Frequency Duplication Report on Cross Platform Home sample, pulling in TV and Internet schedules.

INSTRUCTOR-LED SESSIONS

[REACH AND FREQUENCY 101](#) for pulling segmentations into Reach and Frequency reports.

[CROSS PLATFORM SERVICE - SINGLE SOURCE](#) or

[CROSS PLATFORM SERVICE - TV/INTERNET FUSION](#) for building Internet Schedules.

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HOW MANY OF YOUR TV VIEWERS VISIT YOUR WEBSITE?

SHOW THE UNIQUE AUDIENCE EACH PROPERTY BRINGS TO THE TABLE

This report shows that 2.93% of M25-54 watched News Network A and visited their website. However, if you only look at M25-54 who watched News Network A or visited their website, 10.87% did both. Of those that watched News Network A, 16.72% visited their website, and of those that visited News Network A's website, 23.73% also watched News Network A.

Demographic	Primary Schedule Name	Secondary Schedule Name	Both Reach %	Primary Duplication %	Secondary Duplication %	Both Duplication %
Males 25 - 54	News Net A	News Net A Website	2.93	16.72	23.73	10.87
Males 25 - 54	News Net B	News Net B Website	1.66	10.91	18.39	7.35
Males 25 - 54	News Net C	News Net C Website	4.32	24.64	24.04	13.85

NOTE – Using the same report created for finding the unduplicated reach between your TV and web properties, you can refer to other columns in the analysis to identify the amount of TV viewers visiting your website. The hidden columns are indicated by the blue bar.

REPORTS NEEDED TO CREATE THIS ANALYSIS

- Unification report on Cross Platform Home sample for desired measurement interval.
- TV Schedule for viewing of TV program(s) or time period(s) within Cross Platform Home sample.
- Internet schedule for website(s) you're interested in seeing usage for, within the Cross Platform Home sample.
- Reach and Frequency Duplication Report on Cross Platform Home sample, pulling in TV and Internet schedules.

INSTRUCTOR-LED SESSIONS

[REACH AND FREQUENCY 101](#) for pulling Reach and Frequency duplication reports.

[CROSS PLATFORM SERVICE - SINGLE SOURCE](#) or

[CROSS PLATFORM SERVICE - TV/INTERNET FUSION](#) for building Internet Schedules.

DID A TV ADVERTISING SCHEDULE DRIVE TRAFFIC TO THE WEBSITE?

SHOW THE EFFECT OF A TV ADVERTISING SCHEDULE ON WEBSITE.

Travel Website's TV Ad schedule reached 65% of Persons 18+ during this month, with 5.63% of Persons 18+ visiting their website. 6.08% of Persons 18+ who saw the TV Ad schedule also visited the website during the same month, which is slightly higher than Person 18+ overall, indicating higher website visits by those that saw the TV Ad's.

Demographic	Primary Schedule Name	Secondary Schedule Name	Primary Reach%	Secondary Reach%	Combined Reach%	Both Reach%	Primary Duplication %
Persons 18 +	Travel Website TV Ads	Travel Website	65.21	5.63	66.87	3.97	6.08

REPORTS NEEDED TO CREATE THIS ANALYSIS

- Unification report on Cross Platform Home sample for desired measurement interval.
- TV Schedule for advertising campaign within Cross Platform Home sample.
- Internet schedule for advertiser's website, within the Cross Platform Home sample.
- Reach and Frequency Duplication Report on Cross Platform Home sample, pulling in TV and Internet schedules.
- **OPTIONAL** – Internet schedules for website in previous months, pulled into a Reach and Frequency report to see if reach is going up as the ad schedule increases.

INSTRUCTOR-LED SESSIONS

NPOWER: IN DEPTH – RESPONSE EFFECT for pulling cause and effect.

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HOW MUCH TIME IS SPENT ONLINE?

SHOW THE TIME SPENT ONLINE ON A MONTHLY BASIS.

Internet Users accessed the Internet an average of 15 days, and spent 77 minutes per day with Internet Usage over the course of this month.

Segmentation Name	Demographic	Segment	Segment Average Days With Usage	Segment Average Time Spent (in Seconds) Per Day With Usage	Segment Average Time Spent (in Minutes) Per Day With Usage	Segment Average Time Spent (in seconds) Person Per Day	Segment Average Time Spent (in Minutes) Person Per Day
Internet Users Current Month	Persons 2-99	Top Seconds(1)	15.44	4,623.65	77.06	2,452.09	40.87

REPORTS NEEDED TO CREATE THIS ANALYSIS

- Unification report on Cross Platform Home sample for desired measurement interval.
- Internet Number of Seconds Segmentation, utilizing 1 second as the threshold, but depending on user preference threshold could be raised. Time Spent will be provided in seconds. If desired, you can convert to minutes by dividing by 60, as we have done here.

INSTRUCTOR-LED SESSIONS

[NPOWER: IN DEPTH – TIME SPENT WITH TV AND INTERNET](#) covers how to pull time spent with TV and Internet.



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HOW MUCH TIME IS SPENT WATCHING TV?

SHOW THE TIME SPENT VIEWING TV ON A MONTHLY BASIS.

TV Viewers watched TV an average of 23 days this month, with an average of 374 minutes, or over 6 hours, of TV per day with TV Usage.

Segmentation Name	Demographic	Segment	Playback Period	Segment Avg Days Tuned	Segment Average Minutes Per Tuning Day	Segment Average Hours Per Tuning Day	Segment Average Minutes Per Household/Person Per Day	Segment Average Hours Per Household/Person Per Day
TV Viewers Current Month	Persons 2-99	Top Minutes(1)	Live	23.43	374.29	6.24	299.60	4.99

REPORTS NEEDED TO CREATE THIS ANALYSIS

- Unification report on Cross Platform Home sample for desired measurement interval.
- TV Number of Minutes Segmentation utilizing 1 minute as the threshold, but depending on user preference threshold could be raised. Time Spent will be provided in minutes. If desired, you can convert to hours by dividing by 60, as we have done here.

INSTRUCTOR-LED SESSIONS

NPOWER: IN DEPTH – TIME SPENT WITH TV AND INTERNET covers how to pull time spent with TV and Internet.

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HOW MUCH TIME IS SPENT ONLINE BY MY HEAVY TV VIEWERS?

USING CROSS NTILES.

Persons 2+ who are Heavy TV Viewers, spend an average of 68 minutes online per usage day, or 34 minutes online per day. Heavy TV Viewers access the Internet an average of 14 days per month.

Demographic	Segment	Segment Usage Distribution %	Segment Distribution %	Segment Avg Days With Usage	Segment Average Time Spent (in Seconds) Per Day With Usage	Segment Average Time Spent (in Minutes) Per Day With Usage	Segment Average Time Spent (in seconds) Person Per Day	Segment Average Time Spent (in Minutes) Person Per Day
P2+ Heavy TV Users	NTile Breaks 01	81.94	33.32	24.48	6,029.07	100.48	5,034.63	83.91
P2+ Heavy TV Users	NTile Breaks 02	15.81	33.33	15.10	1,884.17	31.40	971.22	16.19
P2+ Heavy TV Users	NTile Breaks 03	2.25	33.35	4.35	932.25	15.54	138.94	2.32
P2+ Heavy TV Users	All Users	100.00	100.00	14.64	4,098.78	68.31	2,050.26	34.17

REPORTS NEEDED TO CREATE THIS ANALYSIS

- Unification report on Cross Platform Home sample for desired measurement interval. If you want the metrics to reflect monthly averages, select a month.
- Segmentation to identify Heavy TV Viewers utilizing the Cross Platform Home sample. This example utilizes an NTILE Time Period Segmentation for a month, with 3 NTILE breaks, for HUT (overall TV Viewing), for Total Day. If desired, a specific viewing source or group of viewing sources, time period, or program can be selected.
- NTILE Internet Segmentation for the same measurement interval utilizing the Cross Platform Home sample. On the Segmentation Demographic selection screen, select NTILE 1 from your Time Period Segmentation to select your Heavy TV Viewers.
- To draw further conclusions on how this usage compares to Internet use overall, you can utilize the Profile Demographics.

NOTE – You can also analyze the inverse of this report by Segmenting Internet Users, and pulling your Heavy Internet Users into a TV Segmentation to see how much time they spend viewing Television.

INSTRUCTOR-LED SESSIONS

[NPOWER: IN DEPTH – TIME SPENT WITH TV AND INTERNET](#) covers how to pull time spent with TV and Internet.

[SEGMENTATION 201](#) for pulling segmentations into segmentations.

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.

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