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WHAT ARE THE TOP PROGRAMS VIEWED BY VISITORS OF A SPECIFIC WEBSITE?

PROFILE VISITORS OF THE WEBSITE AND LOOK AT THEIR TV VIEWERSHIP.

The top programs for M18-49 who visited an E-Commerce site during this measurement interval were sports related. The Live+7 rating for the Football Program, amongst M18-49 who visited this E-Commerce site was a 16.56.

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Program Name</th>
<th>Playback Period</th>
<th>MC US</th>
<th>MC US AA</th>
<th>AA %</th>
<th>Proj (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>M18-49 e-commerce site visitors</td>
<td>Football</td>
<td>Live+7 Days</td>
<td>16.56</td>
<td>3.368</td>
<td></td>
<td>3,368</td>
</tr>
<tr>
<td>M18-49 e-commerce site visitors</td>
<td>Sports Program</td>
<td>Live+7 Days</td>
<td>12.88</td>
<td>2.624</td>
<td></td>
<td>2,624</td>
</tr>
</tbody>
</table>

REPORTS NEEDED TO CREATE THIS ANALYSIS

- Unification report using National sample for desired measurement interval.
- Number of Seconds Segmentation for website(s) desired using National sample. Keep the measurement interval selection within a calendar month for consistency among website definitions.
- Ratings Analysis report using the National sample for TV viewing with desired Segmentation pulled in as the demographic.
- Rank by AA% to find the highest rated programs

INSTRUCTOR-LED SESSIONS

REACH AND FREQUENCY 201 for pulling segmentations into Reach and Frequency reports.

CROSS PLATFORM SERVICE - TV/INTERNET FUSION shows how to segment your website visitors.
WHAT WEBSITES DO YOUR VIEWERS VISIT?

PROFILE YOUR VIEWERS AND LOOK AT THE WEBSITES THEY VISIT.

Women 25-54 who viewed Network A's Prime Time, visited this E-Commerce site at a higher rate, with a reach of 65.6%, than Women 25-54 overall, with a reach of 50%. Women 25-54 who viewed Network A's Prime Time also visit the site more frequently, with a frequency of 16.66 days, and an average of 111 minutes spent on the site over the course of this month. 54% of Women 25-54 who viewed Network A's Prime Time, visited this E-Commerce site 3 or more times over the course of this month, significantly higher than the 40% of Women 25-54 overall.

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Schedule Name</th>
<th>AA Reach%</th>
<th>AA Reach Pro(000)</th>
<th>AA Average Frequency</th>
<th>AA Average Minutes</th>
<th>AA Effective Reach(3+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Females 25 - 54 Network A Prime Time Viewers</td>
<td>E-Commerce Site</td>
<td>65.60</td>
<td>9,623</td>
<td>16.66</td>
<td>111.02</td>
<td>54.88</td>
</tr>
<tr>
<td>Females 25 - 54 E-Commerce Site</td>
<td>50.01</td>
<td>30,420</td>
<td>15.04</td>
<td>101.99</td>
<td>40.53</td>
<td></td>
</tr>
</tbody>
</table>

REPORTS NEEDED TO CREATE THIS ANALYSIS

- Unification report using National sample for desired measurement interval.
- Segmentation for your viewers, using the National sample, utilizing one minute as the threshold, but depending on user preference threshold could be raised.
- Internet schedule for websites you’re interested in seeing usage for, within the National 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 sites, 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 National sample, pulling in Internet schedule. Select your Segmented TV Viewers on the demographics page. Also include the broader age/sex demo as a reference point if you want to make a comparison of viewers to the demo overall. For instance, do your Women 25-54 Viewers visit a particular website at a higher or lower rate than all Women 25-54?

INSTRUCTOR-LED SESSIONS

REACH AND FREQUENCY 201 covers how to pull Segmentations into Reach and Frequency reports.

CROSS PLATFORM SERVICE - TV/INTERNET FUSION covers how to segment your website visitors.
WHAT IS THE UNDUPLICATED REACH BETWEEN YOUR TV AND WEB PROPERTIES?

SHOW THE VALUE OF YOUR TV VIEWERS AND WEB VISITORS.

News Network A reaches 17.55% of Men 25-54 on TV, 12.36% on their website, and 26.98% between their TV and web properties combined.

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Primary Schedule Name</th>
<th>Secondary Schedule Name</th>
<th>Primary Reach% Proj(000)</th>
<th>Secondary Reach% Proj(000)</th>
<th>Combined Reach% Proj(000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Males 25 - 54</td>
<td>News Net A</td>
<td>News Net A Website</td>
<td>17.55</td>
<td>10,503</td>
<td>12.36</td>
</tr>
<tr>
<td>Males 25 - 54</td>
<td>News Net B</td>
<td>News Net B Website</td>
<td>15.23</td>
<td>9,116</td>
<td>9.04</td>
</tr>
<tr>
<td>Males 25 - 54</td>
<td>News Net C</td>
<td>News Net C Website</td>
<td>17.54</td>
<td>10,495</td>
<td>17.98</td>
</tr>
</tbody>
</table>

REPORTS NEEDED TO CREATE THIS ANALYSIS

• Unification report using National sample for desired measurement interval.
• TV Schedule for TV program(s) or time period(s) using National sample.
• Internet schedule for website(s) you’re interested in seeing usage for, within the National sample.
• Reach and Frequency Duplication Report using National sample, pulling in TV and Internet schedules.

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

INSTRUCTOR-LED SESSIONS

REACH AND FREQUENCY 101 covers how to pull Reach and Frequency duplication reports.

CROSS PLATFORM SERVICE - TV/INTERNET FUSION covers how to build internet schedules.
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 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.

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Primary Schedule Name</th>
<th>Secondary Schedule Name</th>
<th>Both Reach %</th>
<th>Primary Duplication %</th>
<th>Secondary Duplication %</th>
<th>Both Duplication %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Males 25 - 54</td>
<td>News Net A</td>
<td>News Net A Website</td>
<td>2.93</td>
<td>16.72</td>
<td>23.73</td>
<td>10.87</td>
</tr>
<tr>
<td>Males 25 - 54</td>
<td>News Net B</td>
<td>News Net B Website</td>
<td>1.66</td>
<td>10.91</td>
<td>18.39</td>
<td>7.35</td>
</tr>
<tr>
<td>Males 25 - 54</td>
<td>News Net C</td>
<td>News Net C Website</td>
<td>4.32</td>
<td>24.64</td>
<td>24.04</td>
<td>13.85</td>
</tr>
</tbody>
</table>

REPORTS NEEDED TO CREATE THIS ANALYSIS

- Unification report using National sample for desired measurement interval.
- TV Schedule for TV program(s) or time period(s) using National sample.
- Internet schedule for website(s) you’re interested in seeing usage for, within the National sample.
- Reach and Frequency Duplication Report using National sample, pulling in TV and Internet schedules.

INSTRUCTOR-LED SESSIONS

REACH AND FREQUENCY 101 for pulling Reach and Frequency duplication reports.

CROSS PLATFORM SERVICE - TV/INTERNET FUSION covers how to build internet schedules.
**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 online per day with Internet Usage over the course of this month.

<table>
<thead>
<tr>
<th>Segmentation Name</th>
<th>Demographic</th>
<th>Segment Avg Days With Usage</th>
<th>Segment Time Spent (in Seconds) Per Day With Usage</th>
<th>Segment Average Time Spent (in Minutes) Per Day With Usage</th>
<th>Segment Time Spent (in Seconds) Person Per Day</th>
<th>Segment Average Time Spent (in Minutes) Person Per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Users Current Month</td>
<td>Persons 2 - 99</td>
<td>Top Seconds(1)</td>
<td>15.44</td>
<td>4,623.85</td>
<td>77.05</td>
<td>2,452.09</td>
</tr>
</tbody>
</table>

**REPORTS NEEDED TO CREATE THIS ANALYSIS**

- Unification report on National sample for desired measurement interval.
- Internet Number of Seconds Segmentation using National sample, utilizing one second as the threshold, but depending on user preference threshold could be raised. Once report is complete convert seconds into minutes if desired, by dividing seconds by 60.

**INSTRUCTOR-LED SESSION**

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

<table>
<thead>
<tr>
<th>Segmentation Name</th>
<th>Demographic</th>
<th>Segment Playback Period</th>
<th>Segment Avg Days Tuned</th>
<th>Segment Avg Minutes Per Tuning Day</th>
<th>Segment Avg Hours Per Tuning Day</th>
<th>Segment Avg Minutes Per Household Person Per Day</th>
<th>Segment Avg Hours Per Household Person Per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Viewers Current Month</td>
<td>Persons 2 - 98</td>
<td>Top Minutes (1) Live</td>
<td>23.43</td>
<td>374.28</td>
<td>0.24</td>
<td>299.00</td>
<td>4.99</td>
</tr>
</tbody>
</table>

REPORTS NEEDED TO CREATE THIS ANALYSIS

- Unification report on National sample for desired measurement interval.
- TV Number of Minutes Segmentation using National sample, utilizing one minute as the threshold, but depending on user preference threshold could be raised. Once report is complete convert minutes into hours if desired, by dividing by 60.

INSTRUCTOR-LED SESSION

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