



NPOWER

CROSS PLATFORM
TV / INTERNET FUSION
REPORT GUIDE
2014

nielsen
.....

AN UNCOMMON SENSE
OF THE CONSUMER™



CONTENTS

Use the links below to navigate to a report that answers the question.

REPORTS

What are the top programs viewed by visitors of a specific website?	4
What websites do your viewers visit?	5
What is the unduplicated reach of your TV and web properties?	6
How many of your TV viewers visit your website?	7
How much time is spent online?	8
How much time is spent watching TV?	9



NPOWER: CROSS PLATFORM TV/INTERNET FUSION REPORT GUIDE

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**.

Demographic	Program Name	Playback Period	MC US AA %	MC US AA Proj (000)
M18-49 e-commerce site visitors	Football	Live+7 Days	16.56	3,366
M18-49 e-commerce site visitors	Sports Program	Live+7 Days	12.88	2,624

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.

NPOWER: CROSS PLATFORM TV/INTERNET FUSION REPORT GUIDE

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.

Demographic	Schedule Name	AA Reach%	AA Reach Proj(000)	AA Average Frequency	AA Average Minutes	AA Effective Reach(3+)
Females 25 - 54 Network A Prime Time Viewers	E-Commerce Site	65.60	9,828	16.66	111.02	54.99
Females 25 - 54	E-Commerce Site	50.01	30,420	15.04	101.99	40.53

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.

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

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.

NPOWER: CROSS PLATFORM TV/INTERNET FUSION REPORT GUIDE

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.

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

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.



NPOWER: CROSS PLATFORM TV/INTERNET FUSION REPORT GUIDE

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.

Segmentation Name	Demographic	Segment	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
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 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.

NPOWER: CROSS PLATFORM TV/INTERNET FUSION REPORT GUIDE

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 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.

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.