**NPOWER: END OF FLIGHT REPORT**

**VIEW RATINGS FOR A PROGRAM DURING THE ENTIRE SPAN OF ITS FLIGHT WITH AN END OF FLIGHT REPORT**

Within National TV Toolbox, use an NPOWER Ratings Analysis Program Report with the following selections:

**PLAYBACK PERIOD**

While any Live+ playback period will provide data, Video on Demand viewing is credited to the playback period of Live.

**MEASUREMENT INTERVAL**

Traditionally, End of Flight (EOF) reports have been run on an NTI month boundary, but now you’re free to pull any interval desired. Select interval desired, and the VOD End of Flight radio button on the right. This selection will include any programs you pick that ended their Video on Demand (VOD) flight during the measurement interval selected, and will include viewing at any point during the flight. For instance, a program that became available in April and ended its flight in September, would have ratings reported for the entire interval when the VOD End of Flight selection is made on the measurement interval page.

**PROGRAMS**

Select the originator type of Non-Linear, select Originator(s) desired, and click the Add button. Originators participate on a subscription basis and may choose to have the data on a proprietary basis, or may make the data public. Therefore, you may see different distributors depending on your access.
STATISTICS

To match legacy EOF reports, select **US AA%**, **Projections**, and **CVG AA%**.

**NOTE** – The CVG AA% is reflective of the entire U.S. Video on Demand coverage area and is not network specific.

You are now free to select additional statistics if desired, such as median age/income, VPVH, as well as Indexes. HUT and Share are not valid for use with Non-Linear data, and will result in zeros.

Legacy Video on Demand reports exclude visitor viewing, and reports run in National TV Toolbox will include visitor viewing, which could cause differences in viewing reported. If looking to align more closely with legacy reporting, exclude visitors by going to the Advanced tab on the statistics page and select Exclude Long Term Visitors and Exclude Short Term Visitors.
REPORT SEGMENT

To replicate legacy EOF Reports, select Program and Program Episode, and Add. If you’d like to see the flight broken out by month or week, you can make an additional selection under Non-Linear Options. In an End of Flight Report, once the VOD End of Flight selection is made on the measurement interval screen, the Total Flight selection on the Report Segment page will provide the same data, so it’s unnecessary to make that selection.

DEMOGRAPHICS AND MARKET BREAKS

Select as desired.

PROGRAM DETAILS

The report wizard will not bring you to this screen, so once back on the specification definition page, go into this screen. To match legacy reports, select Content Duration in the Program Indicators Column, and all of the Non-Linear Options. You may select additional elements if desired.

SUBMIT YOUR REPORT
HOW TO READ END OF FLIGHT REPORT

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Interval</th>
<th>Originator</th>
<th>Program Name</th>
<th>Episode</th>
<th>Asset ID</th>
<th>Content Duration</th>
<th>Flight Start Date</th>
<th>Flight End Date</th>
<th>Number of Days Available in Flight</th>
<th>Number of Days Available in Interval</th>
<th>US AA %</th>
<th>US AA Proj</th>
<th>CVG AA %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persons 18-49</td>
<td>04/08/2012-09/23/2012</td>
<td>Network A ON DEMAND</td>
<td>Program A</td>
<td>Episode 1, Season 2</td>
<td>Various</td>
<td>28</td>
<td>4/8/2012</td>
<td>9/4/2012</td>
<td>150</td>
<td>150</td>
<td>0.26</td>
<td>335</td>
<td>0.46</td>
</tr>
</tbody>
</table>

**DEMOGRAPHIC**
The demographic selected, in this case, Persons 18-49.

**INTERVAL**
The dates selected on the measurement interval page, as well as any dates prior to the interval selected, that the content was available on demand. In this report, the NTI month of September was selected, and the content’s flight started April 8th, so the interval is April 8th 2012–September 23rd 2012.

**ORIGINATOR**
Video on Demand content originator, in this case, Network A.

**PROGRAM NAME**
Title of the Video on Demand content.

**EPISODE NAME**
Title of the episode of the Video on Demand content.

**ASSET ID**
Network Assigned number for internal tracking purposes.

**CONTENT DURATION**
This episode had 28 minutes available via Video on Demand.

**FLIGHT START DATE**
This episode became available on Video on Demand during this flight on April 8th, 2012.

**FLIGHT END DATE**
The episode ended this flight on Video on Demand September 4th, 2012.

**NUMBER OF DAYS AVAILABLE IN FLIGHT**
Number of days the content was available during its Video on Demand flight.

**NUMBER OF DAYS AVAILABLE IN INTERVAL**
Number of days the content was available during its Video on Demand flight, within the interval selected.

**US AA% (TOTAL RATING POINT)**
The rating for the Video on Demand content during the entire flight expressed as a percentage of the Total US. This episode of Program A received a rating of .26 for P18-49 during its Video on Demand flight.

**US AA PROJ**
The ratings for the Video on Demand content during the entire flight expressed in thousands for the Total US. This episode of Program A had 335,000 P18-49 view during its Video on Demand flight.

**CVG AA%**
The rating for the Video on Demand content during the entire flight expressed as a percentage of those with access to Video on Demand content. This episode of Program A received a rating of .46 for P18-49 during its Video on Demand flight, within the Video on Demand coverage area.

**NOTE** – Telecast Count and Total Duration are not applicable to Video on Demand data.
TOP REASONS FOR YOUR REPORT TO RESULT IN NO DATA RETURNED

1.) Did you pick a daypart other than Prime?
All Non-Linear data is assigned the daypart of Prime with a start time of 8pm. When selecting programs, you can either skip selection of a daypart, or you can pick Prime, but any other daypart selection will yield No Data Returned.

2.) Did you select Commercial Statistics?
If you select Commercial Statistics and accept the defaults to Include Only programs with commercial activity, this excludes Video on Demand content. If you are running a report with Linear and Non-Linear data, and you want the Commercial statistics for the linear data, you can select Commercial Statistics, just change the default to Include All Programs with commercial activity.
3.) Did you pick a report segment other than Program, Program Episode or Program Trackage? 
If so, this could cause No Data to be Returned.

<table>
<thead>
<tr>
<th>Select Report Segment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Report Segment</td>
</tr>
<tr>
<td>☐ Program Selection</td>
</tr>
<tr>
<td>☐ Originator</td>
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<tr>
<td>✓ Program</td>
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<tr>
<td>✓ Program Trackage</td>
</tr>
<tr>
<td>✓ Program Episode</td>
</tr>
<tr>
<td>☐ Telecast</td>
</tr>
<tr>
<td>☐ Minute</td>
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</tbody>
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NOTE – If you subscribe to Marketbreaks as well as NPOWER, Video on Demand options will be available for your use in that service within National TV Toolbox.
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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