NIELSEN LOCAL TV VIEW (NLTV)

ONLINE COURSE LISTING
2017
To register for any of the live, online learning sessions, go to: http://en-us.nielsen.com/sitelets/cls/localcalendar.html

LEVEL 1 - FUNDAMENTALS

NLTV: Level 1 - Basic Reporting

- PREREQUISITE: NLTV Fundamentals – Time Period Custom Analysis

This class will introduce you to the various report types and scenarios in which they may be used.

NLTV: Level 1 - Fundamentals - Time Period Custom Analysis

Learn how to make detailed selections in NLTV, while walking through the steps used to build a Time Period Custom Report. From creating report period averages to looking at detailed geographies and characteristics, the Time Period Custom Report offers a multitude of analysis options:

- Custom Geographies by County, ZIP code, Cable Headend or Cable Interconnects
- Variety of characteristics, from Income to Homes equipped with DVR
- Ability to view both Broadcast and Cable viewing sources
- Use a pre-defined layout or custom create one of your own

This instructor led session is approximately 90 minutes long and will contain hands-on practice exercises. Instructions

LEVEL 2 - BEGINNER

NLTV: Level 2 - Focus on Report Viewer

- PREREQUISITE: NLTV Fundamentals – Time Period Custom Analysis

NLTV’s Report Viewer allows you to dig deeper into your data, as well as, create and save custom layouts. Take an in-depth look at the options available:

- Drag and Drop columns/rows to create a customized view
- Sort and create filters to highlight specific data
- Save your layout as an option to use in future reports

This is a 30 minute, instructor led session.
NLTV: Level 2 - Focus on Geographies

- PREREQUISITE: NLTV Fundamentals – Time Period Custom Analysis

Find out how many different geographies you can use to customize your report! This in-depth class will explore ways to create custom geographies beyond using the single DMA options:

- Look at your NSI Area
- Use a saved group to choose individual elements
- Change your reporting interval on a selected Geography
- Ability to select the boundary for your ZIP codes and Headends

This is a 30 minute, instructor led session.

NLTV: Level 2 - Program Custom Analysis

- PREREQUISITE: NLTV Fundamentals – Time Period Custom Analysis

NLTV Program Custom Analysis will allow the user to produce program average data within custom geographies and across a variety of characteristics. This session will focus on several ways of using the "Search" feature. Learn how to create a quick Program Ranker and how to view the Lead In/Lead Out tuning.

LEVEL 3 – INTERMEDIATE

NLTV: Level 3 - Advanced Reporting

Take your NLTV reporting to the next level. This session will walk through using a variety of NLTV reports to create a more advanced analysis of viewing in your market.

NLTV: Level 3 - LAB Class

- PREREQUISITE: NLTV Fundamentals – Time Period Custom Analysis

NLTV Lab Class will allow you to interactively work with the NLTV software and report examples to ensure your knowledge of basic reporting. Working with samples from Report Builder, Report Viewer and a few common examples from our Report Guide, this hands-on class will review the fundamentals of NLTV in a lab-style setting.

This is a hands-on lab class with conceptual learning and software training.

NLTV: Level 3 - Minute by Minute Reports

- PREREQUISITE: NLTV Fundamentals – Time Period Custom Analysis
Minute by Minute reports provide a finely-tuned picture of the changes occurring throughout specified time ranges. The Rating report gives the ability to identify these changes, while the Flow report follows the source and destination - including turn-ons and turn-offs - of your viewers.

Together these reports can answer vital questions, like:

- Is my lead-in/out programming compatible with my current schedule?
- Where should we strategically place promotions or teasers to maintain audience?
- Are specific news segments encouraging audience growth?

NOTE: NLTV Minute by Minute reports are available for Set-Meter and Local People Meter markets. This feature is not available for Diary data.

This is a 60 minute, instructor-led session that includes hands-on practice exercises.

NLTV: Level 3 - Quarter Hour Flow Analysis

- PREREQUISITE: NLTV Fundamentals – Time Period Custom Analysis

NLTV Quarter Hour Flow reports will allow you to pair source and destination quarter hours and view audience flow for selected viewing sources. The Quarter Hour pairs can be contiguous or non-contiguous, giving you the capability of analyzing audience flow between separate time ranges.

NLTV: Level 3 - Reach and Frequency Reports

- PREREQUISITE: NLTV Fundamentals – Time Period Custom Analysis

Have you always wanted to create Reach and Frequency analyses for a specific County or County group? Perhaps you wanted to see how a schedule would perform for a particular income group.

The Reach and Frequency Reports will provide:

- Reach & Frequency Reports – analyze Reach and Frequency by custom geography, cable headend or interconnect, characteristic, or demographic. Import existing schedules or build your own.
- Frequency Distribution – Track Frequency Distribution down to the spot level
- Only/Only/Both – Examine duplication between schedules with all the customization mentioned above
- Schedule Detail – Review the individual quarter hour ratings for each spot in a schedule

This is a 60 minute, instructor-led course that includes hands-on practice exercises.
exercises.

LEVEL 4 –ADVANCED

NLTV: Level 4 - Length of Tuning

• PREREQUISITE: NLTV Fundamentals – Time Period Custom Analysis

NLTV Length of Tuning reports are only available for our Code Reader, Set Meter and LPM markets. This report is not available in our Diary markets.

The Length of Tuning (L-O-T) report will help you identify how long and how often your viewers are watching a specific daypart.

NLTV: Level 4 - Promotion Optimizer Report

• PREREQUISITE: NLTV Fundamentals – Time Period Custom Analysis

The Promotion Optimizer Report will allow users to look at duplicated audience between Source dayparts and Destination dayparts.

• Make sure you are maximizing your promotional reach
• Geo target your reach by analyzing audience between sub-geographies
• Look at potential reach among desired characteristics

NLTV: Level 4 - Viewing Household Analysis

• PREREQUISITE: NLTV Fundamentals – Time Period Custom Analysis

This report identifies a sub-sample consisting of those Metered households that viewed at least one quarter-hour during the Source schedule and then displays which stations and/or cable networks they viewed during that Source schedule and during a second Destination schedule. Each Section of the report is then sorted highest to lowest value based on difference of Share%.

This report is particularly useful in diagnosing the reasons for unusual ratings decreases or increases.

NOTE: Viewing Household Analysis is available for Code Reader, Set-Meter, and Local People Meter markets. This feature is not available for Diary data.

This is a 60 minute, instructor-led session that includes hands-on practice exercises.
ABOUT NIELSEN

Nielsen N.V. (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. By integrating information from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90% of the world’s population. For more information, visit www.nielsen.com.