



Welcome to the Nielsen NPOWER OOH Guide! This document will walk you through what the Nielsen OOH service is and how to access it through NPOWER.

NIELSEN NPOWER: NATIONAL OUT-OF-HOME REPORTING SERVICE

Effective with the September 2020 measurement period (data of August 31, 2020), Nielsen measurement will include PPM-measured out-of-home audiences for those networks and syndicators that are encoding with PPM codes and have opted into measurement.

The following document is intended to serve as a general reference guide for the changes that will occur as of this date.

Data Availability:

- Out-of-home data delivery will coincide with all current Live through Beyond 7 data availability release schedules for the samples listed below

Samples used:

- National
- Hispanic

Applicable to the following report types:

- Ratings Analysis Program Report
- Trend Analysis Program Builder and Report (for MarketBreaks clients)
- PowerPlay Program Report



HOW TO CREATE AN NPOWER VS. OOH REPORT USING A RATING ANALYSIS PROGRAM REPORT

1. Sample

Select either National or Hispanic

2. Playback Period and Media Source

All Standard and Custom Playback options are available.

Please note: PPM data is only collected up to 28 days of playback, with the remaining 29-35 days OOH viewing captured via Short Term Visitor (STV) viewing only.

3. Measurement Interval

Select data starting from 8/31/2020 onward

4. Program

Select only Broadcast, Cable, and/or Syndication originators

5. Statistics

Select the Advanced tab then select either of the following Out of Home (OOH) Options: Include In and OOH Breakouts or Include Reverse Impact (Pre OOH Calc)

Statistics (Added)

STANDARD COMMERCIAL **ADVANCED** INTERNAL

Advanced Statistics

- Reach, Gain/Loss
- VCR Contribution
- Average Minutes Viewed
- Extended Home Contribution AA %
- Sum of Sources Distribution %(SOV)
- Use Enhanced Weights
- Exclude Long Term Visitors
- Exclude Out of Home

Out Of Home (OOH) Options

- Include In and OOH Breakouts
- Include Reverse Impact (Pre OOH Calc)

* Including PSAs or National Promo Time may include local commercial overlays for broadcast network programs.



6. Report Segment

Select desired report segments

7. Program Details

Under Originator/Program IDs, select OOH Opt In

Program Details

Program Indicators	Telecast Indicators	Additional Indicators	Originator/Program IDs	Non-Linear Options
<input type="checkbox"/> Repeat	<input type="checkbox"/> Special	<input type="checkbox"/> Indicators	<input type="checkbox"/> Originator ID	<input type="checkbox"/> Flight Start Date
<input type="checkbox"/> Summary Type Code	<input type="checkbox"/> Sustainer	<input type="checkbox"/> Start Time	<input type="checkbox"/> Program ID	<input type="checkbox"/> Flight End Date
<input type="checkbox"/> Detailed Type Code	<input type="checkbox"/> Sponsored	<input type="checkbox"/> End Time	<input type="checkbox"/> Trackage ID	<input type="checkbox"/> Asset ID
<input type="checkbox"/> Umbrella	<input type="checkbox"/> Breakout	<input type="checkbox"/> Day of Week	<input type="checkbox"/> Episode ID	<input type="checkbox"/> Number of Days Available in Flight
<input type="checkbox"/> Gap	<input type="checkbox"/> Complex Program Indicator	<input type="checkbox"/> Station Count	<input type="checkbox"/> Telecast ID	<input type="checkbox"/> Number of Days Available in Interval
<input type="checkbox"/> Short Duration	<input type="checkbox"/> Movie	<input type="checkbox"/> Number of Weeks	<input type="checkbox"/> OOH Opt In	<input type="checkbox"/> SVOD Original Indicator
<input type="checkbox"/> Long Term OTO	<input type="checkbox"/> Live	<input type="checkbox"/> Weeks Aired		
<input type="checkbox"/> Episode Name	<input type="checkbox"/> Team Sport	<input type="checkbox"/> Number of Programs		
<input type="checkbox"/> Trackage Name	<input type="checkbox"/> Non Commercial	<input type="checkbox"/> Original Air Date		
<input type="checkbox"/> Program Feed Pattern	<input type="checkbox"/> Premiere	<input type="checkbox"/> Season Number		
<input type="checkbox"/> Program Coverage	<input type="checkbox"/> Standard Dayparts	<input type="checkbox"/> Episode Number		
<input type="checkbox"/> Content Duration	<input type="checkbox"/> First Telecast Date	<input type="checkbox"/> Original Airing Provider		

8. Respondent Demographics

Select desired demos

Please note: PPM Data only applies to P6+ and P2-5 will continue to only include STV

9. Market Breaks

Select desired market breaks or Composite if you do not need market break details

10. Submit Report



HOW TO READ AN NPOWER OUT-OF-HOME REPORT

Selecting the OOH Breakouts statistics and the OOH Opt In program details option will result in additional columns being added to an output. These additional columns are explained below:

If the “Include In and OOH Breakouts” option has been selected, a user will see “(In Home Only)” and “(OOH Only)” columns added to their output for applicable statistics*:

MC US AA % (In Home Only)	MC US AA % (OOH Only)
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In Home Only is defined as National panel member viewing who lives within the home (this includes long term visitors).

OOH Only is defined as viewing measured from the PPM meter or Short Term Visitor viewing. If a network does not opt in to the Out-of-Home in TV ratings service, all OOH lift is measured via Short Term Visitor viewing.

If the “Include Reverse Impact (Pre OOH Calc)” option has been selected, a user will see “(Reverse Impact)” and “(Reverse Impact OOH Only)” columns added to their output for applicable statistics*:

MC US AA % (Reverse Impact)	MC US AA % (Reverse Impact OOH Only)
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Reverse Impact is defined as National Panel member viewing including Short Term Visitors (which matches the pre Aug 31, 2020 currency methodology).

Reverse Impact OOH Only is defined as Short Term Visitor viewing.

If the “Opt In” option has been selected, a user will see a new column added to their output titled “OOH Opt In”. A “Yes” will appear in the column if any telecast contributing to the row of output came from a network which was opted in for the OOH Service during the reporting period, otherwise a “No” will appear:

OOH Opt In
Yes
Yes
Yes

* Applicable statistics are as follows: MC US AA%, MC US AA Proj, MC Weighted NCCM AA%, MC Weighted NCCM AA Proj, MC AA% (NCCM Duration Weighted)



NOTES

1. The OOH samples include national broadcast, cable networks, and syndicators that opt-in to the service.
2. We include PPM measured OOH audiences in 65% of the US, which includes the 44 DMAs below:

- Atlanta
- Austin
- Baltimore
- Boston (Manchester)
- Charlotte
- Chicago
- Cincinnati
- Cleveland-Akron (Canton)
- Columbus-Tupelo-W Pnt-Hstn
- Dallas-Ft. Worth
- Denver
- Detroit
- Greensboro-H.Point-W.Salem
- Hartford & New Haven
- Houston
- Indianapolis
- Jacksonville
- Kansas City
- Las Vegas
- Los Angeles
- Memphis
- Miami-Ft. Lauderdale
- Milwaukee
- Minneapolis-St. Paul
- Nashville
- New York
- Norfolk-Portsmouth-Newport News
- Orlando-Daytona Beach-Melbourne
- Philadelphia
- Phoenix (Prescott)
- Pittsburgh
- Portland, OR
- Providence-New Bedford



- Raleigh-Durham (Fayetteville)
- Sacramento-Stokton-Modesto
- Salt Lake City
- San Antonio
- San Diego
- San Francisco-Oak-San Jose
- Seattle-Tacoma
- St. Louis
- Tampa-St. Pete (Sarasota)
- Washington, DC (Hagerstown)
- West Palm Beach-Ft. Pierce