



# Nielsen eReports

Gain electronic access to Nielsen's supplemental local reports and publications.

## Get Your Nielsen Publications Faster!

In today's fast-paced digital environment, you may not have time to wait for the release of printed reports and publications. The eReports web portal gives you electronic access to Nielsen's supplemental local reports and publications as soon as they become available. They include:

### Basic Service Client Publications

- Local Reference Supplement
- U.S. Television Household Estimates
- DMA® Market and Demographic Rank Report
- Black & Hispanic DMA Market and Demographic Rank Report
- Directory of TV Stations

### Publications by Subscription

- Report on Syndicated Programs (ROSP)
- Total Activity Report (TAR)
- Network Programs by DMA
- DMA Planner's Guide
- Black American Study
- U.S. Cities by DMA region
- County Coverage
  - Station Summary
  - County Summary
  - DMA Summary
- DMA Audience Allocation
- DMA TV Trends by Season
- Report on PBS Programs
- Zip Codes by DMA region
- PBS Top 50 Rank Report
- NHI Audience Diversion
- Local Cable Report
- Report on Devotional Programs

### Coming Soon

- Ethnic Reports
- Local Sports Reports

### Access the eReports web portal from your computer

Located on Nielsen's **Local Ratings Suite**® portal, the eReports web portal enables you to access the reports you need anytime — whether you're at home, work or traveling. Just follow these steps:

- Visit [www.nielsenmedia.com](http://www.nielsenmedia.com)
- Select **Local Ratings Suite**\* from the **Start at Selection** box and click **Go**.
- Select **eReports**.

\* Access to Nielsen's **Local Ratings Suite** portal is required. To set up your free access, contact your Nielsen Representative.

### Build your own electronic reference library

Use the free **Adobe**® **Reader**® to open and view fully searchable PDF versions of the reports. PDFs can also be filed and saved on your network or computer.

### BENEFITS

- Gain fast, electronic access to numerous local reports and publications via the web
- View, print and save PDF versions of the reports and publications on your computer for easy reference
- Build your own electronic library and eliminate the need to store paper copies

For more information on the eReports web portal, contact your Nielsen Representative today.