



Create comparative analyses of broadcast, cable and syndication audience estimates in a single powerful system

with Nielsen Galaxy Explorer

Galaxy® Explorer, part of Nielsen's Galaxy suite of products, allows you to produce a variety of reports based on U.S. and Hispanic audience estimates. Data available includes household and persons estimates — for program and time periods — based on standard or customized measurement periods

Training & Support Resources

We offer a variety of training courses and support services to provide the critical assistance and education you need to ensure optimum use of our products.

What's in this product?

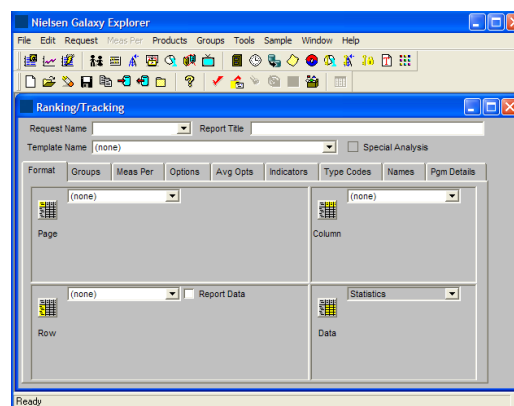
- Nielsen National People Meter Sample
- Nielsen Hispanic Sample

Sources:

- Broadcast Networks
- Cable Networks
- Syndicators

Viewing Types:

- Live
- Live+SD
- Live+7
- Most Current Reporting



Key Benefits:

- Analyze time period, program data, viewing source and usage
- Categorize data by time period and by program
- Report time period data for individual days, averages, or both
- Report program data using a variety of averaging options
- Report program averages and/or individual telecast data, as well as cable trackage and episode averages
- Create reports using pre-defined templates or design your own custom templates
- Produce reports that you can view and format in Microsoft Excel

For more information, contact your Nielsen representative at 800-988-4226 or visit www.nielsen.com