



# NORA - Nielsen On Demand Reporting & Analytics™

## Transactional Video On Demand measurement from Nielsen

Demanding consumers are taking control of their viewing experience as never before. Video On Demand lets consumers decide what they watch and when, while enabling operators and programmers to drive customer satisfaction. Understanding how these two forces come together is critical to success. Now, Nielsen has the tools to provide clarity in the On Demand space.

**NORA** is a web-based, on-demand transactional reporting service used to analyze and report on all forms of VOD usage. The **NORA** service aggregates and reports on anonymous VOD usage data based on real-time transactions and will help you identify and understand overall consumer viewing preferences and programming trends in order to make critical decisions regarding your VOD business.

### **NORA reports can help answer the following questions:**

- How did my title perform?
- How is my programming performing relative to the competition?
- What program types do well on VOD?
- Which category of on demand out-performs the others?
- Which geographic regions perform best?
- What specific titles and programs are the most successful and where?

### **Key Benefits:**

**Ease of Use**—NORA was designed with VOD in mind. NORA's intuitive design allows you to add or drop columns of data on the fly, export all of your data quickly into Excel or CSV format or use pivot-table like functionality within NORA to help analyze your VOD data

**Aggregated MSO Data**—NORA lets you see how your titles performed across Comcast and Insight in a single reporting system. Expanded market coverage is expected in early 2008.

**Statistics**—Orders, Revenue, Unique Set Top Boxes, Average Orders per STB, % View Rate, Total STB Counts, Average and Total Minutes Viewed, % Runtime Viewed, Average Pauses/Fast-forwards/Rewinds, and more.

**Customizable Date Ranges**—Build a report based on start and end dates of your choosing, whether for a day, weekend, week or several months. You can even drill down to see order trends by the hour.

**Trends at a Glance**—NORA provides easy access to the most common types of summary and trend analytics including graphs for category and VOD type. For movie programmers, NORA shows usage trends as compared with cumulative Box Office and DVD unit sales.

**Market Coverage**—currently includes Comcast and Insight data from January 1, 2007 to present.

**NORA** complements Nielsen's National People Meter VOD Audience Measurement Service by providing the granularity of transactional, census-like data. In addition, NORA provides measurement of titles that may not be reportable via the NPM sample.

### **NORA is available now.**

Contact your assigned Nielsen representative for more information. If you do not currently have a rep, contact:

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