



Gain unlimited online access to custom analysis for local broadcast and cable

with Nielsen Local Custom Toolbox

A new custom analysis tool that provides increased analytic capabilities and more flexible report options.

Market Break Information

Gain access to 150+ Household and 16 Persons characteristics. Mix and match in Nielsen Local People Meter markets to fully understand your target viewers.

Analyze market components and create custom trade areas down to ZIP Code groups, cable headends or interconnects. Create geographies that cross DMA® regions.

Create Custom Station Groups

Compare the performance of your broadcast station and cable network against a group of your competitors.

Aggregate viewing to any source across multiple markets.

Analyze timeshifting by viewers: produce data for Live + Same Day, Live + 1 day, Live + 2, etc.

Report custom data on a daily basis year-round

The screenshot shows the Nielsen Local Custom Toolbox interface. At the top, there's a navigation bar with 'Home Page', 'Report Manager', 'Request Editor', 'Favorites', 'Administrative', and 'Report Summary'. Below this is the 'Report Specification Summary' form. The form includes fields for 'Report Name' (Cable news impact), 'Business' (Acme Advertising), and 'Order No.' (236). There are 'Save' and 'Submit' buttons. Below the form are four sections: 'Survey Period' (OCT 08, JUL 08, MAY 08), 'Geography' (Boston (Manchester)), 'Cable' (Click heading to link to Cable Headends and Interconnects selection), and 'Characteristic' (TV Households, Cable/ADS). Below the form is a data table with columns for 'Daypart', 'Viewing Source', 'Survey Period', 'Metrics', and 'TV Households' (JUL 08, MAY 08, FEB 08, SURVEY AVG). The table contains data for 'Combined Cable News' across different dayparts and metrics.

Daypart	Viewing Source	Survey Period	Metrics	TV Households							
				JUL 08		MAY 08		FEB 08		SURVEY AVG	
				RTG%(X.X)	SHR%	RTG%(X.X)	SHR%	RTG%(X.X)	SHR%	RTG%(X.X)	SHR%
M-F 6:00PM - 8:00PM	Combined Cable News			1.6	3	1.9	4	2.2	4	1.9	4
M-F 8:00PM - 11:00PM	Combined Cable News			1.9	3	1.9	3	3.3	5	2.4	4
M-Sun 11:00PM - 11:30PM	Combined Cable News			1.1	2	1.3	3	1.5	3	1.3	3
M-Sun 7:00AM - ...	Combined Cable News			1.1	4	1.1	4	1.1	4	1.6	4

Maximize productivity

Build unlimited custom reports easily with Local Custom Toolbox™'s intuitive Report Builder Interface.

Explore the data using Local Custom Toolbox's available Business Intelligence analytic tool. Drag and drop data on and off your report. Change columns and rows on the fly. Arrange the data as you want to see it.

Export data to Microsoft Excel for easy viewing and further analysis.

Future Phases of Local Custom Toolbox Will Include:

- Minute-by-minute analysis: Audience flows, Ratings
- Reach & Frequency, duplication studies
- Program names, program averages

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