



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

Custom Geography

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

Diary Household Characteristics

Gain access to viewing data by dozens of diary household characteristics like race, cable, satellite, over-the-air and family size. Be able to create groups of ZIP Codes by median household income.

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.

See the audience for anything viewed in a market including outside stations and local, regional or national cable networks.

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', and 'Administrative'. Below that is the 'Report Specification Summary' section with fields for 'Report Name: Cable news impact', 'Business: Acme Advertising', and 'Order No.: 236'. There are also buttons for 'Save', 'Submit', and 'Search'. Below this are sections for '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). The main part of the screenshot is a data table with columns for 'Daypart', 'Viewing Source', 'Survey Period', 'Metrics', and 'TV Households'. The table shows data for 'Combined Cable News' across different dayparts and months.

Daypart	Viewing Source	Survey Period	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	1.6	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:

- Reach & Frequency, duplication studies
- Program names, program averages
- Quarter-hour audience flows

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