ONLINE NETVIEW

QUICK START GUIDE
JULY 2013

AN UNCOMMON SENSE OF THE CONSUMER™
A representative online panel with over 200,000 individuals that provide a comprehensive perspective of the online consumer. Landscape analysis include consumer behavior, demographics and trends.

### HOW DOES IT COMPARE TO OTHER PRODUCTS?

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METHODOLOGY

PANEL DATA
The panel is used to understand the demographics and behavior of panelist we measure.

TAGGED DATA
Used to understand the gaps in panel coverage, create an activity profile of people who are not under measurement and provide a target for page views.

FUSED DATABASE
We meter activity from outside of home and work, including mobile devices, secondary PCs and access points outside of home and work. This is called “Total” data.

ONLINE METERED PANEL
175K+ 2+ PANELISTS

CENSUS DATA FROM TAGGED SITES

FUSED DATABASE
175K+ 2+ PANELISTS
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TOTAL HYBRID DATA

HOME  Measurement of Home computer
WORK  Measurement of Work computer
TOTAL Measurement of Home + Work + Mobile
(collection of Total Hybrid data began in July 2011)
REPORT TYPES

CONSUMER BEHAVIOR
WHAT IS THE ACTIVE ONLINE POPULATION?
WHICH WEBSITES WERE MOST VISITED LAST MONTH?
HOW MUCH OF THE ACTIVE ONLINE POPULATION IS MY SITE REACHING?
HOW MANY VISITS OR HOW MUCH TIME IS SPENT IS ON MY SITE COMPARED TO MY COMPETITOR?

DEMOGRAPHICS
WHO ARE THE PEOPLE COMING TO MY SITE – WHAT ARE THE % SPLITS IN GENDER, AGE ETC.?
I’M LOOKING FOR MALES 18 – 34, ON WHICH WEBSITES AM I LIKELY TO FIND THEM?

CATEGORY
HOW IS MY SITE RANKED AGAINST MY COMPETITORS?
HOW MANY PEOPLE VISITED BROADCAST MEDIA CATEGORY SITES THIS MONTH?

CAMPAIGN PLANNING & MANAGEMENT
IF I BUY ESPN, FOX SPORTS AND YAHOO! SPORTS, HOW MANY PEOPLE CAN I POTENTIALLY REACH?
WHAT IS THE AUDIENCE OVERLAP BETWEEN THE SPORTS WEBSITES? SHOULD I PLACE AN AD WITH ALL 3 WEBSITES OR JUST 1 WEBSITE?
METRICS GLOSSARY

ACTIVE REACH (%)
The percentage of all active 2+ unique persons who visited the site or used the application.

COMPOSITION INDEX
An index of the composition % for the selected target among visitors to a specific Website compared to the composition % for the same target among total Web surfers over that time period.

For example, “The index for females going to Website A for the month of January is 110, indicating that 10% more females went to that Website than was expected given the percentage of active female users that month. This Website attracted a disproportionate number of female visitors.”

COMPOSITION %
The number of unique persons falling into a specific demographic target expressed as a percentage of the total number of persons visiting the site or using the application. For example, “45% of the persons that went to Website A during the month of December were women.”

COVERAGE %
The percentage of unique persons falling within a specific demographic target that visited a particular Website or used a particular application. For example, “12% of all 18-24 year olds visited Website A during the month of December.”
METRICS GLOSSARY

PC TIME SPENT (AVERAGE USAGE)
Average time spent during active computer sessions per person for the specified reporting period.

SESSIONS
A session is defined as a continuous series of URL requests, running applications, or AOL proprietary online service page requests. Logging off or 30 minutes of computer inactivity ends a session.

UNIVERSE REACH (%)
The percentage of all Internet-accessible 2+ unique persons who visited the site or used the application. ‘Internet-accessible’ is defined as anyone who had access to an Internet-enabled computer within the time period.

VISITS
A visit is defined as a continuous series of URL requests. A gap of 30 minutes between URL requests would end a visit.

WEB PAGE VIEWS
The total number of times a Web page has requested by a user. Page views are counted only when they fully load into the users browser window. Pages accessed from the user’s local cache are included in page view counts. Unique pages will be counted each time they are requested.
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PRODUCT HIERARCHY

*Nielsen NetView* utilizes a three-tier hierarchy called *Nielsen MarketView*.
The standard and custom reporting levels are as follows:

**STANDARD**

**PARENT (P)**  
Example: News Corp. Online
A consolidation or group of businesses that are owned by a parent company; a parent contains at least one brand.

**BRAND (B)**  
Example: Fox Networks Group
An operating unit or subsidiary of a parent company; a brand may contain channels.

**CHANNEL (C)**  
Example: Fox Broadcasting
A website with editorial content that focuses on a specific view of interest, i.e. news, sports, or entertainment.

**DOMAIN (D)**  
Example: www.americanidol.com
Most granular reporting levels of websites; they comprise brands and channels.

**SUB-DOMAIN (S)**  
Example: www.americanidol.com/photocontest
Most granular reporting levels of websites; they comprise brands and channels.

**CUSTOM**

**NETVIEW CUSTOM ROLLUP (R)**  
Example: MSNBC / NBC Sports
Publisher-defined vertical from *Nielsen NetView* that also appear in *Nielsen @Plan*. 

VISIT http://en-us.nielsen.com/sitelets/cls/digital/online-netview.html OR CALL 1-800-423-4511
1.) Visit http://www.nielsen-online.com/login.jsp

2.) Select NetView from the left.

3.) Enter your username and password, then click the Submit button.
   If you do not know your password, click link to request or reset your password.
   Type in your email address and follow the instructions in the email you receive.
ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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