Co-Viewing refers to members of the same household watching television at the same time. There is no distinction between which television in the house a household member is watching, therefore household members that are classified as co-viewing are not necessarily in the same room. Co-Viewing is not tuner-based in Audience Watch. A person can be co-viewing with others of the same age group e.g. teenagers watching a program with other teenagers.

**Co-Viewing considers two groups of people**

1.) **Primary Demographic Group**
   
   Left-click on Demographic Settings button. Select Primary Demographic from the **Age/Gender** tab

2.) **Co-Viewing Demographic Group**
   
   Select Co-Viewing Demographic from the **CoViewing** tab

Only the **Primary Demographic** group affects sample size and count.

For assistance, please call the Nielsen Solutions Center at 1-800-423-4511.
Confidential and Proprietary – Copyright © 2013 The Nielsen Company. All rights reserved.
Co-Viewing Example Report

<table>
<thead>
<tr>
<th></th>
<th>Not</th>
<th>Name</th>
<th>ANTI Unw Live MF 18-49 Co-Viewing with MF 2-11</th>
<th>ANTI Wgt Live MF 18-49 Co-Viewing with MF 2-11</th>
<th>% ANTI Wgt Live MF 18-49 Co-Viewing with MF 2-11</th>
<th>% ANTI Wgt Live MF 18-49 Co-Viewing with MF 2-11</th>
<th>Sample Impressions All ANTI Unw Live MF 18-49</th>
<th>Sample Impressions All ANTI Wgt Live MF 18-49</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ABC</td>
<td>DANCING WITH THE STARS</td>
<td>29</td>
<td>167,395</td>
<td>5.52</td>
<td>0.13</td>
<td>441</td>
<td>3,039,044</td>
</tr>
<tr>
<td>2</td>
<td>CBS</td>
<td>BIG BANG THEORY, THE</td>
<td>38</td>
<td>245,471</td>
<td>9.08</td>
<td>0.19</td>
<td>331</td>
<td>2,712,283</td>
</tr>
<tr>
<td>3</td>
<td>FOX</td>
<td>HOUSE</td>
<td>35</td>
<td>233,399</td>
<td>7.32</td>
<td>0.18</td>
<td>439</td>
<td>2,948,737</td>
</tr>
<tr>
<td>4</td>
<td>NBC</td>
<td>CHUCK</td>
<td>20</td>
<td>136,601</td>
<td>6.65</td>
<td>0.10</td>
<td>257</td>
<td>2,058,032</td>
</tr>
</tbody>
</table>

**Column 1 - Co-Viewers UnWgt with CoViewing demo group**  
Number of unweighted sample members in Primary Demo group who are co-viewing with the Co-Viewing Demo group.  
During *Dancing with the Stars* on ABC at 8 pm, **29 people** in the 18-49 sample were co-viewing with M/F 2-11.  
**Note:** If the sample size is too small e.g. less than 10, then the Co-Viewing data may not be accurate.

**Column 2 - Co-Viewers Wgt with CoViewing demo group**  
Projected number of people (weighted) in Primary Demo group who are co-viewing with the Co-Viewing Demo group.  
During *Dancing with the Stars* on ABC at 8 pm, approximately **167,395 people 18-49** were co-viewing with M/F 2-11.

**Column 3 - % Viewers Co-Viewing with CoViewing demo group**  
Percent (%) of Primary Demo group viewers that are co-viewing with the Co-Viewing Demo group.  
During *Dancing with the Stars* on ABC at 8 pm, approximately **5.52% of people 18-49** that were watching, were co-viewing with M/F 2-11.  
**Note:** Column 3 is calculated by dividing column 2 by column 6 (all weighted sample data).

**Column 4 - % Demo Co-Viewing with CoViewing demo group**  
Percent (%) of Primary Demo group viewers that are co-viewing with the Co-Viewing Demo group.  
During *Dancing with the Stars* on ABC at 8 pm, approximately **.13% of people 18-49** were co-viewing with M/F 2-11.  
The Universe Estimate is the denominator of this value.

**Column 5 - Sample Impressions - Unweighted**  
Number of unweighted sample members in Primary Demo group who viewed.  
During *Dancing with the Stars* on ABC at 8 pm, **441 people 18-49** in the sample viewed.

**Column 6 - Sample Impressions - Weighted**  
Projected number of people (weighted) in Primary Demo group who viewed.  
During *Dancing with the Stars* on ABC at 8 pm, approximately **3.0 million people 18-49** viewed.
Co-Viewing Tip

Full-Program ON

In the previous example, we used a Program List with programming by Start Time. Co-Viewing data was only the first minute (All-minute data) in the program list. To analyze entire programs, left-click on the **Full-Program** button before adding the Co-Viewing data.

The Program List below shows the Co-Viewing for all minutes of the programs in the Program List. In this example, to be counted as having viewed a program, a sample member must have viewed at least 10% of the program.

To change the % viewed required go to the Audience Watch toolbar, go to View > Options, Exposure tab, Program Exposure area.

For *Dancing with the Stars* on ABC at 8 pm, there were **162 people** in the sample M/F 18-49 co-viewing with M/F 2-11 for at least 10% of the program (Full Program ON) and approximately **14.10%** of M/F 18-49 that were watching were co-viewing with M/F 2-11 for at least 10% of the program (Full Program ON).

<table>
<thead>
<tr>
<th></th>
<th>Date</th>
<th>Time</th>
<th>Net</th>
<th>Name</th>
<th>All NTI Live: Live MF 18-49 Co-Viewing with MF 2-11 10% Prag</th>
<th>% All NTI Wgt: Live MF 18-49 Viewers Co-Viewing with MF 2:11 10% Prag</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>04/27/2009</td>
<td>8:00 PM</td>
<td>ABC</td>
<td>DANCING WITH THE STARS</td>
<td>162</td>
<td>14.10</td>
</tr>
<tr>
<td>2</td>
<td>04/27/2009</td>
<td>8:00 PM</td>
<td>CBS</td>
<td>BIG BANG THEORY, THE</td>
<td>57</td>
<td>9.56</td>
</tr>
<tr>
<td>3</td>
<td>04/27/2009</td>
<td>8:00 PM</td>
<td>FOX</td>
<td>HOUSE</td>
<td>72</td>
<td>9.27</td>
</tr>
<tr>
<td>4</td>
<td>04/27/2009</td>
<td>8:00 PM</td>
<td>NBC</td>
<td>CHUCK</td>
<td>43</td>
<td>9.00</td>
</tr>
<tr>
<td>5</td>
<td>04/27/2009</td>
<td>8:30 PM</td>
<td>CBS</td>
<td>HOW I MET YOUR MOTHER</td>
<td>43</td>
<td>7.61</td>
</tr>
</tbody>
</table>