The CABLE NETWORK AUDIENCE COMPOSITION REPORT provides estimates of cable network audience estimates for Viewers per 1000 Viewing Households for a broad array of Persons categories.

To pull the Cable Network Audience Composition Report in Nielsen National Television View (NNTV) take the following steps:

Open NNTV from the My Tool tab in Nielsen Answers. [https://answers.nielsen.com](https://answers.nielsen.com)
Once the application is open select the Time Period Report template from the Product Selector.

**Report Configuration:** Name your report and select the National Sample if it is not already selected then select NEXT at the top or the bottom of the page.
**Date Range:** Select the quarter you would like to focus on. There are several ways to select the dates. You can select the first and last date of the Quarter you wanted to add or click on the Quarter listed in the bar of the calendar to highlight the date range then select ADD to bring the dates into the SELECTED area of the report template. Then select NEXT.

**Demographics:** Select your desired demographics from the check boxes and age range drop downs.
The Demographics traditionally included in the Cable Network Audience Comp Report are:

<table>
<thead>
<tr>
<th>Households</th>
<th>Women 18+</th>
<th>Men 18+</th>
<th>Teens 12-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Working Women 18+</td>
<td>Women 18-34</td>
<td>Men 18-34</td>
<td>Females 12-17</td>
</tr>
<tr>
<td></td>
<td>Women 18-49</td>
<td>Men 18-49</td>
<td>Kids 2-11</td>
</tr>
<tr>
<td></td>
<td>Women 25-54</td>
<td>Men 25-54</td>
<td>Kids 6-11</td>
</tr>
<tr>
<td></td>
<td>Women 35-64</td>
<td>Men 35-64</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Women 55+</td>
<td>Men 55+</td>
<td></td>
</tr>
</tbody>
</table>

Tip: Save your demos as a list by clicking on the Save icon (disk) on the tool bar so that you can apply these demos to future reports.

Source/Entity: Select your desired viewing sources. If you would like to add all Cable viewing sources you can check off the box at the very top of list and then click add. Please note that there is an Ad Supported Cable Orig, All Other Cable Orig, and Premium Pay categories so if you want to select all cable you will have to select the viewing sources from each group. Once you have checked off the Viewing Sources you would like to include click on ADD.

OR you can just highlight the items under Category and click on ADD.
Note: If you prefer to run this report for just the Cable Viewing Sources you are interested in then just check off the individual viewing sources instead of clicking the box at the top of the list.

**Dayparts**: Select the Dayparts you would like to include. You can select from the list of Standard Dayparts or create your own. Once you have selected the dayparts you would like to include click ADD.

The Dayparts traditionally included in the Cable Audience Comp Report are:

- M-Su 6:00 AM - 6:00 PM
- M-Su 8:00 PM - 11:00 PM
- M-Su 8:00 PM - 9:00 PM
- M-Su 9:00 PM - 11:00 PM
- M-Su 11:00 PM - 1:00 AM
- M-Su 7:00 AM - 1:00 AM
- M-Sa 8:00 PM - 11:00 PM/Su 7:00 PM - 11:00 PM

- M-F 6:00 AM - 7:00 AM
- M-F 7:00 AM - 10:00 AM
- M-F 10:00 AM - 4:30 PM
- M-F 4:30 PM - 7:30 PM
- M-F 10:00 AM - 1:00 PM
- M-F 1:00 PM - 4:30 PM
- M-F 4:30 PM - 6:00 PM
- M-F 6:00 PM - 7:30 PM
- M-F 6:00 PM - 8:00 PM
- M-F 7:30 PM - 8:00 PM
- M-F 11:00 PM - 11:30 PM
- M-F 11:00 PM - 1:00 AM
- M-F 11:30 PM - 1:00 AM

- F, Sa 12:00 AM - 6:00 AM
- M-F 8:00 PM - 11:00 PM
- Sa 8:00 AM - 1:00 PM
- M-F 6:00 AM - 7:00 AM
- Sa 1:00 PM - 8:00 PM
- M-F 7:00 AM - 10:00 AM
- Su 8:00 AM - 1:00 PM
- M-F 10:00 AM - 4:30 PM
- Su 1:00 PM - 7:00 PM
- M-F 4:30 PM - 7:30 PM
- M-F 10:00 AM - 1:00 PM
- M-F 1:00 PM - 4:30 PM
- Sa, Su 1:00 PM - 7:00 PM
- M-F 1:00 PM - 4:30 PM
- M-F 4:30 PM - 6:00 PM
- Sa, Su 4:30 PM - 7:00 PM
- M-F 6:00 PM - 7:30 PM
- M-F 6:00 PM - 8:00 PM
- M-F 7:30 PM - 8:00 PM
- M-F 11:00 PM - 11:30 PM
- M-F 11:00 PM - 1:00 AM
- M-F 11:30 PM - 1:00 AM
**Metrics:** Select the check off boxes for CVG AA%, Projections, and US AA VPVH then Add them into the Selected are of the report template.

**Report Options:** Select Live+ 7 under Data Streams and Feed Pattern under Additional Details so that you can sort by Feed Pattern (Live, Dual) in the output of the report.
**Layout:** You can use the flex formatter on the Layout page to create a custom layout to get a report output close to the output in the report Nielsen provided.

Page= Daypart and Dates  
Rows= Viewing Source  
Columns= Demographics

Once you have created your layout save it using the second icon from the left on the toolbar. Then select it from the list of available layouts and click ADD.
Now your report template is complete. You can review your selections from the Summary View page. Once you have done that hit SUBMIT at the top or bottom of the page.

You will see your report listed on your homepage of NNTV. From here you can monitor its status and open it up into Excel once it is complete.

*Tip:* To save your report template so that you can reuse the same template each Quarter to run the most recent data click on the SAVE TEMPLATE button at the bottom or top of the page. Then select SAVE AS and name the report template Cable Audience Composition. You will find the template on the Template tab on the Homepage.