NIELSEN TWITTER TV RATINGS
FREQUENTLY ASKED QUESTIONS
2014
Nielsen Twitter TV Ratings (NTTR) are the first-ever measurement of the total activity and reach of TV-related conversation on Twitter. NTTR provide a social complement to traditional TV ratings and bring new insight about the importance of social TV for tune-in and ad effectiveness. An exclusive measure of reach of TV-related conversation on Twitter, NTTR will enable networks, advertisers and agencies to factor the social impact of TV programs into media planning and buying decisions.

Nielsen generates NTTR, which are built on its Nielsen Social platform, via an exclusive multi-year partnership with Twitter. NTTR measure the unduplicated reach and impressions of Tweets about TV programs, providing visibility into how many people actually viewed Tweets about a given TV episode.

Age and gender of both Tweet authors and of the exposed audience will be released as product enhancements.

NTTR are available for over 215 English and Spanish language TV networks in the United States. NTTR are currently not available internationally.

**WHAT ARE NIELSEN TWITTER TV RATINGS (NTTR)?**

**WHAT METRICS ARE INCLUDED IN NIELSEN TWITTER TV RATINGS?**

**TWEETS** – Tweets ascribed to a linear TV episode, as measured by Nielsen Social.

**UNIQUE AUTHORS** – Unique Twitter accounts that have sent at least one Tweet ascribed to a specific TV episode.

**TWEETS PER UNIQUE AUTHOR** – The average number of Tweets ascribed to a TV episode sent per Unique Author. Calculated as Tweets divided by Unique Authors.

**IMPRESSIONS** – The number of times any Tweets ascribed to a TV episode were seen, as measured by Twitter. Impressions are de-duplicated by account, platform, and Tweet ID so that a unique Twitter account will accrue only a single impression per individual relevant Tweet viewed per platform.

**UNIQUE AUDIENCE** – The total number of distinct Twitter accounts accruing at least one impression of one Tweet ascribed to a TV episode. Unique Audience is de-duplicated at the account level, so that a Twitter account will be counted only once for a given reported episode regardless of how many impressions the account accrued for that episode.

**AVERAGE FREQUENCY** – The average number of times a Tweet ascribed to a TV episode was viewed by the Unique Audience. Calculated as Impressions divided by Unique Audience. As Impressions are de-duplicated by platform, the same Tweet can contribute to this frequency figure multiple times, if viewed by the same user on more than one platform (computer, phone or tablet).
WHY ARE NIELSEN TWITTER TV RATINGS IMPORTANT?

TV networks and advertisers are investing heavily in social TV, even as they are still seeking to understand the benefits. To date, we have been limited to measuring TV-related Twitter activity – i.e. people sending Tweets. We have not been able to measure who saw those Tweets, and thus have had an incomplete view of Twitter engagement around TV programs.

Nielsen Twitter TV Ratings provide that Twitter TV reach metric, creating the first-ever comprehensive view of Twitter engagement around TV. NTTR will enable you to:

- Improve media planning and buying decisions by factoring in the total Twitter engagement around TV programs
- Measure effectiveness of Twitter TV engagement strategies by providing insight into who was actually reached
- Identify true influencers – people whose Tweets are actually read by large audiences

HOW ARE NIELSEN TWITTER TV RATINGS GENERATED?

Nielsen Social generates Nielsen Twitter TV Ratings via an exclusive, multi-year partnership with Twitter. NTTR are based on Nielsen Social’s measurement of Twitter conversations about TV, Twitter’s measurement of impressions and Nielsen Measurement Science’s de-duplication and demographics methodology. The process is as follows:

- Nielsen Social measures Tweets and Unique Authors for every TV episode across over 215 of the most popular English language TV networks in the United States.
- Nielsen Social passes this data to Twitter.
- Twitter passes back, on an anonymous but uniquely identifiable basis, the Impressions for every Tweet ascribed to a TV episode.
- Nielsen Social de-duplicates the Impressions to report Impressions, Unique Audience and Average Frequency at the episode level.
- Nielsen Twitter TV Ratings are made available on an overnight basis via two platforms: (1) Nielsen SocialGuide Intelligence (for subscribers to Nielsen SocialGuide Intelligence), and (2) Nielsen National TV View (separate subscription required).
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HOW DOES TWITTER MEASURE IMPRESSIONS?

Twitter is able to measure impressions for Tweets on Twitter Supported Impression Clients, which are clients that Twitter owns and operates:

- On **Mobile Twitter Supported Impression Clients** (which include Twitter for iPhone, Twitter for Android, Twitter for iPad, iOS, Twitter for Blackberry, and Twitter for Windows 8), an impression is accrued when the rectangle of a Tweet ascribed to a TV episode intersects with the mobile device screen.

- On **Web Twitter Supported Impression Clients** (i.e. Twitter.com), an impression is accrued when a Tweet ascribed to a TV episode is served to the client. Twitter serves Tweets to Twitter.com in batches of 20; an impression is counted for all 20 Tweets (even though some of the Tweets may have been below the fold).

Nielsen Social collects relevant Tweets from three hours before, during and three hours after an episode's initial broadcast, local time. Impressions measure the number of times any Tweets ascribed to a TV episode are seen from when the Tweets are sent until the end of the broadcast day at 5am ETZ for Live+SD metrics and until 5am ETZ after 1 week for Live+7 metrics. Impressions are de-duplicated by account, platform, and Tweet ID so that a unique Twitter account will accrue only a single impression per individual relevant Tweet viewed per platform.

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WILL AN IMPRESSION BE COUNTED EVEN IF THE USER SCROLLED QUICKLY THROUGH THE TWITTER FEED?

Yes. On a mobile device, an impression is accrued whenever the rectangle of a Tweet ascribed to a TV episode intersects with the screen of a mobile Twitter Supported Impression Client, regardless of how long the Tweet was on the screen. Twitter does not currently have a mechanism for measuring how long a Tweet was on screen; it can just tell if the Tweet rectangle geometrically overlapped with the device screen. On Web, an impression is accrued whenever a Tweet is served to a Web Twitter Supported Impression Client. Some Tweets served to Twitter.com may be below the fold and still be counted as impressions; others may be scrolled through quickly while on screen.
DO NIELSEN TWITTER TV RATINGS PROVIDE A SINGLE RATING NUMBER?

No, not at this time. A rating is calculated as a percentage of a universe estimate. Nielsen Twitter TV Ratings include Unique Audience metrics, but do not calculate reach as percent of a universe estimate because it is not obvious what the universe estimate should be. One could make the argument for TV households, or Twitter accounts, or Twitter accounts active within a certain timeframe, etc. Rather than declare which Universe Estimate is “right,” Nielsen Twitter TV Ratings provide key metrics. The vision is that, over time, industry consensus will emerge regarding the “right” universe estimate. At that time, NTTR may evolve to provide a single rating number.

DO NIELSEN TWITTER TV RATINGS CHANGE NIELSEN’S TRADITIONAL NATIONAL TV RATINGS?

No. Nielsen Twitter TV Ratings are a complement to traditional National TV Ratings, but do not change traditional National TV Ratings. Nielsen Twitter TV Ratings are a separate measurement service.

HOW CAN NTTR BE USED IN RELATION TO TV RATINGS?

NTTR can be analyzed in relation to TV ratings to understand:

- TV programs’ total social engagement factor, after adjusting for TV audience size (i.e. social performance normalized for TV audience size).
- How the Twitter reach of a TV program compares to viewership of the program.
- How the demographics of a TV program’s Twitter audience compare to the demographics of the TV viewing audience (possible beginning after the planned release of NTTR age and gender demographics).

ARE NIELSEN TWITTER TV RATINGS LINKED TO THE NIELSEN’S NATIONAL PEOPLE METER PANEL (I.E. TV PANEL)?

No, Nielsen Twitter TV Ratings are not currently linked to any of Nielsen’s panels.
HOW DO NIELSEN TWITTER TV RATINGS RELATE TO NIELSEN’S RECENT TWITTER CAUSATION STUDY?

Nielsen’s Twitter Causation Study was conducted independently as part of a broader body of research to better understand and quantify the relationships between media consumption and related social media activity. The Nielsen Twitter Causation Study, released on 8/6/13, provided the first statistical evidence of a two-way causal influence between TV tune-in for a program and the Twitter conversation around that program. The findings of the Nielsen Twitter Causation study were based on analyzing minute-to-minute trends in Nielsen’s Live TV Ratings and Tweets for 221 broadcast English-language program episodes, as measured by Nielsen Social. The study was based on Nielsen Social’s measurement of Twitter activity (i.e. the number of Tweets) about the TV programs, but did not include Impressions or Unique Audience for the Tweets.

WHAT IS THE DIFFERENCE BETWEEN NIELSEN TWITTER TV RATINGS IN NIELSEN SOCIALGUIDE INTELLIGENCE (NSGI) VS. NIELSEN NATIONAL TV VIEW (NNTV)?

NTTR IN NSGI – Enables in-depth analysis of earned Twitter reach
  - **Live+SD** metrics (i.e. same day Unique Audience and Impressions) delivered overnight with NSGI reports
  - Upon launch on 10/7, NTTR reported in NSGI’s Ranking, Network, Program and Episode reports
  - Enhancements will be made to NTTR reporting in NSGI, including:
    » Breakout of Audience vs. Talent metrics
    » Impressions trended over time
    » Tweet-level reach for Top Audience and Top Talent Tweets

NTTR IN NNTV – Enables side-by-side analysis with National TV Ratings
  - **Live+SD** metrics (i.e. same day Unique Audience and Impressions) delivered overnight at 4pm ETZ.
  - **Live+7** metrics (i.e. a week’s accrual of Unique Audience and Impressions) delivered ~15 days after the end of the M-Su report week.
  - NTTR metrics available in NNTV. Program and Overnight Program reports.
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BY SUBSCRIBING TO NIELSEN SOCIALGUIDE INTELLIGENCE, WILL I AUTOMATICALLY GET NIELSEN TWITTER TV RATINGS?

No, Nielsen Twitter TV Ratings are a separate product requiring a separate license. NTTR users must have a current subscription to NTTR and to the platform(s) through which they want to access NTTR.

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IF I HAVE A LICENSE TO NIELSEN NATIONAL TV VIEW (NNTV), WILL I AUTOMATICALLY GET NIELSEN TWITTER TV RATINGS?

No, Nielsen Twitter TV Ratings are a separate product requiring a separate license. NTTR will be made available in two platforms: (1) Nielsen SocialGuide Intelligence, and (2) Nielsen National TV View. Users must have a current subscription to NTTR and to the platform(s) through which they want to access NTTR.

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WILL NIELSEN TWITTER TV RATINGS BE AVAILABLE PUBLICLY?

Limited Nielsen Twitter TV Ratings data will be available to the public through Nielsen Twitter TV Ratings Weekly Top Ten list on Nielsen Social.com. The Nielsen Twitter TV Ratings Weekly Top Ten will be ranked by unique audience and will include two activity metrics (Tweets, Authors) and two reach metrics (Impressions, Unique Audience) for each of the top episodes.

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WHAT IS NIELSEN SOCIAL?

Nielsen Social (www.nielsensocial.com), a Nielsen Company, is the leading provider of social TV measurement, analytics and audience engagement solutions. Nielsen Social identifies, captures and analyzes conversation on Twitter in real time for every program aired across 247 of the most popular U.S. television networks, including Spanish language networks. In addition to Tweets about TV programs, Nielsen Social also measures Tweets about movies and about 450 brands across 30+ categories.
Nielsen Social uses this data to power its three key products:

**NIELSEN SOCIALGUIDE INTELLIGENCE (NSGI)** is Nielsen Social’s core, web-based analytics and real-time audience engagement platform. NSGI, a Twitter Certified Product, delivers value to all departments (ad sales research, program research, marketing/PR, digital/social) executing Twitter TV strategies. NSGI provides:

- Real-time measurement of Twitter activity about live TV programs (Twitter TV Rankings)
- Real-time engagement with TV audiences via On Now engagement dashboard
- **Producer’s Queue** functionality, enabling delivery of Tweets for on-air placement from NSGI
- Daily, weekly, monthly, quarterly and annual reporting at the TV, Network, and Program level available since October 2011
- Episode-level reports and analysis
- Audience affinities, providing insight into consumer affinities across TV, movies, brands, categories, and lifestyle segments

**TWITTER TV API SUITE** is a set of APIs that deliver real-time, curated Twitter TV data and content at scale for U.S. TV to any platform (set top box, connected TV, second screen application, website, etc.). The Twitter TV APIs enable application developers across the TV industry to easily access and integrate a curated set of Tweets captured by the Nielsen Social platform into consumer-facing TV applications and experiences. The Twitter TV API Suite consists of 11 different APIs including the Guide API (real-time ranking of programs based on Twitter activity) and Streams API (real-time, curated program-level Tweets). The full list of APIs is available at [www.Nielsen Social.com](http://www.Nielsen Social.com).

**NIELSEN TWITTER TV RATINGS (NTTR)** are the first-ever measure of the reach of Twitter conversations about TV. NTTR measure the unduplicated reach and impressions of Tweets about TV programs, providing visibility into how many people actually viewed Tweets about a given TV episode. An exclusive measure of reach for Twitter TV, NTTR enable networks, advertisers and agencies to factor the social impact of TV programs into media planning and buying decisions. NTTR consist of six metrics: three activity metrics (Tweets, Unique Authors, and Tweets per Unique Author) and three reach metrics (Impressions, Unique Audience, and Average Frequency). Age and gender of both Tweet authors and of the exposed audience will be released as product enhancements. Nielsen Twitter TV Ratings are available through two platforms: Nielsen SocialGuide Intelligence (NSGI), and Nielsen National TV View (NNTV).
HOW DOES NIELSEN SOCIAL IDENTIFY DISCUSSION ABOUT TV SHOWS?

Nielsen Social collects Tweets about TV programs across 247 U.S. TV networks in real-time. Using data from Twitter’s fire hose, Nielsen Social ensures comprehensive, accurate collection through automated and dynamic classifier creation, a rich TV program metadata database, and human auditing.

Nielsen Social uses a -3/+3 capture window when collecting and ascribing Tweets to a TV episode. Nielsen Social begins capturing Tweets three hours prior to local broadcast time, captures Tweets while the episode is on air, and continues to capture Tweets for three hours after local broadcast time. Analysis shows that the vast majority of Tweets relevant to a TV episode are sent within this -3/+3 capture window.

WHY IS NIELSEN SOCIAL FOCUSED ON TWITTER ONLY?

Twitter’s platform is uniquely geared to live TV because it is real-time and open to everyone. Its openness also makes it well suited to measurement.

WHO CAN I CONTACT TO LEARN MORE ABOUT NIELSEN TWITTER TV RATINGS?

For more information, please contact info@nielsensocial.com or visit nielsensocial.com.
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.

For more information, visit www.nielsen.com.