NIELSEN NATIONAL TV VIEW: NIELSEN TWITTER TV RATINGS

NIELSEN TWITTER TV RATINGS (NTTR)

Nielsen Twitter TV Ratings (NTTR) are the first-ever, industry-standard measurement of the total activity and reach of TV 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 for Twitter related TV activity, NTTR will enable networks, advertisers and agencies to factor the social impact of TV programs into media planning and buying decisions. Nielsen has integrated NTTR into Nielsen National TV View, enabling side-by-side reporting with Nielsen TV Ratings.

NTTR activity metrics are available for English and Spanish language Broadcast and Cable Networks starting with April 2013. NTTR reach metrics are available for English language U.S. Broadcast and Cable Networks starting with 9/30/13, and for Spanish language U.S. Broadcast and Cable Networks starting with 1/1/14. The data will be available for Overnight 6am-3am for Cable and Broadcast Prime. Thursday 10am ET deliverable will include all previous week updated data. Currently, there is no demographic information available.

Additional subscription to this service is required to select these metrics.

HOW TO ADD NTTR METRICS

1.) In a Program report, select the Report Layout specification.
2.) In the Report Segments, select the Program Telecast option.
3.) Under Additional Details, you may add any or all of the Twitter related or Nielsen Twitter TV Ratings (NTTR) metrics. Activity metrics in Purple. Preliminary Reach metrics in Green. Final Reach metrics in Blue.
4.) Click the Add Selected button to include in your report.
ACTIVITY METRICS
AAA News Nightshow had 300 unique people tweeting about the program, generating a total of 335 Tweets about AAA News Nightshow, and an average of 1.117 Tweets per unique Tweet authors.

PRELIMINARY REACH METRICS
Those 335 Tweets about AAA News Nightshow were seen by 21,784 handles by the next day 5am, with the average frequency of 1.244 per unique audience for the total views of 27,093 Twitter handles.

FINAL REACH METRICS
Those same 335 Tweets were seen by 28,876 handles by Day 7, with the average frequency of 1.276 per unique audience, for the total views of 36,854 Twitter handles.

PROGRAM VS. EPISODE LEVEL INDICATOR
You report output will include a program and/or episode level indicator.

Program (P) indicates that Nielsen National TV View was able to match to the Program-level metrics on Nielsen Social. You should NOT sum up metrics of Program Telecasts that have (P) indicator.

Episode (E) indicates that Nielsen National TV View was able to match to Episode-level metrics on Nielsen Social. Based on Nielsen's TV data, the AAA News Nightshow was telecast on 9/5/13. The (P) indicates the program match was done at the Program Level and the metrics reported are from the Nielsen Social Program Report.

NOTE – Nielsen Social does not report at the Telecast Level.
### ACTIVITY METRICS

#### TWITTER UNIQUE AUTHOR COUNT
The total number of unique users who have tweeted at least once about a TV program.

#### TOTAL TWEETS
The total number of Tweets about a TV program, a TV program’s social media abbreviations, @replies to official program or cast member accounts, mentions of key cast members, and other program specific keywords. For a sports event, a Tweet may include any team-related terms, team-related social abbreviations, @replies to official team and player Twitter accounts, and mentions of key player names.

#### AVG. NUM. OF TWEETS PER UNIQUE AUTHOR
The average number of Tweets per unique author who has commented about a program.

### REACH METRICS

#### PRELIM NTTR UNIQUE AUDIENCE
The total number of distinct Twitter users accruing at least one Impression on a TV Tweet related to a program. Collection of the Unique Audience who viewed the TV Tweet will begin during the actual collection time the show was telecasted (3 hours before, during broadcast, and 3 hours after) through the same Nielsen Social processing day, through 5am. The NTTR Unique Audience counts are de-duplicated at the user level, so that a Twitter user will only be counted once for a given reported program regardless of how many TV Tweets were viewed related to that program, and how many impressions accrued related to that program within the selected caption window.

#### PRELIM NTTR AVERAGE FREQUENCY
The average number of times a Tweet was viewed by the Twitter Unique Audience during the actual time the collection period of the reported program (3 hours before, during broadcast, and 3 hours after) through the same Nielsen Social processing day, through 5am.
PRELIM NTTR

IMPRESSIONS
An Impression occurs when a TV Tweet is viewed by a logged-in user on a Twitter Supported Platform. The collection window for Prelim Impressions is during the actual time the collection period of the reported program (3 hours before, during broadcast, and 3 hours after) through the same Nielsen Social processing day, through 5am. The Twitter Impression is the total number of times a relevant TV Tweet was seen on a Twitter Supported Platform using the Impression Methodology.

FINAL NTTR

UNIQUE AUDIENCE
The total number of distinct Twitter users accruing at least one Impression on a TV Tweet related to a program. Collection of the Unique Audience who viewed the TV Tweet will begin during the actual collection time the show was telecasted (3 hours before, during broadcast, and 3 hours after), and continues through the 7th day after airing. The NTTR Unique Audience counts are de-duplicated at the user level, so that a Twitter user will only be counted once for a given reported program regardless of how many TV Tweets were viewed related to that program, and how many impressions accrued related to that program within the selected caption window.

AVERAGE FREQUENCY
The average number of times a Tweet was viewed by the Twitter Unique Audience during the actual time the collection period of the reported program (3 hours before, during broadcast, and 3 hours after) and continues through the 7th day after airing.

IMPRESSIONS
An Impression occurs when a TV Tweet is viewed by a logged-in user on a Twitter Supported Platform. The collection window for Prelim Impressions is during the actual time the collection period of the reported program (3 hours before, during broadcast, and 3 hours after) through the same Nielsen Social processing day, through 5am. The Twitter Impression is the total number of times a relevant TV Tweet was seen on a Twitter Supported Platform using the Impression Methodology.
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.

For more information, visit www.nielsen.com.

Copyright © 2014 The Nielsen Company. All rights reserved. Nielsen and the Nielsen logo are trademarks or registered trademarks of CZT/ACN Trademarks, L.L.C. Other product and service names are trademarks or registered trademarks of their respective companies.