

NPOWER

BEYOND 7 DAY TELEVISION VIEWING USER
GUIDE

MARCH 2017 update

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NPOWER: BEYOND 7 DAY TELEVISION VIEWING

BEYOND 7 DAY TELEVISION VIEWING (Additional Subscription Service)

Beyond 7 Day Television Viewing is delivered via NPOWER and provides household and demographic tuning data from the National Panel to all programming collected for up to 35 days post the original telecast. On a subscription basis with data effective Monday, August 29, 2016, NPOWER includes time-shifted viewing through day 35 for broadcast, cable and syndication programs. All streams through Live+35 can be analyzed across the household and persons level characteristics currently available in NPOWER.

The releases are in weekly intervals for

- Live+8 – Live+14
- Live+15 – Live+21
- Live+22 – Live+28
- Live+29 – Live+35

In addition to program ratings, the weekly deliverables include average commercial minute ratings so clients can see the incremental commercial viewing associated with this extended viewing window (assuming that program and commercial content match the linear feed through day 35). Reporting allows "Live+X" for all streams, including commercial ratings through day 35. Digital in TV Ratings (DTR) data are not included beyond 7 days.

For those that also subscribe to the TV Connected Devices service, there is a plan to enhance the Beyond 7 service to report the full list of Connected Devices beyond 7 days in the future. Currently, all beyond 7 day data are included in the Traditional TV/Set Top Box connected device.

AVAILABLE REPORTS TYPES WITH BEYOND 7 OPTIONS

- Ratings Analysis Program Report
- Trend Analysis Program Builder
- R&F Report (with Program and Ad Schedules; Time Period Schedules will not include data beyond Live+7)
- R&F Duplication Report
- R&F Program Report
- Quad Program Segmentation
- NTile Program Segmentation
- Number of Minutes Program Segmentation
- PowerPlay Program Report

WEEKLY DATA RELEASE SCHEDULE

Regular Release	Live+14 Days	Live+21 Days	Live+28 Days	Live+35 Days
Week Interval	(Live +8 – 14 Days)	(Live +15 – 21 Days)	(Live +22 – 28 Days)	(Live +29 – 35 Days)
# of Days After Week Closes	22 Days	29 Days	36 Days	43 Days

Note: Data Released by Monday at 8am ETZ.

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REPORTING OPTIONS FOR SUBSCRIBERS

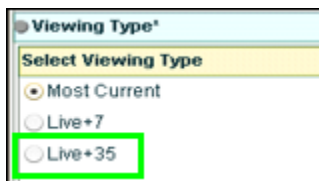
- **VIEWING TYPE page**

The Viewing Type page has one additional selection: Live+35.

New Standard Playback Periods: Live+14, Live+21, Live+28, Live+35, and Playback Only within 35 Days

Live+35 will give the latest data available through 35 days.

The Live+35 Viewing Type includes Households tuning to or Persons viewing a program at the actual time the show was telecast or playback within 35 days (840 hours) of the original telecast time. When running any report based on Live+35 Viewing Type, if the entire measurement interval is not loaded with the Live+35 data, the report will not include telecasts or daypart information for the dates where Live+35 data are not loaded.



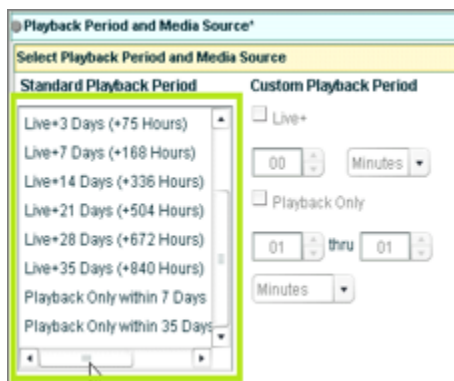
Live+7 will give the latest data through 7 days (released 15 days after the week closes).

- **PLAYBACK PERIOD AND MEDIA SOURCE page**

The Playback Period and Media Source page will now have a Standard Playback Period scroll box. Within the scroll box, Beyond 7 subscribers will see these additions:

- Live+14 (+336 Hours)
- Live+21 (+504 Hours)
- Live+28 (+672 Hours)
- Live+35 (+840 Hours)
- Playback Only within 35 Days

Use the control key to select multiple playback periods at once within the scroll box.



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Custom Playback Period will also allow subscribers to access data beyond 7 days in any "Live+" and "Playback Only" increment within 35 days using minutes, hours, or days.

The screenshot shows the 'Playback Period and Media Source' window. On the left is a list of 'Standard Playback Period' options. On the right is the 'Custom Playback Period' section. A green box highlights the 'Live+' checkbox (marked with a purple '1'), the input field containing '8' (marked with a purple '2'), and the 'Days' dropdown menu (marked with a purple '3'). Below these are options for 'Playback Only', 'Minutes', 'Hours', and 'Days'.

Selecting Custom Live+x – e.g. Live +8 Days

1. Check **Live +** selection box
2. Type in days or use up/down arrows
3. Click drop down arrow to select Days

The screenshot shows the 'Playback Period and Media Source' window. On the left is a list of 'Standard Playback Period' options. On the right is the 'Custom Playback Period' section. A green box highlights the 'Playback Only' checkbox (marked with a purple '1'), the input fields containing '08' (marked with a purple '2') and '35' (marked with a purple '3'), and the 'Days' dropdown menu (marked with a purple '4'). Below these are options for 'Minutes', 'Hours', and 'Days'.

Selecting Custom Playback Only – e.g. Playback Only 8-35 days

1. Check **Playback Only** selection box
2. Type Playback Only start day or use up/down arrows
3. Type Playback Only end day or use up/down arrows
4. Click drop down arrow to select Days

Note: The max playback selection is 35 days, 840 hours, or 50,400 minutes.

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- MEASUREMENT INTERVAL page

On the Measurement Interval page, the Data Availability and Schedule Report sections will also include these options. The Data Availability worksheet in the report output will include these as well.

1. Live+14 Weekly
2. Live+21 Weekly
3. Live+28 Weekly
4. Live+35 Weekly

Select Measurement Interval

Start Date: End Date:

Data Availability

- Syndication
- Syndication Live+7 Final
- Live+14 Weekly
- Live+21 Weekly
- Live+28 Weekly
- Live+35 Weekly
- Advertisement
- TV/Online Data Fusion
- Non-Linear Program

5. Computer Census Live+14
6. Computer Census Live+21
7. Computer Census Live+28
8. Computer Census Live+35

Select Measurement Interval

Start Date: End Date:

Data Availability

- Non-Linear Mobile Census
- Computer Census Total Day Live+3 Prelim
- Computer Census Total Day Live+7 Final
- Computer Census Live+14
- Computer Census Live+21
- Computer Census Live+28
- Computer Census Live+35
- Mobile Census Total Day Live+3 Prelim
- Mobile Census Total Day Live+7 Final

9. Mobile Census Live+14
10. Mobile Census Live+21
11. Mobile Census Live+28
12. Mobile Census Live+35

Select Measurement Interval

Start Date: End Date:

Data Availability

- Computer Census Live+28
- Computer Census Live+35
- Mobile Census Total Day Live+3 Prelim
- Mobile Census Total Day Live+7 Final
- Mobile Census Live+14
- Mobile Census Live+21
- Mobile Census Live+28
- Mobile Census Live+35
- Broadcast Early Fringe



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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