

NPOWER

GRID: CROSS PLATFORM COMPARISON

The **CROSS PLATFORM HOMES** sample consists of homes from our National People Meter Sample for whom we also track home Internet behavior. Select this sample when you want to see the Internet or TV behavior, together or separately, for the same person. Cross-Platform Homes Internet data is updated monthly on a standard calendar basis and will be available at the end of the next month. **For example:** June Internet data would be available by the end of July.

The **TV/INTERNET FUSION** data is a statistical matching process where we fuse our National People Meter sample with our Nielsen Online Panel. This is a statistical matching process that links television audience information and Internet usage at the respondent level. Data fusion uses the National TV Sample as its base, and has the benefit of a larger sample size. This information releases two months after the end of the month. **For example:** September data would be available at the end of November.

BUSINESS NEED	CROSS PLATFORM HOMES SAMPLE	TV / INTERNET DATA FUSION
Reach and Frequency	✓ TV program or time period, Internet Website	✓ TV program or time period, Internet Website
Unduplicated Reach	✓ TV program or time period, Internet Website	✓ TV program or time period, Internet Website
Cause and Effect	✓	✗
Simultaneous Usage	✓	✗
Home and Work Online Behavior	✗	✓
Time Spent	✓ Understanding usage segments for users of a network and Website	✓ Understanding usage segments for users of a network and Website
Streaming Video Usage	✓	✗
Tablet and Mobile Internet Usage*	✗	✓

* Tablet and Mobile Internet Usage included in TV/Internet Data Fusion starting with November 2011 data.