

GENERATING INDUSTRY-LEADING AUDIENCE INSIGHTS HAS NEVER BEEN EASIER

WHAT IS NPOWER?

A powerful web-based tool that offers unparalleled ability to focus on standard and custom demographics alongside specific audience characteristics. With NPOWER, researchers can evaluate TV audience estimates, national commercial minute ratings, custom time-shifted viewing, reach & frequency, segmentation and more.

WHAT DATA IS AVAILABLE?

- Additional market breaks (LPM, Set Meter, Top MVPDs, Subscription Video On Demand Households & more)
- Beyond 7 Day Television Viewing (Up to 35 days)
- TV Connected Devices (Internet Connected Devices & Video Game Console) with brand-level breakout
- Digital in TV Ratings (Computer & Mobile)
- Nielsen Cross-Platform Homes (Single Source TV and Computer Panel)
- Simmons BehaviorGraphics
- Segmentation with PRIZM, ConneXions, P\$YCLE
- Nielsen Principal MovieGoer
- Primary Shopper
- TV/Online Fusion

REPORTING CAPABILITY

- **Ratings Analysis** —Program and Time Period reports with (optional) commercial and time-shifted viewing analyses
- **Trend Ratings Analysis** —Build and analyze larger volumes of Program and Time Period reports (MarketBreaks subscription)
- **Reach & Frequency** —Determine the unique number of households or persons reached and how frequently
- **Segmentation** —Analyze audience viewing habits to identify heavy, light and non-viewers of a network
- **Source & Destination** —Identify where viewers of a specific minute came from and where they went
- **Universe Estimate** —Examine sample sizes and weighted universe estimates
- **Co-Viewing** —Analyze pairs of viewers who watched the same program together
- **Length of Tune** —Understand strength and appeal of a program or daypart by analyzing consecutive viewing minutes
- **PowerPlay** —Compile NPOWER data into large offline data sets for pivoting & real-time custom formatting

KEY FACTS AND FEATURES

- Receive granular, respondent-level data via National & Hispanic samples
- Differentiate by device (TV, computer & mobile)
- Track your audience with detailed minute-by-minute analysis of content & commercial viewing
- Understand viewers with enhanced demographics and market breaks
- Accelerate data delivery with rolling time-shifted viewing
- Customize playback periods for “Live+X” and “Playback Only within X”
- Combine data with Boolean logic
- Data delivered on a next-next day basis
- Save time by scheduling recurring reports

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