



NPOWER

SOFTWARE OVERVIEW GUIDE

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AN UNCOMMON SENSE
OF THE CONSUMER™

NPOWER: SOFTWARE OVERVIEW GUIDE

BASICS

- 1.) NPOWER provides access to both broad and granular insights for standard as well as custom data sets.
- 2.) The [NPOWER learning page](#) provides allows you to download all available training materials and register for upcoming classes.
- 3.) NPOWER Help's Current Page Help provides targeted assistance while using the software.

Home	Options	Help	
		Contents	
		Current Page Help	

- 4.) For technical assistance, call the **Nielsen Solutions Center** at 1-800-423-4511, or send an email to solutionscenter@nielsen.com.

LOGIN

- 1.) Visit <https://answers.nielsen.com/>.
- 2.) Enter your email address and password.
- 3.) If you do not know your password, click [Forgotten Password?](#) Type in your email address and follow the instructions in the email you receive.
- 4.) After logging into the portal, select NPOWER from the My Tools menu or the box on the home page.

USAGE

Used by TV, Digital, and Non-Traditional clients.

COMMON USES

- Audience Estimates across TV and Digital including Average Audience, Reach and Frequency, and Time Spent.
- Viewer Tracking Analysis and Duplication
- Analysis of Sample Sizes and Universe Estimates
- Custom Reporting

ANSWER THESE QUESTIONS

- Who viewed a specific program, and/or how many people tuned in to a program or network?
- What other programs/networks did my viewers tune in to?
- How much duplication exists between audiences? (Program, Daypart, Web, or Advertiser) vs. (Program, Daypart, Web, or Advertiser)
- How much time did my audience spend on TV or Online?
- How many viewers did my ad schedule Reach? Was my promo campaign effective? How did it perform across multiple TV and Web platforms?
- What is the Audience Composition of my viewers? How does that differ among those that are my Heavy or Core Viewers and against those who met specific minute qualifiers?
- How did TV content perform against any custom data such as MRI, PRIZM, Mobile MMS, etc.

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DATA

TELEVISION

PROGRAM

- Broadcast, Cable, Syndication, Non-Linear, and Unwired Network Types
- Reporting Levels available for: Originator, Program, Trackage, Episode, Telecast, Minute, or custom groupings
- Detailed analysis of Time-Shifted data (Live+X)
- Total Program and Average Commercial Minute (ACM) Ratings including Commercial Minute (C3)
- Analysis of Recently Telecast Video on Demand (RTVOD) based networks participating in the RTVOD Service
- Analysis of Extended Screen (eligible viewing from a Computer/Laptop) breakout based networks participating in the Extended Screen Service
- Ability to analyze Cross-Platform Video On Demand (XPVOD) programming with an additional subscription which is Non-Linear program content, also known as Library VOD. For more, see the [VOD FAQ](#).
- Mobile TV Ratings (mTVR) include eligible viewing from a Tablet, Smartphone, or Portable Media Player which is broken out based on networks participating in the mTVR Service.

TIME PERIOD

- Broadcast, Ad Supported Cable, All Other Cable Orig, Premium Pay, and non-traditional Viewing Sources
- Reporting Levels available for: Viewing Source, Daypart, Minute, or custom groupings
- Detailed analysis of Time-Shifted data (Live+X)
- Device Usage – DVR Play, DVD Play, Video Game, Audio-Video, Internet Connected Devices, HUT/PUT, etc.
- Analysis of Recently Telecast Video on Demand (RTVOD) based networks participating in the RTVOD Service

ADVERTISER

- Monitor+ Spot Level Advertisement data is also available in NPOWER.

This data is available at the:

- Product Category Code (PCC), Parent, Brand, Brand Variant, Minute, or custom grouping
- The R&F Advertisement Schedule allows the ability to see Time Shifting on selected spot information
- The Spot information is also used to derive the Average Commercial Minute (ACM) Ratings, including C3

DATA

WEB

REQUIRES ADDITIONAL SUBSCRIPTION

CROSS-PLATFORM HOMES – Single source cross-media measurement of TV and internet in the same household. For more, see [Cross-Platform Report Guide](#).

NIELSEN CROSS-PLATFORM HOMES PANEL provides cross-media measurement and innovative data from the only dataset to measure TV and Internet in same household. These Cross-Platform Homes are comprised of TV and Internet measured households in the National People Meter Panel. The dataset provides unique insights into consumer behavior that can only come from measurement of television and Internet in the same homes.

TV/INTERNET FUSION – A data fusion product combining Nielsen People Meter TV Sample with Nielsen Online Panel data to understand the relationship between TV, Online and Online video usage. For more, see [Cross-Platform TV/Internet Fusion Report Guide](#).

NIELSEN CROSS-PLATFORM SERVICE – DATA FUSION is a subscriber-based database that provides the ability to report both TV viewing and Internet usage in one report to gain valuable insight into the relationship between television and the Internet.

CUSTOM DATA TYPES

ADDITIONAL DEMOGRAPHIC SUBSCRIPTIONS

PRINCIPAL MOVIE GOER DEMOGRAPHICS – The household member who visits the movie theater the most. Includes Avid and Frequent Movie Goer categories.

SIMMONS BEHAVIORGRAPHICS – Adult BehaviorGraphics, Kid BehaviorGraphics, Nick BehaviorGraphics, Teen BehaviorGraphics. **Note** – For a description of each characteristic, see [Behavioral Targeting page](#).

PRIMARY SHOPPER – The household member who does most of the grocery shopping.

NIELSEN MOBILE CHARACTERISTICS – Additional detailed household and person characteristics about the types of mobile devices and capabilities as well as the primary user of each device type.

NIELSEN PVD CHARACTERISTICS – Additional detailed household and person characteristics about the types of personal video devices (PVD) and capabilities as well as the primary user of each device type.

TV/ONLINE FUSION – A data fusion product combining Nielsen People Meter TV Sample with Nielsen Online Panel data to understand the relationship between TV, Online and Online video usage.

TV/MRI FUSION – Allows clients to move beyond age/sex profiling and better understand their audience, based on product usage and/or psychographic behavior

NPOWER: SOFTWARE OVERVIEW GUIDE

TV/MOBILE FUSION – A data fusion product which links Nielsen People Meter TV sample with Electronic Mobile Measurement (EMM) and the Mobile Insights Survey. May be paired with the TV Online Data Fusion Product (additional subscription) to get a three-screen fusion.

TV/MOVIEGOER FUSION – A data fusion product combining internet usage, television viewing behavior and movie (film, cinema) viewership to assess overlap and opportunity.

TV/IPSOS FUSION – Ipsos Affluent Survey with Nielsen television audience measurement data to provide insights on affluent consumer purchase behavior.

TV/TALK TRAK FUSION – Unique new fusion of Nielsen TV viewing data and Word of Mouth (WOM) activity from Keller Fay TalkTrack provides opportunity to link conversations around brands and categories with TV viewing at the respondent level.

CUSTOM DATA TYPES

ADDITIONAL MARKET BREAKS SUBSCRIPTIONS

TOP 10 MVPD (CABLE/TELCO/SATELITE) PROVIDERS – Provides a list of the households within the Top 10 MVPD's or Cable, Satellite or Telco Service providers.

SUBSCRIPTION VIDEO ON DEMAND (SVOD) – Provides a list of the households within access to a subscription VOD service (Amazon Prime, Hulu Plus or Netflix).

NIELSEN LOCAL PEOPLE METER (LPM) MARKETS (IN NPM) – DMA = Atlanta, Baltimore, Boston (Manchester), Charlotte, Chicago, Cleveland (Akron), Dallas/Ft. Worth, Detroit, Houston, Los Angeles, Miami/Ft. Lauderdale, Minneapolis/St. Paul, New York, Orlando, Phoenix, Pittsburgh, Portland (OR), Sacramento, San Francisco-Oak-San Jose, Seattle/Tacoma, St. Louis, Tampa (St. Pete), Washington DC.

IN ADDITION TO THE LPM MARKET SUBSCRIPTION, A SECONDARY OFFERING WITH THE LPM LOCAL STATIONS IS ALSO OFFERED UNDER THIS SUBSCRIPTION LEVEL.

MOTORSTATS – MotorStats is a respondent level data file that was designed to meet the growing demands of the Automotive industry. It enables the analysis of viewing behavior for persons by make and model of vehicle owned in the household.

NIELSEN CLARITAS PRIZM – The industry-leading consumer segmentation system that yields the richest, most comprehensive and precise insights available. PRIZM combines demographic, consumer behavior, and geographic data to help marketers identify, understand, and market to their customers and prospects. PRIZM defines 66 demographically and behaviorally distinct types or “segments” to help marketers discern those consumers’ likes, dislikes, lifestyles, and purchase behaviors.

NIELSEN CLARITAS CONNEXIONS – The premier segmentation system for communications and electronics marketers. ConneXions classifies every U.S. household into one of 53 consumer segments based on the video, voice, and data purchasing preferences of that household.

NIELSEN CLARITAS P\$YCLE – A household segmentation system that groups consumers into 58 segments based on income producing assets and a wide variety of financial and investment behavior. The 58 P\$YCLE segments fit within 12 Lifestage Groups based on age, family structure, income, and assets.

NIELSEN MOBILE CHARACTERISTICS – Additional detailed household and person characteristics about the types of mobile devices and capabilities as well as the primary user of each device type.

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NPOWER: SOFTWARE OVERVIEW GUIDE

REPORT GRID

REPORT	WHAT	WHY
Ratings Analysis - Program	<ul style="list-style-type: none"> • Produces Average Audience ratings based on program data. • Generates C3 ratings, Time-Shifted, Extended Screen, and Video on Demand data 	<ul style="list-style-type: none"> • What are the Average Audience ratings (Time-Shifted or C3) for a particular program on Linear or Non-Linear media? • What are the Average Audience ratings for specific demos, market breaks, viewing streams, measurement intervals, custom segments, etc.?
Ratings Analysis - Time Period	<ul style="list-style-type: none"> • Produces Average Audience ratings based on time period data 	<ul style="list-style-type: none"> • What are the Average Audience ratings for a particular time period? • What are the Average Audience ratings for specific demos, market breaks, viewing streams, measurement intervals, custom segmentations, etc.?
Universe Estimate	<ul style="list-style-type: none"> • Provides sample size and weighted universe estimates 	<ul style="list-style-type: none"> • What is the sample size or universe estimate for a particular demographic and/or market break for a specific measurement interval or for a specific coverage area?
Co-Viewing Program	<ul style="list-style-type: none"> • Examine pairs of viewers who watched the same program on the same TV at the same time (simultaneously) or alone. 	<ul style="list-style-type: none"> • What program would best pairs of viewers viewing together. For Example, which programs would reach Children watching with Adults, or Males watching with Females? Or, what program would best reach those watching alone.
Length of Tune Time Period	<ul style="list-style-type: none"> • Produces averages and distributions for “Tuning Events” of varying lengths by viewing source. • A “Viewing Event” is considered as any remote activity, excluding volume adjustment. • A new event occurs with any of the following: change of channel or any DVR activity (FF/Rew/Play/Pause, etc). 	<ul style="list-style-type: none"> • How long are the “Tuning Events” for a specific daypart?
Length of View Program	<ul style="list-style-type: none"> • Produces averages and distributions for viewing events of various lengths to a program • A “Viewing Event” is considered as any remote activity, excluding volume adjustment. • A new event occurs with any of the following: change of channel or any DVR activity (FF/Rew/Play/Pause, etc). 	<ul style="list-style-type: none"> • How long are the “Viewing Events” for a specific program?

NPOWER: SOFTWARE OVERVIEW GUIDE

REPORT GRID

REPORT	WHAT	WHY
Source and Destination	<ul style="list-style-type: none"> Produce source and destination ratings and/or distributions based on selected programs or time periods 	<ul style="list-style-type: none"> Where did your viewers come from before viewing a particular program or network and where did they go after?
Reach and Frequency	<ul style="list-style-type: none"> Provides unduplicated audience estimates and frequency of viewing for a schedule for various market breaks and demographics R&F Duplication – Analyzes the viewing of schedule pairs and determines the exclusivity and duplication between the two, as well as their individual reach 	<ul style="list-style-type: none"> What is the reach of an advertising campaign? How many unique people tuned in to a particular program or Viewing Source in a specified measurement interval? How many people tuned in to the promo's for a particular program, and also watched that program? How many of my viewers also tuned in to my competitor? Or, how much duplication existed between the viewers of my programs?
Segmentation	<ul style="list-style-type: none"> Produces reports that rank and classify viewers of selected programs or time periods Organizes viewers into various segments based on frequency and duration of viewing: Number of minutes, NTile, Quad Custom created Segmentations can be further analyzed in other reports 	<ul style="list-style-type: none"> Who are my loyal viewers? Who are my heavy, medium and light viewers? What other programs, dayparts, or viewings sources do my custom segmentations or non-viewer's watch?
PowerPlay	<ul style="list-style-type: none"> Desktop research tool used to analyze large data sets Interactive pivot table that allows you to change layouts, apply filters and create instant averages. Generates C3 ratings 	<ul style="list-style-type: none"> What are the season to date ratings for all programs airing on broadcast networks?
MarketBreaks (Additional Subscription Required)	<ul style="list-style-type: none"> Research tool to Trend data over time. Generates C3 ratings 	<ul style="list-style-type: none"> How are Average Audience ratings trending over time?

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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