



NPOWER

CROSS PLATFORM VIDEO ON DEMAND
PROGRAM & EPISODE REPORT
2014

nielsen
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AN UNCOMMON SENSE
OF THE CONSUMER™

NPOWER: PROGRAM & EPISODE REPORT

VIEW RATINGS FOR VOD CONTENT DURING A SPECIFIC INTERVAL WITH A PROGRAM AND EPISODE REPORT

Within National TV Toolbox, use an NPOWER Ratings Analysis Program Report with the following selections:

PLAYBACK PERIOD

While any Live+ playback period will provide data, VOD viewing is credited to the playback period of Live.

MEASUREMENT INTERVAL

Traditionally, Program & Episode reports have been run on an NTI month boundary, but now you're free to pull any interval desired. Select interval desired, and keep the default of **Interval** as the Avg Type on the right. This selection will include any programs you pick that were available via VOD during the measurement interval selected.

Specification Definition (Ratings Analysis Program Report)

Measurement Interval

Select Measurement Interval

Start Date: 8/27/2012 End Date: 9/23/2012 Calendar Type: NTI Season: 11 - 12 SEASON Quarter: Q3 Avg Type: **Interval** Exclusions:

- Interval
- Season Premiere to Date
- Include Pre Premieres
- Premiere to Date
- VOD End of Flight

Schedule Report: Quarterly Monthly Weekly Daily OTO Select Data Release Type

PROGRAMS

Select the originator type of Non-Linear, select Originator(s) desired, and click the **Add** button. Originators participate on a subscription basis and may choose to have the data on a proprietary basis, or may make the data public. Therefore, you may see different distributors depending on your access.

Specification Definition (Ratings Analysis Program Report)

Programs

Select Programs

Filters Program Options Advanced Results

Originator Type: **NON-LINEAR** Originators: NETWORK A ON DEMAND NETWORK B ON DEMAND NETWORK C ON DEMAND NETWORK D ON DEMAND Standard Dayparts: Early Fringe Late Fringe Prime Time Custom Dayparts: 10 Spot M-Su 8-11pm m-su7-11p Summary Type Code: ADVENTURE AUDIENCE PARTICIPATION AWARD CEREMONIES CHILD - LIVE CHILD DAY - ANIMATION CHILD EVENING CHILD MULTI-WEEKLY CHILDREN'S NEWS Detailed Type Code: AEROBATICS AMATEUR BASEBALL AMATEUR BASKETBALL AMATEUR FOOTBALL ANIMATION - ADULT AWARDS CEREMONIES BIKING / CYCLING BILLIARDS Search

Groups for Programs

Current Selections:

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STATISTICS

To match legacy Program & Episode reports, select US AA%, Projections, and CVG AA%.

Note– The CVG AA% is reflective of the entire U.S. VOD coverage area and is not network specific.

You are now free to select additional statistics if desired, such as median age/income, VPVH, as well as Indexes. HUT and Share are not valid for use with Non-Linear data, and will result in zeros.

Specification Definition (Ratings Analysis Program Report)

Statistics*

Select Statistics

Standard Commercial Advanced

<p>Standard Statistics</p> <input checked="" type="checkbox"/> US AA % <input type="checkbox"/> US GAA % <input type="checkbox"/> Allow Non Ordered GAA Telecasts <input checked="" type="checkbox"/> CVG AA % <input type="checkbox"/> CVG GAA % <input checked="" type="checkbox"/> Projection <input checked="" type="radio"/> (000) <input type="radio"/> Units <input checked="" type="checkbox"/> Display Custom Projections	<p>Additional Statistics</p> <input type="checkbox"/> US HUT/PUT and Share % <input type="checkbox"/> CVG HUT/PUT and Share % <input type="checkbox"/> VPVH <input type="checkbox"/> VPMH <input type="checkbox"/> Est. Median Age / Median Income <input type="checkbox"/> TA Minutes <input type="text" value="6"/> <input type="checkbox"/> Apply Minimums <input type="checkbox"/> Exclude Sample Information	<p>Index / Distribution</p> <input type="checkbox"/> Index <input type="checkbox"/> Index % P2+ <input type="checkbox"/> Index % P18+ <input type="checkbox"/> Distribution <input type="checkbox"/> Distribution (000) P2+ <input type="checkbox"/> Distribution (000) P18+ <input type="checkbox"/> CVG Index % <input type="checkbox"/> CVG Index % P2+ <input type="checkbox"/> CVG Index % P18+
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Legacy Program & Episode reports exclude visitor viewing, and reports run in National TV Toolbox will include visitor viewing, which could cause differences in viewing reported. If you're looking to align more closely with legacy reporting, and exclude visitors, click the Advanced tab on the Statistics page and select Exclude Long Term Visitors and Exclude Short Term Visitors.

Specification Definition (Ratings Analysis Program Report)

Statistics*

Select Statistics

Standard Commercial Advanced

Advanced Statistics

 Reach, Gain/Loss
 VCR Contribution
 Average Minutes Viewed
 Extended Home Contribution AA %
 Sum of Sources Distribution %(SOV)
 Use Enhanced Weights
 Exclude Long Term Visitors
 Exclude Short Term Visitors

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REPORT SEGMENT

To replicate legacy Program & Episode Reports, select Program and Program Episode, and Add. If you'd like to see the flight broken out by month or week, you can make an additional selection under **Non-Linear Options**. In a Program and Episode Report, when the "Interval" selection is made on the measurement interval screen, the Total Flight selection on the Report Segment page will provide the same data for the selected interval, so it's unnecessary to make that selection. The "Total Flight" selection on this page would be constrained to the interval selected, and would not extend beyond that reporting period.

Specification Definition (Ratings Analysis Program Report)			
Report Segment'			
Select Report Segment			
Report Segment	Type Codes	Additional Options	Non-Linear Options
<input type="checkbox"/> Program Selection	<input type="checkbox"/> Summary Type Code	<input type="checkbox"/> Normal Duration	<input type="radio"/> Total Flight
<input type="checkbox"/> Originator	<input type="checkbox"/> Detailed Type Code	<input type="checkbox"/> Day Of Week	<input type="radio"/> Flight by Month
<input checked="" type="checkbox"/> Program		<input type="checkbox"/> Standard Daypart	<input type="radio"/> Flight by Week
<input type="checkbox"/> Program Trackage		<input type="checkbox"/> Break on Premiere	
<input checked="" type="checkbox"/> Program Episode			
<input type="checkbox"/> Telecast			
<input type="checkbox"/> Minute			
<input type="checkbox"/> Syndicated AT Segments			
Average by the following: Program, Program Episode			
Current Selections:			

DEMOGRAPHICS AND MARKETBREAKS

Select as desired.

PROGRAM DETAILS

The report wizard will not bring you to this screen, so once back on the specification definition page, go into this screen. To match legacy reports, select **Content Duration** in the Program Indicators Column, and all of the **Non-Linear Options**. You may select additional elements if desired.

Specification Definition (Ratings Analysis Program Report)			
Program Details			
Select Program Details			
Program Indicators	Telecast Indicators	Additional Indicators	Non-Linear Options
<input type="checkbox"/> Repeat	<input type="checkbox"/> Special	<input type="checkbox"/> Indicators	<input checked="" type="checkbox"/> Flight Start Date
<input type="checkbox"/> Summary Type Code	<input type="checkbox"/> Sustainer	<input type="checkbox"/> Start Time	<input checked="" type="checkbox"/> Flight End Date
<input type="checkbox"/> Detailed Type Code	<input type="checkbox"/> Breakout	<input type="checkbox"/> End Time	<input checked="" type="checkbox"/> Asset ID
<input type="checkbox"/> Umbrella Type Code Flag	<input type="checkbox"/> Complex Program Indicator	<input type="checkbox"/> Days Aired	<input checked="" type="checkbox"/> Number of Days Available in Flight
<input type="checkbox"/> Gap	<input type="checkbox"/> Movie	<input type="checkbox"/> Station Count	<input checked="" type="checkbox"/> Number of Days Available in Interval
<input type="checkbox"/> Short Duration	<input type="checkbox"/> Live	<input type="checkbox"/> Number of Weeks	
<input type="checkbox"/> Long Term OTO	<input type="checkbox"/> Team Sport	<input type="checkbox"/> Weeks Aired	
<input type="checkbox"/> Episode Name	<input type="checkbox"/> Non Commercial	<input type="checkbox"/> Program ID	
<input type="checkbox"/> Trackage Name	<input type="checkbox"/> Premiere	<input type="checkbox"/> Telecast ID	
<input type="checkbox"/> Program Feed Pattern	<input type="checkbox"/> Standard Dayparts		
<input type="checkbox"/> Program Coverage	<input type="checkbox"/> First Telecast Date		
<input checked="" type="checkbox"/> Content Duration			

SUBMIT YOUR REPORT

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HOW TO READ PROGRAM & EPISODE REPORT

Demographic	Interval	Originator	Program Name	Episode	Asset ID	Content Duration	Flight Start Date	Flight End Date	Number of Days Available in Flight	Number of Days Available in Interval	US AA %	US AA Proj	CVG AA %
Persons 18-49	08/27/2012-09/23/2012	Network B ON DEMAND	Program B	Episode 1, Season 2	Various	62	8/26/2012	9/24/2012	30	28	0.73	921	1.26

DEMOGRAPHIC

The demographic selected, in this case, Persons 18-49.

INTERVAL

The dates selected on the measurement interval page.

ORIGINATOR

Video on Demand content originator, in this case, Network B.

PROGRAM NAME

Title of the Video on Demand content.

EPISODE NAME

Title of the episode of the Video on Demand content.

ASSET ID

Network Assigned number for internal tracking purposes.

CONTENT DURATION

This episode had 62 minutes available via Video on Demand.

FLIGHT START DATE

This episode became available on Video on Demand during this flight on August 26th, 2012.

FLIGHT END DATE

The episode ended this flight on Video on Demand September 24th, 2012.

NOTE – Telecast Count and Total Duration are not applicable to Video on Demand data.

NUMBER OF DAYS AVAILABLE IN FLIGHT

Number of days the content was available during its Video on Demand flight.

NUMBER OF DAYS AVAILABLE IN INTERVAL

Number of days the content was available during its Video on Demand flight, within the interval selected.

US AA% (TOTAL RATING POINT)

The rating for the Video on Demand content during the selected interval expressed as a percentage of the Total US. This episode of Program B received a rating of .73 for P18-49 during this measurement interval.

US AA PROJ

The ratings for the Video on Demand content during the selected interval expressed in thousands for the Total US. This episode of Program B had 921,000 P18-49 view during this measurement interval.

CVG AA%

The rating for the Video on Demand content during the selected interval expressed as a percentage of those with access to Video on Demand content. This episode of Program B received a rating of 1.26 for P18-49 during this measurement interval, within the Video on Demand coverage area.

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TOP REASONS FOR YOUR REPORT TO RESULT IN NO DATA RETURNED

1.) DID YOU PICK A DAYPART OTHER THAN PRIME?

All Non-Linear data is assigned the daypart of Prime with a start time of 8pm. When selecting programs, you can either skip selection of a daypart, or you can pick Prime, but any other daypart selection will yield No Data Returned.

Programs*

Select Programs

Filters | Program Options | Advanced | Results

Originator Type:	Originators:	Standard Dayparts:	Summary Type Code:	Detailed Type Code:
BROADCAST	FX VOD	Early Fringe	ADVENTURE	AEROBATICS
CABLE	HBO ON DEMAND	Late Fringe	AUDIENCE PARTICIPATION	AMATEUR BASEBALL
NON-LINEAR	MUSIC CHOICE ON DEMAND	Prime Time	AWARD CEREMONIES	AMATEUR BASKETBALL
SYNDICATION	SHOWTIME ON DEMAND	Custom Dayparts:	CHILD - LIVE	AMATEUR FOOTBALL
		10 Spot	CHILD DAY - ANIMATION	ANIMATION - ADULT
		M-Su 8-11 pm	CHILD EVENING	AWARDS CEREMONIES
		m-su7-11p	CHILD MULTI-WEEKLY	BIKING / CYCLING
			CHILDREN'S NEWS	BILLIARDS

Search

2.) DID YOU SELECT COMMERCIAL STATISTICS?

If you select Commercial Statistics and accept the defaults to Include Only programs with commercial activity, this excludes Video on Demand content. If you are running a report with Linear and Non-Linear data, and you want the Commercial statistics for the linear data, you can select Commercial Statistics, just change the default to Include All Programs with commercial activity.

Statistics*

Select Statistics

Standard | Commercial | Advanced

Commercial Statistics

National Commercial Statistics

Include Only Programs with Commercial Activity

Include Only Direct Response Advertisements

Include All Public Service Announcements

Exclude National Promo Time

Qualifier: 1 Second(s)

NCCM Calculation:

Include Full Minutes

Duration Weight

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3.) DID YOU PICK A REPORT SEGMENT OTHER THAN PROGRAM, PROGRAM EPISODE OR PROGRAM TRACKAGE?

If so, this could cause No Data to be Returned.

Select Report Segment
Report Segment
<input type="checkbox"/> Program Selection
<input type="checkbox"/> Originator
<input checked="" type="checkbox"/> Program
<input checked="" type="checkbox"/> Program Trackage
<input checked="" type="checkbox"/> Program Episode
<input type="checkbox"/> Telecast
<input type="checkbox"/> Minute

NOTE – If you subscribe to Marketbreaks as well as NPOWER, Video on Demand options will be available for your use in that service within National TV Toolbox.

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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