



NPOWER

VIDEO ON DEMAND
FREQUENTLY ASKED QUESTIONS
SUMMER 2013

nielsen
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AN UNCOMMON SENSE
OF THE CONSUMER™

VIDEO ON DEMAND

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WHAT IS THE DIFFERENCE BETWEEN LINEAR AND NON-LINEAR?

Networks now have the ability to post their program and episode content both on traditional tv, as well as through an On-Demand environment or online. The terminology that is often used to differentiate between traditional and non-traditional viewing sources is Linear and Non-Linear.

LINEAR generally refers to encoded video content that is credited to a specific linear telecast (content that airs at a specific date and time) within seven days of airing. By policy, the full National Commercial load is included on all platforms in which the linear content is served. Linear data can credit to C3 Average Commercial Minute Ratings. Typically, linear television is across broadcast, cable, syndication, and unwired networks.

NON-LINEAR generally refers to the content that is released separately in a Video on Demand platform and includes encoded video content that is not credited to a specific linear telecast. Non-Linear content is measured across the interval of time it is available to consumers. Non-linear content is encoded separately from the linear telecast encoding and does not contribute to recently telecast Video on Demand or C3. Non-Linear examples include encoded content on video streaming services, encoded content hosted on demand via cable/satellite services, or encoded content delivered through a video game console or other TV-connected device.

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WHAT CHANGED WITH THE NON-LINEAR AVERAGE AUDIENCE CALCULATIONS, AND WHAT IS THE TOTAL RATING POINT?

As of May 2013, the Non-Linear Average Audience calculations for program ratings will become aligned with the Average Audience calculations used in Linear viewing to allow for combining Linear and Video on Demand reporting. In addition to that, a new Total Rating Point will be included in the Rating Analysis report. This Total Rating Point is a sum of all Average Audience ratings and similar in concept to a Gross Rating Point which is based on unduplicated reach metrics. For more about the difference between the Total Rating Point and a Gross Rating Point, please see the comparison grid at the end of this document.

All reports processed after May 29, 2013 will receive the new calculation regardless of the measurement interval selected, including historical back data. For clients looking to replicate the previously reported Average Audience, they should add the Total Rating Point and reference those values.

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WHAT IS THE DIFFERENCE BETWEEN RECENTLY TELECAST VIDEO ON DEMAND AND CROSS PLATFORM VIDEO ON DEMAND?

Video On Demand content must be encoded and titled according to specific Nielsen guidelines in order to be measured uniquely as Video on Demand content; Networks and content providers have control over how they want this viewing encoded and broken out, however, below are general terms used to identify how content providers encode Video on Demand content and how it is classified.

RECENTLY TELECAST VIDEO ON DEMAND generally includes Video on Demand content that is taken directly from the linear broadcast feed and made available On Demand with the same National commercials and National linear encoding. Nielsen credits viewing of this content back to the linear telecast within seven days of airing and is C3 eligible.

CROSS PLATFORM VIDEO ON DEMAND generally includes content with unique encoding and titling that is available On-Demand through a Video on Demand television platform or online and is credited separately from Recently Telecast Video on Demand and Linear. Viewing done through Cross Platform Video on Demand credits to Non-Linear and is not C3 eligible.

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IS VIDEO ON DEMAND AVAILABLE IN ALL NPOWER REPORTS?

Non-Linear Cross Platform Video on Demand and Recently Telcast Video on Demand data is available beginning June 13, 2013 for participating clients in the National Sample, Cross Platform Homes Sample, and the Hispanic Sample in the Rating Analysis, Reach and Frequency, and Segmentation reports. Recently Telcast Video on Demand data is available at all levels. Cross Platform Video on Demand will be available at all levels except Telecast and Minute by Minute.

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WHY DOESN'T MY RATING ANALYSIS REPORT INCLUDE A TOTAL RATING POINT?

Total Rating Points are only available at the Episode, Program, and Trackage level, if any other levels are selected, the Total Rating Point column will be omitted from the report.

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WHAT ARE NPOWER OPTIONS FOR EXTENDED SCREEN AND ONLINE VIDEO STREAMING OPTIONS?

If a program provider follows specific Nielsen guidelines, video content that is viewed through a computer or laptop, and, in the future, mobile or tablet can be reported through the Extended Screen option in NPOWER. This encoded video must be uploaded using specific guidelines that can be tracked on specific devices. Once credited, this can be reported in the Rating Analysis Program report under the Playback Period and Media Source screen.

For those who subscribe to Cross Platform Homes panel, an additional service for Online Video Streaming is also available; this data is not specific to encoding and solely reports instances of video streaming at the Parent, Brand, or Channel level. Program or Episode level data is not available. This data is available in the Internet Source screen in the Reach and Frequency and Segmentation reports.

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ON THE PLAYBACK PERIOD & MEDIA SOURCE PAGE, WHAT ARE THE NEW VIDEO ON DEMAND OPTIONS LISTED?

To support the Recently Telecast Video on Demand Breakout initiative, new selection options have been added. These options will be available for networks participating in Recently Telecast Video on Demand Breakout. For clients not participating, all viewing will be credited to the Linear selection, and will also be included in the Linear with Video on Demand default option.

LINEAR WITH VIDEO ON DEMAND (DEFAULT) will reflect the total viewing reported and will include linear viewing, traditional DVR and other playback activity, and Recently Telecast Video on Demand viewing within the selected Playback Period.

LINEAR (OPTIONAL) will reflect the linear portion of viewing only, including traditional DVR and other playback activity – it will exclude the Recently Telecast Video on Demand for participating networks. **For networks not participating in Recently Telecast Video on Demand breakout, this number will match the Linear with Video on Demand number.**

VIDEO ON DEMAND (OPTIONAL) will reflect the Recently Telecast Video on Demand viewing only, excluding linear viewing and traditional DVR and other playback activity. This will be available for participating Recently Telecast Video on Demand clients only. Historical data will not be available for this selection.

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IS THERE A LIST OF PARTICIPATING RECENTLY TELECAST VIDEO ON DEMAND CLIENTS AVAILABLE?

Yes, a list of participating Recently Telecast Video on Demand clients is available on Nielsen Answers in the National Report Library under the Delivery tab in the Nielsen Answers portal or from your Nielsen Client Service Representative.

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WHAT IS THE DIFFERENCE BETWEEN THE GROSS RATING POINT AND THE TOTAL RATING POINT?

	GROSS RATING POINT (GRP)	TOTAL RATING POINT (TRP)
Sample	Unified	Non-Unified
Weights	Unified Weight	Daily Weight
Qualifier	User Defined	One Minute
Visitors	Exclude All	Include All
Extended Home (College kids away)	Primary home weight for unified weight	Extended home weight for unified weight
Simple Calculation	Reach % x Frequency	SUM of all Ratings
Reporting Level	All levels	Program and Episode Level Only



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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