

# NSI Profiler Guide

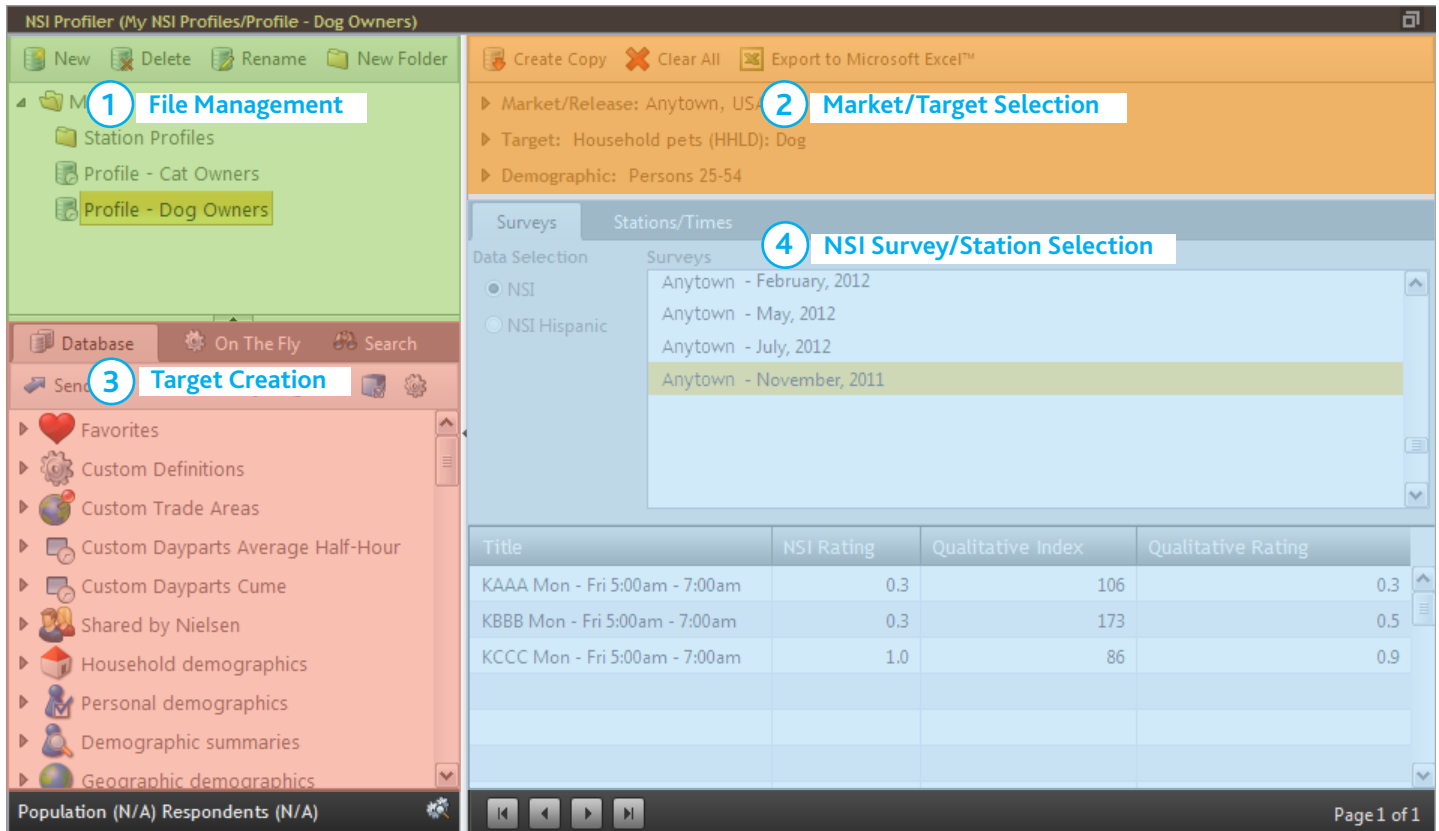
NSI Profiler enables you to apply Scarborough qualitative adjustments to your Nielsen ratings in order to illustrate the efficiency of a television station or daypart. This module allows you to access your Nielsen ViP (Viewers in Profile) data to create a qualitative rating based on Scarborough targets.

**Note** – In order to utilize the NSI Profiler features, **you must subscribe to Nielsen NSI data.** Please contact your Scarborough Representative or email [lingo@scarborough.com](mailto:lingo@scarborough.com) to learn more.

## NSI Profiler Screen

The Profiler screen is organized into four distinct areas:

**File Management, Market/Target Selection, Target Creation, and NSI Survey/Station Selection.**



The screenshot shows the NSI Profiler interface for 'Dog Owners'. It features a top toolbar with 'New', 'Delete', 'Rename', 'New Folder', 'Create Copy', 'Clear All', and 'Export to Microsoft Excel™'. The interface is divided into four main sections:

- 1 File Management:** A left sidebar showing a folder structure with 'Station Profiles', 'Profile - Cat Owners', and 'Profile - Dog Owners'.
- 2 Market/Target Selection:** A top right area showing 'Market/Release: Anytown, USA', 'Target: Household pets (HHLD): Dog', and 'Demographic: Persons 25-54'.
- 3 Target Creation:** A bottom left sidebar with categories like 'Favorites', 'Custom Definitions', 'Custom Trade Areas', 'Custom Dayparts Average Half-Hour', 'Custom Dayparts Cume', 'Shared by Nielsen', 'Household demographics', 'Personal demographics', 'Demographic summaries', and 'Geographic demographics'.
- 4 NSI Survey/Station Selection:** A middle right area with a list of surveys: 'Anytown - February, 2012', 'Anytown - May, 2012', 'Anytown - July, 2012', and 'Anytown - November, 2011'.

At the bottom, there is a table with the following data:

Title	NSI Rating	Qualitative Index	Qualitative Rating
KAAA Mon - Fri 5:00am - 7:00am	0.3	106	0.3
KBBB Mon - Fri 5:00am - 7:00am	0.3	173	0.5
KCCC Mon - Fri 5:00am - 7:00am	1.0	86	0.9

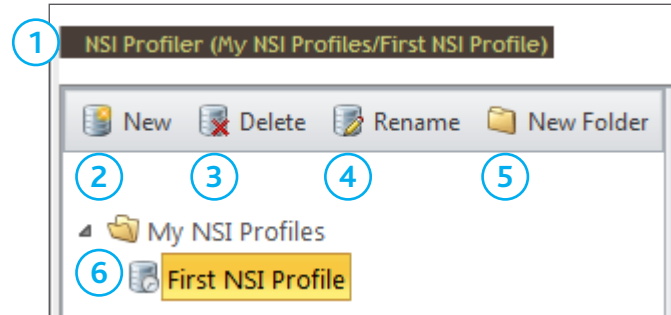
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## File Management

This area provides report storage and file management.

- 1.) **Information Bar** – Shows you the details of your location and the Profile Report you have opened. e.g. Folder name/profile name, date and time of creation.
- 2.) **New** – Allows you to create a New Profile Report.
- 3.) **Delete** – To delete Profiles or Folders.
- 4.) **Rename** – Allows you to rename any Profile or Folder.
- 5.) **New Folder** – Use to create new folders to manage your Profile Report.
- 6.) Shows you the folder structure you are creating when you Add, Delete and Rename folders and profiles.

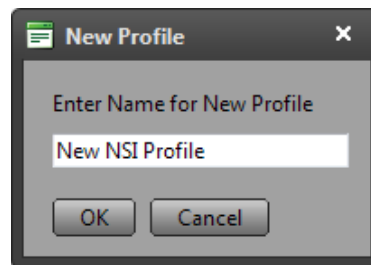


NSI Profiler allows you to create numerous folders for better file management of your Profile Reports. To create a new folder or Profile Report, select the location and click on **New** or **New Folder**. You will be prompted to enter a new name, and then click **OK**.

## Creating NSI Profiles

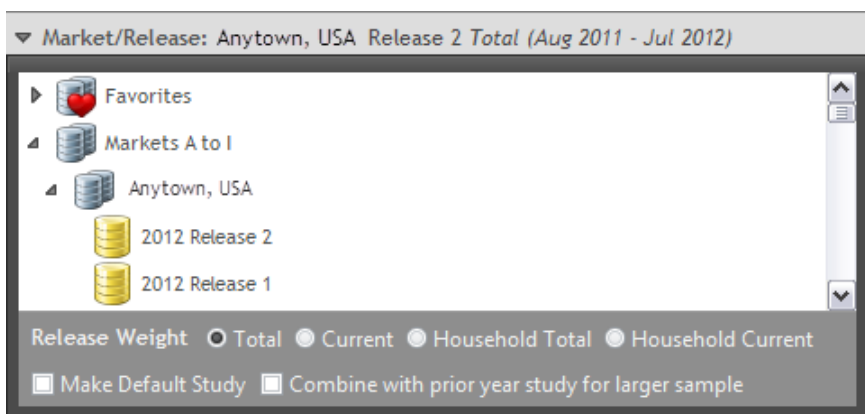
Click on the **New** menu item to create a New Profile. Enter a name for your Profile Report. Click **OK**.

**Note** – There is no Save menu icon as NSI Profile Reports are **saved automatically** as they are being created. Use **Create Copy** to save a Profile Report using a different name.



Select your **Study**.

Use the Market Release drop-down menu, then double-click on the desired Study.



Select your **Survey(s)**.

You can select multiple surveys by holding down the Ctrl key.



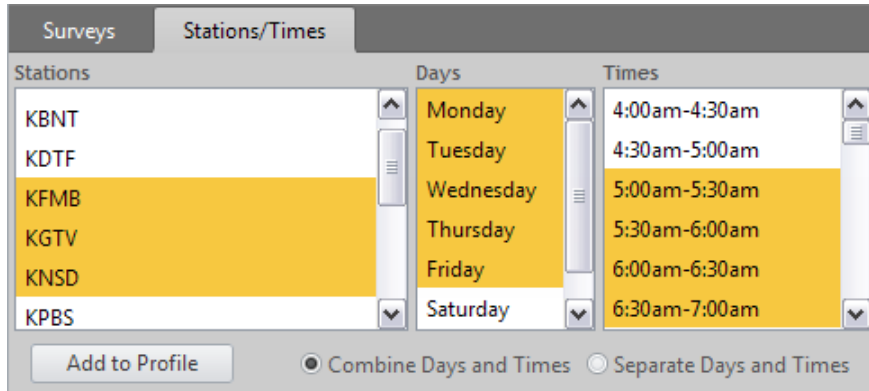
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Select your **Daypart** components from the Stations/Times tab. You can select multiple Stations/Days/Times by holding down the Ctrl key.

At the bottom of the window, select a radio button that best suits your reporting needs.

- Select the **Combine Days and Times** radio button, to create a **single** daypart for all days and times.
- Select the **Separate Days and Times** radio button, to create **multiple** Dayparts for individual days and times.

Click on **Add to Profile**. Your Profile Report will be displayed for each daypart.

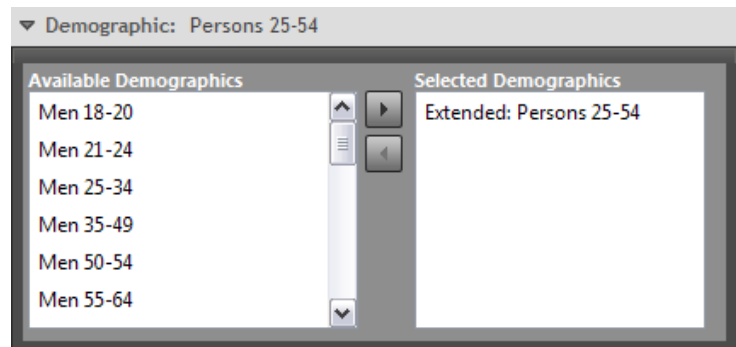


## Adding Demographics

Click on the Demographic drop-down menu. The default is Persons 18+. Select the demographic(s) you require and add using the right arrow. You cannot combine any of the demographics labeled "**Extended**."

### Note

You are creating a single demographics group for the report. If you choose multiple demographics, all selected demographics will be combined using "**OR**" logic.



## Adding Targets to NSI Profiles

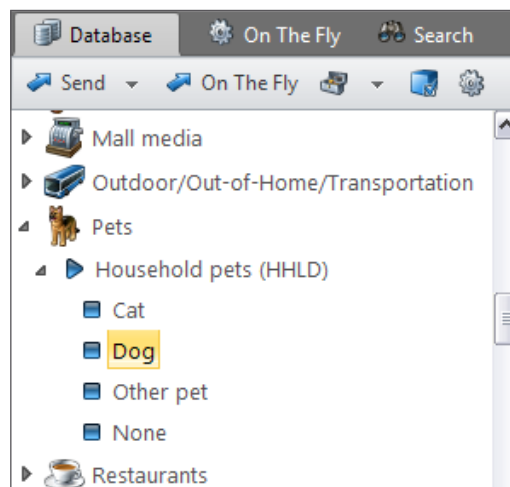
Targets can be added to your Profile Report from the **Database List**, **On The Fly**, **Search** and **Custom Definitions**.

### Database List

Select your items from the **Database** list and either drag-and-drop them to the Target drop-down,

**OR**

click **Send** from the menu bar and select **Send - To Target**.



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PRIME Lingo

## On The Fly

Select your items from the Database tab and click on the **On The Fly** menu icon. A green plus sign will appear on the tab when items have been added.

Click the **On The Fly** tab.

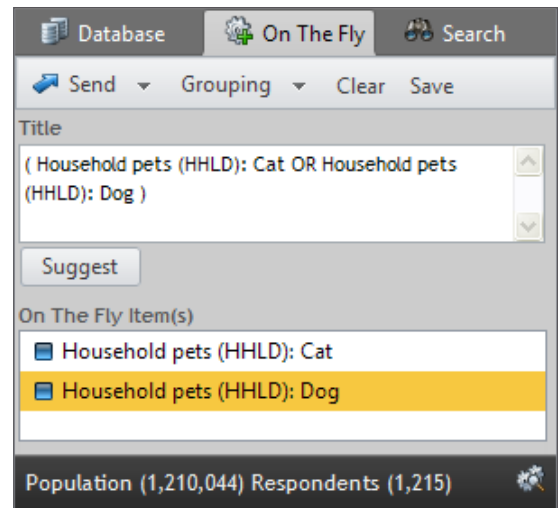
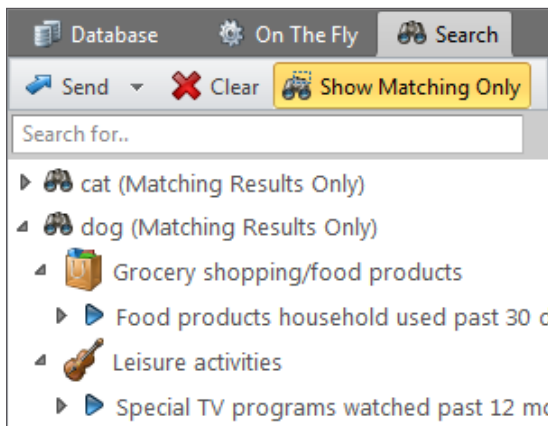
You can use the suggested title, or type in your own over the existing title.

To change the logic in your filter, select a different grouping mode from the **Grouping** drop-down.

To update the suggested title to reflect a different logic, click **Suggest** button.

To update the **Properties** Bar, click on the update properties icon.

To Send to your profile to Target click the **Send - To Target**.




## Search

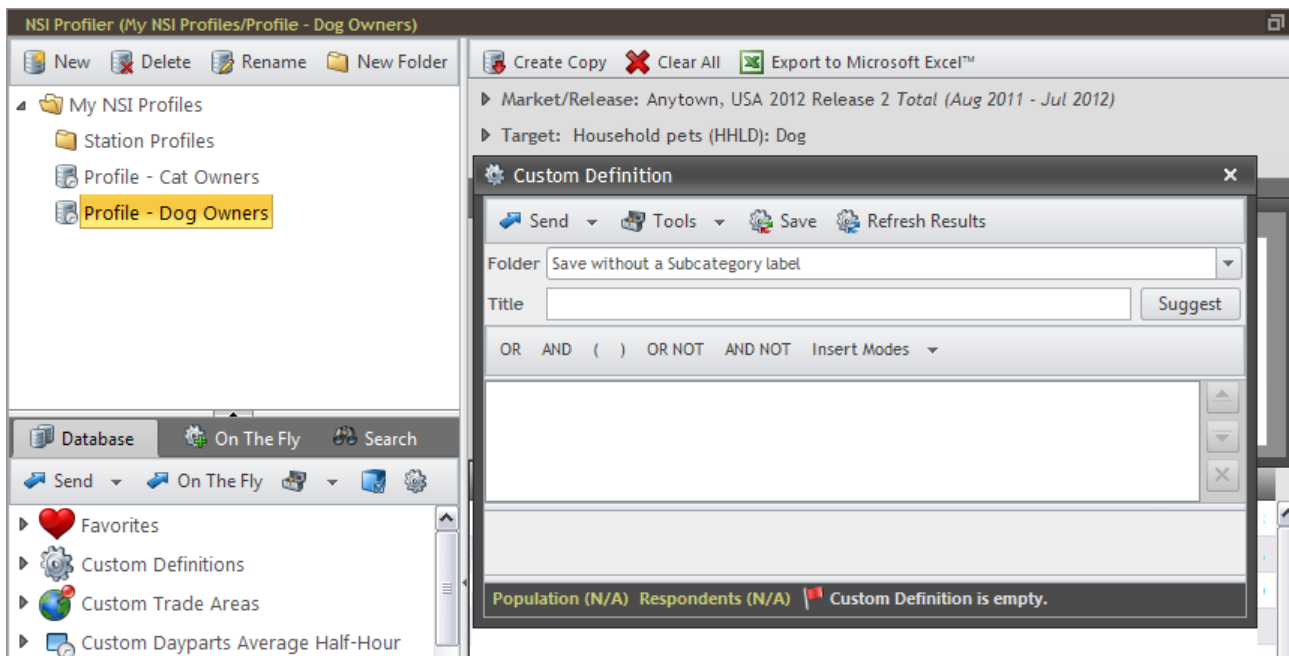
A history of all searches conducted during your PRIME Lingo Session.

- 1.) Select the **Show Matching Only** menu icon, if you want to view matching results only. Alternatively, if you do not select this mode, you can view all responses within a subcategory where a matching item is found.
- 2.) Enter your search criteria.
- 3.) Select items from your search results and click on **Send - To Target**.

## Custom Definitions

From the Database tab, click the **Custom Definitions** icon  to display the Custom Definition window. Alternatively you can select items from the Database list and click on **Send – Custom Definition**.

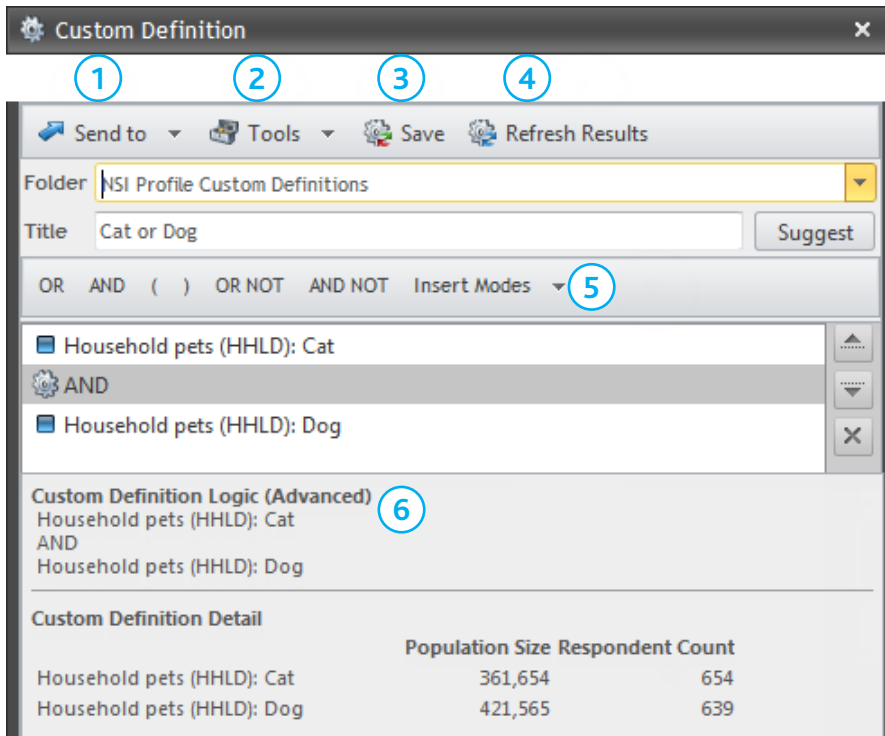
You can create Custom Definitions without closing your Profile Report or losing your selected items from the Database list.



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## Creating Custom Definitions

To add items to your Custom Definition, either drag items from the Database or Search list, or use the Send menu icon to Send items to the Custom Definition window.



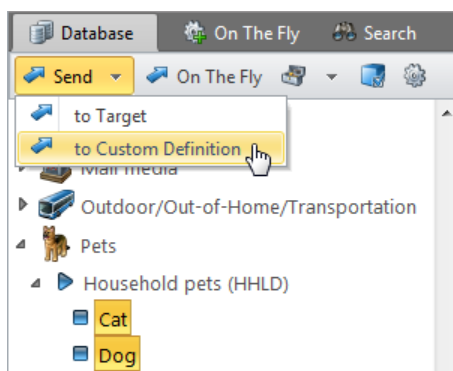
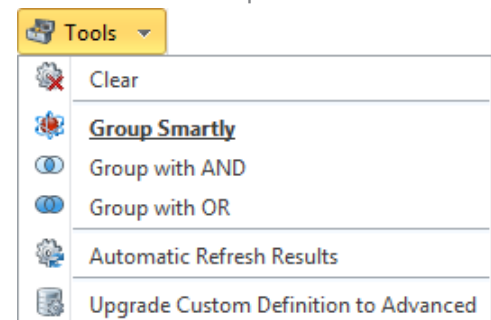
- 3.) **Save** – Allows you to Save your Custom Definition.
- 4.) **Refresh Results** – When changes are made to your Custom Definition, click the Refresh Results button to validate your results.
- 5.) **Logic Statements and Insert Modes** – Logic Statements permit you to create advanced filters. Insert Modes allow you to select the placement of items.
- 6.) **Custom Definition Detail** lists the details of your Custom Definition included Population and Respondent counts.

### 1.) Send to – Contains two options.

- **Send** allows you to send your Custom Definition to Target.
- **Clear after Send mode** clears your Custom Definition window after it has been sent to Target.

### 2.) Tools – The Tools menu has four main functions. It allows you to:

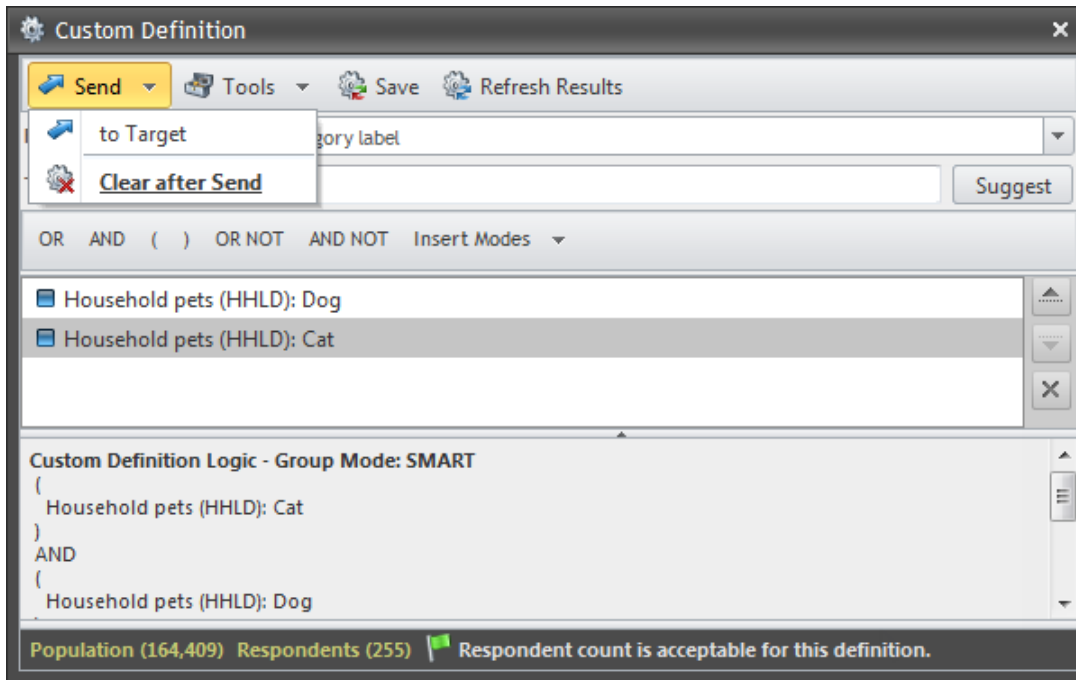
- Clear your Custom Definition;
- Select or change logic statements;
- Set Custom Definitions to automatically refresh results every time a change is made;
- Upgrade from Smart mode to Advanced mode to create complex filters.



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Add items to a new Folder or to a previously created folder using the drop-down menu. **Title** the custom definition or click the **Suggest** button to allow PRIME Lingo to create a title combining the variables and logic statements. Click the **Save** button to save your Custom Definition for future use or click **Send - To Target** to send the filter to Target.


**Note** – The **Status Bar** at the bottom of the Custom Definitions window alerts you to errors in your filter and if the Respondent

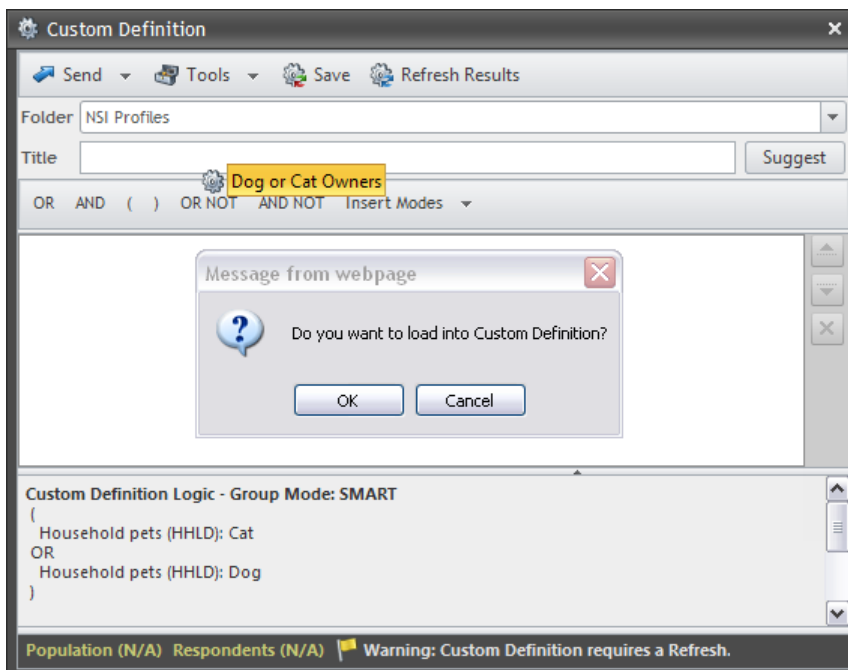


Count is acceptable. If your Custom Definition contains an error, you will be notified of the row number and given an indication of the error.

When you close the Custom Definition window after sending your filter to Target; the items you have selected will be cleared, if you are in **Clear after Send** mode. If you deselect this mode, you can edit your Custom Definition without having to start from the beginning and build variations of your Custom Definition by sending them to Target and renaming each one.

## Editing a Custom Definition

Click the Custom Definition icon  to open the Custom Definition window. On the Database tab, click and Drag the Custom Definition you wish to edit to the **Title Bar** of the Custom Definition window.



You will be asked:

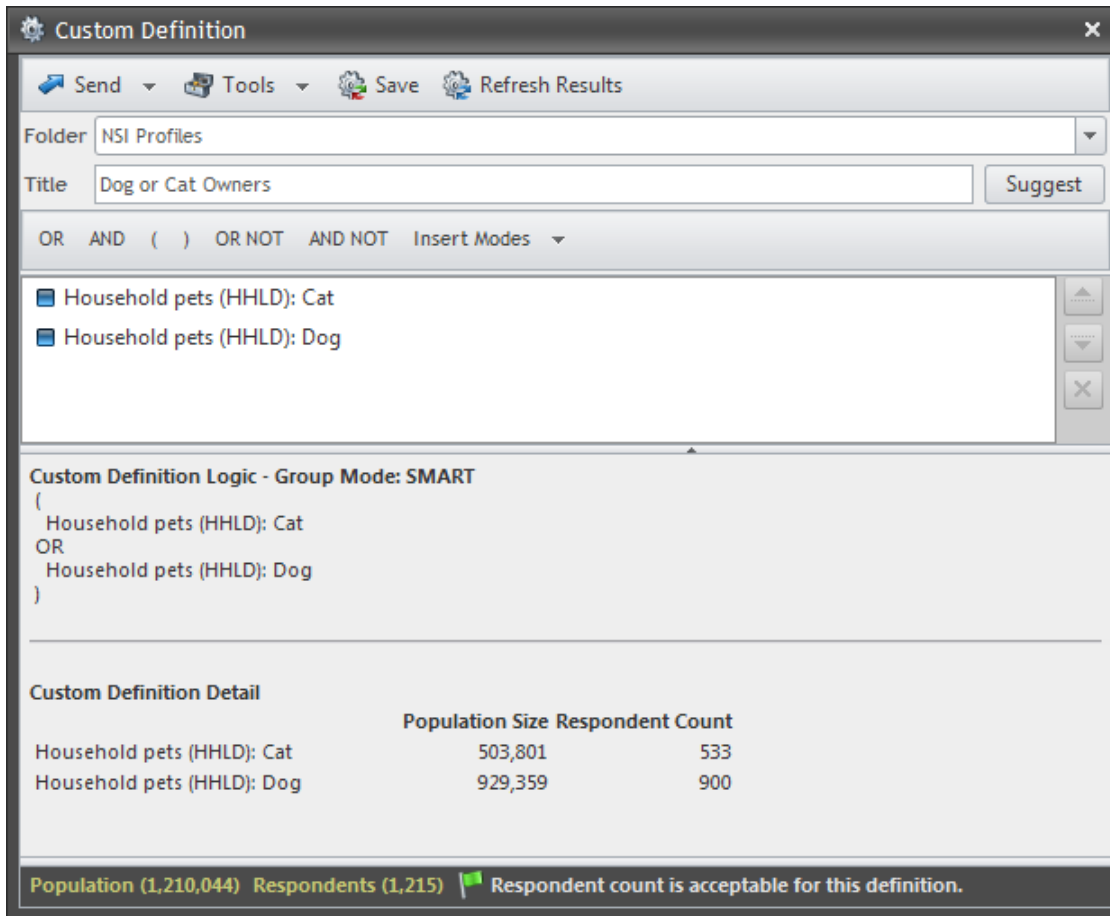
**Do you want to load into Custom Definition?**  
Click **OK**.

The custom definition will be loaded into the Custom Definition window so you are able to view all its variables. Edit your filter by adding items from the Database, deleting items or using the logic statements.

Click **Save** to save your custom definition for future use or click **Send - To Target** to send the filter to Target.

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## Custom Definition Example



Custom Definition

Send Tools Save Refresh Results

Folder: NSI Profiles

Title: Dog or Cat Owners Suggest

OR AND ( ) OR NOT AND NOT Insert Modes

- Household pets (HHL): Cat
- Household pets (HHL): Dog

Custom Definition Logic - Group Mode: SMART

```
(
Household pets (HHL): Cat
OR
Household pets (HHL): Dog
)
```

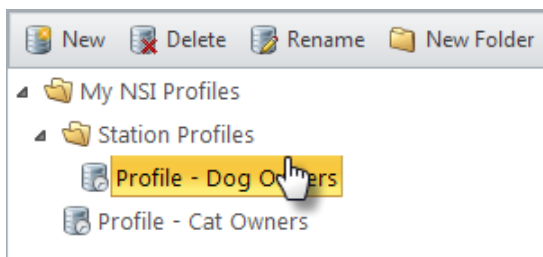
Custom Definition Detail

	Population Size	Respondent Count
Household pets (HHL): Cat	503,801	533
Household pets (HHL): Dog	929,359	900

Population (1,210,044) Respondents (1,215) Respondent count is acceptable for this definition.

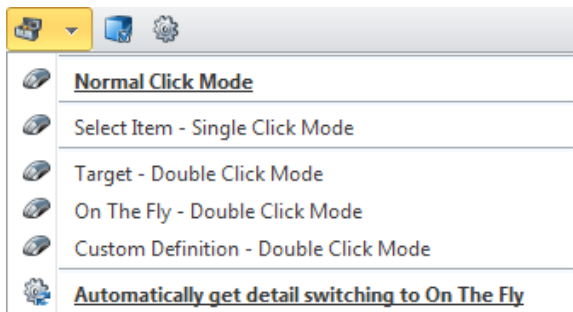
## New NSI Profiler Features

- 1.) Click and Drag to move Profile Reports or Folders to different locations for better file management.




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2.) **Click Modes** – For advanced users, we have introduced enhanced **Mouse Click Modes**.



- **Normal Click Mode** is the same as Single Click and is always the default.
- **Select Item Mode** allows you to highlight items without having to hold down the Ctrl key.
- **Double Click Mode** allows you to add items to Target, On the Fly and Custom Definitions by double-clicking on an item.
- **Automatically get detail switching to On The Fly mode** will automatically update your On The Fly definition when you switch to the On The Fly tab from the Database or Search tabs.

3.) Click the **Update Properties** icon  on the Properties Bar to show the Population and Respondent count for selected items within the Database. The Properties Bar will be updated and the Custom Definition Logic callout appears.

