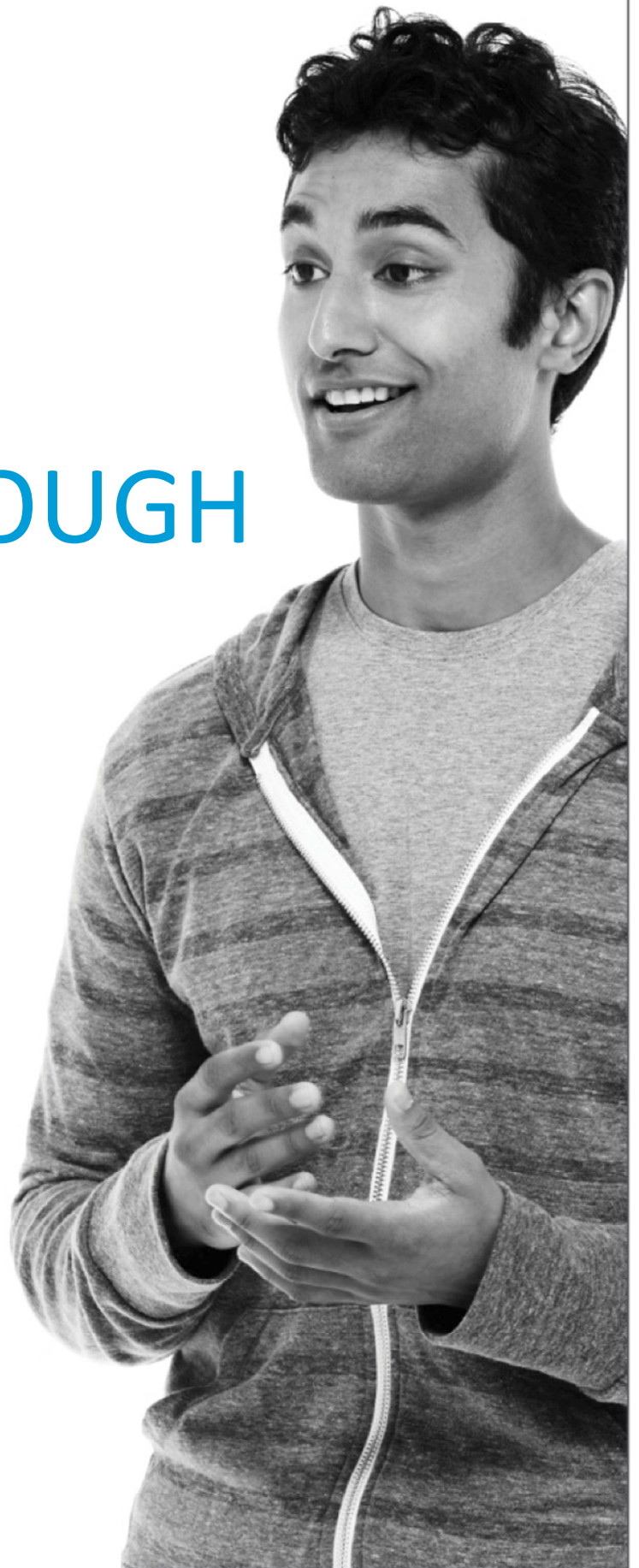


nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™

SCARBOROUGH

ONLINE COURSE LISTING
2017



To register for any of the live, online learning sessions, go to:
<http://en-us.nielsen.com/sitelets/cls/localcalendar.html>

LEVEL 1 - FUNDAMENTALS

Scarborough: Level 1 - Fundamentals of Scarborough

New to PRIME Lingo? This is the place to start! Scarborough PRIME Lingo 101 gives you an overview of these timesaving wizard-driven reports.

You'll learn how to build and analyze:

- Go guide reports, including profile and TV rankers
- Quick view reports, print-ready one-sheets complete in less than 5 minutes

LEVEL 2 - BEGINNER

Scarborough: Level 2 - Prime Lingo, Report Builder 2

This class gives you an overview of Report Builder 2 and all of the functions available within this area of the PRIME Lingo software.

In this course, you will learn:

- Profile, Crosstab and Trender reports
- On-the-fly custom definitions
- Ranking
- Saving reports

LEVEL 3 – INTERMEDIATE

Scarborough: Level 3 – Automotive

This conceptual session will explore a variety of ways to use the Automotive information within the Scarborough database.

Scarborough: Level 3 - LAB Class

* Attendees must complete Fundamentals of Scarborough and Report Builder 2 sessions prior to attending.

Scarborough provides different ways of looking at data, but many users are unsure which data to use to tell the most compelling story. Working with the Top Ten Reports document included in the registration materials, this interactive session allows you to:

- Practice developing positive sales statements using Target Population, Target Percent, and Index
- Evaluate when to use one statistic over another, or use them in combination to tell the best story
- Gain insight into the variety of valuable reports available and how to create them

This is a hands-on lab class with conceptual learning.

Scarborough: Level 3 - Means, Medians, and Totals

Learn how to use the "Means", "Medians" and "Totals" metrics to boost your sales efforts!

This session will cover:

- Accessing the Means, Medians and Totals measurements
- Reading and understanding reports
- When and how to apply Household Weighting

Scarborough: Level 3 - Prime Lingo Reach Analysis & NSI Profiler

Reach Analysis allows users to create Multi Media schedules, using a qualitative target. NSI Profiler gives you the capability to combine the Nielsen Ratings and Scarborough database to truly show the power of your station.

Scarborough: Level 3 - The Boomer Consumer

This conceptual session will explore a variety of ways to use the information within the Scarborough database.

LEVEL 4 –ADVANCED

Scarborough: Level 4 - Prime Lingo Custom Tools

Custom Tools provides an overview of PRIME Lingo Tools, which are geared for intermediate/advanced PRIME Lingo users.

You'll learn to build, access and organize:

- Basic and complex custom definitions
- Custom Dayparts
- Custom Trade Areas

Scarborough: Level 4 - Prime Lingo, Custom Quick View Reports

Custom Quick View Reports allow users to design and save their own Quick View templates, which will be accessible through the Quick View Reports link in PRIME Lingo.

ABOUT NIELSEN

Nielsen N.V. (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. By integrating information from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90% of the world's population. For more information, visit www.nielsen.com.