

NSS Persons Tracking Report

The NSS Persons Tracking Report provides:

Program Audience Estimates (arranged alphabetically in the following categories):

Adult Programs (including General Audience)

Children Programs

Feature Films

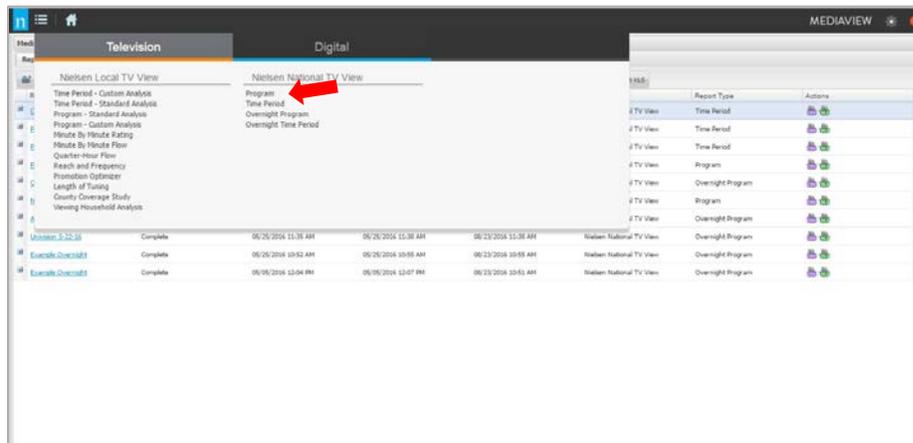
One-Time-Only Programs, i.e., "SPECIALS" (arranged alphabetically)

Movie Packages (arranged alphabetically by movie title)

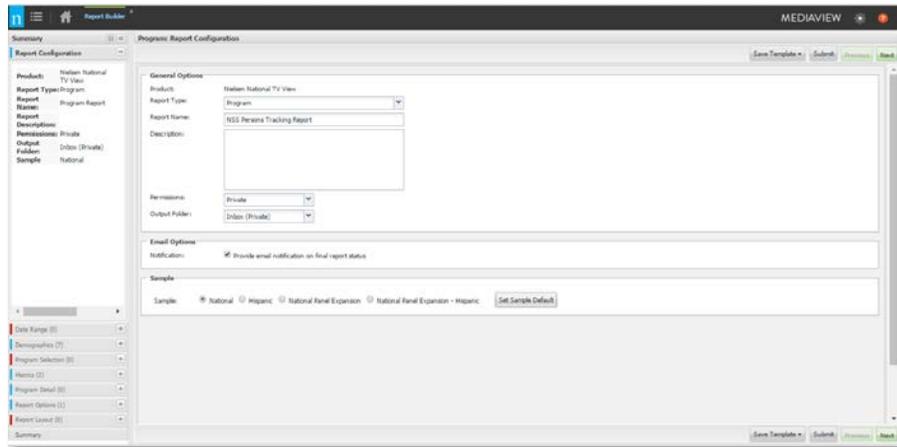
To pull the NSS Persons Tracking Report in Nielsen National TV View (NNTV) take the following steps:

Open NNTV from the My Tool tab in Nielsen Answers. <https://answers.nielsen.com>

Once the application is open select the Program Report template from the Product Selector.

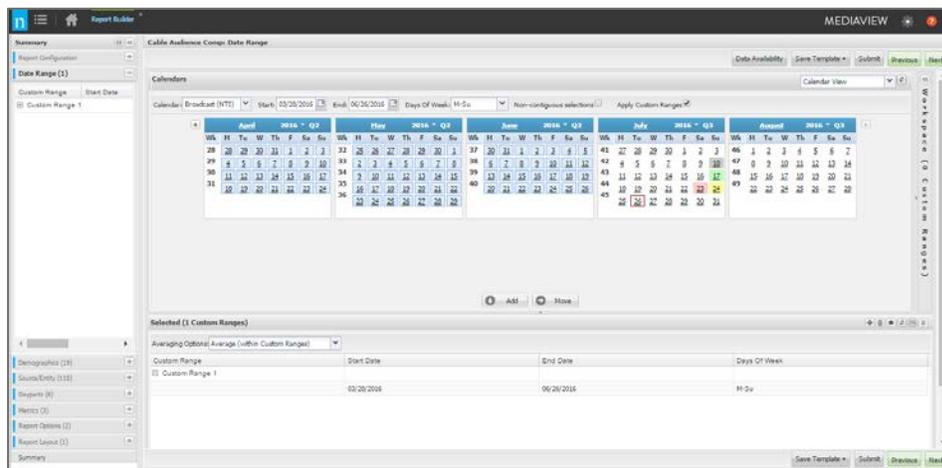


Report Configuration: Name your report and select the National Sample if it is not already selected then select NEXT at the top or the bottom of the page.

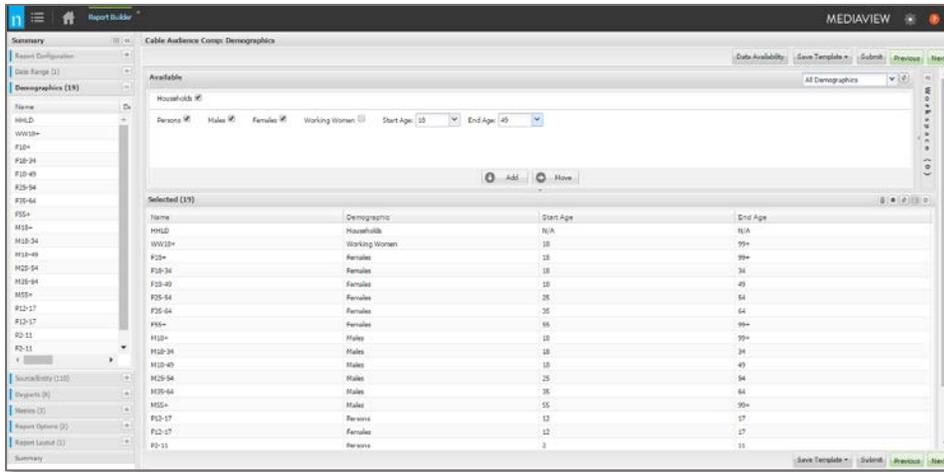


Date Range: Select the quarter you would like to focus on. There are several ways to select the dates. You can select the first and last date of the Quarter you wanted to add or click on the Quarter listed in the bar of the calendar to highlight the date range then select add to bring the dates into the SELECTED area of the report template. Then select NEXT.

Note: In the original reports posted on Answers, monthly level data was also included in the report. If you would still like to see monthly data run it as a separate report. You can use the same report template you used to run the quarterly data, just swap out the quarterly data for the month or months you would like to see. Then re-submit.



Demographics: Select your desired demographics from the check boxes and age range drop downs. Add them into Selected area of the report template, then click Next.

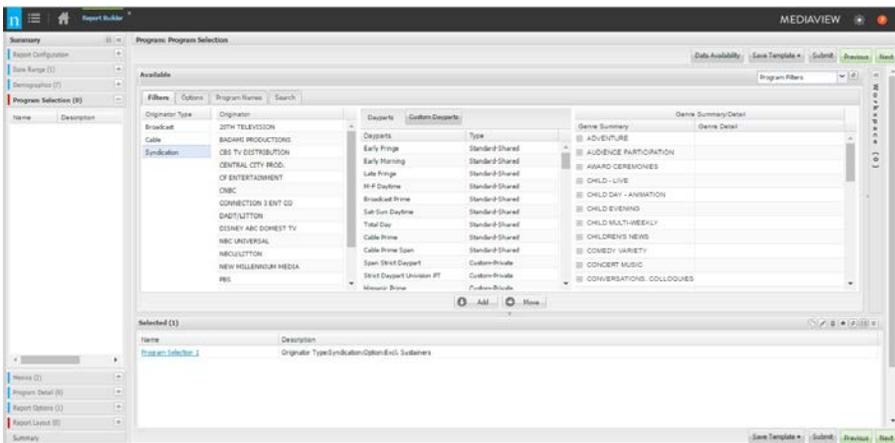


The Demographics traditionally included in the NSS Persons Tracking Report are:

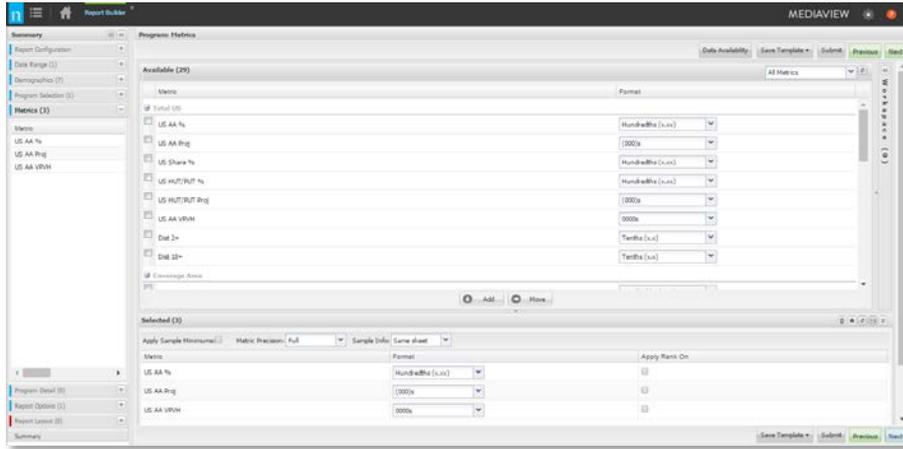
- | | | | |
|-------------------|--------------|-----------|---------------|
| Households | Women 18+ | Men 18+ | Teens 12-17 |
| Working Women 18+ | Women 15-24 | Men 15-34 | Females 12-17 |
| Persons 2+ | Women 18-34 | Men 18-34 | Kids 2-11 |
| | Women 18- 49 | Men 18-49 | Kids 6-11 |
| | Women 25-54 | Men 25-54 | |
| | Women 35-64 | Men 35-64 | |
| | Women 55+ | Men 55+ | |

Tip: Save your demos as a list by clicking on the Save icon (disk)     on the tool bar so that you can apply these demos to future reports.

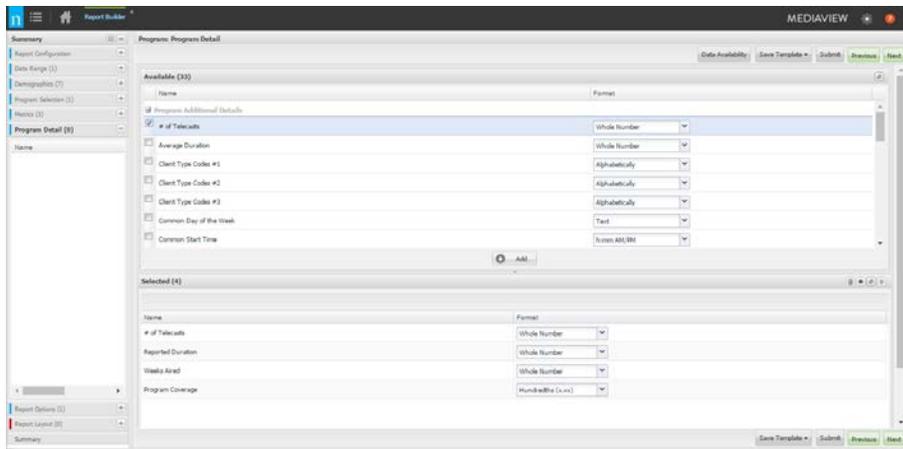
Programs: Select the desired programs for your report. To include all syndicated programs, select Syndication under the Originator Type filter column then just click Add. If you would like look at only specific originators, programs, program types, etc, you can use the additional filter options to select specific syndicators and/or programs.



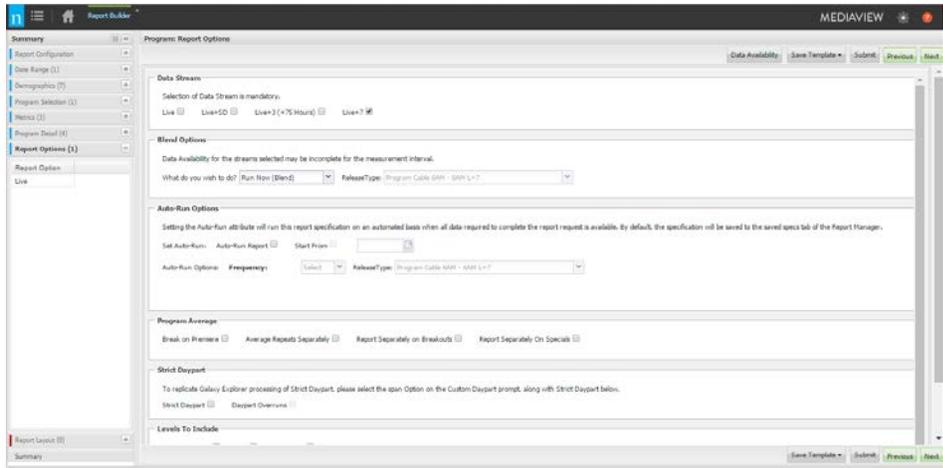
Metrics: Select the check off boxes for US AA%, US AA Projections, and US AA VPVH then Add them into the Selected area of the report template. Then click Next.



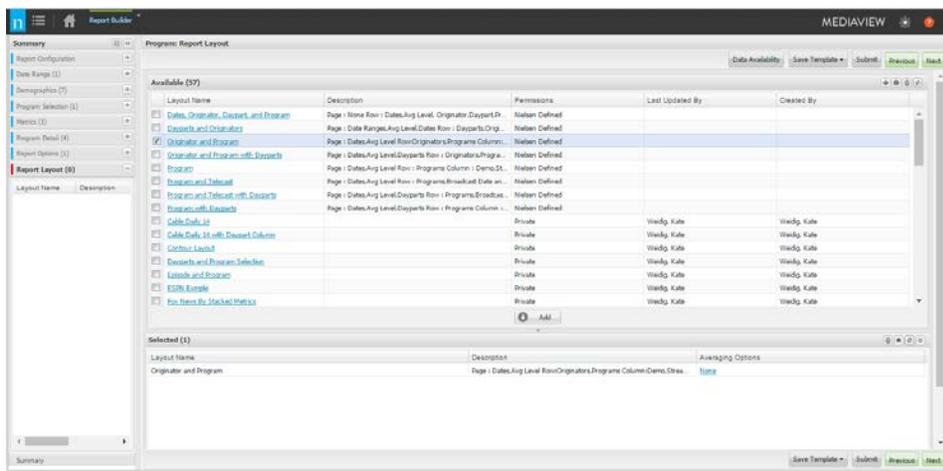
Program Details: Check off # of Telecasts, Reported Duration, Weeks Aired, and Program Coverage then Add into the Selected area of the report template. Then click Next.



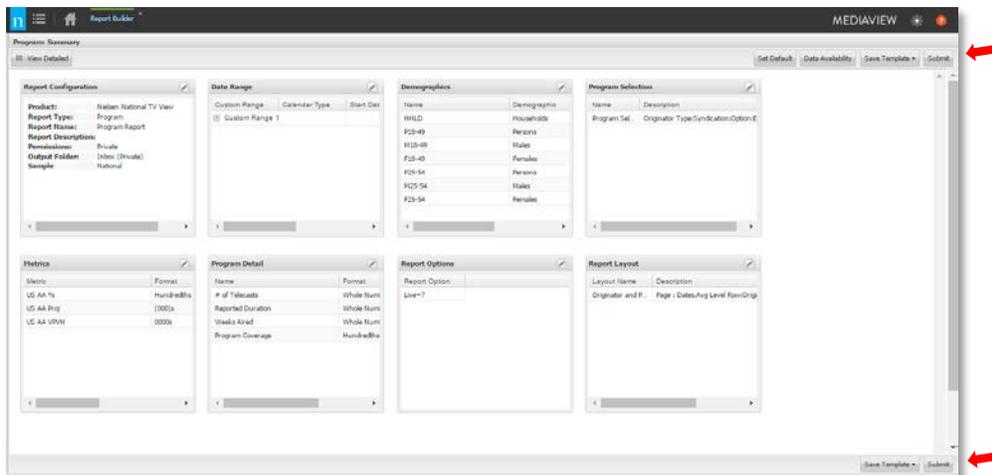
Report Options: Select the Data Stream desired. Traditionally, this report is run using Live+ 7. Click Next.



Layout: Select and Add the Originator and Program layout.



Now your report template is complete. You can review your selections from the Summary View page. Once you have done that hit SUBMIT at the top or bottom of the page.



You will see your report listed on your homepage of NNTV. From here you can monitor its status and open it up into Excel once it is complete.

Report Name	Status	Submit Date	Completion Date	Expiration Date	Product	Report Type	Actions
NSS Persons Tracking Report	Complete	06/29/2016 01:54 PM	06/29/2016 01:55 PM	11/27/2016 01:00 PM	Nielsen National TV View	Program	
NSS Persons Tracking Report	Complete	06/29/2016 01:46 PM	06/29/2016 01:47 PM	11/27/2016 12:03 PM	Nielsen National TV View	Program	
Boolean Report	Complete	06/29/2016 01:39 PM	06/29/2016 01:40 PM	11/27/2016 12:44 PM	Nielsen National TV View	Program	
Cable Audience Conc	Complete	07/18/2016 04:11 PM	07/18/2016 04:11 PM	11/21/2016 12:44 PM	Nielsen National TV View	Time Period	
Prime Time Sources	Complete	06/30/2016 04:25 PM	06/30/2016 04:27 PM	09/29/2016 04:27 PM	Nielsen National TV View	Time Period	
Prime Time Sources	Complete	06/30/2016 04:16 PM	06/30/2016 04:17 PM	09/29/2016 04:23 PM	Nielsen National TV View	Time Period	
Boolean Report #16	Complete	06/30/2016 11:36 AM	06/30/2016 11:37 AM	09/29/2016 11:37 AM	Nielsen National TV View	Program	
Overnight 10-11	Complete	06/29/2016 01:08 PM	06/29/2016 01:09 PM	09/18/2016 01:11 PM	Nielsen National TV View	Overnight Program	
NBCU	Complete	06/29/2016 10:56 AM	06/29/2016 10:56 AM	09/18/2016 10:56 AM	Nielsen National TV View	Program	

Tip: To save your report template so that you can reuse the same template each Quarter to run the most recent data click on the SAVE TEMPLATE button at the bottom or top of the page. Then select SAVE AS and name the report template NSS Persons Tracking. You will find the template on the Template tab on the Homepage.