



NIELSEN NATIONAL TV VIEW

NIELSEN DEFINED
REPORT LAYOUTS
2015



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NIELSEN NATIONAL TV VIEW: NIELSEN DEFINED REPORT LAYOUTS

The Report layouts below are available in NNTV for you to easily create reports. Nielsen defined layouts will be formatted as follows: Rows Unmerged, Columns Unmerged. You can customize to Merged Column and Row if desired using the Custom Report Layout.

PROGRAM / OVERNIGHT PROGRAM

ORIGINATOR AND PROGRAM

PAGE – Date Range, Avg Level

ROW – Originator, Program

COLUMN – Demo, Data Stream, Metrics

	A	B	C	D
1	Dates: 12/29/2014 - 01/04/2015			
2	Avg Level: Average (within Custom Ranges)			
3				
4	Originator	Program	Demo	P25-54
5			Data Stream	Live
6			Metrics	US AA% (x.xx)
7	A&E NETWORK	CRIMINAL MINDS		0.34
8	A&E NETWORK	DUCK DYNASTY		0.29
9	A&E NETWORK	STORAGE WARS		0.38
10	A&E NETWORK	THE FIRST 48		0.50
11	ABC	20/20 SATURDAY		0.70
12	ABC	20/20-FRI		1.43
13	ABC	AMER FUNN HOME VIDEOS		1.46
14	ABC	CASTLE		1.09
15	ABC	CRISTELA		0.97
16	ABC	FOREVER		0.97

PROGRAM

PAGE – Date Range, Avg Level

ROW – Program

COLUMN – Demo, Data Stream, Metrics

	A	B	C
1	Dates: 12/29/2014 - 01/04/2015		
2	Avg Level: Average (within Custom Ranges)		
3			
4	Program	Demo	P25-54
5		Data Stream	Live
6		Metrics	US AA% (x.xx)
7	20/20 SATURDAY		0.70
8	20/20-FRI		1.43
9	AMER FUNN HOME VIDEOS		1.46
10	CASTLE		1.09
11	CRIMINAL MINDS		0.34
12	CRISTELA		0.97

NIELSEN NATIONAL TV VIEW: NIELSEN DEFINED REPORT LAYOUTS

PROGRAM AND TELECAST

PAGE – Date Range, Avg Level

ROW – Program, Broadcast Date and Time

COLUMN – Demo, Data Stream, Metrics

	A	B	C	D	E
1	Dates: 12/29/2014 - 01/04/2015				
2	Avg Level: Average (within Custom Ranges)				
3					
4	Program	Broadcast Date and Time	Demo	P25-54	
5			Data Stream	Live	
6			Metrics	US AA% (x.xx)	
7	20/20 SATURDAY	01/03/2015	10:00 PM		0.70
8	20/20-FRI	01/02/2015	10:01 PM		1.43
9	AMER FUNN HOME VIDEOS	01/04/2015	07:00 PM		1.46
10	CASTLE	12/29/2014	10:00 PM		1.09
11	CRIMINAL MINDS	01/02/2015	08:00 PM		0.33
12	CRIMINAL MINDS	01/02/2015	10:00 PM		0.46
13	CRIMINAL MINDS	01/03/2015	09:00 PM		0.27
14	CRIMINAL MINDS	01/03/2015	10:00 PM		0.27
15	CRIMINAL MINDS	01/03/2015	08:00 PM		0.31
16	CRIMINAL MINDS	01/02/2015	09:00 PM		0.40
17	CRISTELA	01/02/2015	08:31 PM		0.97

DAYPART AND ORIGINATOR

PAGE – Date Range, Avg Level

ROW – Daypart, Originator

COLUMN – Demo, Data Stream, Metrics

	A	B	C	D
1	Dates: 12/29/2014 - 01/04/2015			
2	Avg Level: Average (within Custom Ranges)			
3				
4	Daypart	Originator	Demo	P25-54
5			Data Stream	Live
6			Metrics	US AA% (x.xx)
7	Broadcast Prime	ABC		1.33
8	Early Fringe	ABC		1.37
9	Early Morning	ABC		1.05
10	Late Fringe	ABC		1.01
11	M-F Daytime	ABC		0.87
12	Sat-Sun Daytime	ABC		0.43

PROGRAM / OVERNIGHT PROGRAM

ORIGINATOR AND PROGRAM WITH DAYPART

DAYPARTS APPEAR IN SEPARATE EXCEL TABS

PAGE – Date Range, Avg Level, Daypart

ROW – Originator, Program

COLUMN – Demo, Data Stream, Metrics

	A	B	C	D
1	Dates: 12/29/2014 - 01/04/2015			
2	Avg Level: Average (within Custom Ranges)			
3	Daypart: Early Fringe			
4				
5			Demo	P25-54
6	Originator	Program	Data Stream	Live
7			Metrics	US AA% (x.xx)
8	A&E NETWORK	CRIMINAL MINDS		0.29
9	A&E NETWORK	DUCK DYNASTY		0.22
10	A&E NETWORK	STORAGE WARS		0.21
11	A&E NETWORK	THE FIRST 48		0.28
12	ABC	ABC W NEWS TONIGHT-1/1		1.25
13	ABC	ABC W NEWS TONIGHT-1/2		1.52
14	ABC	ABC W NEWS TONIGHT-12/31		1.46
15	ABC	ABC WORLD NEWS TONIGHT		1.75
16	ABC	ABC WRLD NEWS TONIGHT-SAT		0.81
17	ABC	ABC WRLD NEWS TONIGHT-SUN		1.07

PROGRAM WITH DAYPART

DAYPARTS APPEAR IN SEPARATE EXCEL TABS

PAGE – Date Range, Avg Level

ROW – Program

COLUMN – Demo, Data Streams, Metrics

	A	B	C
1	Dates: 12/29/2014 - 01/04/2015		
2	Avg Level: Average (within Custom Ranges)		
3	Daypart: Early Fringe		
4			
5		Demo	P25-54
6	Program	Data Stream	Live
7		Metrics	US AA% (x.xx)
8	ABC W NEWS TONIGHT-1/1		1.25
9	ABC W NEWS TONIGHT-1/2		1.52
10	ABC W NEWS TONIGHT-12/31		1.46
11	ABC WORLD NEWS TONIGHT		1.75
12	ABC WRLD NEWS TONIGHT-SAT		0.81
13	ABC WRLD NEWS TONIGHT-SUN		1.07
14	CRIMINAL MINDS		0.29
15	DUCK DYNASTY		0.22
16	STORAGE WARS		0.21
17	THE FIRST 48		0.28

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PROGRAM / OVERNIGHT PROGRAM

PROGRAM AND TELECAST WITH DAYPART

DAYPARTS APPEAR IN SEPARATE EXCEL TABS

PAGE – Date Range, Avg Level, Daypart

ROW – Program, Broadcast Date and Time

COLUMN – Demo, Data Stream, Metrics

	A	B	C	D	E
1	Dates: 12/29/2014 - 01/04/2015				
2	Avg Level: Average (within Custom Ranges)				
3	Daypart: Early Fringe				
4					
5				Demo	P25-54
6	Program	Broadcast Date and Time		Data Stream	Live
7				Metrics	US AA% (x.xx)
8	ABC W NEWS TONIGHT-1/1	01/01/2015	06:30 PM		1.25
9	ABC W NEWS TONIGHT-1/2	01/02/2015	06:30 PM		1.52
10	ABC W NEWS TONIGHT-12/31	12/31/2014	06:30 PM		1.46
11	ABC WORLD NEWS TONIGHT	12/29/2014	06:30 PM		1.84
12	ABC WORLD NEWS TONIGHT	12/30/2014	06:30 PM		1.65
13	ABC WRLD NEWS TONIGHT-SAT	01/03/2015	06:30 PM		0.81
14	ABC WRLD NEWS TONIGHT-SUN	01/04/2015	06:30 PM		1.07
15	CRIMINAL MINDS	01/03/2015	06:00 PM		0.21
16	CRIMINAL MINDS	01/02/2015	06:00 PM		0.23
17	CRIMINAL MINDS	01/02/2015	07:00 PM		0.38
18	CRIMINAL MINDS	01/03/2015	07:00 PM		0.33

DATE, ORIGINATOR, DAYPART AND PROGRAM

PAGE – None

ROW – Date Range, Avg Level, Originator, Daypart, Program

COLUMN – Demo, Data Stream, Metrics

	A	B	C	D	E	F	G
1							
2						Demo	P25-54
3	Dates	Avg Level	Originator	Daypart	Program	Data Stream	Live
4						Metrics	US AA% (x.xx)
5	12/29/2014 - 01/04/2015	Average (within Custom Ranges)	A&E NETWORK	Early Fringe	CRIMINAL MINDS		0.29
6	12/29/2014 - 01/04/2015	Average (within Custom Ranges)	A&E NETWORK	Early Fringe	DUCK DYNASTY		0.22
7	12/29/2014 - 01/04/2015	Average (within Custom Ranges)	A&E NETWORK	Early Fringe	STORAGE WARS		0.21
8	12/29/2014 - 01/04/2015	Average (within Custom Ranges)	A&E NETWORK	Early Fringe	THE FIRST 48		0.28
9	12/29/2014 - 01/04/2015	Average (within Custom Ranges)	A&E NETWORK	Broadcast Prime	CRIMINAL MINDS		0.34
10	12/29/2014 - 01/04/2015	Average (within Custom Ranges)	A&E NETWORK	Broadcast Prime	DUCK DYNASTY		0.29
11	12/29/2014 - 01/04/2015	Average (within Custom Ranges)	A&E NETWORK	Broadcast Prime	STORAGE WARS		0.41
12	12/29/2014 - 01/04/2015	Average (within Custom Ranges)	A&E NETWORK	Broadcast Prime	THE FIRST 48		0.50
13	12/29/2014 - 01/04/2015	Average (within Custom Ranges)	A&E NETWORK	Cable Prime	CRIMINAL MINDS		0.34
14	12/29/2014 - 01/04/2015	Average (within Custom Ranges)	A&E NETWORK	Cable Prime	DUCK DYNASTY		0.29
15	12/29/2014 - 01/04/2015	Average (within Custom Ranges)	A&E NETWORK	Cable Prime	STORAGE WARS		0.41
16	12/29/2014 - 01/04/2015	Average (within Custom Ranges)	A&E NETWORK	Cable Prime	THE FIRST 48		0.50
17	12/29/2014 - 01/04/2015	Average (within Custom Ranges)	A&E NETWORK	Early Morning	DOG THE BOUNTY HUNTER		0.17
18	12/29/2014 - 01/04/2015	Average (within Custom Ranges)	A&E NETWORK	Late Fringe	CRIMINAL MINDS		0.30
19	12/29/2014 - 01/04/2015	Average (within Custom Ranges)	A&E NETWORK	Late Fringe	DUCK DYNASTY		0.17

TIME PERIOD / OVERNIGHT TIME PERIOD

DAYPART AND VIEWING SOURCE

PAGE – Date Range, Avg Level

ROW – Daypart, Viewing Source

COLUMN – Demo, Data Stream, Metrics

	A	B	C	D
1	Dates: 12/29/2014 - 01/04/2015			
2	Avg Level: Average (within Custom Ranges)			
3				
4			Demo	P25-54
5	Daypart	Viewing Source	Data Stream	Live
6			Metrics	US AA% (x.xx)
7	Broadcast Prime	A&E NETWORK		0.38
8	Broadcast Prime	ABC AFFILIATES		1.32
9	Early Fringe	A&E NETWORK		0.27
10	Early Fringe	ABC AFFILIATES		1.31
11	Early Morning	A&E NETWORK		0.18
12	Early Morning	ABC AFFILIATES		1.07
13	Late Fringe	A&E NETWORK		0.29
14	Late Fringe	ABC AFFILIATES		0.82
15	M-F Daytime	A&E NETWORK		0.21
16	M-F Daytime	ABC AFFILIATES		0.82
17	Sat-Sun Daytime	A&E NETWORK		0.23
18	Sat-Sun Daytime	ABC AFFILIATES		0.47

DATE, DAYPART AND VIEWING SOURCE

PAGE – Avg Level

ROW – Date Range, Daypart, Viewing Source

COLUMN – Demo, Data Stream, Metrics

	A	B	C	D	E
1	Custom Range: Custom Range 1 - 12/29/2014 - 01/04/2015				
2	Avg Level: Average (within Custom Ranges)				
3					
4			Demo	P25-54	
5	Dates	Daypart	Viewing Source	Data Stream	Live
6				Metrics	US AA% (x.xx)
7	12/29/2014 - 01/04/2015	Broadcast Prime	A&E NETWORK		0.38
8	12/29/2014 - 01/04/2015	Broadcast Prime	ABC AFFILIATES		1.32
9	12/29/2014 - 01/04/2015	Early Fringe	A&E NETWORK		0.27
10	12/29/2014 - 01/04/2015	Early Fringe	ABC AFFILIATES		1.31
11	12/29/2014 - 01/04/2015	M-F Daytime	A&E NETWORK		0.21
12	12/29/2014 - 01/04/2015	M-F Daytime	ABC AFFILIATES		0.82



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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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