



NPOWER

AVERAGE MINUTES VIEWED

2014

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AN UNCOMMON SENSE
OF THE CONSUMER™



NPOWER: AVERAGE MINUTES VIEWED

ANALYZING TIME SPENT VIEWING? WHICH STATISTIC IS RIGHT FOR YOU?

Want to find out how long viewers are viewing? There are several statistics available in NPOWER to answer this question. The key is to know which statistic you're really after.

RATINGS ANALYSIS

WANT TO KNOW HOW MANY MINUTES WERE VIEWED ON AVERAGE?

Ratings Analysis reports offer an Average Minutes Viewed statistic, on the Advanced tab within the statistics selection screen. This calculation is simply $\text{Duration} \times \text{Rating} / 100$. Since it factors in all people or households in the universe, using the rating statistic, this number will be lower than the other options mentioned below.

Demographic	Broadcast Date	Originator	Program Name	Telecast Report Start Time	Playback Period	Total Duration	MC US AA %	MC Average Minutes Viewed (AA)
Persons 18 - 49	01/06/11	Broadcast Network	Hit Show	9:00 PM	Live	60	3.10	2

Total Duration 60 minutes x 3.1 MC US AA RTG% / 100 = 1.86, which rounds to 2 minutes viewed on average by Persons 18-49.

WANT TO KNOW HOW LONG YOUR HEAVIEST VIEWERS TUNE IN FOR, COMPARED TO YOUR LIGHTEST VIEWERS?

Run a Segmentation report to analyze the Average Minutes Per Telecast Tuned, for any of your Segmented Viewers. Since you're segmenting your audience, this will provide the Average Minutes Tuned Per Telecast just for those that meet the criteria you specify (Number Of Minutes, NOM; NTILE; QUAD Segmentation). The heaviest viewers of this program viewed an average 2.21 telecasts, and 39 minutes per telecast tuned.

WANT TO KNOW HOW LONG PEOPLE VIEWED WHEN THEY DID TUNE IN, AND HOW OFTEN THEY TUNE IN?

Reach and Frequency or Length of Tune/Length of View reports will answer these questions.

Segmentation Name	Demographic	Segment	Playback Period	Total Number Of Telecasts	Total Duration	Segment Tuning Distribution %	Segment Distribution %	Segment Avg Telecasts Tuned	Segment Average Minutes Per Telecast Tuned
Hit Show	Persons 18 - 49	NTile Breaks 01	Live	5	305	86.39	33.36	2.21	39.18
Hit Show	Persons 18 - 49	NTile Breaks 02	Live	5	305	12.20	33.30	1.36	9.03
Hit Show	Persons 18 - 49	NTile Breaks 03	Live	5	305	1.41	33.34	1.06	1.33
Hit Show	Persons 18 - 49	Non-Viewer	Live	5	305				
Hit Show	Persons 18 - 49	All Viewers	Live	5	305	100.00	100.00	1.55	21.66
Hit Show	Persons 18 - 49	All Unified(Intab)	Live	5	305				
Hit Show	Persons 18 - 49	All Unified	Live	5	305				

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REACH AND FREQUENCY

Reach and Frequency reports provide Average Minutes Viewed for the qualified audience, as well as Average Frequency. Persons 18-49 who viewed 6 or more minutes of this Program, viewed an average of 33.46 minutes and tuned in to an average of 1.55 telecasts.

Demographic	Schedule Name	Playback Period	Units	AA Reach%	AA Reach Proj(000)	AA Average Frequency	AA Average Minutes
Persons 18 - 49	Program Selection 1	Live	5	15.76	20,728	1.55	33.46

Specification Definition (R&F Report)

Statistics

Select Statistics

Reach Type

AA Reach with a Qualified Audience of Minutes

GAA Reach with a Qualified Audience of Minutes

Allow Non Ordered GAA Telecasts

Apply Distinct Processing

Progressive Cume

Primary Sort = Date, Time, Originator Information

Secondary Sort = Originator Information, Date, Time

Display Custom Projections

To have the frequency reference unique telecasts viewed, which will exclude all duplicate viewing, select the Apply Distinct Processing option on the statistics page.

LENGTH OF VIEW/LENGTH OF TUNE

Length of View/Length of Tune reports provide the Average Minutes Viewed per viewing or tuning event. An event is considered any remote activity, such as change of channel or DVR activity (FF/Rew/Play/Pause, etc.), excluding volume adjustment.

Persons 18-49 that viewed this program, viewed an average of 15 minutes per viewing event. Persons 18-49 that viewed this program, viewed an average of 2.14 events. This is not the same as Frequency.

Demographic	Interval	Program Originator	Program Name	Telecast Count	Duration	Average Length of Viewing Events	Total Number of Minutes Viewed	Number of Households/Persons	Total Average Events Per Unique Household/Person	Number of Events Viewed
Persons 18 - 49	Jan-11	Network	Hit Show	5	305	15.02	123,921	3,756	2.14	8,253

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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