



NPOWER & MARKETBREAKS

ROLLING TIME SHIFTED VIEWING (TSV)
AUGUST 2016

nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™

NPOWER & MARKETBREAKS: ROLLING TSV

Nielsen has enhanced NPOWER and MarketBreaks to report time-shifted Broadcast and Cable program ratings on a daily, rather than weekly, basis beginning with data for Monday, August 29, 2016. Data will be Total Day for 3a-3a.

Every day, program ratings are re-released to include an additional day of time-shifted viewing. With this enhancement, Live+1 Total Day ratings are released on day three; Live+2 Total Day ratings are released on day four; and so on, until Live+7 Total Day ratings are released on day nine.

This enhancement enables clients to receive program ratings that reflect the build of audiences by day on an extremely accelerated basis.

Time period, commercial and syndication data remain on their existing schedules.

I. Rolling Time Shifted Viewing Data Delivery Comparison

Data Stream	Delivery Prior to 8/29/16	Delivery After 8/29/16
Live and L+SD	Day 2	Day 2
Live + 1	Day 5	Day 3
Live + 2	Day 5	Day 4
Live + 3	Day 5	Day 5
Live + 4	Day 15	Day 6
Live + 5	Day 15	Day 7
Live + 6	Day 15	Day 8
Live + 7 Preliminary	- NA -	Day 9
Live + 7 Final	Day 15	Day 15

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II. Rolling time shifted viewing delivery schedule

a. Broadcast

BROADCAST ROLLING TIME SHIFTED VIEWING DELIVERY GRID																
Day of Week - Delivery Day																
Day of Week - Data Day	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue
MON			L & L-SD	L+1	L+2	L+3	L+4	L+5	L+6	L+7						
TUE				L & L-SD	L+1	L+2	L+3	L+4	L+5	L+6	L+7					
WED					L & L-SD	L+1	L+2	L+3	L+4	L+5	L+6	L+7				
THU								L & L-SD	L+3*	L+4	L+5	L+6	L+7			
FRI									L & L-SD	L+3*	L+4	L+5	L+6	L+7		
SAT										L+2*	L+3	L+4	L+5	L+6	L+7	
SUN										L+1*	L+2	L+3	L+4	L+5	L+6	L+7

*NOTE: All prior streams delivered on day of initial TSV Delivery

b. Cable

CABLE ROLLING TIME SHIFTED VIEWING DELIVERY GRID																
Day of Week - Delivery Day																
Day of Week - Data Day	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue
MON			L & L-SD	L+1	L+2	L+3	L+4	L+5	L+6	L+7						
TUE				L & L-SD	L+1	L+2	L+3	L+4	L+5	L+6	L+7					
WED					L & L-SD	L+1	L+2	L+3	L+4	L+5	L+6	L+7				
THU								L & L-SD	L+3*	L+4	L+5	L+6	L+7			
FRI									L & L-SD	L+3*	L+4	L+5	L+6	L+7		
SAT									L & L-SD	L+2*	L+3	L+4	L+5	L+6	L+7	
SUN									L & L-SD	L+1	L+2	L+3	L+4	L+5	L+6	L+7

*NOTE: All prior streams delivered on day of initial TSV Delivery

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III. Options in National TV ToolBox

a. To select Live +4, Live+5 and/or Live+6 Playback

Playback Period and Media Source*

Select Playback Period and Media Source

Standard Playback Period

- Live
- Live+SD
- Live+1 Day (+27 Hours)
- Live+2 Days (+51 Hours)
- Live+3 Days (+75 Hours)
- Live+7 Days (+168 Hours)
- Playback Only within 7 Days

Custom Playback Period

- Live+
- Playback Only

00 thru 01

Days

Minutes

Hours

Days

Minutes

1. Check Live + selection box
2. Type in number or use drop-down/arrow-up buttons of the Custom Playback Period you want for your report
3. Click drop-down arrow to select "Days"

b. List of Data Availability selections/ Scheduling Options*

- Time Period Viewing
- Time Period Viewing + 3AM to 6AM
- Time Period Viewing Live +3
- Time Period Viewing Live+7
- Broadcast Prime
- Broadcast Total Day
- Broadcast Total Day Live+1 Prelim
- Broadcast Total Day Live+2 Prelim
- Broadcast Total Day Live+3 Prelim
- Broadcast Total Day Live+4 Prelim
- Broadcast Total Day Live+5 Prelim
- Broadcast Total Day Live+6 Prelim
- Broadcast Total Day Live+7 Prelim
- Broadcast Weekly Prelim
- Broadcast Total Day Live+7 Final
- Cable Total Day
- Cable Total Day Live+1 Prelim
- Cable Total Day Live+2 Prelim
- Cable Total Day Live+3 Prelim
- Cable Total Day Live+4 Prelim
- Cable Total Day Live+5 Prelim
- Cable Total Day Live+6 Prelim
- Cable Total Day Live+7 Prelim
- Cable Total Day Live+7 Final
- Syndication
- Syndication Live+7 Final
- Advertisement
- TV/Online Data Fusion
- Non-Linear Program
- Non-Linear Computer Census
- Non-Linear Mobile Census
- Computer Census Total Day Live+3 Prelim
- Computer Census Total Day Live+7 Final
- Mobile Census Total Day Live+3 Prelim
- Mobile Census Total Day Live+7 Final

New options as of 8/29/16

New options as of 8/29/16

*Note the order has changed to keep Time Period, Broadcast, Cable, and Syndication selections together.

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IV. FAQ – Rolling Time Shifted Viewing (TSV)

1. Will the rolling TSV ratings include programs in all dayparts or just prime?

For L+1 and beyond, Total Day will be reported. Live and Live+SD, will be Prime Only deliverables for Broadcast Monday – Friday.

2. Why are we only delivering in NPOWER/MarketBreaks and NOT AMRLD at launch? Why not delay until both are ready?

The goal is to get data in clients' hands as quickly as possible and to be available for the start of the 2016-2017 TV Season.

3. What types of data differences should be expected between the Preliminary L+7 and Final L+7 data?

Additional Sunday L+7 TSV viewing for the 3-6am Sunday window will be included, along with program label changes, such as repeat indicators and episode titles. These program label changes are occurring today post L+7.

4. Why is syndication not included in this change?

Due to the station airing model for syndicated programs, producing the daily lineups necessary to enable this change is not applicable.

5. Will the products be enhanced for performance with these changes?

Additional hardware to process the additional data upstream was added.

6. Will there be any NPOWER reporting changes when Rolling TSV is launched?

Yes, a new Data Availability worksheet will be added to the excel output, which illustrates the latest data available at the time the report was generated. If macros are utilize please take note of this additional worksheet. See screenshot below for an example.

	A	B	C
1	Sample: National		
2	Submitted on: 7/13/2016 - 2:10 AM		
3	Completed on: 7/13/2016 - 2:11 AM		
4			
5		START DATE	END DATE
6	Measurement Interval	9/21/2015	9/23/2015
7			
8	Data Availability		
9	Time Period Viewing	08/27/2001	05/21/2016
10	Time Period Viewing + 3AM to 6AM	08/26/2002	05/20/2016
11	Time Period Viewing Live+3	05/31/2010	05/17/2016
12	Time Period Viewing Live+7	08/27/2001	05/08/2016
13	Broadcast Prime	08/27/2001	05/19/2016
14	Broadcast Total Day	05/31/2010	04/04/2016
15	Broadcast Total Day Live+1 Prelim		

Spec | MC AA Program | **Data Availability** | + | ... | <



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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