



NPOWER

SIMULTANEOUS DUPLICATION

2014

nielsen
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AN UNCOMMON SENSE
OF THE CONSUMER™

NPOWER: SIMULTANEOUS DUPLICATION

INTERNET SCHEDULES AND CROSS-PLATFORM HOMES DATA ARE AVAILABLE ON A SUBSCRIPTION BASIS.

Simultaneous Duplication is usage of TV and Internet at the same time. Depending on how you build your schedules, and units within the schedule, this definition can be broad or narrow. For instance, if your units are an entire day, simultaneous duplication between those schedules would be use of both schedules within the same day. If your units, however, are built at the minute level, simultaneous duplication between those schedules would be use within the same minute.

Sample*	
Select Sample	
<input type="radio"/>	National
<input checked="" type="radio"/>	Cross-Platform Homes

REPORTS NEEDED TO RUN SIMULTANEOUS DUPLICATION

Unification, TV Schedule, Internet Schedule, and Reach and Frequency Duplication Report

For all of these reports, select the **Cross-Platform Homes Sample**. This sample includes homes from our National People Meter Sample for whom we also track home Internet behavior. Data for this sample is available from December 2009 forward. The internet data for this sample releases one month after the end of the month. For instance, September data would release at the end of October. Select **Cross-Platform Homes** on your Sample page.

UNIFICATION

Run unification as you typically would, but select the Cross-Platform Homes Sample.

SCHEDULE

In order to have the Simultaneous Duplication statistic report accurately, the units in your schedules must be identical. Because of this, it's recommended that you utilize time period schedules for your TV schedule, rather than program schedules, as program start/end times may be slightly different than you think. If you are going to utilize a program schedule, double check the exact program start time and end time so you can match your Internet schedule to those times. To keep your schedule's units consistent, build the units the same way (either by daypart or by minute). Your measurement interval dates and dayparts also need to be identical. For information on searching for websites, please view the [INTERNET SOURCE SEARCH](#) recorded session.

Specification Definition (R&F Time Period Schedule)		
Schedule*		
Select Schedule		
Build Schedules: <input checked="" type="radio"/> Single Schedule <input type="radio"/> Multiple Schedules <input type="checkbox"/> Viewing Source <input type="checkbox"/> Day Of Week	Build Units Within Schedules: <input type="radio"/> Viewing Source By Daypart <input checked="" type="radio"/> Every 1 Minutes Of Viewing Source	Select Minutes Within Unit: <input checked="" type="checkbox"/> All Minutes In Daypart <input type="checkbox"/> First 60 Minutes <input type="checkbox"/> Mid Minute <input type="checkbox"/> Last 60 Minutes

Specification Definition (R&F Internet Schedule)		
Schedule*		
Select Schedule		
Build Schedules: <input checked="" type="radio"/> Single Schedule <input type="radio"/> Multiple Schedules <input type="checkbox"/> Parent <input type="checkbox"/> Brand <input type="checkbox"/> Channel	Build Units Within Schedule <input type="radio"/> Website By Daypart <input checked="" type="radio"/> Every 1 Minutes of Website	Select Minutes Within Unit: <input checked="" type="radio"/> All Minutes In Daypart

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REACH AND FREQUENCY DUPLICATION REPORT

- Select the viewing type and playback period desired. Internet data is always live, however the playback period selected will be applied as usual to your TV schedule.
- Select the unification and schedules you built in the previous steps and create your schedule pairs.
- On the statistics selection screen, if you've built your schedules on the minute level, keep your primary and secondary qualified audience set to 1.
- Also select the **Display Custom Projections** box and the **Simultaneous Unit Duplication Only** box.
- Select Report Segment, Demographics, and Market Breaks as usual.

Specification Definition (R&F Duplication Report)

Statistics^a

Select Statistics

Reach Type

AA Reach

Primary Qualified Audience of Minutes

Secondary Qualified Audience of Minutes

GAA Reach

Primary Qualified Audience of Minutes

Secondary Qualified Audience of Minutes

Allow Non Ordered GAA Telecasts

Display Custom Projections

Simultaneous Unit Duplication Only

Average Minutes

DISPLAY CUSTOM PROJECTIONS

To make this a default, go to **Options > Preferences** on your toolbar, select **Yes** next to **Display Custom Projections** and click **Save**.

When you select **Simultaneous Unit Duplication Only** on a Reach and Frequency Duplication report, the Simultaneous Usage is reported as **Both Reach**. In this case, 3.66% or 4,052,000 Persons 18-49 watched this Cable network while simultaneously accessing the internet (within the same minute, due to building these schedules on the minute level).

Demographic	Primary Schedule Name	Secondary Schedule Name	Playback Period	Primary Units	Secondary Units	Primary Reach%	Primary Proj (000)	Secondary Reach%	Secondary Reach Proj(000)	Simultaneous Duplication	
										Both Reach%	Both Reach Proj (000)
Persons 18 - 49	TV Schedule for a Cable Network	All Sites - Internet Schedule	Live TV	10,080	10,080	27.10	29,986	56.64	62,684	3.66	4,052

To learn how to read the statistics in your report, please refer to the example on the next page or refer to NPOWER help.

TROUBLESHOOTING TIPS FOR SIMULTANEOUS DUPLICATION REPORTING

- Check Sample, should be Cross-Platform.
- Check Units within each schedule type. Units need to be the same definition on the Schedule Page, middle section.
- Check Demographics. Households are not available for internet data.



NPOWER: SIMULTANEOUS DUPLICATION

SIMULTANEOUS DUPLICATION IS USAGE OF TV AND INTERNET AT THE SAME TIME.

Depending on how you build units within your schedule, this definition can be broad or narrow. For instance, if your units are an entire day, simultaneous duplication between those schedules would be use of both schedules within the same day. If your units however, are built at the minute level, simultaneous duplication between those schedules would be use within the same minute.

When you select the **Simultaneous Unit Duplication Only** statistic option on a Reach and Frequency Duplication report, it affects all statistics on the report.

HOW TO READ EXAMPLE

The example below shows a Primary Schedule of TV Network A, and the Secondary Schedule of All Internet Site Usage, both over the course of a month for Total Day, among Persons 2+.

Primary Reach %	Secondary Reach %	Primary Only Reach %	Secondary Only Reach %	Both Reach %	Both Reach Average Minutes	Primary Duplication %	Secondary Duplication %
30.57	69.69	15.63	54.75	14.93	167.66	48.86	21.43

PRIMARY REACH %

Network A reached 30.57% of Persons 2+ over the course of the month.

SECONDARY REACH %

69.69% of Persons 2+ used the Internet over the course of the month.

PRIMARY ONLY REACH %

15.63% of Persons 2+ watched Network A while not simultaneously using the Internet.

SECONDARY ONLY REACH %

54.75% of Persons 2+ accessed the Internet while not simultaneously watching Network A.

BOTH REACH %

14.93% of Persons 2+ watched Network A while simultaneously accessing the Internet.

Both Reach is Simultaneous Duplication.

BOTH REACH AVERAGE MINUTES

Those who were watching TV and using the Internet simultaneously did so for an average of 167.66 minutes, across both TV and Internet schedules. To get unique simultaneous average minutes, divide by 2: $167.66 / 2 = 83.83$. 83.83 minutes on average, were spent simultaneously watching TV and using the Internet.

PRIMARY DUPLICATION %

48.86% of Persons 2+ who watched Network A, simultaneously used the Internet.

SECONDARY DUPLICATION %

21.43% of Persons 2+ who accessed the Internet, simultaneously watched Network A.

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NOTE

Combined Reach % and Both Duplication % are not relevant in Simultaneous reports, and have been removed from this example but will appear in reports.



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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