



NPOWER

CROSS PLATFORM VIDEO ON DEMAND
END OF FLIGHT REPORT
2014

nielsen
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AN UNCOMMON SENSE
OF THE CONSUMER™

NPOWER: END OF FLIGHT REPORT

VIEW RATINGS FOR A PROGRAM DURING THE ENTIRE SPAN OF ITS FLIGHT WITH AN END OF FLIGHT REPORT

Within National TV Toolbox, use an NPOWER Ratings Analysis Program Report with the following selections:

PLAYBACK PERIOD

While any Live+ playback period will provide data, Video on Demand viewing is credited to the playback period of Live.

MEASUREMENT INTERVAL

Traditionally, End of Flight (EOF) reports have been run on an NTI month boundary, but now you're free to pull any interval desired. Select interval desired, and the VOD End of Flight radio button on the right. This selection will include any programs you pick that ended their Video on Demand (VOD) flight during the measurement interval selected, and will include viewing at any point during the flight. For instance, a program that became available in April and ended its flight in September, would have ratings reported for the entire interval when the VOD End of Flight selection is made on the measurement interval page.

Specification Definition (Ratings Analysis Program Report)

Measurement Interval

Select Measurement Interval

Start Date: 8/27/2012 End Date: 9/23/2012 Calendar Type: NTI Season: 11 - 12 SEASON Quarter: Q3 Avg Type: Exclusions

Interval
 Season Premiere to Date
 Include Pre Premieres
 Premiere to Date
 VOD End of Flight

Schedule Report: Quarterly Monthly Weekly Daily OTO Select Data Release Type

PROGRAMS

Select the originator type of Non-Linear, select Originator(s) desired, and click the **Add** button. Originators participate on a subscription basis and may choose to have the data on a proprietary basis, or may make the data public. Therefore, you may see different distributors depending on your access.

Specification Definition (Ratings Analysis Program Report)

Programs

Select Programs

Filters Program Options Advanced Results

Originator Type: Originators: Standard Dayparts: Summary Type Code: Detailed Type Code:

BROADCAST NETWORK A ON DEMAND Early Fringe ADVENTURE AEROBATICS
 CABLE NETWORK B ON DEMAND Late Fringe AUDIENCE PARTICIPATION AMATEUR BASEBALL
 NON-LINEAR NETWORK C ON DEMAND Prime Time AWARD CEREMONIES AMATEUR BASKETBALL
 SYNDICATION NETWORK D ON DEMAND Custom Dayparts: CHILD - LIVE AMATEUR FOOTBALL
 10 Spot CHILD DAY - ANIMATION ANIMATION - ADULT
 M-Su 8-11pm CHILD EVENING AWARDS CEREMONIES
 m-su7-11p CHILD MULTI-WEEKLY BIKING / CYCLING
 CHILDREN'S NEWS BILLIARDS

Search

Groups for Programs

Current Selections:

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STATISTICS

To match legacy EOF reports, select US AA%, Projections, and CVG AA%.

NOTE – The CVG AA% is reflective of the entire U.S. Video on Demand coverage area and is not network specific. You are now free to select additional statistics if desired, such as median age/income, VPVH, as well as Indexes. HUT and Share are not valid for use with Non-Linear data, and will result in zeros.

Specification Definition (Ratings Analysis Program Report)

Statistics*

Select Statistics

Standard Commercial Advanced

<p>Standard Statistics</p> <input checked="" type="checkbox"/> US AA % <input type="checkbox"/> US GAA % <input type="checkbox"/> Allow Non Ordered GAA Telecasts <input checked="" type="checkbox"/> CVG AA % <input type="checkbox"/> CVG GAA % <input checked="" type="checkbox"/> Projection <input checked="" type="radio"/> (000) <input type="radio"/> Units <input checked="" type="checkbox"/> Display Custom Projections	<p>Additional Statistics</p> <input type="checkbox"/> US HUT/PUT and Share % <input type="checkbox"/> CVG HUT/PUT and Share % <input type="checkbox"/> VPVH <input type="checkbox"/> VPMH <input type="checkbox"/> Est. Median Age / Median Income <input type="checkbox"/> TA Minutes <input type="text" value="6"/> <input type="checkbox"/> Apply Minimums <input type="checkbox"/> Exclude Sample Information	<p>Index / Distribution</p> <input type="checkbox"/> Index <input type="checkbox"/> Index % P2+ <input type="checkbox"/> Index % P18+ <input type="checkbox"/> Distribution <input type="checkbox"/> Distribution (000) P2+ <input type="checkbox"/> Distribution (000) P18+ <input type="checkbox"/> CVG Index % <input type="checkbox"/> CVG Index % P2+ <input type="checkbox"/> CVG Index % P18+
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Legacy Video on Demand reports exclude visitor viewing, and reports run in National TV Toolbox will include visitor viewing, which could cause differences in viewing reported. If looking to align more closely with legacy reporting, exclude visitors by going to the Advanced tab on the statistics page and select Exclude Long Term Visitors and Exclude Short Term Visitors.

Specification Definition (Ratings Analysis Program Report)

Statistics*

Select Statistics

Standard Commercial Advanced

Advanced Statistics

 Reach, Gain/Loss
 VCR Contribution
 Average Minutes Viewed
 Extended Home Contribution AA %
 Sum of Sources Distribution %(SOV)
 Use Enhanced Weights
 Exclude Long Term Visitors
 Exclude Short Term Visitors

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REPORT SEGMENT

To replicate legacy EOF Reports, select Program and Program Episode, and Add. If you'd like to see the flight broken out by month or week, you can make an additional selection under **Non-Linear Options**. In an End of Flight Report, once the VOD End of Flight selection is made on the measurement interval screen, the Total Flight selection on the Report Segment page will provide the same data, so it's unnecessary to make that selection.

Specification Definition (Ratings Analysis Program Report)

Report Segment'

Select Report Segment

Report Segment	Type Codes	Additional Options	Non-Linear Options
<input type="checkbox"/> Program Selection	<input type="checkbox"/> Summary Type Code	<input type="checkbox"/> Normal Duration	<input type="radio"/> Total Flight
<input type="checkbox"/> Originator	<input type="checkbox"/> Detailed Type Code	<input type="checkbox"/> Day Of Week	<input type="radio"/> Flight by Month
<input checked="" type="checkbox"/> Program	<input type="checkbox"/> Standard Daypart	<input type="checkbox"/> Break on Premiere	<input type="radio"/> Flight by Week
<input type="checkbox"/> Program Trackage			
<input checked="" type="checkbox"/> Program Episode			
<input type="checkbox"/> Telecast			
<input type="checkbox"/> Minute			
<input type="checkbox"/> Syndicated AT Segments			

Average by the following: Program, Program Episode

Current Selections:

DEMOGRAPHICS AND MARKET BREAKS

Select as desired.

PROGRAM DETAILS

The report wizard will not bring you to this screen, so once back on the specification definition page, go into this screen. To match legacy reports, select **Content Duration** in the Program Indicators Column, and all of the **Non-Linear Options**. You may select additional elements if desired.

Specification Definition (Ratings Analysis Program Report)

Program Details

Select Program Details

Program Indicators	Telecast Indicators	Additional Indicators	Non-Linear Options
<input type="checkbox"/> Repeat	<input type="checkbox"/> Special	<input type="checkbox"/> Indicators	<input checked="" type="checkbox"/> Flight Start Date
<input type="checkbox"/> Summary Type Code	<input type="checkbox"/> Sustainer	<input type="checkbox"/> Start Time	<input checked="" type="checkbox"/> Flight End Date
<input type="checkbox"/> Detailed Type Code	<input type="checkbox"/> Breakout	<input type="checkbox"/> End Time	<input checked="" type="checkbox"/> Asset ID
<input type="checkbox"/> Umbrella Type Code Flag	<input type="checkbox"/> Complex Program Indicator	<input type="checkbox"/> Days Aired	<input checked="" type="checkbox"/> Number of Days Available in Flight
<input type="checkbox"/> Gap	<input type="checkbox"/> Movie	<input type="checkbox"/> Station Count	<input checked="" type="checkbox"/> Number of Days Available in Interval
<input type="checkbox"/> Short Duration	<input type="checkbox"/> Live	<input type="checkbox"/> Number of Weeks	
<input type="checkbox"/> Long Term OTO	<input type="checkbox"/> Team Sport	<input type="checkbox"/> Weeks Aired	
<input type="checkbox"/> Episode Name	<input type="checkbox"/> Non Commercial	<input type="checkbox"/> Program ID	
<input type="checkbox"/> Trackage Name	<input type="checkbox"/> Premiere	<input type="checkbox"/> Telecast ID	
<input type="checkbox"/> Program Feed Pattern	<input type="checkbox"/> Standard Dayparts		
<input type="checkbox"/> Program Coverage	<input type="checkbox"/> First Telecast Date		
<input checked="" type="checkbox"/> Content Duration			

SUBMIT YOUR REPORT

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HOW TO READ END OF FLIGHT REPORT

Demographic	Interval	Originator	Program Name	Episode	Asset ID	Content Duration	Flight Start Date	Flight End Date	Number of Days Available in Flight	Number of Days Available in Interval	US AA %	US AA Proj	CVG AA %
Persons 18-49	04/08/2012-09/23/2012	Network A ON DEMAND	Program A	Episode 1, Season 2	Various	28	4/8/2012	9/4/2012	150	150	0.26	335	0.46

DEMOGRAPHIC

The demographic selected, in this case, Persons 18-49.

INTERVAL

The dates selected on the measurement interval page, as well as any dates prior to the interval selected, that the content was available on demand. In this report, the NTI month of September was selected, and the content's flight started April 8th, so the interval is April 8th 2012–September 23rd 2012.

ORIGINATOR

Video on Demand content originator, in this case, Network A.

PROGRAM NAME

Title of the Video on Demand content.

EPISODE NAME

Title of the episode of the Video on Demand content.

ASSET ID

Network Assigned number for internal tracking purposes.

CONTENT DURATION

This episode had 28 minutes available via Video on Demand.

FLIGHT START DATE

This episode became available on Video on Demand during this flight on April 8th, 2012.

FLIGHT END DATE

The episode ended this flight on Video on Demand September 4th, 2012.

NUMBER OF DAYS AVAILABLE IN FLIGHT

Number of days the content was available during its Video on Demand flight.

NUMBER OF DAYS AVAILABLE IN INTERVAL

Number of days the content was available during its Video on Demand flight, within the interval selected.

US AA% (TOTAL RATING POINT)

The rating for the Video on Demand content during the entire flight expressed as a percentage of the Total US. This episode of Program A received a rating of .26 for P18-49 during its Video on Demand flight.

US AA PROJ

The ratings for the Video on Demand content during the entire flight expressed in thousands for the Total US. This episode of Program A had 335,000 P18-49 view during its Video on Demand flight.

CVG AA%

The rating for the Video on Demand content during the entire flight expressed as a percentage of those with access to Video on Demand content. This episode of Program A received a rating of .46 for P18-49 during its Video on Demand flight, within the Video on Demand coverage area.

NOTE – Telecast Count and Total Duration are not applicable to Video on Demand data.

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TOP REASONS FOR YOUR REPORT TO RESULT IN NO DATA RETURNED

1.) Did you pick a daypart other than Prime?

All Non-Linear data is assigned the daypart of Prime with a start time of 8pm. When selecting programs, you can either skip selection of a daypart, or you can pick Prime, but any other daypart selection will yield No Data Returned.

Programs*

Select Programs

Filters | Program Options | Advanced | Results

Originator Type:	Originators:	Standard Dayparts:	Summary Type Code:	Detailed Type Code:
BROADCAST	FX VOD	Early Fringe	ADVENTURE	AEROBATICS
CABLE	HBO ON DEMAND	Late Fringe	AUDIENCE PARTICIPATION	AMATEUR BASEBALL
NON-LINEAR	MUSIC CHOICE ON DEMAND	Prime Time	AWARD CEREMONIES	AMATEUR BASKETBALL
SYNDICATION	SHOWTIME ON DEMAND	Custom Dayparts:	CHILD - LIVE	AMATEUR FOOTBALL
		10 Spot	CHILD DAY - ANIMATION	ANIMATION - ADULT
		M-Su 8-11pm	CHILD EVENING	AWARDS CEREMONIES
		m-su7-11p	CHILD MULTI-WEEKLY	BIKING / CYCLING
			CHILDREN'S NEWS	BILLIARDS

Search

2.) Did you select Commercial Statistics?

If you select Commercial Statistics and accept the defaults to Include Only programs with commercial activity, this excludes Video on Demand content. If you are running a report with Linear and Non-Linear data, and you want the Commercial statistics for the linear data, you can select Commercial Statistics, just change the default to Include All Programs with commercial activity.

Statistics*

Select Statistics

Standard | Commercial | Advanced

Commercial Statistics

National Commercial Statistics

Include Only Programs with Commercial Activity

Include Only Direct Response Advertisements

Include All Public Service Announcements

Exclude National Promo Time

Qualifier: 1 Second(s)

NCCM Calculation:

Include Full Minutes

Duration Weight

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3.) Did you pick a report segment other than Program, Program Episode or Program Trackage?
If so, this could cause No Data to be Returned.

Select Report Segment
Report Segment
<input type="checkbox"/> Program Selection
<input type="checkbox"/> Originator
<input checked="" type="checkbox"/> Program
<input checked="" type="checkbox"/> Program Trackage
<input checked="" type="checkbox"/> Program Episode
<input type="checkbox"/> Telecast
<input type="checkbox"/> Minute

NOTE – If you subscribe to Marketbreaks as well as NPOWER, Video on Demand options will be available for your use in that service within National TV Toolbox.

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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