



# NIELSEN NPOWER

NATIONAL OUT-OF-HOME REPORTING SERVICE  
FEBRUARY 2020 UPDATE



# NIELSEN NPOWER: NATIONAL OUT-OF-HOME REPORTING SERVICE

The National Out-of-Home Reporting Service fuses the traditional National TV In-Home and Nielsen Portable People Meter (PPM) Out-of-Home TV viewing and provides the new total number in this opt-in service for Broadcast and Cable networks. This service includes program and commercial AA% ratings and projections. This enables National clients to analyze the incremental audience by comparing the new combined total in the OOH Reporting Service with the analogous number in the National sample. Data is available back to September 2016.

The opt-in subscription was available in NPOWER effective April 2020. Subscribing clients will see the additional lift Out-of-Home viewing provides for opt-in networks for Live through Live+7. This service provides clients an opportunity to evaluate and monetize the data.

The National Out-of-Home Reporting Service includes persons level viewing in locations such as restaurants, bars, hotels, airports, offices, gyms, and other people's homes. Note that measurement at the household level is not included in the out-of-home service and therefore household reporting will match the National sample.

## **Data Availability**

- Data is released each Wednesday by 10AM; three weeks after the week completes. See NPOWER data availability schedule for details.

## **Applicable to the following report types:**

1. Ratings Analysis Program Report
2. Trend Analysis Program Builder & Report (for MarketBreaks)



## HOW TO CREATE AN NPOWER OOH REPORT USING A RATING ANALYSIS PROGRAM REPORT

Simply select the Out of Home National or Out of Home Hispanic sample from the NPOWER Sample screen and proceed as a regular Rating Analysis Program Report.

### 1. Sample

Select either Out of Home National or Hispanic

Sample\*

Select Sample

- National
- NPX National
- NPM Only National
- Out of Home National
- Hispanic
- NPX Hispanic
- NPM Only Hispanic
- Out of Home Hispanic
- Cross-Platform Homes

### 2. Playback Period and Media Source

All Standard and Custom Playback options are available for Live through Live+7

Playback Period and Media Source\*

Select Playback Period and Media Source

Standard Playback Period	Custom Playback Period	Media Source	Contribution
Live	<input type="checkbox"/> Live+	<input checked="" type="checkbox"/> TV with Digital	<input checked="" type="checkbox"/> Linear with VOD
Live+SD	00 Minutes		
Live+1 Day (+27 Hours)	<input type="checkbox"/> Playback Only		
Live+2 Days (+51 Hours)	01 thru 01 Minutes		
Live+3 Days (+75 Hours)			
Live+4 Days (+99 Hours)			
Live+5 Days (+123 Hours)			
Live+6 Days (+147 Hours)			

\*Custom Playback Period selection will be restricted to 7 days, 168 hours or 10,080 minutes

### 3. Measurement Interval

Select measurement interval from impact data starting 8/29/16.

### 4. Program

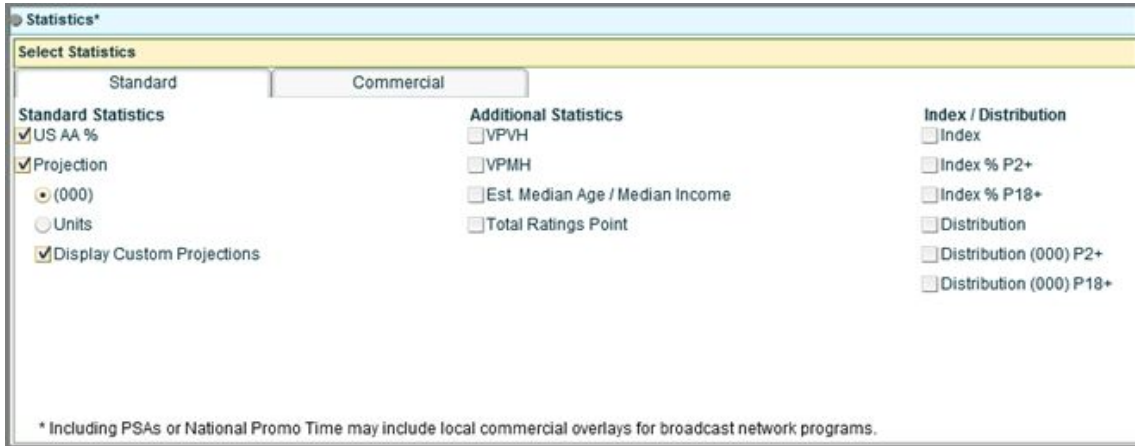
Select only Broadcast and/or Cable originators



**5. Statistics**

Select Program & Commercial AA% Ratings and/or Projections.

- a. Standard Tab - options available are listed below
- b. Commercial Tab



**6. Report Segment**

Select desired report segments.

**7. Respondent Demographics**

Select desired demos.

*Note : OOH age range is from 6-99. Ages 2-5 will match the National and Hispanic samples.*

**8. Market Breaks**

Select desired market breaks or Composite if you do not need market break details.

**9. Submit report**

**HOW TO DETERMINE INCREMENTAL LIFT FROM OUT OF HOME**

Use the [OOH vs National Comparison Macro](#) - click on the blue link to download Macro and follow the instructions on the 1st Tab. You will still need to do Step 1 and Step 2 below but the Macro will automatically do Steps 3 & 4.

**To Manually calculate lift**

1. Run separate report using National Sample
2. Run separate report using OOH National Sample using same specs as step 1
3. Subtract the numbers in the National Sample from the OOH National Sample report to get the Incremental lift from Out of Home.
4. To calculate OOH Lift%, use OOH difference divided by the National Sample AA

		<b>NPM AA</b>	<b>NPM + PPM</b>	<b>OOH difference</b>	<b>OOH Lift %</b>
<b>Program Name</b>	<b>Demo</b>	<b>(National Sample)</b>	<b>(OOH Sample)</b>	<b>(OOH AA - NPM AA)</b>	<b>(OOH Difference ÷ NPM AA)</b>
Program A	P6+	1.2 M	1.4 M	200,000	17%
Program B	P18-49	350,000	520,000	170,000	14%



## NOTES

1. PPM Out-of-Home panelist exposure is fused to National panelists for persons ages 6+
2. OOH is only included in the 44 DMAs that also contain PPM panels (65% of US)
3. PPM uses technology that picks up audio like the human ear. In areas with multiple programs airing at the same time, the dominant encoded program will be credited.
4. The OOH samples include national broadcast and cable networks that opt-in to the service
5. OOH National Households and P2-5 data will match National sample data
6. Beyond 7 Day TV Viewing are not available when using OOH samples
7. PPM is currently in these 44 markets across the US:

Atlanta	Milwaukee-Racine
Austin	Minneapolis-St. Paul
Baltimore	Nashville
Boston	New York/Middlesex-S-U/Nassau-Sfflk
Charlotte-Gastonia-Rock Hill	Norfolk-Virginia Beach-Nwprt News
Chicago	Orlando
Cincinnati	Philadelphia
Cleveland	Phoenix
Columbus, OH	Pittsburgh, PA
Dallas-Ft. Worth	Portland, OR
Denver-Boulder	Providence-Warwick-Pawtucket
Detroit	Raleigh-Durham
Greensboro-WS-High Point	Sacramento
Hartford-New Britain-Middletown	Salt Lake City
Houston-Galveston	San Antonio
Indianapolis	San Diego
Jacksonville	San Francisco/San Jose
Kansas City	Seattle-Tacoma
Las Vegas	St. Louis
Los Angeles/Riverside-San Bernardino	Tampa-St. Petersburg-Clearwater
Memphis	Washington, DC
Miami-Ft. Lauderdale-Hollywood	West Palm Beach-Boca Raton



## **ABOUT NIELSEN**

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Nielsen Total Audience measurement services for all devices on which content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit [www.nielsen.com](http://www.nielsen.com).