

NPOWER

LEARNING PATH

Click a blue link to register for a course.

Fundamentals

[NPOWER: RATINGS ANALYSIS](#) 1.5 hours - covering both Program and Time Period Ratings Analysis
OR

[NPOWER: PROGRAM RATINGS ANALYSIS](#) 1 hour - covering only the Program Ratings Analysis

[NPOWER: TIME PERIOD RATINGS ANALYSIS](#) 1 hour - covering only the Time Period Ratings Analysis

Intermediate

[NPOWER: REACH AND FREQUENCY 101](#) 1.5 hours

[NPOWER: ONE STEP REACH AND FREQUENCY](#) 30 minutes

[NPOWER: SEGMENTATION 101](#) 1 hour

[NPOWER: REACH AND FREQUENCY 201](#) 1 hour

[NPOWER: SEGMENTATION 201](#) 1 hour

Optional

[NPOWER: MRI FUSION DATA](#) 45 minutes - additional subscription required

[NPOWER: SVOD CONTENT RATINGS](#) 1 hour - additional subscription required

[NPOWER: STREAMING VIDEO RATINGS](#) 1 hour - additional subscription required

[NPOWER: IN-DEPTH SHARE OF VIEWING REPORTING](#) 1 hour

Below optional courses are available on-demand ([request training](#))

[NPOWER: POWERPLAY FUNDAMENTALS](#)

[NPOWER: SOURCE & DESTINATION](#)

[NPOWER: CROSS PLATFORM SERVICE – SINGLE SOURCE](#) additional subscription required

[NPOWER: CROSS PLATFORM SERVICE – TV/INTERNET](#) additional subscription required

[NPOWER: IN-DEPTH – 3-4-5 ONLY ONLY BOTH](#)

[NPOWER: IN-DEPTH – TRACKING YOUR AUDIENCE](#)

[NPOWER: IN-DEPTH – AUDIENCE COMPOSITION](#)

[NPOWER: IN-DEPTH – REALLOCATION](#)

[NPOWER: IN-DEPTH – SIMULTANEOUS USAGE](#) additional subscription required

[NPOWER: IN-DEPTH – TIME SPENT WITH TV AND INTERNET](#) additional subscription required

[NPOWER: IN-DEPTH – RESPONSE EFFECT](#) additional subscription required

For access to all Nielsen NPOWER learning materials, visit the [NPOWER page](#) of the Client Learning Site.