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What Channels Are Available From Nielsen/IRI? This is one of our most frequently asked questions! It sounds like a simple one but, as with most things involving syndicated data, the answer is not so simple. In this post, I'll provide an overview of which types of retailers are available from the syndicated data vendors.

How To Get Started with Nielsen/IRI - CPG Data Tip Sheet

NPOWER ® is a web-based research analysis tool accessible through the National TV Toolbox on Nielsen Answers that offers limitless opportunities for detailed analysis of television audience information. Researchers gain full flexibility in analyzing minute by minute, respondent-level data with unparalleled ability to focus on standard and custom audience demographics.

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