



Local Nielsen TV Dashboard

Questions & Answers:

- General
- Methodology
- Navigation
- How-To-Read








QUESTIONS: GENERAL

- **What is the start and end dates for the 3-year contract?** May of 2024 through March of 2027.
- **How quickly will I see the data post the end of the survey period?** 6 to 8 weeks after the end of the survey period.
- **Can I see data for statewide markets prior to July 2024?** At this point no. But the goal is to add back data for statewide in there soon.
- **Can monthly data be added to the dashboard?** Not all markets have monthly data, but ALL markets have weekly data. To keep the Dashboard data consistent across all markets, we are using weekly data.
- **What is the criteria for statewide groupings?** Your station must be a technical statewide for you to be considered a statewide.
- **Can my team work in the dashboard at the same time?** Your team can work on the dashboard at the same time, using the same Gmail address.

QUESTIONS: METHODOLOGY

- **How are Reach & Frequency numbers are generated?** Reach is the number of different households reached divided by the total household through the total universe. [Diagram on next slide.](#)
- **Does it include subchannels?** Unfortunately, it does NOT include subchannels.
- **What is the minimum threshold for reportability?** The minimum is 2.5% quarter hour viewership.
- **Does this include solely OTA data or inclusive to any OTT and/or livestreaming?**
 - Dashboard data includes cable homes, satellite homes, over the air or antenna homes, and then there are BBO homes (watching TV through the internet).
 - If your station watermarks, then the Dashboard data also includes YouTube and Hulu.

Reach/Cume

Tuned to WCCC							
Day 1	X				X		X
Day 2	X				X		
Day 3	X						
Day 4		X	X	X			
Day 5	X		X	X			
Day 6	X	X					
Day 7		X		X	X		X

- Total number of HH: 10
- Number of Households tuned to station WCCC: 6
- Number of exposures: 18

Reach: $\frac{\text{Number of Different HHs Reached}}{\text{Total HHs}} = \frac{6}{10} = 60\%$

Average Frequency: $\frac{\text{Number of Exposures}}{\text{Total HHs Tuned to XYZ}} = \frac{18}{6} = 3$

QUESTIONS: METHODOLOGY

- **Do we need a local encoder for our channel?**
 - If your station does NOT have an encoder, your station is still getting data, it just means that you *might* be missing in certain panel homes.
 - If your station DOES have an encoder, it means that Nielsen is picking up data, including YouTube and Hulu.
- **What's the difference between this data from Nielsen and the DOMO data?**
 - The Dashboard data is based off linear TV data.
 - Domo is going to be based off your passports and other digital feeds.

QUESTIONS: NAVIGATION

- **Can templates be saved?** No.
- **Can I choose markets from different geography groups in one report?** Yes, but not across DMAs. For example, you can't go from Albany, GA and look at Zanesville on the same report.
- **When working with statewide geographies, can I filter my results to only one market by clicking on the DMA in the map?** Yes. Click on the DMA and it will give you the data for that market.
- **Why am I seeing markets in my download that I did not choose?** You can select your pages and choose that option.
- **Why does the data in the pivot table have decimals when downloaded?** When importing into EXCEL, the format value is determined on the EXCEL setting.
- **What are some best practices for choosing criteria for data visualization?** Depends who your target is and your personal preferences.

QUESTIONS: HOW-TO-READ

- **Are impressions gross or net?** Net. They are *average* weekly reach impressions.
- **Will reach match my numbers in other Nielsen local tools, eViP, NLTV?** The weekly numbers should match in NLTV. They can be slightly different in eViP.
- **When multiple months are chosen, is this the cume reach across those months?** The number will be an average of the months selected. For example, if you selected six months, it's going to give you the average across those six months.
- **Are all race options, including Hispanic, mutually exclusive?** Hispanic is an ethnicity, not a race. Someone who indicated they are of Hispanic origin, would also select a race as they can be white, black or Asian.

Local Nielsen TV Dashboard for PBS



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