Nielsen Local TV Dashboard

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Local Nielsen TV Dashboard: Training

1 **Introduction**

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3 **Exercises**

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PBS

Local Nielsen TV Dashboard Introduction

ABOUT NIELSEN LOCAL DASHBOARD

- Fully funded by CPB

- Available to all PBS stations

- Three-year agreement with Nielsen running through March 2027

- Back data beginning January 2023

- Weekly reach updated monthly approximately 4-6 weeks post the end of the survey period

Local Nielsen TV Dashboard for PBS

What data is available in the Local Nielsen TV Dashboard for PBS?

All stations will have access to the ***Average Weekly Reach & Frequency*** data, by month, in all PBS DMA's. Here's a brief description of the data that is now available to all PBS stations.

REACH (AKA – CUME)

Measures the unique (unduplicated) number of households or persons exposed to a particular schedule or daypart.

FREQUENCY

Indicates the average number of times a household or person was exposed to a particular schedule or daypart.

GROSS RATING POINT (GRP)

The sum of the individual unit Reach % for each quarter-hour in the schedule. Users will have access to **GRP (Imps)** in dashboard. These are the GRP% expressed as an impression.

Local Nielsen TV Dashboard for PBS

What is in the Local Nielsen TV Dashboard for PBS?

Average Weekly Reach and Frequency

6 Demographics: TV Households
P2+
P2-11
P18+
P35-64
P65+

Race: White
Black
Asian
American Indian*

Ethnicity: Hispanic
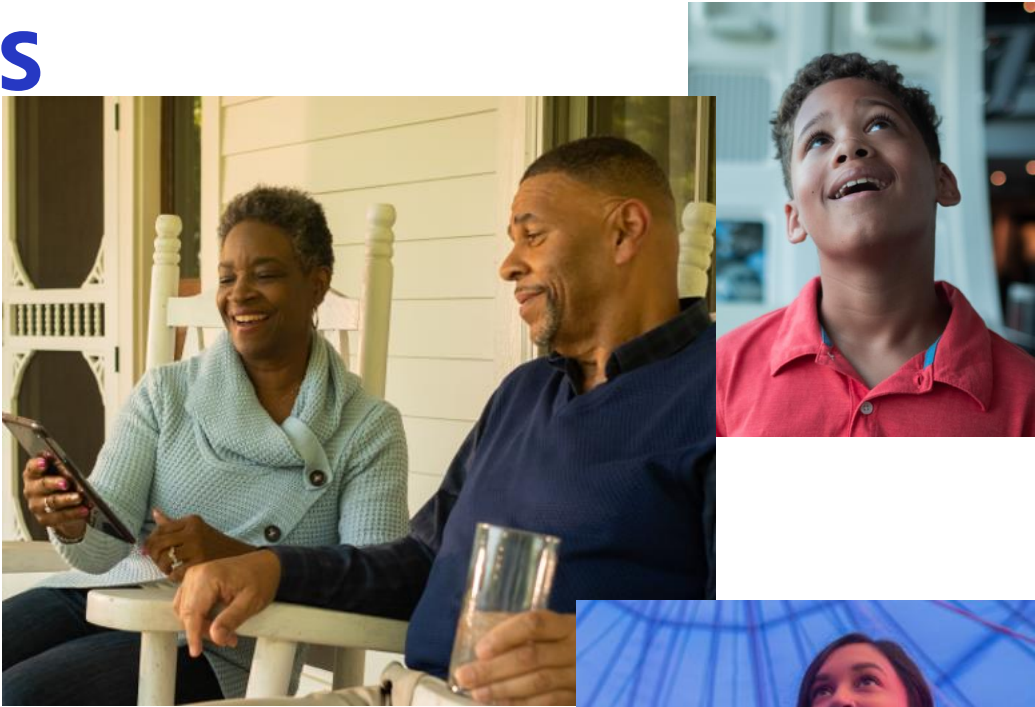
4 Dayparts: M-F 6A-2P
Full Day: M-SU 3A-3A
M-SU PRIME
SA-SU 6A-8P

Income: Less than $25K
$25K+
$50K+
$75K+
$100K+
$200K+

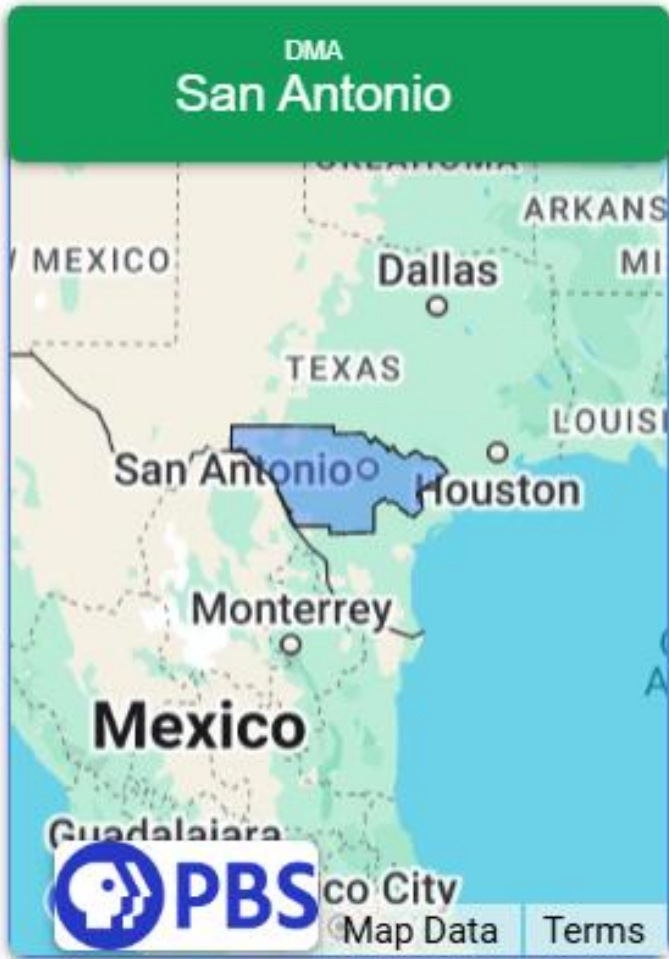## 264+ Nielsen data points loaded each month

*American Indian is not available in RPD+ markets.

Navigation & How-to-Read
Dashboard Charts

Local Nielsen TV Dashboard for PBS

Now, let's look at each component of your Local Nielsen TV Dashboard for PBS.


MAP & REPORT SELECTIONS

●The map highlights any DMA boundary.

●Users can hover over DMA map, and this will provide you the Universe (SOW) for any selected demographic.

●The selection tabs provide an overview of each selection made in your report filters.
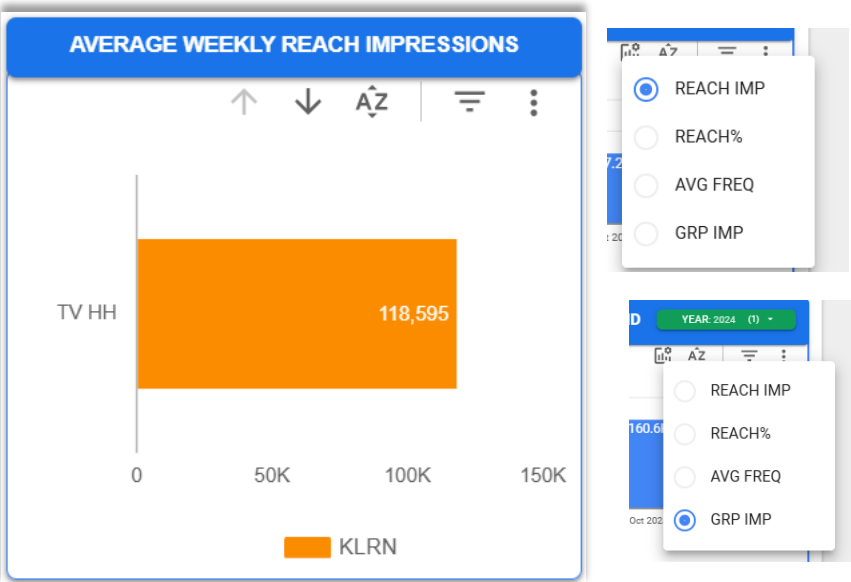
Local Nielsen TV Dashboard for PBS

Average Weekly Reach Trend by Month

Daypart: Full Day
Station: KLRN
Months: Jan-Dec 2024
Demos: P2+
Source: TVHH

New **Average Weekly Reach Monthly Trend** will display based on selected Month and Year filters

- Gives users the flexibility to create Trending data for any selected **characteristic.**

- Users can now create Year-to-Date, Quarterly, and Year-Over-Year trends by month

- 12 months is the max that can be visualized in the chart

- Defaults to reach impressions but can be changed to any metric available using Optional Metrics drop down

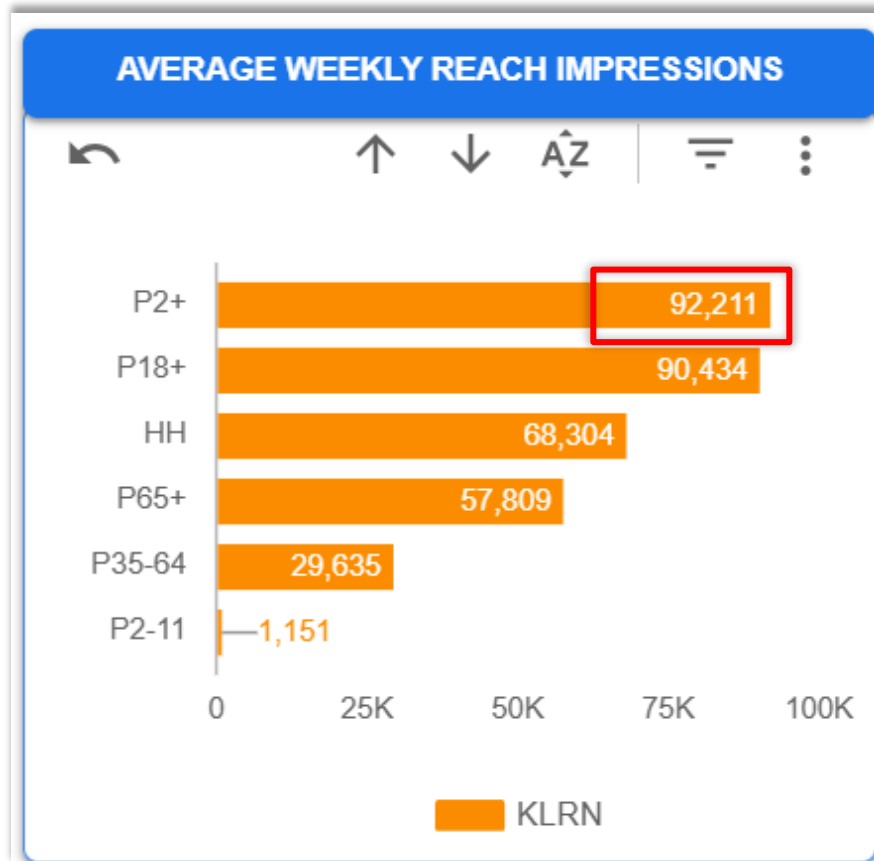- Only available chart that GRP Impressions can be visualized
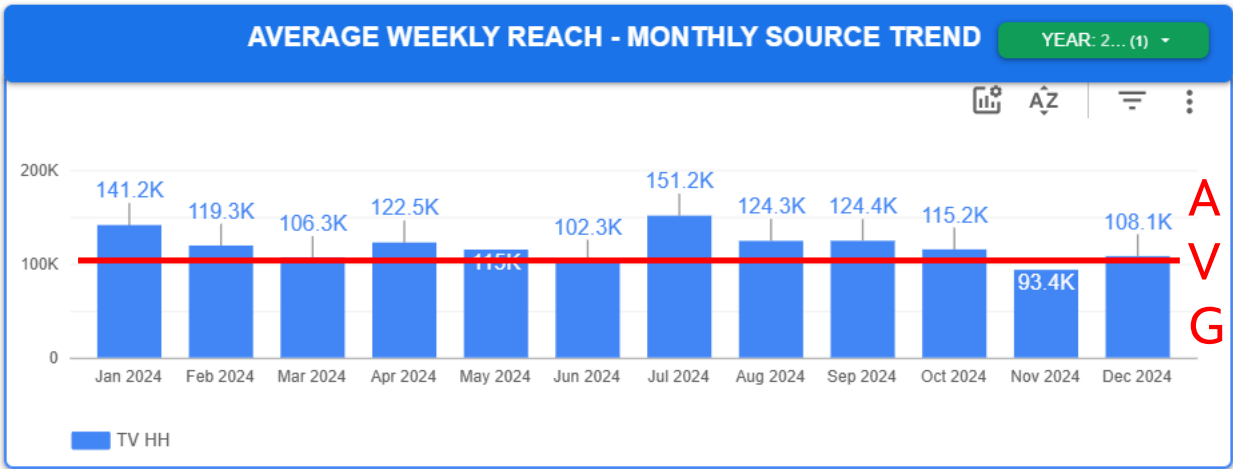
Local Nielsen TV Dashboard for PBS

Average Weekly Reach Impressions

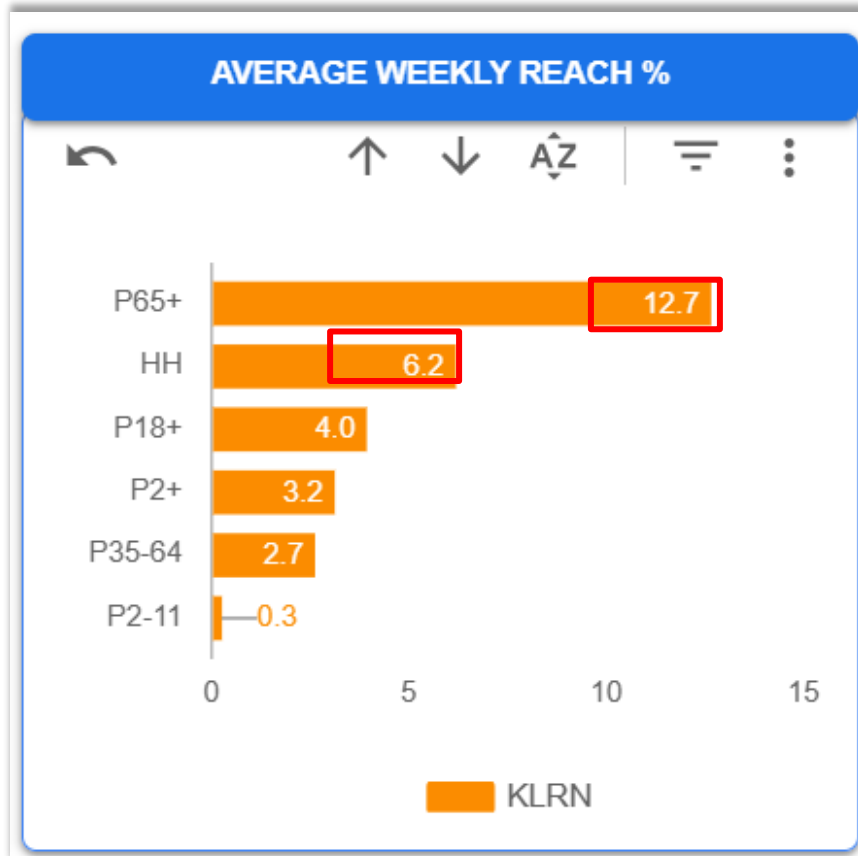**AVERAGE WEEKLY REACH IMPRESSIONS**

The **Average Daypart Weekly Reach Impressions** charts will provide you with the unduplicated number of Households or Persons that watched based off your selected criteria

> **How to Read –** Station **KLRN** reached **92,211 P2+** in an Average Week for **Total Day Viewers (M-Su/3a-3a)** March 2025

Daypart: Full Day
Station: KLRN
Months: March 2025
Demos: All Demos
Source: TVHH

Local Nielsen TV Dashboard for PBS

AVERAGE WEEKLY REACH PERCENTAGE

The **Average Weekly Reach** Percentage charts will provide you with the unduplicated percent of Households or Persons that watched based off your selected criteria
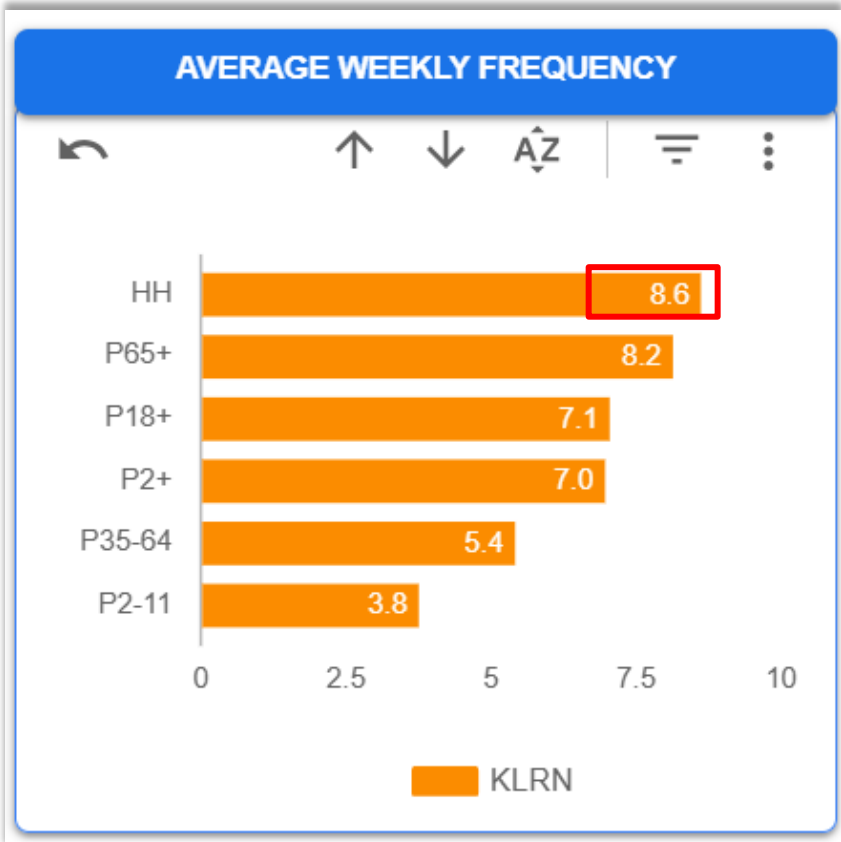
How to Read – Station **KLRN** reached **12.7% of all P65+** in an Average Week for **Total Day Viewers (M-Su/3a-3a)** Feb 2025.

Station **KLRN** reached **6.2% of all HHs** in an Average Week for **Total Day Viewing HHs (M-Su/3a-3a)** March 2025.

Daypart: Full Day
Station: KLRN
Months: March 2025
Demos: All Demos
Source: TVHH

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Local Nielsen TV Dashboard for PBS

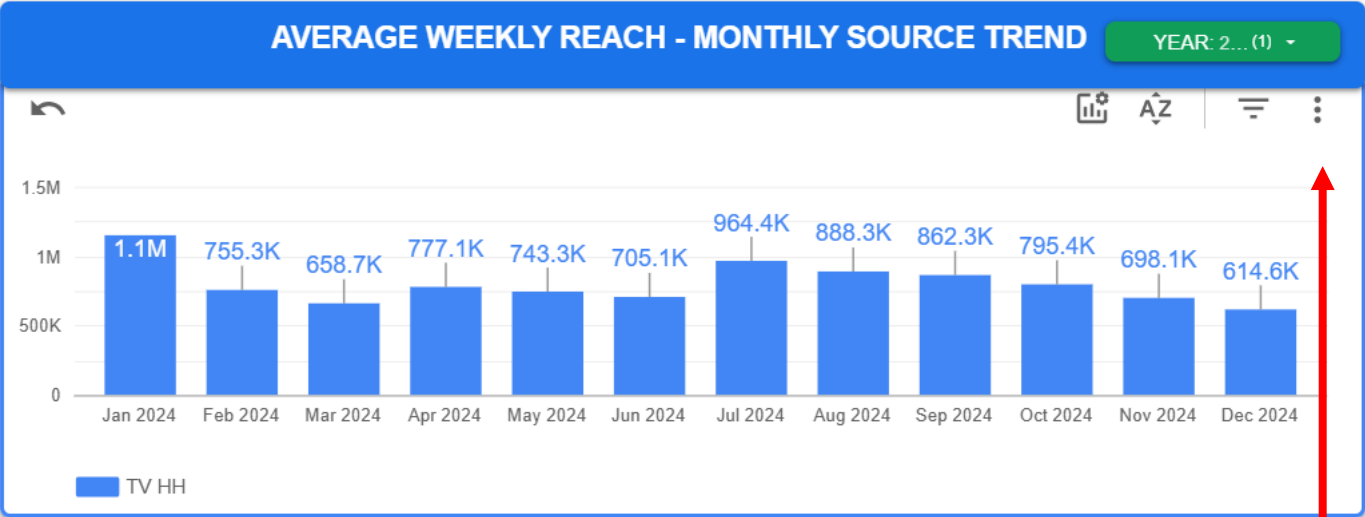## Share of Average Weekly Frequency

AVERAGE WEEKLY FREQUENCY

The **Average Daypart Weekly Frequency** indicates the average number of times a household or person was exposed to a particular schedule or daypart.

How to Read – Station **KLRN** had a **8.2 P65+** Frequency in an Average Week **Total Day Viewers (M-Su/3a-3a)** March 2025.

Daypart: Full Day
Station: KLRN
Months: March 2025
Demos: All Demos
Source: TVHH

Local Nielsen TV Dashboard for PBS

Average Weekly Frequency GRP Impressions

AVERAGE WEEKLY REACH - MONTHLY SOURCE TREND YEAR: 2... (1) ▾

Jan 2024: 1.1M
Feb 2024: 755.3K
Mar 2024: 658.7K
Apr 2024: 777.1K
May 2024: 743.3K
Jun 2024: 705.1K
Jul 2024: 964.4K
Aug 2024: 888.3K
Sep 2024: 862.3K
Oct 2024: 795.4K
Nov 2024: 698.1K
Dec 2024: 614.6K

TV HH

Gross Rating Point (GRP) is the sum of the individual unit Reach % for each quarter-hour in the schedule.
GRP (Impressions) is GRP% expressed as an impression and is a new metric available in the dashboard.
It can be visualized in the source trend chart by selecting in the Optional Metrics dropdown.

How to Read – Station **KLRN** had **964.4K GRP Gross Impressions** in an Average Week for **P2+ TVHH Total Day Viewers (M-Su/3a-3a)** July 2024
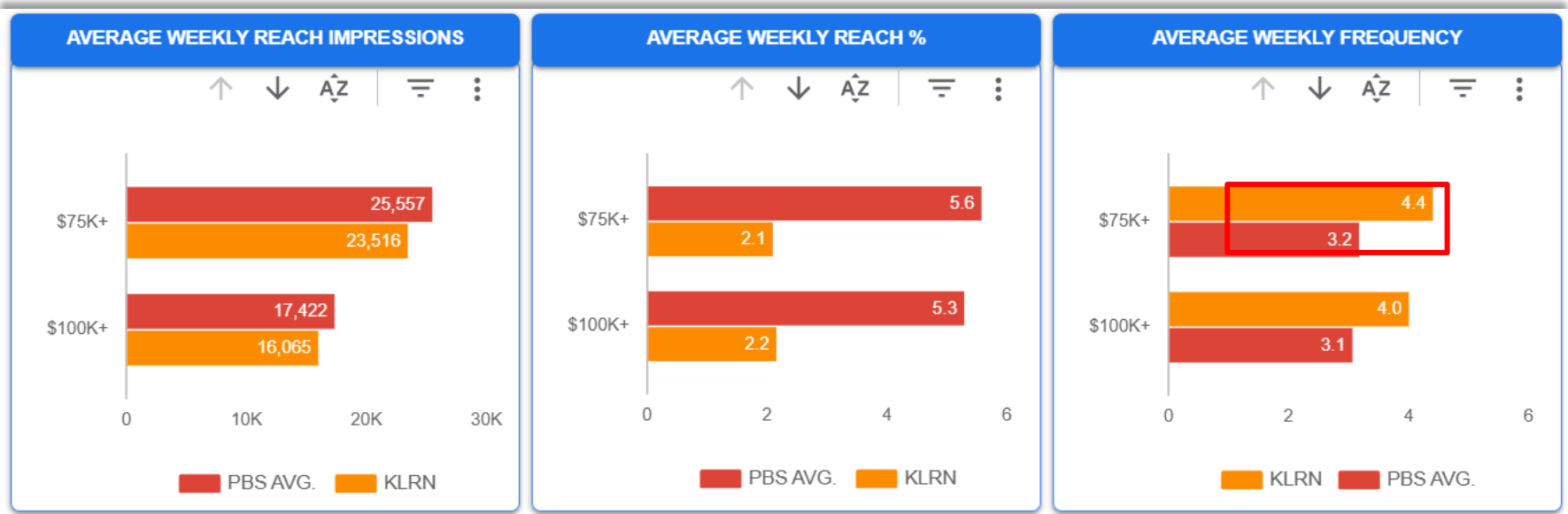
Daypart: Full Day
Station: KLRN
Months: Jan-Dec 2024
Demos: P2+
Source: TVHH

All Items visualized can be downloaded from any chart window.

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Local Nielsen TV Dashboard for PBS

PBS Average – Average Weekly Reach of all PBS stations

Daypart: Prime
Station: KLRN
Months: March 2025
Demos: 18+
Source: Upper Income Levels

How to Read – Station **KLRN** were reached an average **4.4** times in March of all **P18+ $75+ Prime Viewers (**in March 2025 compared to the **Avg PBS station** adult viewer at **3.2 t**imes.

Interactive Pivot Table Download

Download all report data points in seconds

Resources

![Our Neighborhood]

Local Nielsen TV Dashboard Learn & Share

Join the discussion and stay updated on the Local Nielsen TV Dashboard by joining our community.

You can register for upcoming trainings, ask a question, request training, get new data release updates and access a growing library of resources including guides to download and recordings.

Local Nielsen TV Dashboard Learn & Share Link

If you don't already have a login for Our Neighborhood, you can request an account here. Once you get your account, you'll go to the All Communities page and click Join to access Local Nielsen TV Dashboard Learn & Share.

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Latest Discussion Posts Add

New Guide & Recording added to the library
By: Lily James , 19 days ago

We are building out new resources based on your requests and feedback. Two new iter with detailed descriptions have just been added to the library: Local Nielsen TV Dashboard vs. Nielsen eViP guide Working with Geographies recording ...

November Data! New Training Events and Guides just ...
By: Lily James , 21 days ago

en loaded! Check out the Working with New to download all of November's data points orget to register for our upcoming webinar ...

Upcoming Events List

Add Event ▾

BIG Presents: Nielsen Local TV Dashboard 101 – Report Basics

Feb 26, 02:00 PM - 03:00 PM (ET)

Latest Shared Files Add

Local Nielsen Dashboard vs. Nielsen eViP Guide
By: Lily James 19 days ago

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Nielsen Local TV Dashboard

Working with Geographies

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HUB

Webinars, FAQs & Guides

Find past Nielsen training webinars and helpful documentation on the Local Nielsen TV Dashboard learning hub.

HUB   Link

Contact for station level custom training for and any Local Dashboard questions you may have:

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Data Strategy and Operations
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Webinars

Webinars & Recordings , **Business Intelligence Webinars** , **Business Intelligence** , **Nielsen**

BIG Presents: Local Nielsen TV Dashboard Methodology & Interpretation

BIG and our local Nielsen representatives, Jessica Stewart and Juan Maldonado, will explain how Nielsen gathers the television data and review reach and frequency reports in the Local Nielsen TV Dashboard.

Webinars & Recordings , **Business Intelligence Webinars** , **Business Intelligence** , **Nielsen**

BIG Presents: Local Nielsen TV Dashboard + Domo

Learn which data points to pull from the Local Nielsen TV Dashboard and which from DOMO to create a reach story. We'll also explain which Dashboard sets of data can be used alongside DOMO data.

Webinars & Recordings , **Business Intelligence Webinars** , **Business Intelligence** , **Nielsen**

BIG Presents: Local Nielsen TV Dashboard and Ways Stations Utilize the Data

Learn from sister stations as to how they have been using the Dashboard to highlight their audience to both internal and external stakeholders.

LOCAL NIELSEN TV DASHBOARD FOR PBS

User Guide
Navigation & How to Read

Dashboard User Guide

This guide provides key features and data available to users who have signed their Nielsen license agreement.

Download User Guide

Local Nielsen TV Dashboard for PBS

FAQs

Frequently Asked Questions

FAQs for the Local Nielsen TV Dashboards for PBS

Download PDF

Exercises/Homework

Practice Exercise #1 – Daypart Performance

Create a Reach & Frequency for all dayparts

DMA - **Select your DMA**

DEMO – **Select 1 demo (P2+ would give you all persons level viewers, HH all households)**

SOURCE - **Select 1 source of choice. If you are wanting all viewers, choose TVHH.**

DAYPART **– All dayparts**

STATION – **Choose your station**
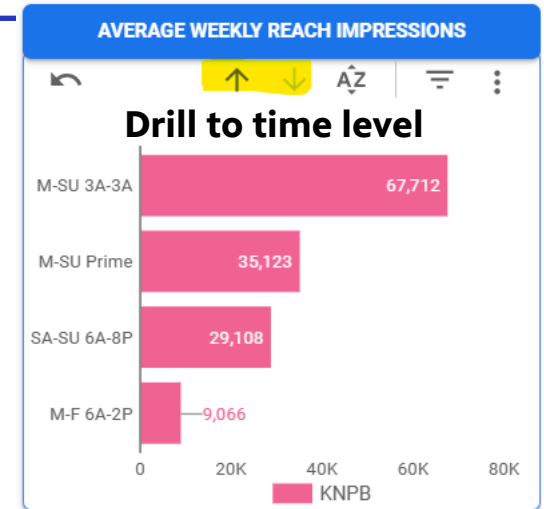
MONTH - **Select measurement period or range**

AVERAGE WEEKLY REACH IMPRESSIONS

Drill to time level

Daypart	Value
M-SU 3A-3A	67,712
M-SU Prime	35,123
SA-SU 6A-8P	29,108
M-F 6A-2P	9,066

KNPB

If choosing multiple months, it will be the sum of all selected months' avg weekly reach / number of months giving you the average weekly reach across the months.
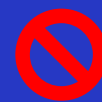
The trend chart does not break out by daypart, only by source and month. When multiple dayparts are selected, it sums all dayparts/number of dayparts in the trend.

Practice Exercise #2 – Audience Composition: Demos

Create a Reach & Frequency report for all demos

DMA - Select your DMA

DEMO - Select all demos

SOURCE - Select 1 source of choice. If you are wanting all viewers, choose TVHH.

DAYPART - Select 1 daypart

STATION – Choose your station

MONTH - Select measurement period or range

AVERAGE WEEKLY REACH IMPRESSIONS

Drill to demo level

Demo	Value
P2+	71,809
P18+	70,008
HH	48,665
P65+	41,407
P35-64	24,411
P2-11	1,672

KNPB
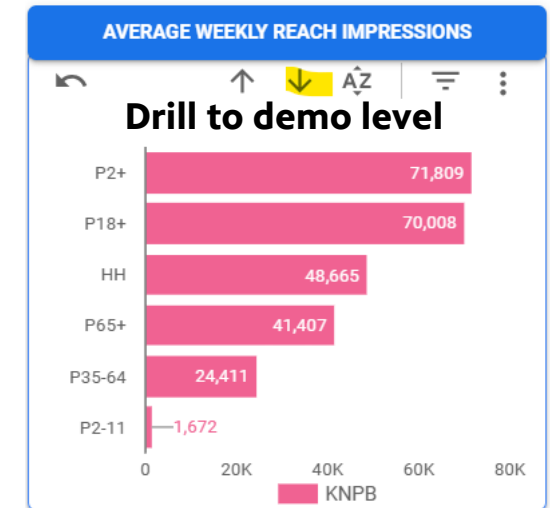
If choosing multiple months, it will be the sum of all selected months' avg weekly reach / number of months giving you the average weekly reach across the months
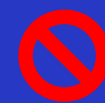
The trend chart does not break out by demos, only by source and month. When multiple demos are selected, it sums all demos/number of demos in the trend

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Practice Exercise #3 – Audience Composition: Sources

Create a Reach & Frequency report for select sources

DMA - Select your DMA

DEMO - Select one demo

SOURCE - Select sources of choice.

DAYPART - Select 1 daypart

STATION – Choose your station

MONTH - Select measurement months or year

Hispanic source is ethnicity. Hispanics will also select their race.

AVERAGE WEEKLY REACH IMPRESSIONS

Drill to characteristic level

$75K+   16,404

$100K+   5,658

0   5K   10K   15K   20K

KNPB

AVERAGE WEEKLY REACH - MONTHLY SOURCE TREND   YEAR

20K

10K

13.7K

4.9K

19.1K

6.4K

0

Nov 2023   Nov 2024

$75K+ $100K+
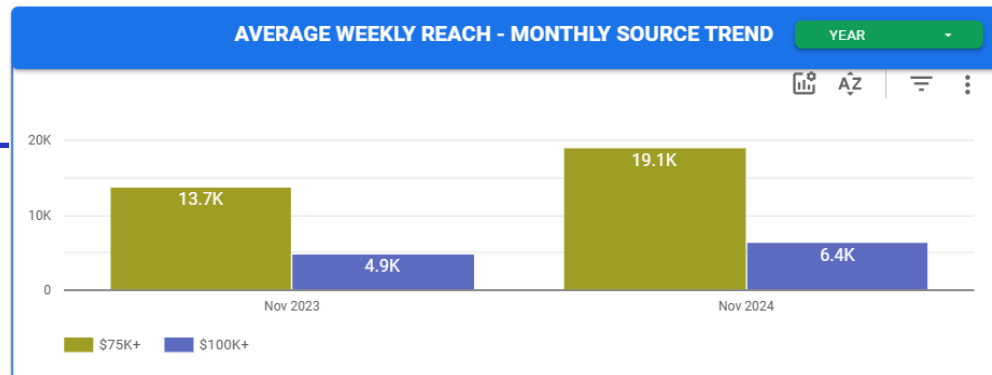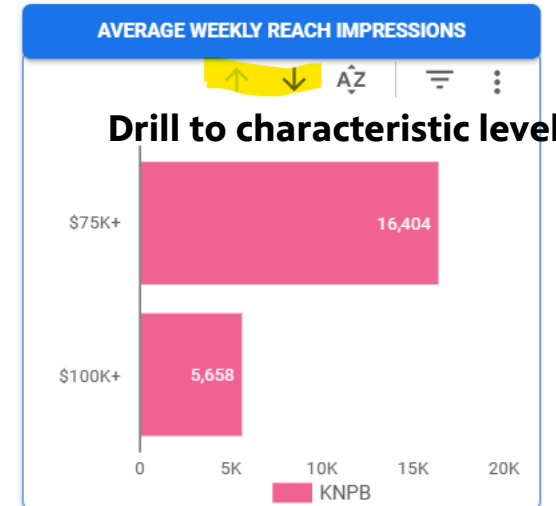
If multiple months are selected, both sources and months will be broken out in the trend chart. The other three charts will be an average across the months.

Practice Exercise #4– Trend

Create a monthly trend for year

DMA - Select your DMA

DEMO - Select all one demographic.

SOURCE - Select sources

DAYPART - Select one daypart

STATION - Choose your station

MONTH - <mark>Select all by year in trend window or select 12 months from month drop down</mark>
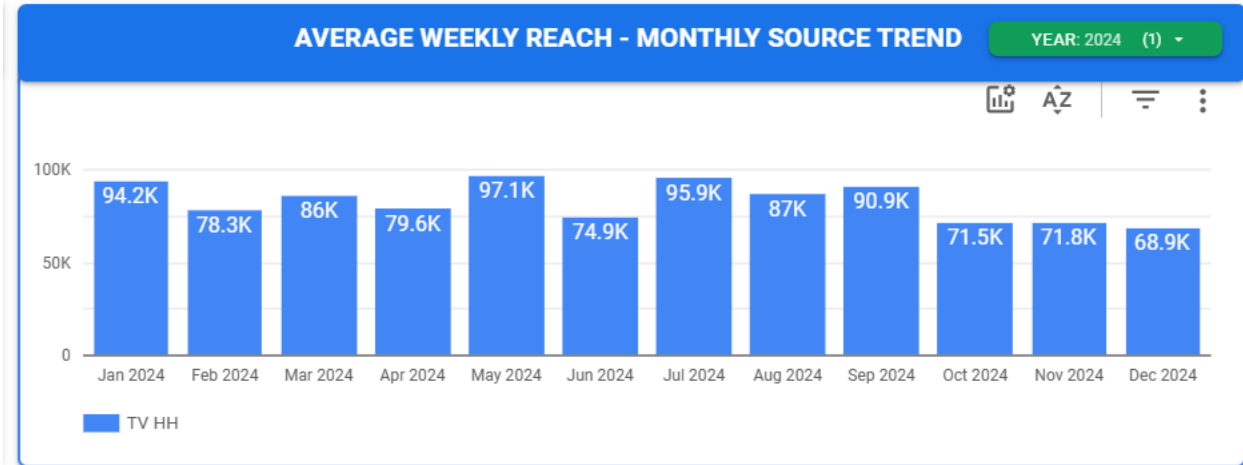
`YEAR: 2024  (1) ▾`   `MONTH  ▾`

AVERAGE WEEKLY REACH - MONTHLY SOURCE TREND `YEAR: 2024  (1) ▾`

Month	Value
Jan 2024	94.2K
Feb 2024	78.3K
Mar 2024	86K
Apr 2024	79.6K
May 2024	97.1K
Jun 2024	74.9K
Jul 2024	95.9K
Aug 2024	87K
Sep 2024	90.9K
Oct 2024	71.5K
Nov 2024	71.8K
Dec 2024	68.9K

■ TV HH

- 12 months max can be visualized in the trend chart
- Breakouts for sources only (no demos, stations or dayparts)
- Select from any of the 4 available metrics using the

REACH IMP

REACH%

AVG FREQ

● GRP IMP

Practice Exercise #5 – Interactive Pivot Table

All data points in a report can be quickly downloaded using the interative pivot table.
New data can be download with only a few clicks each month.

DMA - Select your DMA

DEMO - Select all demos

SOURCE - Select all sources

DAYPART - Select all dayparts

STATION - Choose station/station

MONTH – Current month from drop down

MONTH ▾

Go to the Interactive Pivot Table and click ellipses

STATION / DEMOGRAPHIC / REACH IMP / REACH% / AVG FREQ / GRP IMP

						KNPB
						P2+
DAYPART	CHARACTERI...	MONTH	REACH IMP	REACH%	AVG FREQ	GRP IMP
SA-SU 6A-8P	$100K+	Nov 2024	5,310	2.32	4.47	23,727
	$200K+	Nov 2024	157	0.45	4.72	743
	$25K+	Nov 2024	31,946	4.25	5.17	165,093
	$50K+	Nov 2024	27,513	3.93	5.18	142,574
	$75K+	Nov 2024	19,537	3.64	5.19	101,456
	Asian	Nov 2024	254	1.5	4.94	1,255
	Black	Nov 2024	107	5.95	4.37	470
	Hispanic	Nov 2024	2,769	1.66	3.55	9,835
	Less than $25K	Nov 2024	431	3.11	6.2	2,671

Export Data

Name*
LOCAL NIELSEN TV DASHBOARD - PBS_Portland-Au

Export As

◯ CSV

Choose format and click Export

⦿ CSV (Excel)

◯ Google Sheets

Options

☐ Keep value formatting

Cancel   **Export**

Thank You