

NPOWER

**VIDEO ON DEMAND
REPORT GUIDE**
SUMMER 2013

nielsen
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AN UNCOMMON SENSE
OF THE CONSUMER™

VIDEO ON DEMAND

Today's TV landscape allows networks to distribute their program content on multiple platforms, including traditional TV, on-demand and digital platforms. The terminology we use to differentiate between traditional TV and non-traditional, on-demand viewing sources is linear versus non-linear.

With the proper subscriptions and encoding, NPOWER can now help you take a look at how non-linear programming potentially impacts linear viewing and vice versa.

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REPORT GUIDE: VIDEO ON DEMAND

HOW DO I REPORT A COMBINED TOTAL RATING POINT FOR VIDEO ON DEMAND AND LINEAR?

This Total Rating Point is a sum of all Average Audience (AA) ratings and similar in concept to a Gross Rating Point which is based on unduplicated reach metrics. All reports processed post May 2013 will receive the new calculation regardless of the measurement interval selected, including historical back data. For clients looking to replicate the previously reported AA, they should add the Total Rating Point and reference those values.

For a better understanding of the difference between a Total Rating Point and a Gross Rating Point, click the link to see the comparison grid in the [Video on Demand Frequently Asked Questions \(FAQ\)](#).

Note: Total Rating Points are only available in the Program, Episode, and Trackage level, any other options will result in the Total Rating Point column being omitted from the report.

HOW TO CREATE

In Program based reports, under the Originator Type, select NON-LINEAR.

Specification Definition (Ratings Analysis Program Report)

Programs*

Select Programs

Filters	Program Options	Advanced	Results
Originator Type: BROADCAST CABLE NON-LINEAR SYNDICATION	Originators: NETWORK VOD	Standard Dayparts: Early Fringe Late Fringe Prime Time Custom Dayparts:	Summary Type Code: ADVENTURE AUDIENCE PARTICIPATION AWARD CEREMONIES CHILD - LIVE CHILD DAY - ANIMATION CHILD EVENING CHILD MULTI-WEEKLY CHILDREN'S NEWS Detailed Type Code: AEROBATICS AMATEUR BASEBALL AMATEUR BASKETBALL AMATEUR FOOTBALL ANIMATION - ADULT AWARDS CEREMONIES BIKING / CYCLING BILLIARDS

Search

Select the desired Non-Linear and/or Linear programming.

Specification Definition (Ratings Analysis Program Report)

Programs*

Select Programs

Filters	Program Options	Advanced	Results
Originators FX FX VOD	Program Name ARCHER ARCHER	Episode FUGUE AND RIFFS FUGUE AND RIFFS	

Search returned: 2 Records

Groups for Programs

Current Selections:

- LINEAR PROGRAM - EPISODE 101
- VOD PROGRAM - EPISODE 101

REPORT GUIDE: VIDEO ON DEMAND

Include the Total Rating Point Statistic

Specification Definition (Ratings Analysis Program Report)

Statistics'

Select Statistics

Standard	Commercial	Advanced
Standard Statistics <input checked="" type="checkbox"/> US AA % <input type="checkbox"/> US GAA % <input type="checkbox"/> Allow Non Ordered GAA Telecasts <input type="checkbox"/> CVG AA % <input type="checkbox"/> CVG GAA % <input checked="" type="checkbox"/> Projection <input checked="" type="radio"/> (000) <input type="radio"/> Units <input checked="" type="checkbox"/> Display Custom Projections	Additional Statistics <input type="checkbox"/> US HUT/PUT and Share % <input type="checkbox"/> CVG HUT/PUT and Share % <input type="checkbox"/> VPVH <input type="checkbox"/> VPMH <input type="checkbox"/> Est. Median Age / Median Income <input type="checkbox"/> TA Minutes <input type="text" value="6"/> <input type="checkbox"/> Apply Minimums <input type="checkbox"/> Exclude Sample Information <input checked="" type="checkbox"/> Total Ratings Point	Index / Distribution <input type="checkbox"/> Index <input type="checkbox"/> Index % P2+ <input type="checkbox"/> Index % P18+ <input type="checkbox"/> Distribution <input type="checkbox"/> Distribution (000) P2+ <input type="checkbox"/> Distribution (000) P18+ <input type="checkbox"/> CVG Index % <input type="checkbox"/> CVG Index % P2+ <input type="checkbox"/> CVG Index % P18+

Select Program under the Report Segment screen

Specification Definition (Ratings Analysis Program Report)

Report Segment'

Select Report Segment

Report Segment	Type Codes	Additional Options
<input type="checkbox"/> Program Selection	<input type="checkbox"/> Summary Type Code	<input type="checkbox"/> Normal Duration
<input type="checkbox"/> Originator	<input type="checkbox"/> Detailed Type Code	<input type="checkbox"/> Day Of Week
<input checked="" type="checkbox"/> Program		<input type="checkbox"/> Standard Daypart
<input type="checkbox"/> Program Trackage		<input type="checkbox"/> Break on Premiere
<input type="checkbox"/> Program Episode		
<input type="checkbox"/> Telecast		
<input type="checkbox"/> Minute		
<input type="checkbox"/> Syndicated AT Segments		

Average by the following: Program

REPORT OUTPUT

The MC TRP US AA% represents the Total Rating Point. Excel can be used to create a combined Total Rating Point by simply adding all Total Rating Points together.

Demographic	Originator	Program Name	MC US AA %	MC TRP US AA %
Persons 25-54	NETWORK	LINEAR PROGRAM - EPISODE 1	0.27	0.81
Persons 25-54	NETWORK VOD	VOD PROGRAM - EPISODE 1	0.01	0.01

HOW TO READ

Average Audience – 0.27% of Persons 25-54 would see a spot that aired on this Episode in Linear.
 0.01% of Persons 25-54 would see a spot that aired in Video on Demand.

Total Rating Point – The Total Rating Point for the episode that aired in Linear was a 0.81%.
 The Total Rating Point for the episode that aired on Video on Demand was a 0.01%.
 The combined Total Rating Point for this episode across both Linear and Non-Linear is a 0.82%.

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HOW DO I REPORT COMBINED AVERAGE AUDIENCE METRICS FOR VIDEO ON DEMAND AND LINEAR?

With the methodology update in May 2013, the Average Audience metrics for Video on Demand content and Linear content are now able to be combined to create a combined Average Audience rating.

To create a combined Average Audience metric, you must combine at the Program Selection level; since Total Rating Point is only available at the program, episode, and Trackage levels, the Total Rating Point column will not be included on the completed report.

Note: When selecting the report Segment, include Program or Episode to create a second tab that breaks this data out by Program or Episode. Since this tab is broken out by Program or Episode, the Total Rating Point metric can be included on a second tab on your completed report. To create a combined Total Rating Point, use Excel tools to sum the desired Total Rating Points.

HOW TO CREATE

In Program based reports, under the **Originator Type**, select **NON-LINEAR** as well as the desired Linear Originator Type, but do not filter to the Originator Level.

Specification Definition (Ratings Analysis Program Report)

Programs*

Select Programs

Filters	Program Options	Advanced	Results
Originator Type: BROADCAST CABLE NON-LINEAR SYNDICATION UNWIRED NETWORK	Originators: A&E NETWORK ABC FAMILY ADULT SWIM AMC ANIMAL PLANET BBC-AMERICA BIOGRAPHY CHANNEL BLACK ENTERTAINMENT TV	Standard Dayparts: Early Fringe Late Fringe Prime Time Custom Dayparts:	Summary Type Code: ADVENTURE AUDIENCE PARTICIPATION AWARD CEREMONIES CHILD - LIVE CHILD DAY - ANIMATION CHILD EVENING CHILD MULTI-WEEKLY CHILDREN'S NEWS Detailed Type Code: AEROBATICS AMATEUR BASEBALL AMATEUR BASKETBALL AMATEUR FOOTBALL ANIMATION - ADULT AWARDS CEREMONIES BIKING / CYCLING BILLIARDS

Search

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Use the Wild Card Search in the **Advanced** tab to search for the Program, Episode, or common keywords.

Specification Definition (Ratings Analysis Program Report)

Programs*

Select Programs

Filters | Program Options | **Advanced** | Results

Program Indicators:

Acquired
Original
Various

Telecast Feed Pattern:

Broadcast
Dual
Live

Search Display Columns:

Standard Daypart
Summary Type Code
Detailed Type Code
Episode
Indicators
Trackage
Duration
Telecast

Duration: ☐ 5+ MIN ☐ 30 MIN ☐ 60 MIN ☐ 61+ MIN

Wild Card Search ('Begins With' is Default):

☒ Contains

Select the Linear Program or Episode, the Video on Demand Program or Episode, then highlight both, and select them at once. Notice the creation of three program selections – the Linear content, the Video on Demand content, and the Combined Linear and Video on Demand content.

Custom title the Program Selections by double-clicking the folder to rename the selection.

In this example:

The first folder was renamed **LINEAR: PROGRAM – EPISODE 101**.

The second folder was renamed **VIDEO ON DEMAND: PROGRAM – EPISODE 101**.

The third was renamed to **COMBINED LINEAR AND VIDEO ON DEMAND PROGRAM – EPISODE 101**.

Specification Definition (Ratings Analysis Program Report)

Programs*

Select Programs

Filters | Program Options | **Advanced** | Results

Originators	Program Name	Episode
FX	ARCHER	FUGUE AND RIFFS
FX VOD	ARCHER	FUGUE AND RIFFS

Search returned: 2 Records

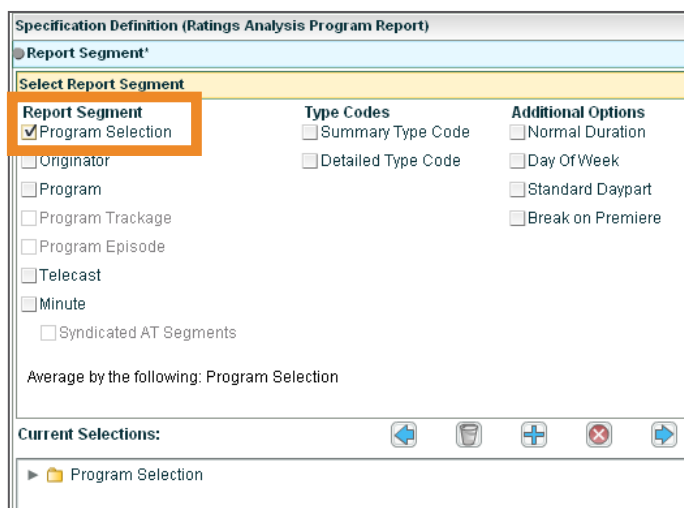
Groups for Programs

Current Selections:

- ▶ **LINEAR PROGRAM - EPISODE 101**
- ▶ **VOD PROGRAM - EPISODE 101**
- ▶ **COMBINED LINEAR AND VOD PROGRAM - EPISODE 101**

REPORT GUIDE: VIDEO ON DEMAND

Select Program Selection from the Report Segment screen.



Specification Definition (Ratings Analysis Program Report)

Report Segment*

Select Report Segment

Report Segment

☒ Program Selection

☐ Originator

☐ Program

☐ Program Trackage

☐ Program Episode

☐ Telecast

☐ Minute

☐ Syndicated AT Segments

Type Codes

☐ Summary Type Code

☐ Detailed Type Code

Additional Options

☐ Normal Duration

☐ Day Of Week

☐ Standard Daypart

☐ Break on Premiere

Average by the following: Program Selection

Current Selections:

► Program Selection

Tip: Once Program Selection has been added, a second report can be run at the same time on the Program, or Episode level by selecting the appropriate box, then adding a second selection. Each selection added will be a separate tab on the exported Excel file.

REPORT OUTPUT

Demographic	Program Selection	Telecast	Total	MC US	MC US AA
		Count	Duration	AA %	Proj (000)
Persons 25-54	LINEAR PROGRAM - EPISODE 101	3	91	0.27	324
Persons 25-54	VOD PROGRAM - EPISODE 101	1	28	0.01	7
Persons 25-54	COMBINED LINEAR AND VOD: PROGRAM - EPISODE 101	4	119	0.21	249

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HOW TO READ

Average Audience – 0.27% of Persons 25-54 would see a spot that aired on this Episode in Linear.

0.01% would see a spot that aired in Video on Demand.

0.21% of Persons 25-54 would see a spot that aired on both Linear and Video on Demand.

REPORT GUIDE: VIDEO ON DEMAND

HOW DO I REPORT COMBINED REACH METRICS FOR VIDEO ON DEMAND AND LINEAR?

There are multiple methods in NPOWER for creating the combined Reach of Video on Demand and Linear content. Below is one of the most common approaches.

COMBINING SCHEDULES IN THE REACH AND FREQUENCY REPORT

- Create separate Reach and Frequency schedules for both Video on Demand and Linear content. In the Reach and Frequency Program Schedule, Video on Demand is found under the Non-Linear Originator Type. In the Reach and Frequency Time Period Schedule, Video on Demand is found under the Viewing Source **NON-LINEAR**.
- When adding the schedules to a Reach and Frequency Report, use the Combine tool to combine the Video on Demand and Linear schedules together.
- Create separate schedules for both Linear and Non Linear.

Specification Definition (R&F Report)









Schedules*

Select Schedules

☒ Exclude Shared Displayed Executions : 0 **Schedules (Selected Units, Selected Minutes)**

Report Name	Completed	Recurring Interval	Sample	Type	Sch
VOD and Linear by Program Examp	2013-05-20 12:41:		National	R&F Program Sch	2
VOD Program Schedule 1	2013-05-22 13:52:		National	R&F Program Sch	1
VOD Program Schedule 2	2013-05-22 14:07:		National	R&F Program Sch	1
Network Linear Programs Schedule	2013-05-24 20:15:		National	R&F Program Sch	2
Network VOD Programs Schedule	2013-05-24 20:15:		National	R&F Program Sch	3

Groups for Schedules

Current Selections:         ☐ Retain Combo Parts

- ▶ LINEAR PROGRAM - EPISODE 101
- ▶ VOD PROGRAM - EPISODE 101
- ▶ COMBINED LINEAR AND VOD PROGRAM - EPISODE 101

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REPORT OUTPUT

Demographic	Program Selection	Telecast Count	AA Reach %	AA Reach Proj (000)
Persons 25-54	LINEAR PROGRAM - EPISODE 101	1	2.05	2,435
Persons 25-54	VOD PROGRAM - EPISODE 101	1	0.01	7
Persons 25-54	COMBINED LINEAR + VOD PROGRAM - EPISODE 101	2	2.06	2,442

HOW TO READ

Reach – The Linear airing of Episode 101 reached a total of 2.05% of Persons 25-54;

Episode 101 content on Video on Demand reached a total of 0.01% of Persons 25-54.

The combination of Linear and Video on Demand of Episode 101 reached a total of 2.06% of Persons 25-54.

REPORT GUIDE: VIDEO ON DEMAND

DID MY LINEAR VIEWERS ALSO TUNE IN TO MY VIDEO ON DEMAND CONTENT?

There are multiple methods for creating a metric that reflect if Linear viewers also tune in to Video on Demand content. Below is one of the more common approaches.

THE REACH AND FREQUENCY DUPLICATION REPORT

Create separate Reach and Frequency schedules for both Video on Demand and Linear content. In the Reach and Frequency Program Schedule, Video on Demand is found under the Non-Linear Originator Type. In the Reach and Frequency Time Period Schedule, Video on Demand is found under the Viewing Source **NON-LINEAR**.

Pull these schedules into a Duplication report

Tip: This same strategy can be used to analyze the relationship between Video on Demand viewers and Linear viewers.

A few ideas on how this might be used:

- Find duplication between those who viewed specific Program or Episode content via Linear and Non-Linear sources.
- Find duplication between those who tuned into a specific Linear Episode and those who viewed the previous episodes on Video on Demand.
- Find duplication of those who tuned in to an entire season on Linear compared to those who viewed an entire season on Video on Demand.

Example Scenario:

How many of the viewers of my Linear premier episode used Video on Demand to watch the previous episode?

REPORT GUIDE: VIDEO ON DEMAND**REPORT OUTPUT**

Demographic	Primary Schedule Name	Secondary Schedule Name	Primary Duplication	Secondary Duplication
Persons 25-54	VOD: PROGRAM - EPISODE 101	LINEAR: PROGRAM - EPISODE 201	12.30	23.34

HOW TO READ

Reach – 23.34% of those Persons 25-54 who tuned in to Episode 201 on Linear also tuned in to the previous Episode 101 through Video on Demand.

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HOW CAN I TRACK WHICH PROGRAMS MY VIDEO ON DEMAND VIEWERS ARE TUNING IN TO ON LINEAR, OR VICE VERSA?

There are multiple methods for tracking what Linear programs Video On Demand viewers are tuning in to, and vice versa. Below are two strategies.

STRATEGY 1

THE REACH AND FREQUENCY DUPLICATION REPORT

- Create a Reach and Frequency Program or Time Period schedule for the Video on Demand content by full program, specific episode, or by entire Viewing Source. Create a separate Reach and Frequency Program Schedule broken out by Program.
- Pull these schedules into a Duplication report; when looking at the output, use the Primary or Secondary Duplication.

REPORT OUTPUT

Demographic	Primary Schedule Name	Secondary Schedule Name	Primary	Secondary	Primary	Secondary
			Units	Units	Duplication %	Duplication %
Persons 25-54	NETWORK ON VOD ALL CONTENT (9,252)	LINEAR NETWORK PROGRAM A (99, 12354)	9	99	85.83	0.30
Persons 25-54	NETWORK ON VOD ALL CONTENT (9,252)	LINEAR NETWORK PROGRAM B (40, 6123)	9	40	65.37	0.20
Persons 25-54	NETWORK ON VOD ALL CONTENT (9,252)	LINEAR NETWORK PROGRAM C (85, 2584)	9	85	53.91	0.74
Persons 25-54	NETWORK ON VOD ALL CONTENT (9,252)	LINEAR NETWORK PROGRAM D (84, 2519)	9	84	46.30	0.32
Persons 25-54	NETWORK ON VOD ALL CONTENT (9,252)	LINEAR NETWORK PROGRAM E (54, 1632)	9	54	46.13	0.50
Persons 25-54	NETWORK ON VOD ALL CONTENT (9,252)	LINEAR NETWORK PROGRAM F (96, 2880)	9	96	42.50	0.47
Persons 25-54	NETWORK ON VOD ALL CONTENT (9,252)	LINEAR NETWORK PROGRAM G (50, 1502)	9	50	40.79	0.51
Persons 25-54	NETWORK ON VOD ALL CONTENT (9,252)	LINEAR NETWORK PROGRAM H (58, 1750)	9	58	38.45	0.61

HOW TO READ

Primary Duplication –

85.83% of those Persons 25-54 who tuned in to the Video on Demand for my network also tuned in to the Linear Program A.

0.30% of those Persons 25-54 who tuned in to Linear Program A tuned in to my Video on Demand content.

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STRATEGY 2:

CREATE A SEGMENTATION OF THE VIDEO ON DEMAND VIEWERS THEN, PULL THEM INTO A REACH AND FREQUENCY OR RATINGS ANALYSIS REPORT TO SEE WHAT PROGRAM THEY ARE TUNING IN TO.

- Create a Segmentation of the Video on Demand viewers.
- Pull that Segmentation into a Reach and Frequency or Ratings Analysis report.

Tip: If looking to promote Video on Demand, consider creating a segmentation of Video on Demand viewers, then pulling that segmentation's **Non-Viewers** into a Rating Analysis to find efficient programs for placing promotional spots.

REPORT OUTPUT

			MC US AA	MC US AA
	Demographic	Originator	Program Name	% Proj (000)
	P25-54 Segmentation All VOD Content - Non-Viewer	NETWORK	LINEAR PROGRAM A	0.76 1,999
	P25-54 Segmentation All VOD Content - Non-Viewer	NETWORK	LINEAR PROGRAM B	0.40 1,045
	P25-54 Segmentation All VOD Content - Non-Viewer	NETWORK	LINEAR PROGRAM C	0.39 1,029
	P25-54 Segmentation All VOD Content - Non-Viewer	NETWORK	LINEAR PROGRAM D	0.44 1,168

HOW TO READ

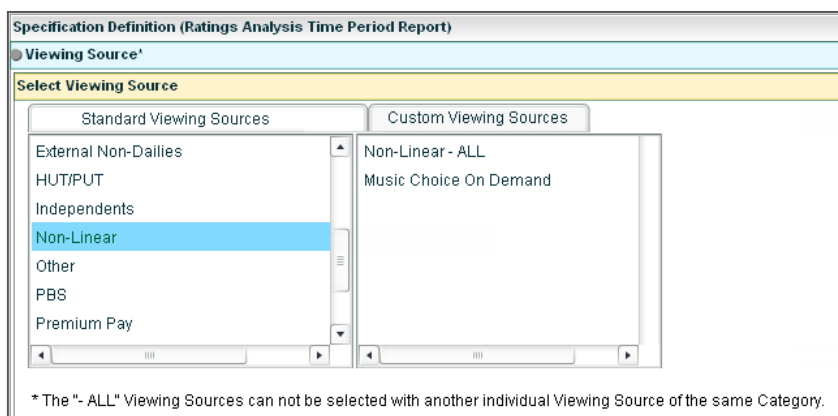
On average, **0.76%** of those Persons 25-54 who did not use my Video on Demand content would see a promotional spot if it aired on Linear Program A.

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CAN I RUN VIDEO ON DEMAND USAGE IN A TIME PERIOD REPORT?

Video on Demand data can be viewed not only by Program, but also by Time Period. All program data is assigned to the Prime daypart, however, the time period report all access to Video on Demand usage by user defined dayparts. This will allow insights into what time of day Video on Demand is used, as well as comparisons against other non program specific viewing sources such as HUT/PUT, Device Usage, etc.

As with other Video on Demand reporting, Video on Demand is found under the Viewing Source Non-Linear.



REPORT OUTPUT

				AA	AA Reach
Demographic	Schedule Name			Reach%	Proj(000)
Persons 25-54	Viewing Source XX On Demand	M,T,W,R,F 6:00 PM - 7:00 PM(20, 1200)		0.15	175
Persons 25-54	Viewing Source Broadcast	M,T,W,R,F 6:00 PM - 7:00 PM(20, 1200)		65.59	77,850
Persons 25-54	Viewing Source Ad Supported Cable Orig	M,T,W,R,F 6:00 PM - 7:00 PM(20, 1200)		74.98	89,006
Persons 25-54	Viewing Source DVR Playback	M,T,W,R,F 6:00 PM - 7:00 PM(20, 1200)		31.66	37,579
Persons 25-54	Viewing Source Video Game Console	M,T,W,R,F 6:00 PM - 7:00 PM(20, 1200)		15.60	18,521
Persons 25-54	Viewing Source HUT/PUT Viewing Source	M,T,W,R,F 6:00 PM - 7:00 PM(20, 1200)		89.53	106,267

HOW TO READ

Reach – Video on Demand for this specific Network reached 1.42% of Persons 25-54.

Tip: This can be trended over time to show how the reach increases or decreases over time for a specific Video on Demand Network and how that compares to other viewing sources.

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HOW DO I BREAK OUT REACH FOR RECENTLY TELECAST VIDEO ON DEMAND?

Recently Telecast Video on Demand generally includes Video on Demand content that is taken directly from the linear broadcast feed and made available On Demand with the same National commercials and National linear encoding. Nielsen credits viewing of this content back to the linear telecast within seven days of airing and is C3 eligible. Recently Telecast Video on Demand can be reported separately by selecting Video on Demand on the Playback Period and Media Source page of Program or Time Period reports. Non-Linear is not needed for Recently Telecast Video on Demand since Recently Telecast Video on Demand viewing is credited back to the Linear Originator.

Specification Definition (Ratings Analysis Program Report)

Playback Period and Media Source

Select Playback Period and Media Source

Standard Playback Period <input type="checkbox"/> Live <input type="checkbox"/> Live+SD <input type="checkbox"/> Live+1 Day (+27 Hours) <input type="checkbox"/> Live+2 Days (+51 Hours) <input type="checkbox"/> Live+3 Days (+75 Hours) <input type="checkbox"/> Live+7 Days (+168 Hours) <input type="checkbox"/> Playback Only within 7 Days	Custom Playback Period <input type="checkbox"/> Live+ <input type="text" value="00"/> Minutes <input type="checkbox"/> Playback Only <input type="text" value="01"/> thru <input type="text" value="01"/> Minutes	Media Source <input checked="" type="checkbox"/> TV with Extended Screen <input type="checkbox"/> TV <input type="checkbox"/> Extended Screen <input type="checkbox"/> Computer Contribution <input checked="" type="checkbox"/> Linear with VOD <input checked="" type="checkbox"/> Linear <input checked="" type="checkbox"/> VOD
--	--	---

From the Program selection page, on the Filters tab, under Originator Type, select the Linear Originator.

REPORT OUTPUT

Demographic	Schedule Name	Playback Period	Units	AA Reach %	AA Reach Proj (000)
Persons 25-54	ORIGINATOR NETWORK A (102, 4999)	Live+7 (+168 Hours) TV Linear with VOD	102	49.40	58,635
Persons 25-54	ORIGINATOR NETWORK A (102, 4999)	Live+7 (+168 Hours) TV Linear	102	49.25	58,454
Persons 25-54	ORIGINATOR NETWORK A (102, 4999)	Live+7 (+168 Hours) TV VOD	102	0.69	822

HOW TO READ

Reach – The Linear airing of Episode 101 reached a total of 49.25% of Persons 25-54 within seven days of the original airing.

The content placed on Recently Telecast Video on Demand reached 0.69% of Persons 25-54.

The combination of Linear and Recently Telecast Video on Demand this network reached is 49.40% of Persons 25-54.

Tip: To add in additional non Recently Telecast Video on Demand viewing, include or combine the Linear Originator with the Non-Linear Video on Demand Originator.



ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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