

How to Pull PBS Ratings in Nielsen



PBS program ratings can be accessed through NPower in the Nielsen National TV Toolbox under "Syndication." See below for detailed instructions.



When running PBS ratings, it is important to understand how PBS programs are fed and air nationally. Although the majority of PBS stations air their programs on the scheduled premiere date, PBS member stations have the option of running the program any time within 7 days of the initial feed. They can also repeat the program as many times as they want within that 7-day time period. Therefore, in order for Nielsen to accurately capture all of these stations' ratings, the 'air date' for a particular PBS program in the system is shown as 7 days after the first air date. For example, an episode of *Antiques Roadshow* that aired on Jan 1 will be labeled in Nielsen as airing on Jan 8. That Jan 8 rating/audience includes all station airing from Jan 1-7.

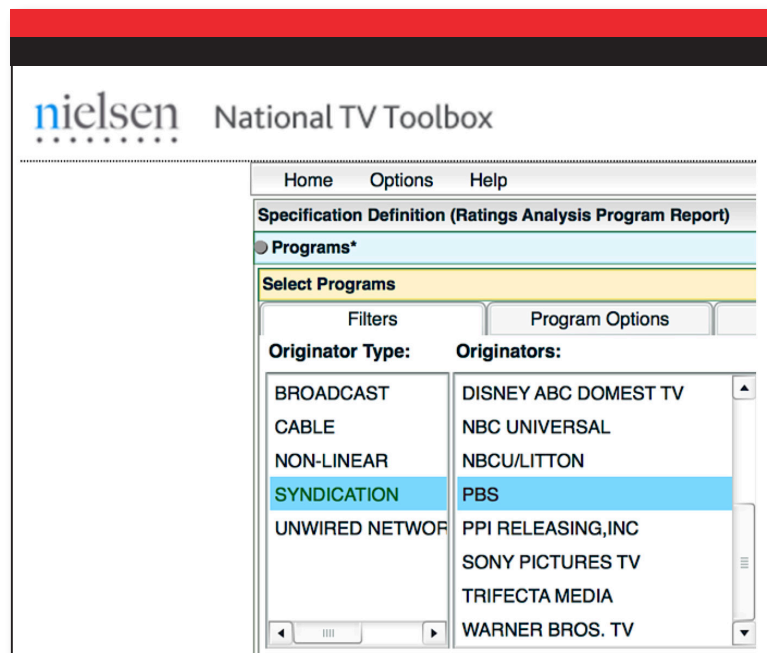
NOTE: Since PBS does not have traditional commercial breaks, PBS is not measured on C3. The default playback period for PBS KIDS sponsorship ratings is Live +7 to capture the full range of delayed viewing.

Pulling Ratings in Nielsen

Ratings in the Nielsen National TV Toolbox may be run by 1) Program or 2) Time Period.

1 Pulling PBS ratings in a Nielsen Ratings Analysis: Program Report

- STEP 1: Select "Syndication" as "Originator Type"
- STEP 2: Select "PBS" as "Originator"



Continued

2 Pulling PBS ratings in a Nielsen Ratings Analysis: Program Report

- STEP 1: Select “PBS” as the “Viewing Source Category”
- STEP 2: Select the “Viewing Source”
 - “All PBS Stations” includes sub-channels such as Create, World Channel, and PBS KIDS 24/7
 - “PBS Primary Network Affiliates” excludes sub-channels

