

# How to Pull PBS KIDS Ratings in Nielsen



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



When running PBS KIDS ratings, it is important to understand how PBS KIDS programs are fed and air nationally. Similar to a daily syndicated program like *Jeopardy*, local PBS stations can run PBS KIDS programs whenever they like and as often as they like. That is why PBS KIDS programs are measured the same way a daily syndicated series is measured — with hundreds of local telecasts of an episode counted as a single, national telecast.

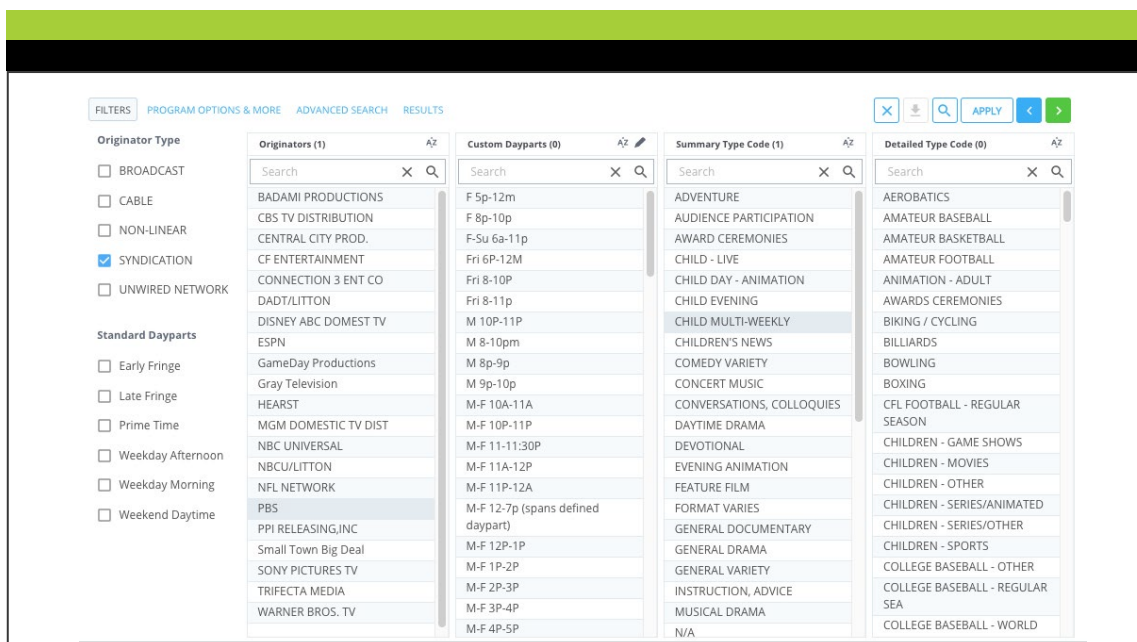
NOTE: Since PBS does not have traditional commercial breaks, PBS KIDS programs are not measured on C3. The default playback period for PBS KIDS sponsorship ratings is Live +7 to capture the full range of delayed viewing.

## Pulling Ratings in Nielsen

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

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

- STEP 1: Select “Syndication” as “Originator Type”
- STEP 2: Select “PBS” as “Originator”
- STEP 3: Select “Child Multi-Weekly” under “Summary Type Code”



## 2 Pulling PBS KIDS ratings in a Nielsen Ratings Analysis: Time Period Report

NOTE: Since the exact time period that PBS stations air the PBS KIDS national feed varies, a Time Period Report may not necessarily be the most accurate report to pull for a particular PBS KIDS series.

- 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

