

# 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 airings 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

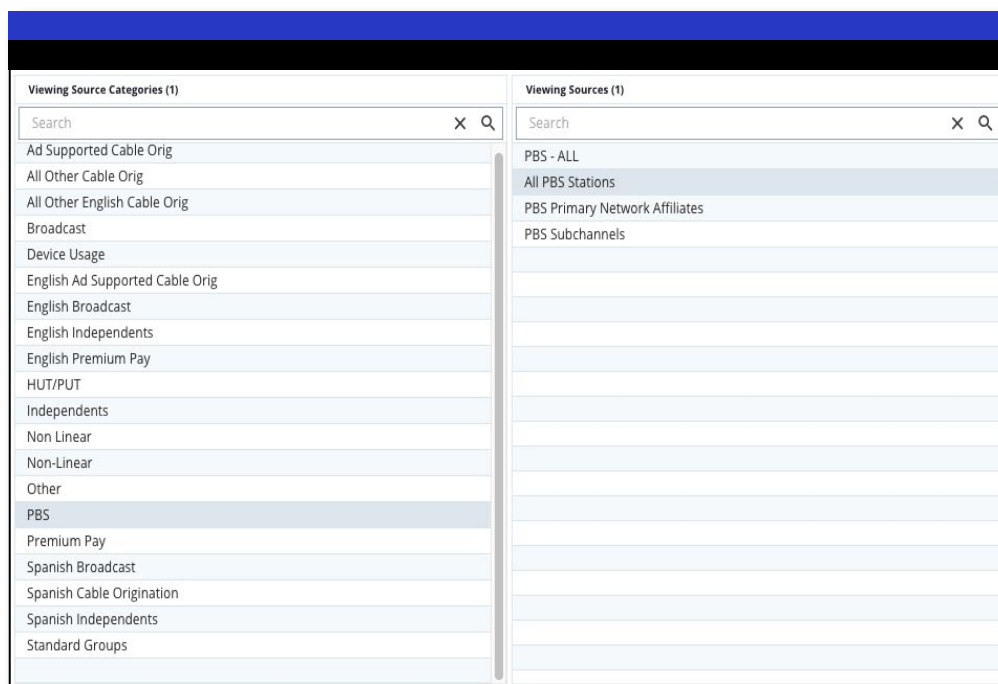
- STEP 1: Select “Syndication” as “Originator Type”
- STEP 2: Select “PBS” as “Originator”

The screenshot shows the Nielsen National TV Toolbox interface. The 'FILTERS' tab is active, and the 'PROGRAM OPTIONS & MORE' section is expanded. Under 'Originator Type', the 'SYNDICATION' checkbox is checked. Under 'Standard Dayparts', the 'Early Fringe', 'Late Fringe', 'Prime Time', 'Weekday Afternoon', 'Weekday Morning', and 'Weekend Daytime' checkboxes are unchecked. The 'Originators (1)' list is displayed, showing a search bar and a list of originators. 'PBS' is highlighted in the list.

Originators (1)
Search
CBS TV DISTRIBUTION
CENTRAL CITY PROD.
CF ENTERTAINMENT
CONNECTION 3 ENT CO
DADT/LITTON
DISNEY ABC DOMEST TV
GameDay Productions
Gray Television
HEARST
MGM DOMESTIC TV DIST
NBC UNIVERSAL
<b>PBS</b>
PPI RELEASING,INC
Small Town Big Deal
SONY PICTURES TV
TRIFECTA MEDIA
WARNER BROS. TV

## 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



The screenshot displays the Nielsen Ratings Analysis interface. It features two side-by-side panels, each with a search bar and a list of options. The left panel, titled "Viewing Source Categories (1)", lists various categories, with "PBS" highlighted. The right panel, titled "Viewing Sources (1)", lists specific sources, with "All PBS Stations" highlighted. Both panels have a search bar with a magnifying glass icon and a close button (X).

Viewing Source Categories (1)	Viewing Sources (1)
Ad Supported Cable Orig	PBS - ALL
All Other Cable Orig	All PBS Stations
All Other English Cable Orig	PBS Primary Network Affiliates
Broadcast	PBS Subchannels
Device Usage	
English Ad Supported Cable Orig	
English Broadcast	
English Independents	
English Premium Pay	
HUT/PUT	
Independents	
Non Linear	
Non-Linear	
Other	
<b>PBS</b>	
Premium Pay	
Spanish Broadcast	
Spanish Cable Origination	
Spanish Independents	
Standard Groups	