

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 are pulled by Program.

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”

The screenshot displays the Nielsen National TV Toolbox interface with the following selections:

- Originator Type:** SYNDICATION (checked)
- Originators (1):** PBS
- Custom Dayparts (0):** M-F 12-7p (spans defined daypart)
- Summary Type Code (1):** CHILD MULTI-WEEKLY
- Detailed Type Code (0):** (empty)

Need help pulling Nielsen data for one of our [KIDS'](#) shows? Contact sgptv@wgbh.org for help.