



Television • Audience • Measurement

**NETSIGHT**

**METER  
INFORMATION  
GUIDE**

# Thank you for participating in the Nielsen TV Ratings

Your participation and use of the Nielsen NetSight Meter is critical to the accuracy of the data we collect. This information lets the media industry understand how both TVs and computers in the home deliver a vast array of media to household members.

## Who counts?

Everybody counts! Every person in your home, including visitors, counts. So, it's important for everyone to know how to use the NetSight Meter.

## Counting in the TV Ratings research

We want your home to count in the TV Ratings research. When you are part of the Nielsen TV Ratings you represent your community. Help us ensure that your television viewing choices on all technologies are counted. Always use the NetSight Meter when you use the computer in your home.



If there is anything we can do to help, just give your *Nielsen Television Audience Measurement* representative a call.

# Welcome to the TV Ratings panel

## About Nielsen TAM

Nielsen Television Audience Measurement is the specialised branch of media research, dedicated to quantifying (size) and qualifying (characteristics) detailed television audience information.

## How Unitam Netsight works

NetSight is a software program. NetSight includes Unitam Signature Generation which captures and attempts to match the audio of streamed video content to the Nielsen reference library. NetSight is polled and processed at local servers in our Sydney office. The technician will download the NetSight software from our local servers in Sydney.

## What we see

The following are examples of the output captured by the program:

Panel 1043416 on 19th November 2011

Time	Param	Event	M	S
16:07:26	iexplore.exe	Application Cha...	160	-
16:07:28	EXCEL.EXE	Application Cha...	160	-
16:07:34	Explorer.EXE	Application Cha...	160	-
16:07:39	iexplore.exe	Application Cha...	160	-
16:07:42	www.google.co...	Web Activity	160	-
16:08:39	www.kitchenwar...	Web Activity	160	-
16:13:55	EXCEL.EXE	Application Cha...	160	-
16:14:39	iexplore.exe	Application Cha...	160	-

Show details as tool tip  Show Unknown Keys 0052

Panel 1231428 on 22nd November 2011

Time	Param	Event	M	S
15:16:55	Explorer.EXE	Application Cha...	160	-
15:17:06	iexplore.exe	Application Cha...	160	-
15:17:08	Explorer.EXE	Application Cha...	160	-
15:21:17	uiWinMgr.exe	Application Cha...	160	-
15:25:27	iexplore.exe	Application Cha...	160	-
15:25:28	uiWinMgr.exe	Application Cha...	160	-
15:25:30	Pc Usage	Source Change	160	-
15:25:30	Explorer.EXE	Application Cha...	160	-

Show details as tool tip  Show Unknown Keys 0021

# Privacy and confidentiality

**Nielsen Television Audience Measurement** is committed to protecting the privacy and identity of its panel households. We adhere strictly to the current Market & Social Research Privacy Code (March 2007) endorsed by the Association of Market & Social Research Organisations (AMSRO).


**Your household details are not passed on or sold to any other organisation.** This information, combined with the data collected from our proprietary equipment installed in your household, is used solely to compile and analyse the ratings data for Australia.

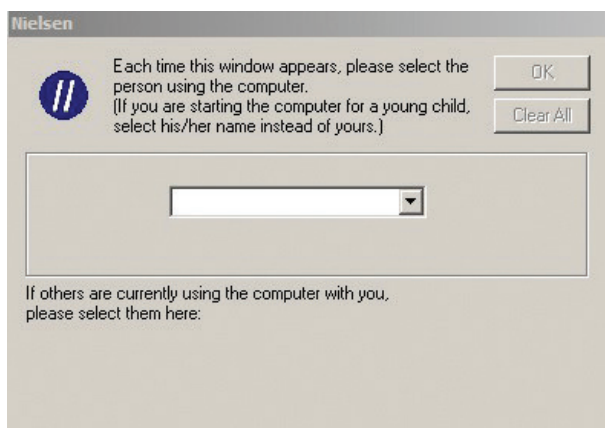
A copy of our complete privacy policy statement can be viewed on our website at [www.autvpanel.nielsen.com](http://www.autvpanel.nielsen.com) or by contacting us on **free call 1800 502 206**.



# It's easy!

**Using the NetSight Meter is easy** Whenever you start using the computer the NetSight login screen should automatically appear. If it doesn't appear simply follow these steps:

- Double left click the  icon in the taskbar of the NetSight Meter.
- Select your name from the drop-down menu that appears.
- Click "OK".



Participating in the Nielsen TV Ratings should not change how you use your television or your computer.



# Logging in and guests

At the first mouse click, after the computer starts up, the NetSight Meter will appear on the screen asking who is using the computer.

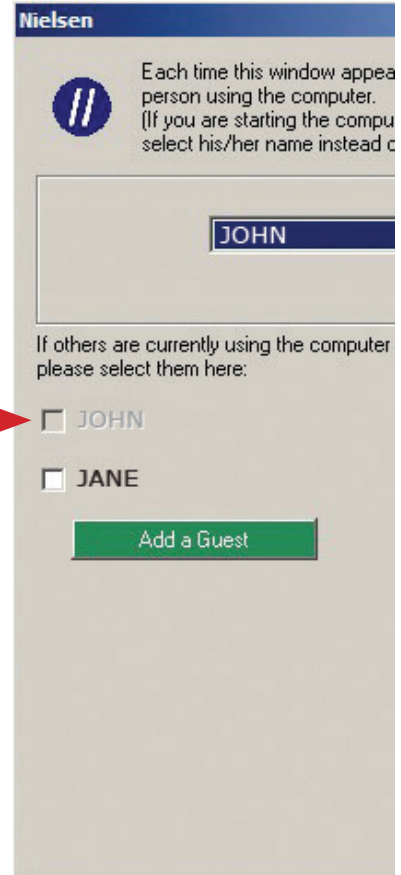
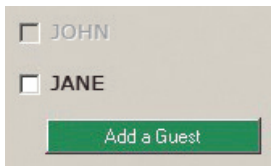
## Please follow these steps to log in

### Step 1:

- From the drop-down list select the person's name who is currently using the computer.
- The NetSight Meter will display the name of that user with the tick box greyed out.
- For example, in this image 'JOHN' has been selected from the drop-down list and their tick box has been greyed out.

### Step 2:

- If more than one person is using the computer you can login other users by clicking on the tick box next to their names.
- In this example 'JOHN' is the main user and 'JANE' is the secondary user.





ppears, please select the  
ter.  
omputer for a young child,  
ead of yours.)

OK

Clear All

▼

puter with you,

### Step 3:

- To log someone in who is not in the drop-down list (eg. a guest) simply click “Add a Guest” button.
- A pop-up box will appear an you need to enter the guest's age and gender.

Age: 36 ▼ Gender: M ▼

OK Cancel

- Once you click “OK” the box will disapear and a guest button will be available in the list of names. You can repeat this procedure for any other guests..

### Step 4:

Once all users have been selected click “OK” in the upper-right corner. The login page will disapear and the NetSight Meter icon will be in the taskbar.

JOHN


JANE

Age:35 Gender:M ...



Add a Guest

# Switching users and logging out

## To switch user(s)

- Double left click the  icon in the task bar.
- This will bring up the login screen for the NetSight Meter.
- Change users by selecting a different name from the drop-down list.



NOTE: If you do not see this icon , it is probably hidden. Click the small double arrow  on your taskbar (for most users, located on the bottom right of your screen) to reveal the icon.

After a period of inactivity, the NetSight Meter will prompt for users when a mouse click or key stroke is made. Simply follow the login steps.

## Logging out

You do not need to log out. The NetSight Meter automatically logs users out when you shut your computer down.

If you have any questions regarding the NetSight Meter, please call your *Nielsen Television Audience Measurement* representative on 1800 502 206.



# Reminders

## Remember

When someone uses the computer, they should log into the NetSight Meter.

It really *is* that simple!

Occasionally you will receive online NetSight software updates. Just click "Restart Now" in the Nielsen Meter update window. Remember, the updates are not effective until the computer is restarted.



# Frequently asked questions

## Who is Nielsen Television Audience Measurement?

Nielsen is a world-leading provider of market research, information and analysis, with a long history of carefully honouring the privacy of panellists. *Nielsen Television Audience Measurement* is part of Nielsen and is the leading provider of audience measurement technology and analysis.

NetSight is the monitoring software installed on the computer of all panellists participating in the *Nielsen Television Audience Measurement* panel. Please contact us if you require further details on the technical aspect of the software.

## Why join the TV Ratings Panel?

Every day, millions of people like you go online—to stream video, watch TV, read, work, talk—and do pretty much anything else you can think of. These days, the internet is an integral part of the fabric of our everyday lives. As a participant in our panel, your everyday routines help us understand how both televisions and computers in the home deliver a vast array of media to household members.

## Worried about privacy or computer bugs?

These days, everyone is worried about their privacy or computer viruses. That's why we take your security very seriously. We protect your privacy and the security of the data we collect, and we don't share, rent or otherwise reveal any of your personal information to anyone ever. You can also count on the safety and security of our software. We want you to know you can rely on the trusted Nielsen name.

## How is the data collected?

Our software identifies programs/applications utilised and websites visited in order to capture audio content. The audio content is digitised into an audio signature which is then matched to recorded digitised audio signatures of free-to-air and subscription television programs.

## What information do we collect?

Our proprietary software application automatically collects information about computer and internet activity from the computer(s) you use to participate. We cannot view the text of any email or instant message, nor can we read any documents open on your computer.

## How will the information you and other members provide us be used?

With technology constantly changing the data captured will provide an insight into how and where media is now being viewed in the home.

We combine the information that you and other members provide us with data and research tools from other sources. We use this information to perform research and to prepare reports and analyses concerning television and internet usage to our clients.

## How is the internet usage information transmitted to Nielsen?

Information collected by the NetSight Meter is transferred to Nielsen's Sydney office when the computer is connected to the internet. We have in place certain security measures, including encryption methods and access protocols, to help protect the security and confidentiality of internet usage information that is transmitted.

## How long do I have to participate?

The Nielsen TAM Television Ratings Panel is an ongoing project. Your participation in our panel is at your discretion.

## How do I cancel my participation?

We sincerely appreciate your willingness to participate as a panellist. However, should you ever decide to stop participating, you may do so at any time by contacting one of our customer service operators on 1800 502 206.



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