

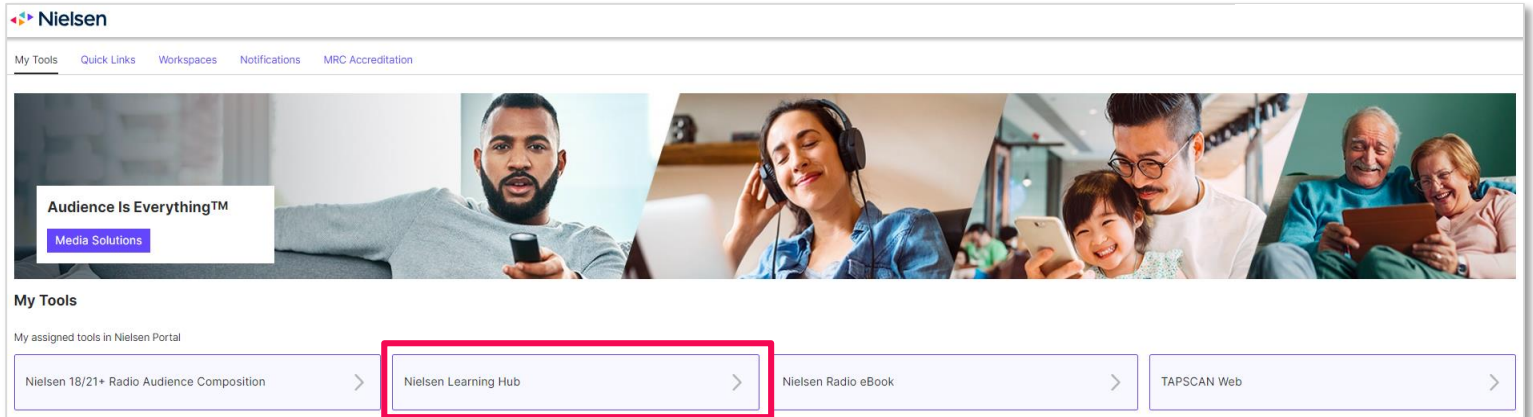


# Nielsen Learning Hub

Client Training Guide

# Nielsen Learning Hub

- ▶ Log in to your [Nielsen Portal](#) and select the **Nielsen Learning Hub** tile.



*For clients without Portal access, please use [THIS LINK](#).*

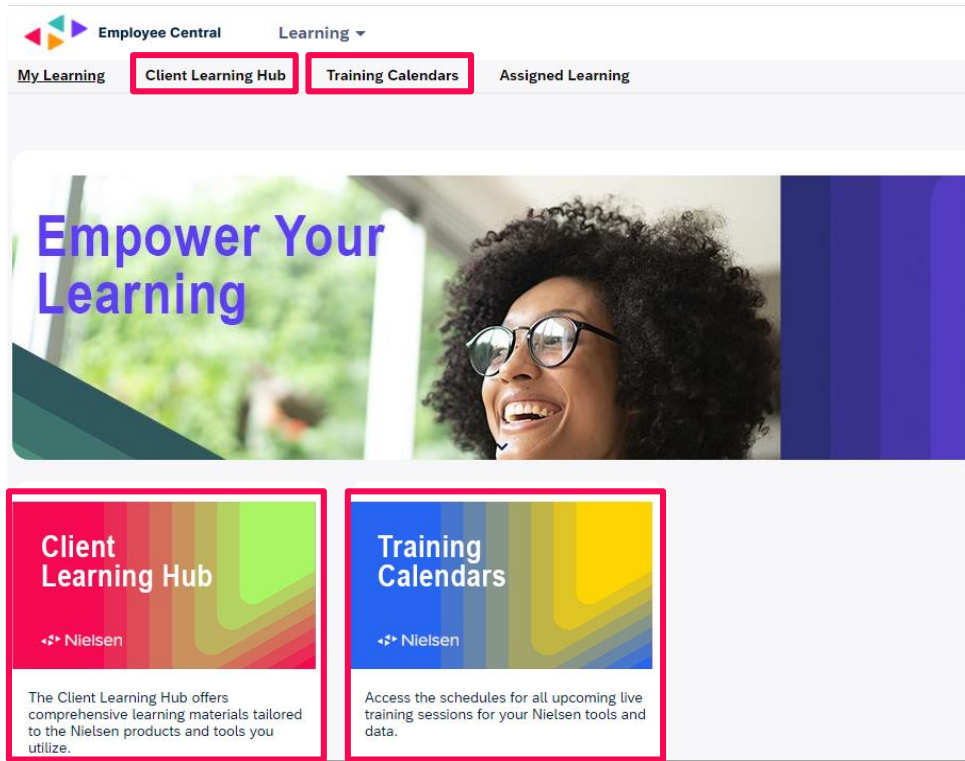
- ▶ Click the **Sign In** link, then enter your Nielsen Portal e-mail address and password. Click **Continue**.



**NOTE:** You will only have to complete the Sign In process the first time you access the Nielsen Learning Hub.

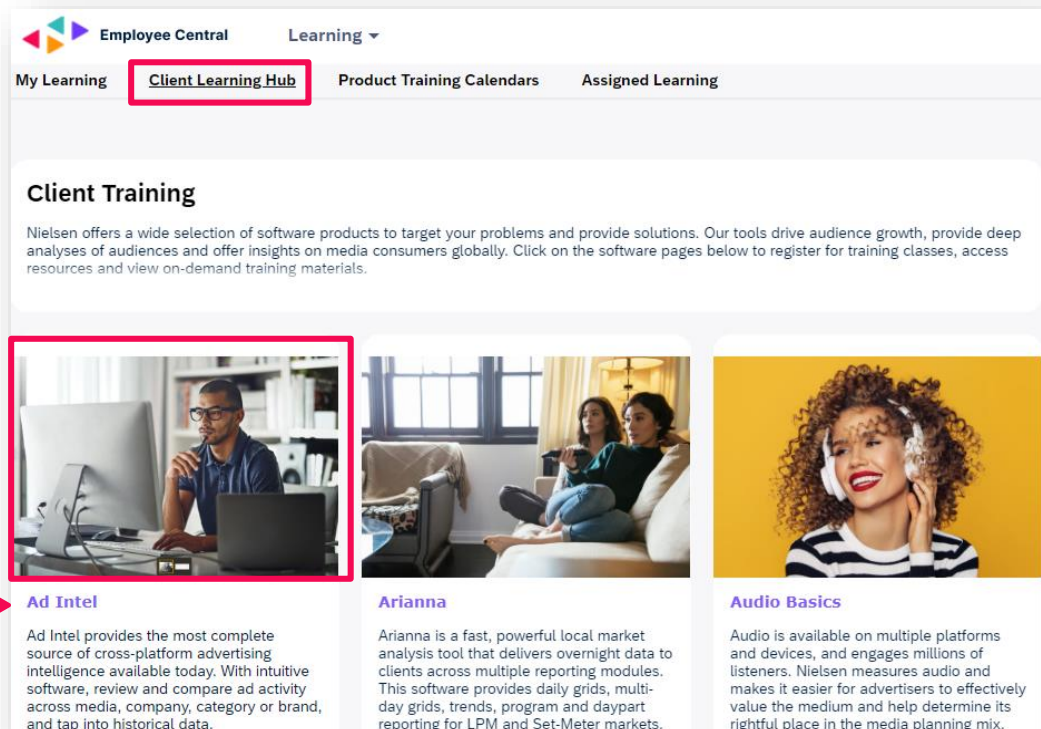
# Learning Hub & Training Calendars

Select either the Client Learning Hub or the Training Calendar by clicking on the tiles or the links at the top of the page.



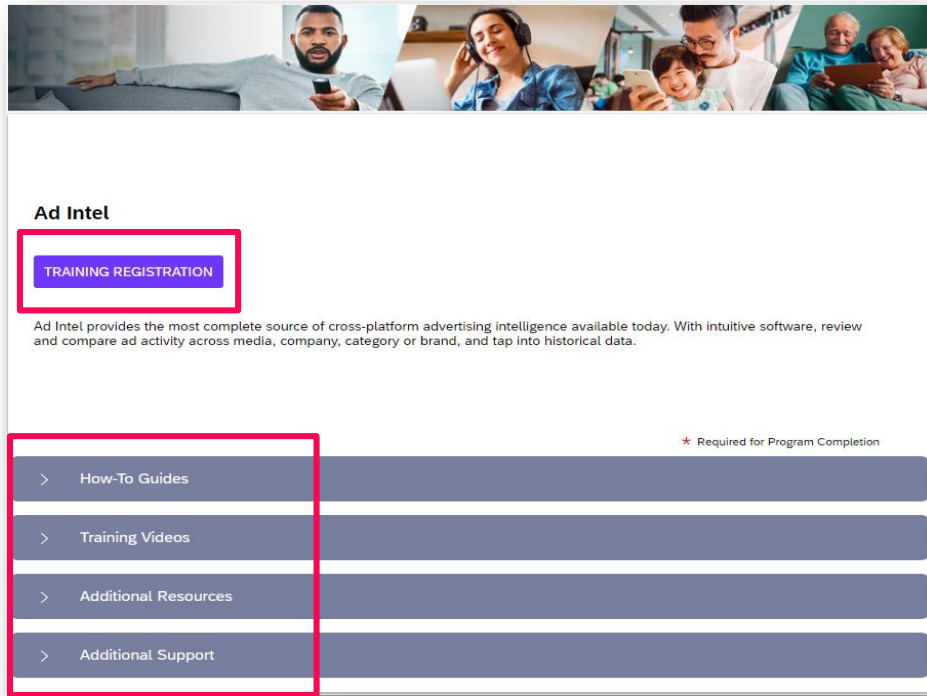
## ▶ Client Learning Hub

Sections will appear for each product to which a client/user has access. Clicking on any tile will direct to all learning materials for that product.



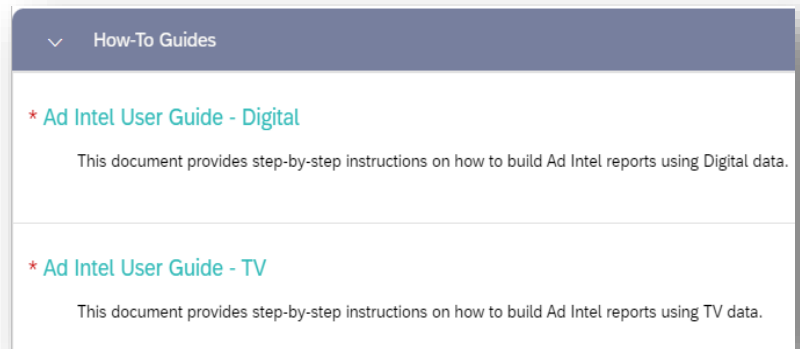
# ▶ Product Learning Pages

Click the training section header to access the material lists.



**NOTE:** The Training Registration button will direct to the appropriate training registration pages.

Click the content link (teal) to open materials.  
(i.e. Ad Intel User Guide – TV) ▶



## ▶ Product Training Calendars

Click the training calendar tile for the desired application or content.

**Product Training Calendars**

Learn the skills you need to succeed with Nielsen's products and services through our live, instructor-led training classes! Our courses cover both software and conceptual classes across all of Nielsen's business units. Click on the calendars below to learn the latest in our services and develop your software skills with Nielsen experts.

- Local Calendar**  
Nielsen Local TV View (NLTV), Scarborough/PRIME Lingo, Ad Intel, eVIP, Arianna, Local Methodology, Rhiza, Scarborough Express
- National Calendar**  
NPower, Nielsen National TV View (NNTV), Ad Intel, NMI, Media Mix, Crosstab, MarketMate
- Audio Calendar**  
TAPSCAN, PD Advantage

The selected product training calendar will appear. Click the title of the desired class.

Click REGISTER HERE to enroll in the class, following the onscreen prompts.

**Client Learning - Local**

Today | December 2023

Print Week Month Agenda

**NOTE:** Toggle months and calendar view using the navigation buttons in the upper corners of the screen.

**Introduction to Ad Intel: Express Reports**

When: Tue, December 5, 10am – 11am

**REGISTER HERE**

Need to know how you stack up to the competition? Use Nielsen Ad Intel to see how clients are investing their Spot TV dollars! In this session you will learn the fundamentals step-by-step of how to pull a competitive expenditure report, use sort and constrain for prospecting and how to set up auto run reports.

[more details](#) [copy to my calendar](#)

## ▶ Additional Support

For questions about the Learning Hub, please contact [learning@nielsen.com](mailto:learning@nielsen.com).

For technical support with the Nielsen Portal, please contact: [prodhelpline@nielsen.com](mailto:prodhelpline@nielsen.com) or 1-800-423-4511.