



Nielsen Learning Hub

Client Training Guide

Nielsen is investing in your development through two channels:
the **Nielsen Learning Hub** and **Nielsen U**.

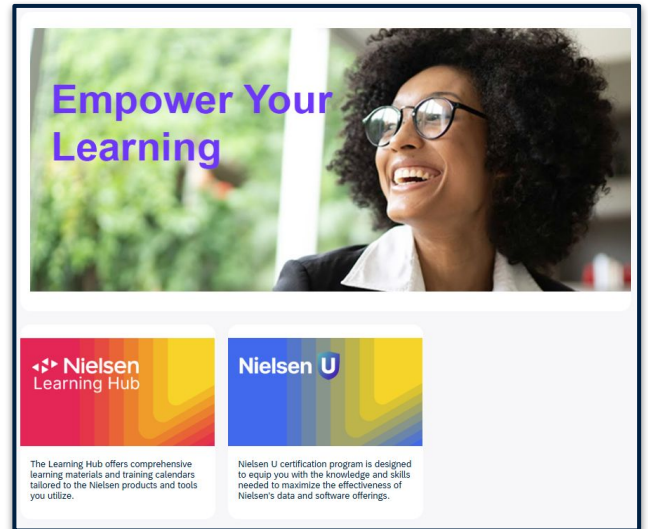
Nielsen Learning Hub

NIELSEN LEARNING HUB

Nielsen's Learning Hub is a platform to deliver learning content in one simple location.

Within the Learning Hub you will find calendars to attend our live, instructor-led training sessions, on-demand training content as well as supplementary resources to support your learning.

Detailed instructions on accessing the Learning Hub begin on the next page.



NIELSEN U

Nielsen U is the online certification program housed within the Learning Hub!

Designed to equip you with the skills and knowledge needed to excel in the media industry, this program offers a combination of videos and knowledge tests for earning sharable digital badges.

For more information, including instructions for accessing Nielsen U and FAQs, click [HERE](#).



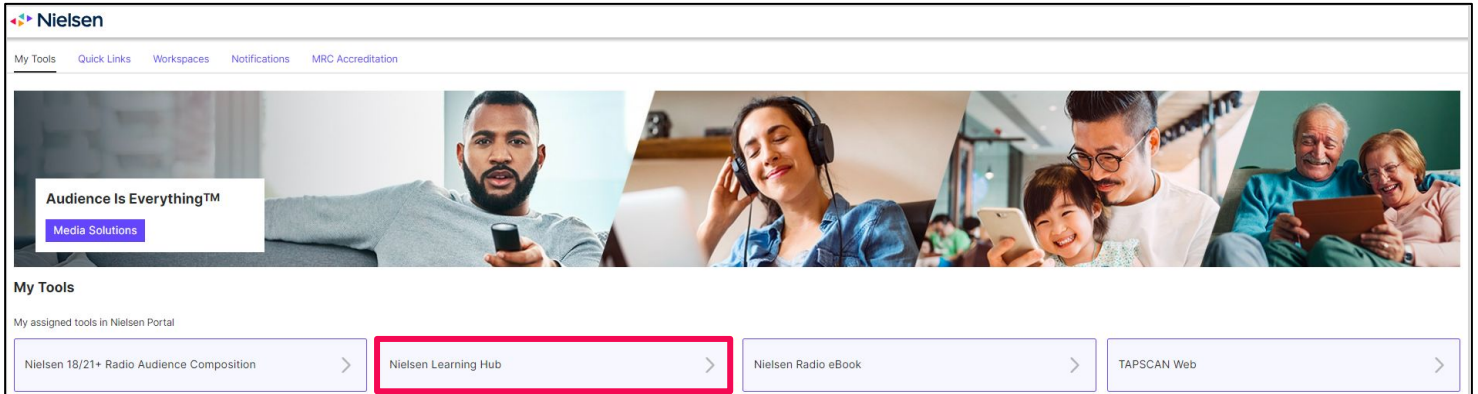
Log In

The Nielsen Learning Hub is accessible two ways. The way you access the learning resources will be dependant on your Nielsen subscriptions.

Nielsen Portal Users

If you subscribe to any Nielsen solution that is accessible through Nielsen Portal, you will access learning resources here.

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



Non-Nielsen Portal Users

If you do not subscribe to a solution accessible through Nielsen Portal, you will access the learning resources via www.nielsen.com/clientlearninghub.

Click the **Sign In** link, then enter your email address and password. Click **Continue**.

A screenshot of the SAP Sign In CLIENT form. The form is white with a blue SAP logo at the top left. Below the logo is the text 'Sign In CLIENT'. There are two input fields: 'E-Mail or LAN ID' containing 'user@email.com' and 'Password'. To the right of the password field is a 'Change' link. Below the password field is a 'Forgot password?' link. At the bottom right is a blue 'Continue' button. Two red arrows point to the input fields.

NIELSEN PORTAL USERS:

The **same** Nielsen Portal **login credentials** are used to access the Learning Hub.

FIRST TIME USERS:

Click **Forgot Password** to setup a new password.

Learning Hub Navigation



The **Nielsen Learning Hub Landing Page** houses training calendars to register for live, instructor-led sessions and the product specific pages for finding course catalogs, how-to guides, training videos and more.

TRAINING CALENDARS

are located at the top of the screen. Click the appropriate button for your desired product.

(Training Calendar availability varies by market)

Use the **SEARCH** function if you need assistance finding the desired product page.

Alternatively, scroll down to the **PRODUCT PAGES**. Select a product tile name or image to open the product learning page.

Client Training

Nielsen offers a wide selection of software products to target your problems and provide solutions. Our tools drive audience growth, provide deep analyses of audiences and offer insights on media consumers globally. Click on the software pages below to register for training classes, access resources and view on-demand training materials.

Training Calendars

Audio	Local	National	Scarborough
Audio Methodology, PD Advantage, TAPSCAN	Ad Intel, Arianna, eVIP, Local Methodology, NLT, NMI, Rhiza, Scarborough	Ad Intel, Clear Decisions, Commspoint, MarketMate, MediaMix, National TV Methodology, Nielsen ONE Ads, NMI, NNTV, NPOWER	Scarborough PRIME Lingo

What do you want to LEARN today?

Search

[Browse all courses >](#)



Ad Intel

Ad Intel provides the most complete source of cross-platform advertising intelligence available today. With intuitive software, review and compare ad activity across media, company, category or brand, and tap into historical data.



Arianna

Arianna is a fast, powerful local market analysis tool that delivers overnight data to clients across multiple reporting modules. This software provides daily grids, multi-day grids, trends, program and daypart reporting for LPM and Set-Meter markets.



Audio Basics

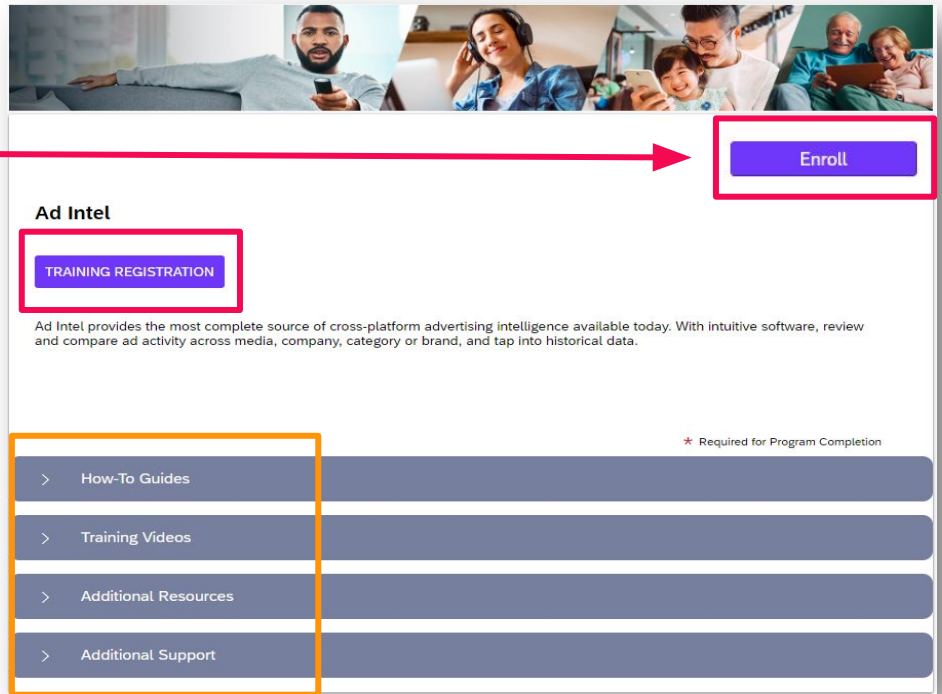
Audio is available on multiple platforms and devices, and engages millions of listeners. Nielsen measures audio and makes it easier for advertisers to effectively value the medium and help determine its rightful place in the media planning mix.

Product Learning Pages

Click **ENROLL** to activate the links on the product page.

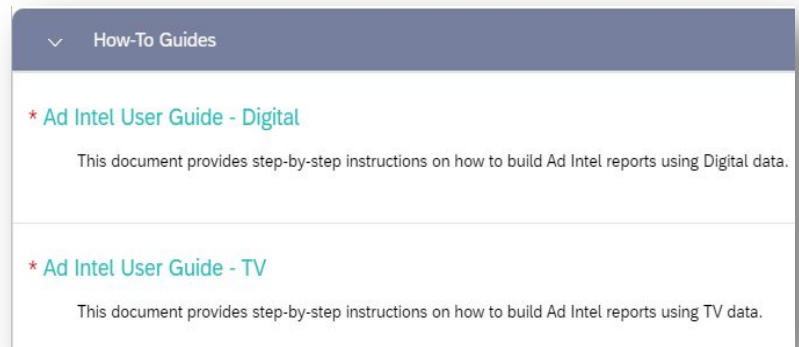
Click **TRAINING REGISTRATION** button to view course list and register for live, instructor-led sessions. *(Training availability varies by market)*

Click the **SECTION HEADER** to access the material lists.



The screenshot shows the Ad Intel product page. At the top, there is a banner image of people using mobile devices. Below the banner, there are three main callouts: 1. A red box highlights the 'Enroll' button in the top right corner. 2. A red box highlights the 'TRAINING REGISTRATION' button under the 'Ad Intel' heading. 3. An orange box highlights a list of section headers: 'How-To Guides', 'Training Videos', 'Additional Resources', and 'Additional Support'. A small red asterisk and text '* Required for Program Completion' are visible to the right of the list.

Click the **TITLE** of the content to open materials. *(i.e. Ad Intel User Guide – TV)*



The screenshot shows the 'How-To Guides' section. It has a dark blue header with a dropdown arrow and the text 'How-To Guides'. Below the header, there are two items listed: 1. '* Ad Intel User Guide - Digital' with a sub-description: 'This document provides step-by-step instructions on how to build Ad Intel reports using Digital data.' 2. '* Ad Intel User Guide - TV' with a sub-description: 'This document provides step-by-step instructions on how to build Ad Intel reports using TV data.'

Training Calendars

(Training Calendar availability varies by market)

Product training calendars open in an “agenda” view. To change the view of the calendar, **toggle to your preferred view** using the tabs in the upper right corner of the screen.

Click the **TITLE** of the desired class.

Client Learning - Local

Today ◀ ▶

Week Month **Agenda**

Wednesday, September 25

- 11:00am Media Knowledge Series: Local TV Data and Product Essentials
- 12:00pm Big Data: Impact Data in NLTV (Local TV)
- 1:00pm PRIME Lingo: Trend Reports Report Builder 2
- 3:00pm NLTV: Quarter Hour Flow

Thursday, September 26

- 12:00pm **PRIME Lingo: Media Basics and Reach Analysis Reports**
- 1:00pm Scarborough + PRIME Lingo Building One-Sheets: Hispanic (Sept)
- 3:00pm NLTV: Minute By Minute Reports

Friday, September 27

- 1:00pm Office Hours: Scarborough/PRIME Lingo

Click **REGISTER HERE** to enroll in the class, following the on-screen prompts.

Thursday, September 26

12:00pm **PRIME Lingo: Media Basics and Reach Analysis Reports**

When Thu, September 26, 12pm – 1pm

Description **REGISTER HERE**

This class will review: local media measures and definitions of commonly used media terms; how to create custom TV dayparts and building media schedules in the Reach Analysis report to determine media efficiencies

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

Nielsen U

Your path to growth!

Designed to equip you with the skills and knowledge needed to excel in the media industry, this program offers a combination of videos and knowledge tests for earning sharable digital badges.

In partnership with [Credly](#), Nielsen's custom digital badges will be available for sharing across social media, digital resumes and other online platforms.

Nielsen digital badges are a verification of your certifications, skills, and qualifications. They spotlight your achievements. By sharing your Nielsen digital credentials, you provide your current and future employers, and other parties with a reliable way to verify your certification achievements online, in real time. This visibility strengthens your professional brand. Digital badges help you:

- Take pride in earning a professional credential that validates your expertise.
- Demonstrate your knowledge and skills associated with your certification.
- Enhance your professional brand by complementing your experience with recognized qualifications



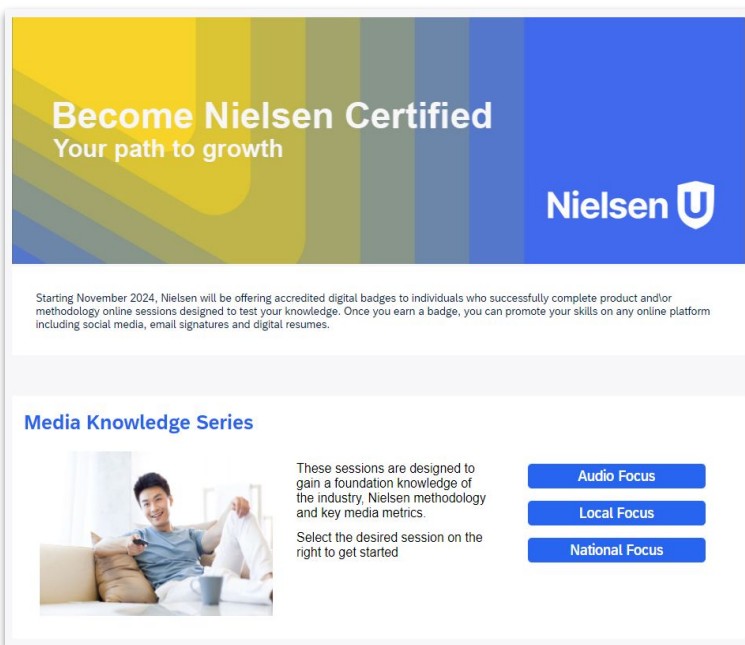
**Take control of your
professional recognition.**

Nielsen U

(Nielsen U availability varies by market)



Nielsen U houses our certification program is designed to equip you with the knowledge and skills needed to maximize the effectiveness of Nielsen's data and software offerings.



To begin locate the desired **Series** (i.e. *Media Knowledge Series*) and click the **course button** (i.e. *Audio Focus*) to launch the curriculum you want to complete.

Click **Launch Content** to open the course and begin.

Collect Your Badge

Once you complete your course:

- You'll receive an email from Credly inviting you to accept your badge.
- Click the button in the email.
- Create and confirm your Credly account.
- Accept your badge and start sharing! Need help?
[Find a step-by-step tutorial video at this link](#)

Learning Hub and Nielsen U FAQs

Q: How do I login?

A: Login instructions for users can be found [here](#).

Q: How do I get access to a Nielsen Learning Hub account?

A: Access to the Nielsen Learning Hub is available to everyone in North America who subscribes to a Nielsen solution. If you do not have access, please contact ProdHelpline@nielsen.com to request an account. This team will submit a ticket on your behalf and confirm when access has been enabled. The Nielsen Learning Hub is expected to be available to all global markets by the end of 2025.

Q: Why does the Nielsen U course link not work?

A: Access has been enabled for everyone in who has access to the Nielsen Learning Hub where curriculum is available in the local market. If you are unable to launch Nielsen U contact learning@nielsen.com.

Q: Can I access the course after I've earned my badge?

A: Yes, you can access the course at any time from your learning history. You are welcome to relaunch the course at any time.

Q: Who can receive digital badges?

A: Anyone in North America that has access to the Nielsen Learning Hub. Anyone in a global market where curriculum is available through Nielsen U.

Q: The program I used doesn't appear in Nielsen U.

A: Nielsen will continue to add additional courses to Nielsen U for accreditation across our core data and software products. Come back each month to see what is new.

Q: Where can I get support on the Learning Hub?

A: If you would like to learn more about the Nielsen Learning Hub in general, please contact the Learning team at learning@nielsen.com.

Badge FAQs

Q: What is an open badge?

A: Open badges are web-enabled versions of a credential, certification or learning outcome which can be verified in real-time, online.

Q: How does my certification get displayed as a badge?

A: We have partnered with Credly to translate the learning outcomes you've demonstrated into a badge, issued and managed through the company digital badging platform. The technology Credly uses is based on the Open Badge Standards maintained by 1EdTech (formerly IMS Global). This enables you to manage, share and verify your competencies digitally.

Q: Who is Credly?

A: Credly is the end-to-end solution for issuing and managing digital credentials. Credly works with credible organizations to provide digital credentials to individuals, worldwide.

Q: What are the benefits of a badge?

A: Representing your skills as a badge gives you a way to share your abilities online in a way that is simple, trusted and can be easily verified in real time. Badges provide employers and peers concrete evidence of what you had to do to earn your credential and what you're now capable of. Credly also offers labor market insights, based on your skills. You can search and apply for job opportunities right through Credly.

Q: How will I know if I've earned a badge?

A: You will receive an email notification from Credly (admin@credly.com) with instructions for claiming your badge and setting up your account. If you do not receive your badge within 7 days of completing the course, please contact learning@nielsen.com.

Q: What if I don't want my badge to be public?

A: You can easily configure your privacy settings in Credly. You're in complete control of the information about yourself that is made public.

Q: Is there a fee to claim my badge?

A: No. This is a service we provide to you, at no cost.

Badge FAQs Cont'd

Q: What's to keep someone else from copying my badge and using it?

A: While badges are simply digital image files, they are uniquely linked to data hosted on Credly. This link to verified data makes them more reliable and secure than a paper-based certificate. It also eliminates the possibility of anyone claiming your credential and your associated identity.

Q: Where and how can I share my badge through Credly?

A: You can share your badge directly from Credly to LinkedIn, x, and Facebook; over email; embedded in a website or in your email signature.

Q: Can I export badges issued through Credly to other badge-storing platforms?

A: Yes, you can download your badge from the Share Badge page. Your downloaded badge contains Open Badge Infrastructure (OBI) compliant metadata embedded into the image. This allows you to store your badge on other OBI-compliant badge sites.

Q: Can I import badges issued from other platforms into Credly?

A: Not at this time.

Q: I have a question about Credly. Where can I find support?

A: You can find tutorials and answers to additional questions here: support.credly.com

