

# NIELSEN API PORTAL

USER REGISTRATION GUIDE



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## 1 INTRODUCTION

In order to access the Nielsen API Portal services, there are three steps that need to be followed sequentially by the user:

1. User Registration
2. Application Creation & API Plan Subscription
3. API Key Access & Use

This document depicts step-by-step instructions for each the above steps.

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## 2 USER REGISTRATION

User Registration is required for first time users. Please follow the below steps to complete User Registration:

**Step 1:** Open a web browser (Mozilla Firefox, Google Chrome, Internet Explorer v11.0 and Safari) and navigate to <https://portal.developer.nielsen.com>

**Step 2:** Click on the “Register” link as shown in below picture:

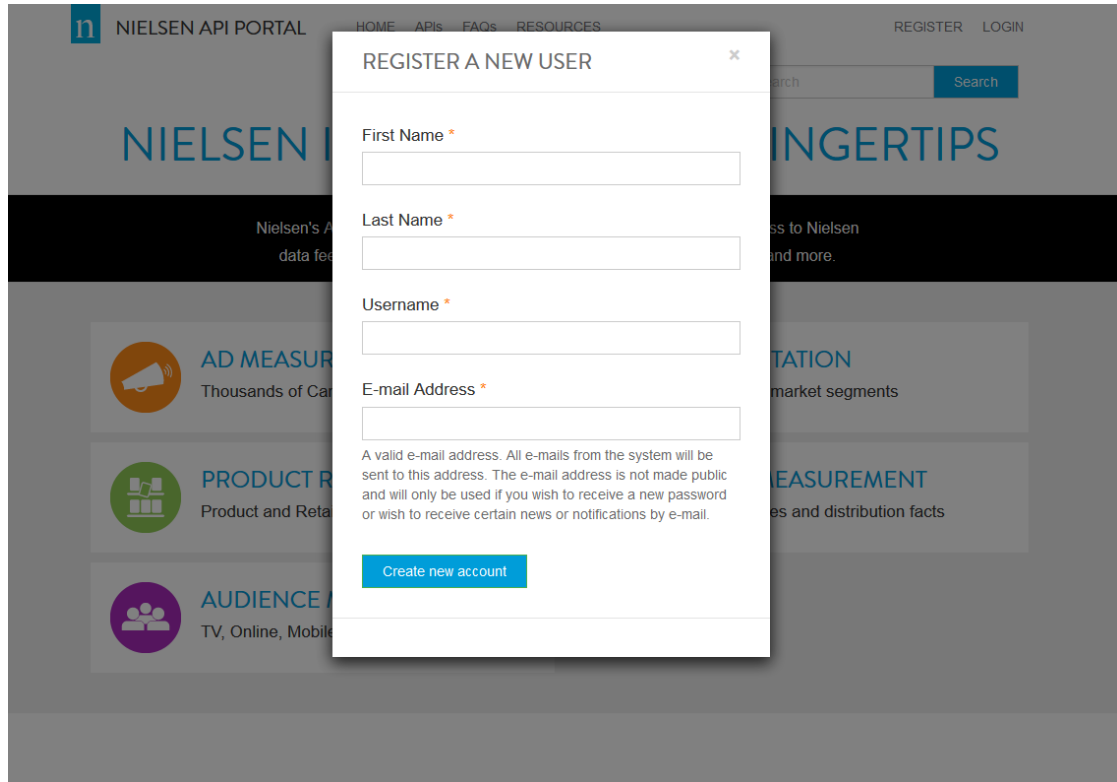
The screenshot shows the Nielsen API Portal homepage. The browser address bar displays 'https://developer.nielsen.com/'. The page header includes the Nielsen logo, the text 'NIELSEN API PORTAL', and navigation links for 'HOME', 'APIs', 'FAQs', 'HOST AN API', 'RESOURCES', 'REGISTER', and 'LOGIN'. A search bar is located in the top right. The main content area features the headline 'NIELSEN INSIGHTS AT YOUR FINGERTIPS' and a sub-headline: 'Nielsen's API suite helps power your applications with programmatic access to Nielsen data feeds on consumer trends, media consumption, purchase habits and more.' Below this, five service categories are listed in a grid:

- AD MEASUREMENT**: Thousands of Campaigns and Ads
- SEGMENTATION**: Hundreds of market segments
- PRODUCT REFERENCE**: Product and Retailer Reference Information
- RETAIL MEASUREMENT**: Over 250 sales and distribution facts
- AUDIENCE MEASUREMENT**: TV, Online, Mobile, Audio, TopTen and more

At the bottom of the page, there is a call to action: 'READY TO GET STARTED? HERE'S HOW.' and a footer with 'Privacy Policy | Terms of Use' and 'Copyright © 2016 The Nielsen Company. All Rights Reserved'.

**Step 3:** Enter details in the “Register A New User” form and click “Create New Account”

button. Make sure to enter a valid Email ID as the registration process will send a system generated email to validate the email address entered and provide instructions to activate the account.



The image shows a screenshot of the Nielsen API Portal website with a modal form titled "REGISTER A NEW USER" overlaid. The form contains the following fields and text:

- First Name \*** (text input field)
- Last Name \*** (text input field)
- Username \*** (text input field)
- E-mail Address \*** (text input field)

Below the E-mail Address field, there is a note: "A valid e-mail address. All e-mails from the system will be sent to this address. The e-mail address is not made public and will only be used if you wish to receive a new password or wish to receive certain news or notifications by e-mail."

At the bottom of the form is a blue button labeled "Create new account".

The background of the website shows the Nielsen API Portal header with navigation links (HOME, APIs, FAQs, RESOURCES), a search bar, and a sidebar with categories like AD MEASUREMENT, PRODUCT RESEARCH, and AUDIENCE MEASUREMENT.

**Step 4:** Check your mail box for system generated mail from “Nielsen API Portal <NielsenAPIPortalSupport@nielsen.com>”. Click the activation link or copy and paste in the browser window. This will lead to a new page with successful activation message and log-in form as shown below: .

# RESET PASSWORD

This is a one-time login for *upasana.nayak.ap@nielsen.com* and will expire on *Thu, 03/17/2016 - 00:19*.

Click on this button to log in to the site and change your password.

This login can be used only once.



**Step 5:** Click on Log in and provide the password that you want to set and click “**SAVE**”.

## EDIT PROFILE

Username \*

Current Password

Enter your current password to change the E-mail address or Password. [Request new password.](#)

E-mail Address \*

A valid e-mail address. All e-mails from the system will be sent to this address. The e-mail address is not made public and will only be used if you wish to receive a new password or wish to receive certain news or notifications by e-mail.

Password Strength:

Password

Confirm Password

**Step 5:** Your changes will be saved and you will be redirected to home.



# NIELSEN INSIGHTS AT YOUR FINGERTIPS

Nielsen's API suite helps power your applications with programmatic access to Nielsen data feeds on consumer trends, media consumption, purchase habits and more.



## AD MEASUREMENT

Thousands of Campaigns and Ads



## SEGMENTATION

Hundreds of market segments

### 3 APPLICATION CREATION AND API PLAN SUBSCRIPTION

Step 1: After signing in, click on the "MY APPS" menu:



# NIELSEN INSIGHTS AT YOUR FINGERTIPS

Nielsen's API suite helps power your applications with programmatic access to Nielsen data feeds on consumer trends, media consumption, purchase habits and more.



## AD MEASUREMENT

Thousands of Campaigns and Ads



## SEGMENTATION

Hundreds of market segments



## PRODUCT REFERENCE

Product and Retailer Reference Information



## RETAIL MEASUREMENT

Over 250 sales and distribution facts



## AUDIENCE MEASUREMENT

TV, Online, Mobile, Audio, TopTen and more

Step 2: Register an Application to access the APIs. Click "Add a New App" link as show below:

## MY APPS

[Add a New App](#)

**Step 3:** Provide a name in the “App Name” text field and select the product(s) that you would like to subscribe to then click “Create App”. Application name can be any user defined name i.e. Test App1.

## ADD AN APP

App Name \*

Callback URL

Product \*

BDA\_FACTDATA\_Plan1

BDA\_FACTDATA\_Plan1

**Step 4:** After successfully saving the Application, you will be returned to the MY APPS page, and you will see your new app in “Pending” status. An approval email is sent to the system administrator to review and approve your subscription request.

## MY APPS

App Created!

[Add a New App](#)

[NEW](#) Test App1

Pending



**Step 2:** After successful logging in, go to “MyApps” and click on App Name. Copy the Consumer Key(apikey).

NIELSEN API PORTAL HOME APIs MY APPS FAQs RESOURCES SUPPORT upasana.nayak.ap... Logout

Search Search

## MY APPS

Add a New App

NEW TestApp1 Approved

KEYS PRODUCTS DETAILS ANALYTICS EDIT "TEST APP1" DELETE "TEST APP1"

Test App1's Keys

Consumer Key	[REDACTED]
Consumer Secret	[REDACTED]
Key Issued	Wed, 03/16/2016 - 01:27
Subscription End Date	Sat, 12/31/2016 - 00:00

**Step 3:** Click on the APIs button at the top of the page and select the API for which you requested access.

NIELSEN API PORTAL HOME APIs MY APPS FAQs RESOURCES SUPPORT upasana.nayak.ap... Logout

Item Ranking API returns the top or bottom performing items, along with additional facts and characteristics to support a reporting solution.

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[RMS API Solutions](#)  
Retail Measurement Dimension Names Metadata API

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[Segmentation Typing Tool](#)  
This is to get the cluster details for each consumer.

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## 5 TESTING AN API USING THE API EXPLORER

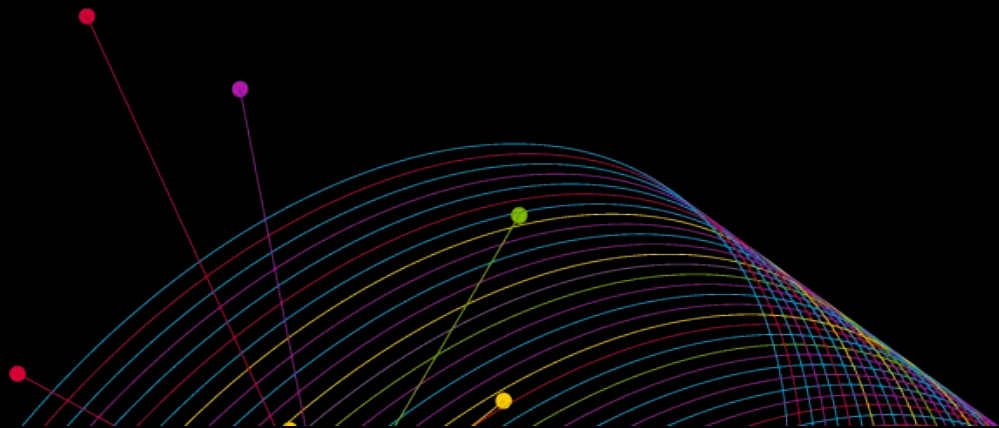
**Step 1:** From the selected APIs page, click the Operation which you want to test.







# APPENDIX



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## 6 OAUTH OVERVIEW

OAuth is an authorization method to provide access to resources over an HTTP protocol. OAuth is an open standard for authorization that enables client applications to access server resources on behalf of a specific Resource Owner. OAuth also enables Resource Owners (end users) to authorize limited third-party access to their server resources without sharing their credentials. For example, a Gmail user could allow LinkedIn or Flickr to have access to their list of contacts without sharing their Gmail username and password.

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## 7 OAUTH FEATURES OF API GATEWAY

The following features are implemented in the Nielsen API Portal for API with OAuth 2.0:

- Authentication Flow - If a user try to access the APIs, it will ask for the user credentials to provide the access token. Once the token is generated, you can access the APIs.
- Authorization Flow - when the user try to access the API along with the token, this flow ensures the validity of the token.

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## 8 ACCESSING NIELSEN APIS WITH OAUTH ENABLEMENT

### 8.1 Getting an Access Token

To get an access token, you need the below details

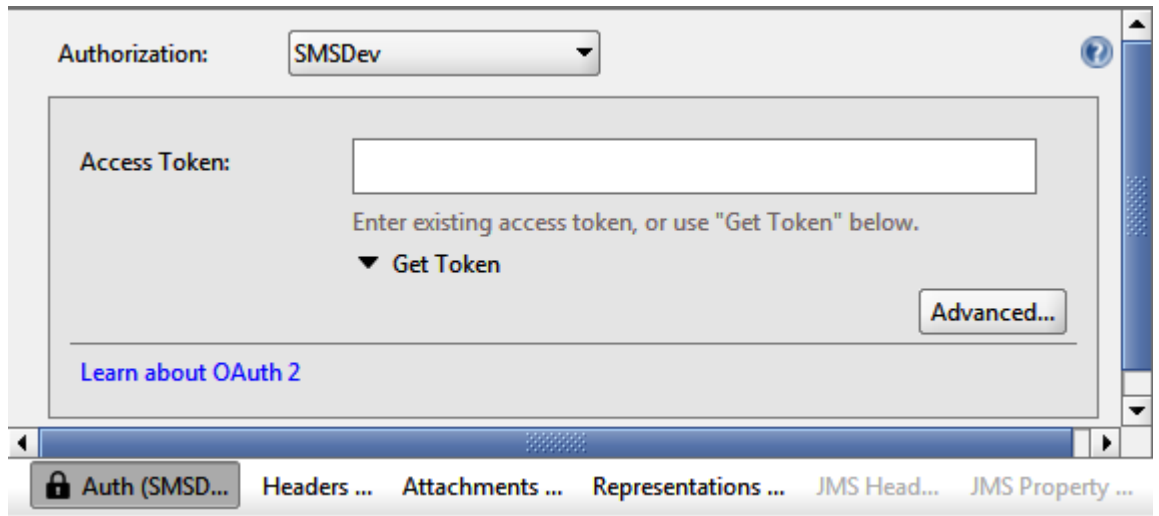
- Client\_Id
- Client\_Secret
- Redirect URI  
(<https://api.developer.nielsen.com:9333/asg/oauth2/client/callback>)
- Authorization URI  
(<https://federate.answers.nielsen.com/as/authorization.oauth2>)
- Token URI (<https://federate.answers.nielsen.com/as/token.oauth2>)
- User's credentials for Answer's login.

Once a user purchases an API subscription, they will get all the details mentioned above. To access an API, one can build his/her own application or can use SOAP UI.

### 8.2 Getting an Token through SOAP UI

- 1) Set the Authentication as Oauth 2.0 in SOAP UI

- 2) Client on “Get Token” and give all the details in the below mentioned window



Authorization: SMSDev

Access Token:

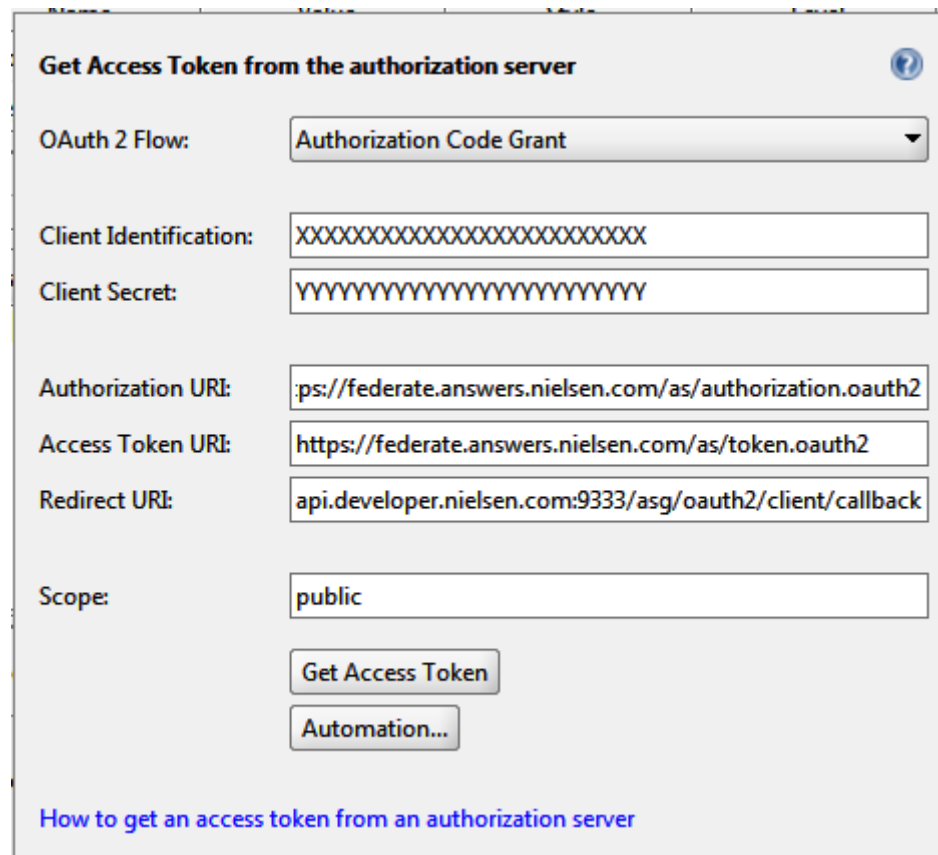
Enter existing access token, or use "Get Token" below.

▼ Get Token

Advanced...

[Learn about OAuth 2](#)

Auth (SMSD... Headers ... Attachments ... Representations ... JMS Head... JMS Property ...



**Get Access Token from the authorization server**

OAuth 2 Flow: Authorization Code Grant

Client Identification: XXXXXXXXXXXXXXXXXXXXXXXXXXXX

Client Secret: YYYYYYYYYYYYYYYYYYYYYYYYYYYY

Authorization URI: ps://federate.answers.nielsen.com/as/authorization.oauth2

Access Token URI: https://federate.answers.nielsen.com/as/token.oauth2

Redirect URI: api.developer.nielsen.com:9333/asg/oauth2/client/callback

Scope: public

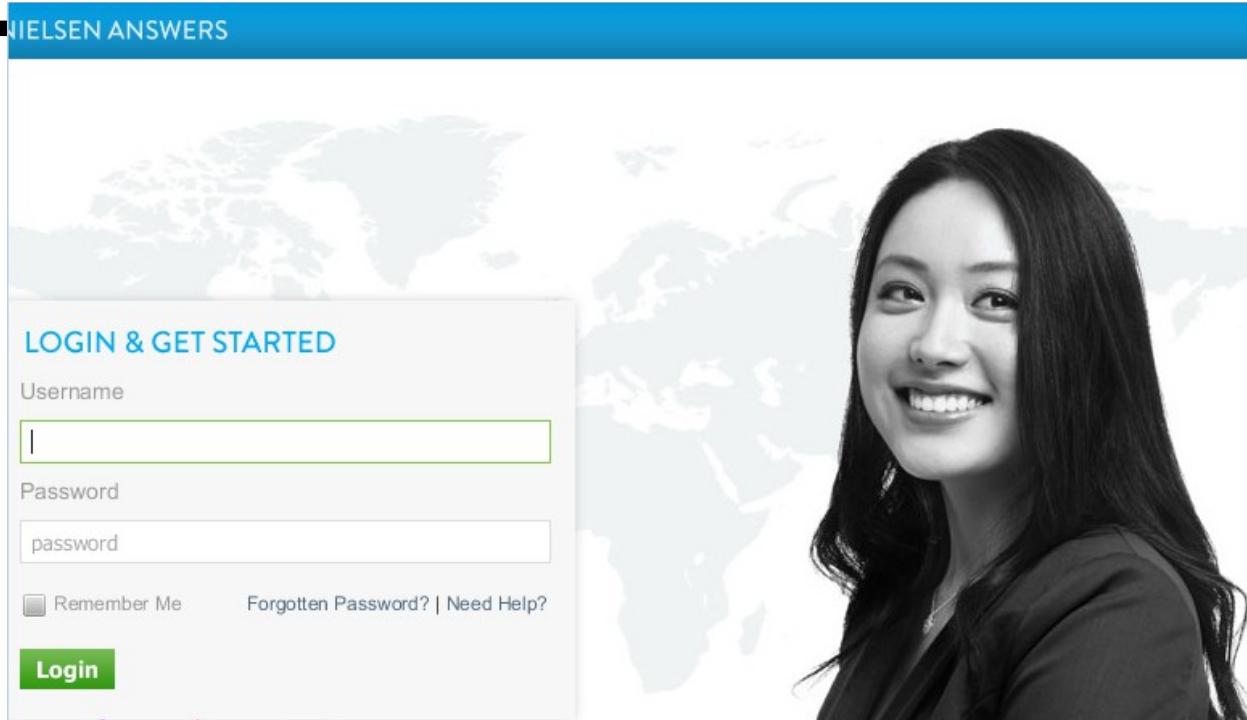
Get Access Token

Automation...

[How to get an access token from an authorization server](#)

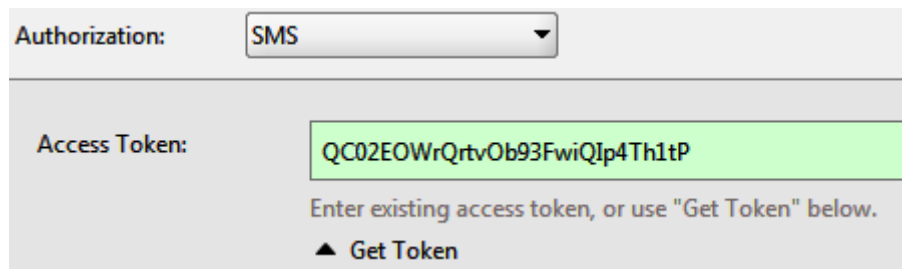
Note: Client Identification and Client Secret are different for different users. It will be provided to each client separately.

- 3) After giving all the details, you click on “Get Access Token”
- 4) Below Answer’s login page will be returned. You will need to provide the login id and password.

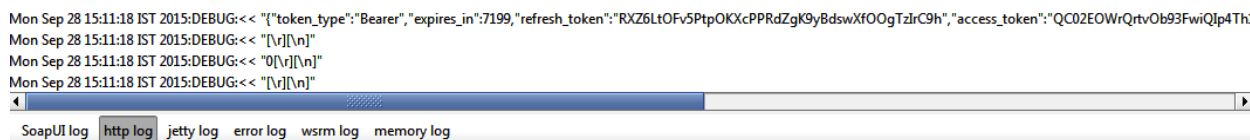


- Once you give valid credentials and click submit, the access token will be generated in the Authentication tab and refresh token would be generated in the "http log" area.

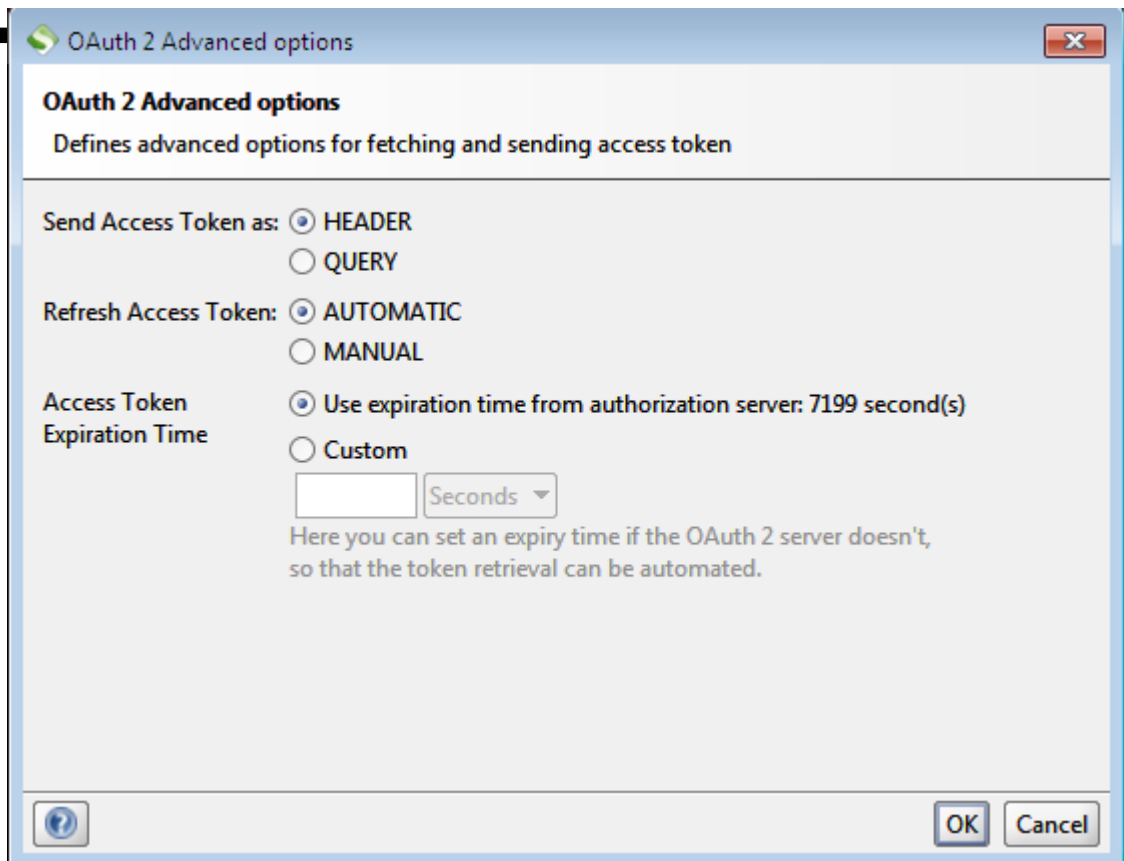
Access token



Refresh token



- Click on "Advanced" settings in Authentication tab and you can select to pass the access token in a query string or as header parameter



- 7) In some Nielsen APIs, you can pass the token in a query string and in some you need to pass it in the header.
- 8) You can also pass the access token in the request parameter field of SOAP UI.

### 8.3 Access token generation programmatically

With all the required parameter at your hand a user can also get the access token programmatically. This can be done through any java code or .net code and jsp code.

Below attached jsp sample code can be referred to get the authorization code -



AuthorizationCode.txt

Below attached jsp sample code can be referred as to get the access token after getting the authorization code -



GettingAccessToken.txt

Below mentioned link is explaining, how to do it in SOAP UI.  
<http://www.soapui.org/oauth2/automating-access-token-retrieval.html>

## 8.4 Passing the access token through APIX portal

If the access token has to be passed through header parameter, then the access token has to be passed in as Authorization field and in the below format ---

### HEADER PARAMETERS

Name	Values	Data Type	Description
<b>Authorization</b> <i>(required)</i>	<input type="text" value="Bearer xxx"/>	string	This is the access token used for Oauth validation, The format for the Authorization field would be 'Bearer XXXXX', where XXXXX is your access token

## 8.5 Refresh Token

If you get an error stating that your access token is expired, you can use the refresh token to get a new access token by calling the access token URI provided to you with your client credentials. Access token life span is 120 min, so to use the API after this time, you will need to get another access token.

You can use SOAP UI or any REST client to send a POST call to the Access token URI provided to you. Below are the parameters which you require to get a new access token with the use of refresh token—

- 1) Access Token URI (<https://federate.answers.nielsen.com/as/token.oauth2>)
- 2) Refresh token
- 3) Grant\_type = "refresh\_token"
- 4) Client\_id
- 5) Client\_secret