

NIELSEN NATIONAL TV VIEW

STRICT DAYPART AND DAYPART OVERRUNS
2015

nielsen
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AN UNCOMMON SENSE
OF THE CONSUMER™

NIELSEN NATIONAL TV VIEW: STRICT DAYPART & DAYPART OVERRUNS

STRICT DAYPART VS. DAYPART OVERRUNS

Program ratings by **Strict Daypart** are ratings based only on the custom daypart.

Program ratings by **Daypart Overruns** are ratings based on program minutes that fall outside of the custom daypart.

EXAMPLE

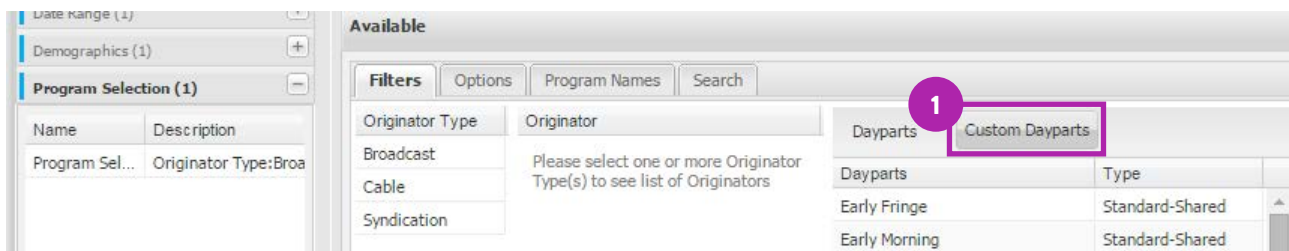
If you use the 8pm-11pm daypart and the program ends at 11:20pm, **Strict Daypart** reports program ratings between 8pm-11pm. Choosing **Daypart Overruns** reports program ratings from 11pm-11:20pm – the 20 minutes past your custom daypart.

A **Strict Daypart** is based on program quarter-hour ratings and is not applicable to C3 data stream selections.

CREATE A CUSTOM DAYPART

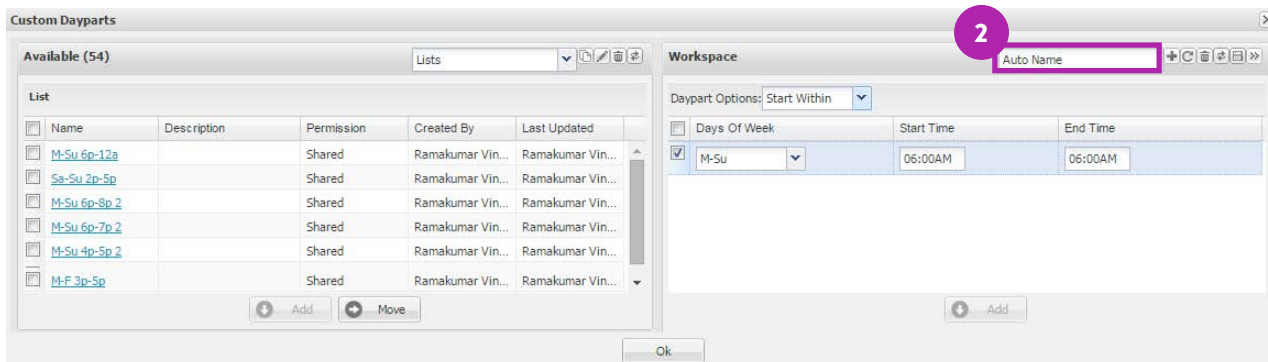
USE THE SPAN OPTION TO MATCH GALAXY EXPLORER

1.) In the Program Selection prompt, click the **Custom Dayparts** button.



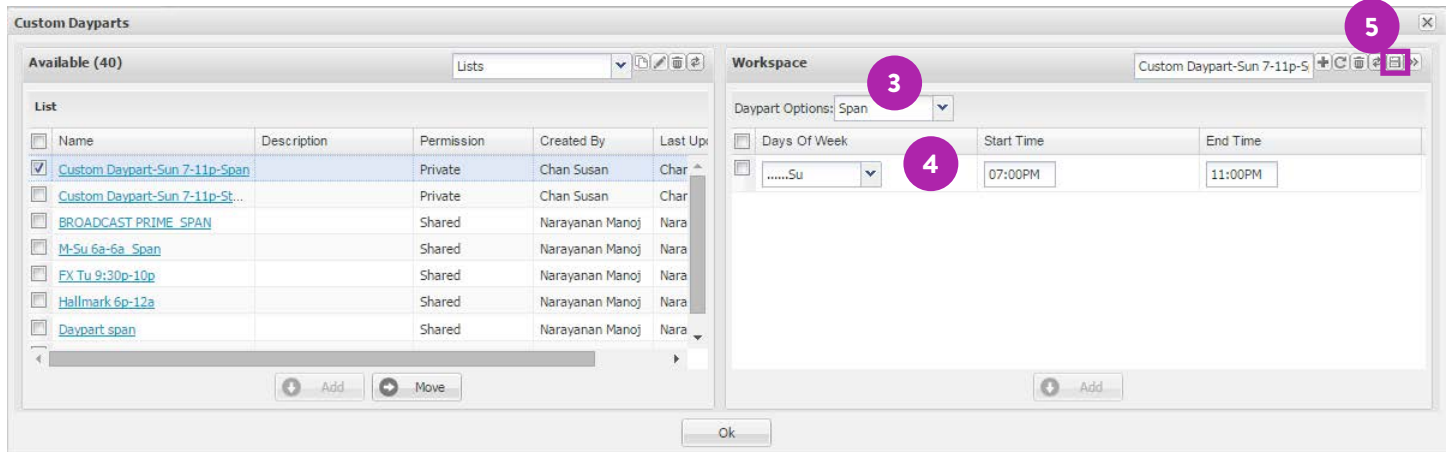
2.) In the Workspace area on the right side of the screen, enter the name of your custom daypart and replace **Auto Name**.

TIP – Use the Daypart Options selection in the Custom Daypart name. For example: **M-F 8p-11p SPAN**.



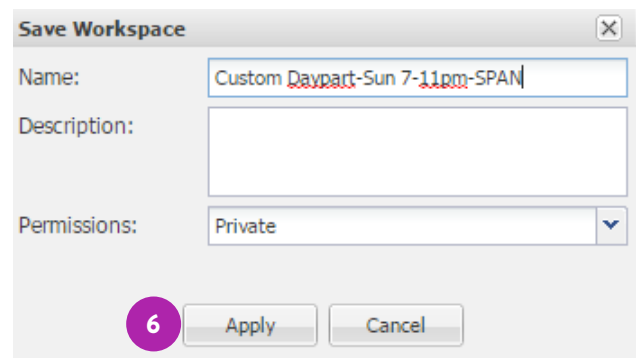
NIELSEN NATIONAL TV VIEW: STRICT DAYPART & DAYPART OVERRUNS

- 3.) Click the Daypart Options drop-down and choose **Span**.
- 4.) Select your Days of Week, Start Time and End Time.
- 5.) Click on the **Save** button.



- 6.) Update the name of the daypart, provide a description, and change the Permissions from Private to Shared, if you wish to share this group with others in your organization.

Click on **Apply** button.



- 7.) Your new Custom Daypart will appear in the Available List. Click on **OK** to close this window.

NOTES

- Step (3) is important if you wish match Galaxy Explorer Strict Daypart reports.

NIELSEN NATIONAL TV VIEW: STRICT DAYPART & DAYPART OVERRUNS

SELECT ORIGINATORS OR PROGRAMS

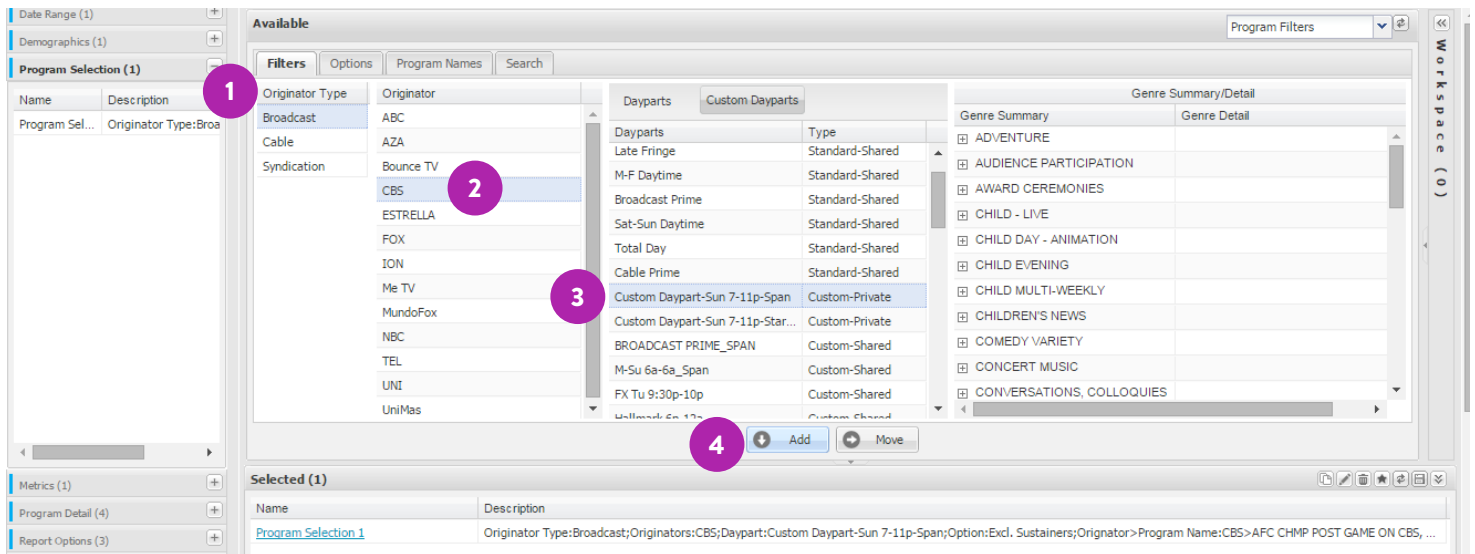
– To match the Galaxy Explorer Strict daypart report, you must select a Custom Daypart.

In the Program Selection prompt, select your Originator Type and/or Originator. For example:

- 1.) Originator Type: Broadcast
- 2.) Originator: CBS
- 3.) Custom Daypart: Custom Daypart-Sun 7-11pm-SPAN

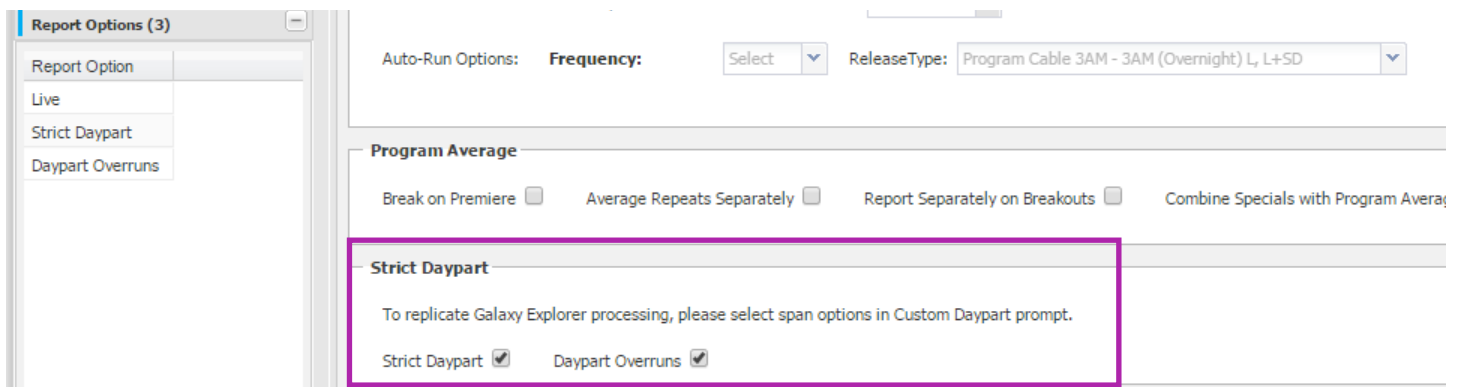
NOTE – If you wish to report only the selected program, select your custom daypart on this page, then click the **Search** tab. Complete a Program search and click the **Add** button to Selected. Check in the Selected area to confirm you have selected the Custom Daypart.

- 4.) Click the **Add** button to move selections to the Selected area.



SELECTING STRICT DAYPART AND DAYPART OVERRUNS

In Report Options prompt, check Strict Daypart or Strict Daypart and Daypart Overruns to include in report.



NIELSEN NATIONAL TV VIEW: STRICT DAYPART & DAYPART OVERRUNS

REPORT TOTAL PROGRAM RATINGS

If you wish to see total program ratings, strict daypart and daypart over-runs in a report, similar in Galaxy Explorer reports, run report at telecast level and then use Multiple Averaging option.

1.) In the Report Layout designer, select Broadcast Date and Time as a row option.

Layout : SC-Program and Telecast Report

PAGE-BY: Custom Range: Custom Range 1 | Dates: mm/dd/yyyy | Avg Level: Daily

Data rows: 6 | Data columns: 30

Originator	Program	Broadcast Date and Time		Demo Data Stream	Demo 1			
				Metrics	US AA% (x.xx)	US AA Proj (000 s)	US Share % (x.xx)	CVG AA% (x.xx)
Originator 1	Program 26	mm/dd/yyyy	hh:mm AM		0.10	0		0.10
Originator 12	Program 12	mm/dd/yyyy	hh:mm AM		0.10	0		0.10
Originator 16	Program 10	mm/dd/yyyy	hh:mm AM		0.10	0		0.10
	Program 11	mm/dd/yyyy	hh:mm AM		0.10	0		0.10
Originator 4	Program 28	mm/dd/yyyy	hh:mm AM		0.10	0		0.10

2.) In the Report Layout page, click on Averaging Options open selection page.

3.) In the Multiple Averaging Level box, check Program.

4.) If you want an Bottom Line Average for the originator, check Originator in the Bottom Line Average box.

Summary

SC-Strict Daypart Example: Report Layout

Averaging Options

Multiple Averaging Level

Custom Range: Dates: Program Selection:

Originator Type: Originator: Program: 3

Episode: Trackage: Daypart:

Genre Summary: Genre Detail:

Bottom Line Average

Custom Range: Originator: 4 Daypart:

Genre Summary: Genre Detail:

Report Totals

Show Report Totals:

Apply Cancel

2

Averaging Options

Multiple Averaging Level: Program: Bottom Line Average: Ori...

Save Template Submit Previous Next



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Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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