

Software Tip

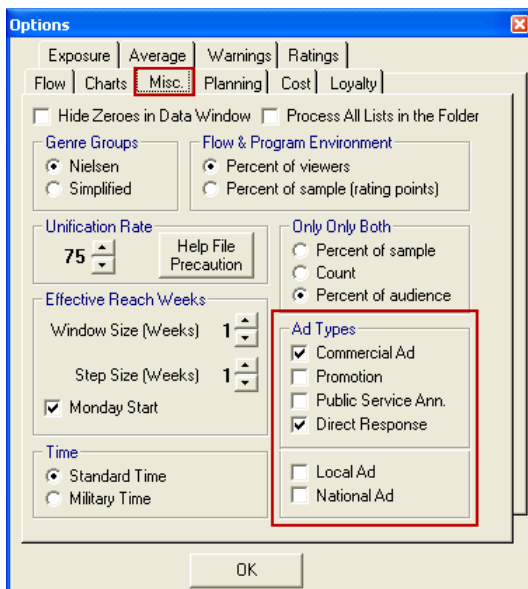
"C3" Commercial Ratings

A "C3" rating provides the average rating of all commercial minutes in a program within the Live+75 hours stream.

1.) Set Full Program Data setting to ON.

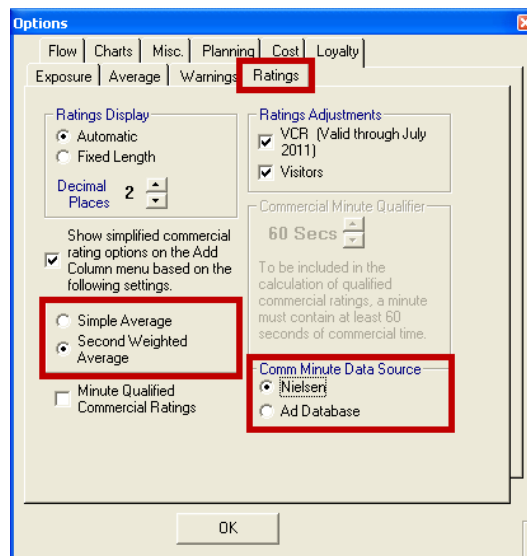


2.) From the Audience Watch toolbar, go to **View > Options** and on **Misc** tab, set **Ad Types** to **Commercial, Direct Response**

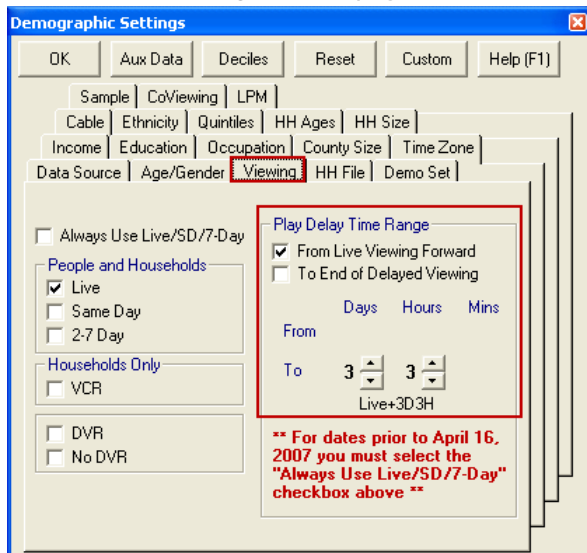


3.) On **Ratings** tab, set **Average Type** to **Second Weighted Average**

- set **Ratings Adjustments** to **VCR** and **Visitors**
- set **Commercial Minute Data Source** to **Nielsen**



4.) From the Demographic Settings, go to **Viewing** tab and select **Live +3 Day +3 Hour** playback



5.) Load a Program List comprised of advertising and then use the **Add Columns of Data** button.

When all these options have been set, add this rating:
Exposure–Average > Second Wgt Avg Comm Rating Program

This rating option reports the "C3" statistic, only with the combination of options stated on this page. Otherwise, it is not a "C3" rating.

Other column options you can include:

Exposure–Average > then Second Wgt Avg Comm Rating Pod

Exposure–Average > then Second Wgt Avg Comm Rating Ad
(using a list of advertising)

Commercials > Ad Seconds in Minute, Pod, and Program

Standard > Pod Number, Pod Position and Ad Length columns