

# GRABIX

FREQUENTLY ASKED QUESTIONS  
2013

nielsen  
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AN UNCOMMON SENSE  
OF THE CONSUMER™

## GRABIX: FREQUENTLY ASKED QUESTIONS

1

### HOW DO I ACCESS GRABIX?

You can access Grabix through Nielsen Answers <https://answers.nielsen.com/> or through Grabix <http://grabix.com/>. Your Grabix ID is your email address. Your Grabix password is a unique password assigned to you. It differs from your Nielsen Answers password.

2

### WHAT BROWSER WORKS WITH GRABIX?

For best performance, please use any version of Internet Explorer.

3

### HOW DO I RESET MY GRABIX PASSWORD?

For assistance with resetting your password, please call the Nielsen Solutions Center at 800-423-4511.

4

### DO I NEED THE SILVERLIGHT PLUGIN TO USE GRABIX?

Yes. At first login you should be prompted by Internet Explorer to download the Silverlight plugin. Also, it is best to disable pop-up blockers for this site and make <http://grabix.com>, a trusted website.

5

### WHEN CAN I SEND AN EMAIL TO A NON-GRABIX USER?

Only emails sent from Search and the Segment Analyzer in the Segment Analysis Report can be sent to people without a Grabix ID and password. Each recipient of the email can view the video content up to 25 times before the link expires. All other email options in the software are intended for Grabix users only.

6

### DO I NEED TO CREATE AND SAVE A VIDEO CLIP BEFORE E-MAILING IT FROM THE MEDIA VAULT?

No, clips emailed from the video editor get saved in your media vault.

## GRABIX: FREQUENTLY ASKED QUESTIONS

7

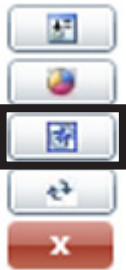
## WHAT IS THE DIFFERENCE BETWEEN A QUARTER-HOUR RATING AND A MINUTE RATING?

You can learn more about the differences between these two rating types in the [Minute by Minute vs. Overnight Report](#) document located on the Client Learning Site.

8

## HOW CAN I SEE MULTIPLE VIDEO PLAYERS SIDE-BY-SIDE ON MY SCREEN?

To see multiple video players side-by-side on your screen, click the **Undock** button to the left of each of the video players, shown in a box to the left. Each one will then undock and move to the top of the screen. You can arrange each video box at the top of the page so that you can see multiple players on your screen at once.



9

## WHY ARE SOME STATIONS/ CABLE NETS DISPLAYED IN CAPITAL LETTERS WITHIN THE GAINS/LOSSES CHART?

Clicking on any stations/cable networks that are written in all capital letters will show the video playing on that viewing source at that minute. This will allow you to see what viewers were watching when they changed channels.

10

## I SEE SOURCES AND DESTINATIONS THAT I DO NOT RECOGNIZE, WHAT ARE THEY?

There is a complete list of all viewing sources available on the Client Learning Site under the Media Knowledge page. Click the link to open the document: [Nielsen Additional Viewing Sources](#). There is also a list of cable abbreviations available as an Excel file to allow you to sort as needed: [Cable Abbreviations Worksheet](#).

## GRABIX: FREQUENTLY ASKED QUESTIONS

11

## CAN ADDITIONAL STATIONS OR NETWORKS BE ADDED TO GRABIX?

For information on this topic, please contact your Nielsen Representative.

12

## HOW DO I SYNCHRONIZE VIDEO PLAYERS ON THE GRAPHS PAGE?

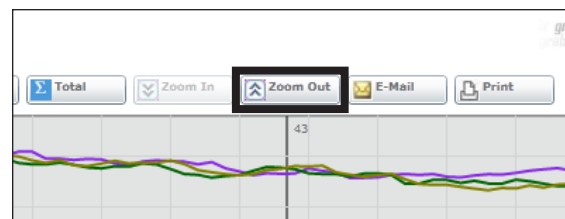


To sync up videos with one video player, click the **Sync** button to the left of the specific video player you are trying to sync with, shown in a box to the left. You can also click on the **Reset** button at the top of the page to start all video players over at the beginning. The **Reset** button will also reload the page with all original parameters, so any selections you made will be cleared.

13

## HOW DO I RESET THE PARAMETERS AFTER ZOOMING-IN AND MAKING SELECTIONS ON THE GRAPHS PAGE?

Click the **Zoom Out** button at the top of the screen and this will reset the page.



14

## HOW DO I OPEN THE SEGMENT EDITOR FROM THE SEARCH RESULTS PAGE?

Open the Segment Editor by clicking on the thumbnail to the left of the search result that you would like to segment.

## GRABIX: FREQUENTLY ASKED QUESTIONS

15

## CAN I EDIT SEGMENT VIDEO FROM THE SEGMENT ANALYZER PAGE?

Yes. Click the wrench and hammer icon to the left of the segment to open the Segment Editor, shown below in a box.

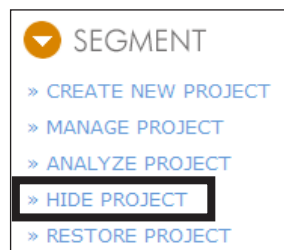


16

## I CREATED PROJECTS WITH THE WRONG NAME, HOW DO I DELETE THEM?

You cannot delete them but you will be able to hide them. To hide a project, navigate to the Grabix home screen and select

Hide Project at the bottom of the screen. Select the project you wish to hide from the drop-down menu and click Hide. To unhide the project, select

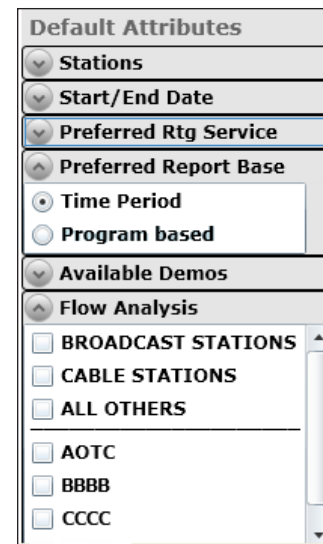


Restore Project from the home page, select the project you would like to see and click Restore.

17

## HOW DO I SELECT FLOWS AND PLAY COMPETING VIDEO ON THE SEGMENT ANALYZER PAGE?

First, select the stations you are interested in from the Flow Analysis panel on the left side of the screen. Once you have made your selections, click



on Search button at the top. This will add in a column for each additional viewing source. If you would like to see video place a check mark beside the row or segment you are interested in as well as beside the competing viewing source in the columns.

Finally click the green play icon to see the corresponding videos.





## ABOUT NIELSEN

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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